



Annual Report 2023-24



CEO's Message



2023 was a significant year for PCI India. It was our silver jubilee year. We came into existence on June 17, 1998, as a fully Indian entity.

For the past 25 years, we have been dedicated to transforming millions of lives in India and working towards creating a happy, healthy, safe, and sustainable world for all.

We have reached numerous villages, panchayats, towns, and cities across the country, touching the lives of millions and forging strong partnerships with governments, communities, and like-minded organisations. We have established strategic partnerships and collaborated with the government in several states, both at the national and local levels. Through our deep connection with the community and our understanding of systems, measurement, and scale, we have designed innovative solutions. Many of these solutions have yielded impressive outcomes, and have been scaled up to the national or state level depending upon the requirements.

Our 25th anniversary is not only a celebration of the past but also an opportunity to envision the future. We reaffirm our commitment to making a difference and rededicate ourselves to the cause we hold dear.

It is in keeping with this envisioning and assessing future demands we have doubled down on Climate Action. For us, Climate Action is an integrated, multidimensional intervention where we design and implement solutions to protect ecological balance, innovate towards green technology and build economic resilience amongst the most vulnerable of our fellow citizens.

I am especially proud of our 'Green Shakti' initiative and the SIRO Registration. Through Green Shakti we will create 1 million green workforce that is all women and 500,000 green entrepreneurs, again, all women.

Our SIRO registration is a testament to PCI India being a future-ready organisation that devices all its solutions that are informed by the complex lived realities and are thoroughly tested for scale.

I extend my heartfelt thanks to you for being a valued stakeholder and cheerleader in our journey.

Indrajit Chaudhuri

The Year in Summary

In 2023 -24, PCI India reached 17 million people to effect multidimensional and sustainable change. Evidence-based solutions were formulated and implemented to address complex problems related to

1. **Health and Nutrition**
2. **Women Economic Empowerment**
3. **Gender, DEI & Social Norms; and**
4. **Environmental and Climate Action**

To prevent early and child marriages, PCI India developed a solution to work with mother-daughter diads using 'Social Norms Shifting Interventions'. This resulted in a 25% increase in the aspirations of girls to go for higher education and a 23% increase in their agency to resist early marriage. The solution is now being scaled up by the Jharkhand state Government.

PCI India collaborated with the Government's Rural Livelihood Missions at the state and national level to create economic opportunities for rural women by facilitating the convergence of various schemes and promoting public procurement.

At the urban front, working with nearly **15,000** urban women entrepreneurs and skilling nearly **20,000 youths** in sectors such as Banking, Logistics, Healthcare, Green Jobs, Apparels, and more, PCI India built pathways towards economic prosperity.

Diversity, Equity and Inclusion have been central to PCI India's programming. This year two of the most vulnerable groups—the transgender community and the urban ultra-poor—were included consciously to address their respective unique needs towards economic empowerment.

PCI India extended its work on climate action this year by integrating the climate lens in all its program areas. Its hallmark capabilities in Human Centred Design (HCD) and Social and Behaviour Change Communication (SBCC) were found to be extremely helpful in developing impactful solutions.

Awareness generation and capacity building of women collectives were undertaken for extensive awareness on climate change adoptions using the 'Reduce, Reuse & Recycle' approach through IEC and digital interventions.

Under its climate action work, PCI India also promoted multiple DRE solutions and customised agricultural solutions for reducing GHG emissions.

Research and MEL in PCI India touched new heights as we conducted many large-scale and multi-sectoral research, published multiple papers in peer-reviewed journals and were invited to share the findings at several international conferences. This year, PCI India also received a prestigious recognition from the Government of India as a certified 'Scientific and Industrial Research Organisation'.

JEEViKA Technical Support Program

Goals

To reduce neonatal, infant, under-five and maternal mortality rates and improve nutrition of SHG members and their families



About the Project

The JEEViKA Technical Support Program (JTSP), a collaboration between PCI and JEEViKA, supported by a grant from the Bill & Melinda Gates Foundation (BMGF), has significantly advanced health and nutrition (HN) interventions in Bihar. Through integrating Health & Nutrition initiatives within Self-Help Group (SHG) platforms, employing a comprehensive 360-degree Social Behavior Change Communication (SBCC) approach, and ensuring effective convergence with relevant government departments, JTSP has notably enhanced dietary diversity among pregnant and lactating women as well as children aged 6-23 months.

A Memorandum of Understanding (MoU) between the Bihar Rural Livelihood Program and the State Health Society Bihar signifies a concerted effort to improve women's reproductive health, particularly through family planning. Substantial funding allocations from the National Health Mission budget for 2022-2024, supported by technical expertise from PCI India, underscore the program's commitment to expanding and enhancing family planning services through innovative and participatory strategies. The program's scope has recently expanded from 10 to 36 blocks across five intervention districts as of February 2024.

A cornerstone of JTSP's approach involved leveraging digital strategies to enhance community education. The "Chatkarey Zindagi Ke" series, complemented by an innovative video-bot, played a pivotal role in challenging traditional social norms and engaging communities through interactive and technology-driven methods. The project's efficacy and innovation have been recognized both nationally and internationally, evident from accolades received at the SBCC Summit in Morocco and IAMAI's first prize for innovative technology use in social development.

About the Project (continued)

A significant aspect of the project was the strategic transition from direct implementation support to providing technical assistance to JEEViKA. This transition focused on empowering JEEViKA's workforce, leading to improved Maternal, Infant, Young Child Nutrition (MIYCN) indicators, and facilitating the development of sustainable models for community-based organisations (CBO) strengthening, convergence, and enterprise development. Under the JTSP, PCI orchestrated significant convergence among JEEViKA, ICDS, and Bihar's health department, bolstering health and nutrition integration. Responding to the need for a comprehensive approach towards nutrition, the Nutrition Roadmap was developed.

In conclusion, the JTSP project, through its comprehensive and multifaceted approach, has demonstrated a strong commitment to collaborative learning, continuous improvement, and enhancing health and nutrition outcomes in Bihar.

Key Achievements

- JEEViKA implemented Anthropometric Child Screening, training Community Nutrition Resource Persons (CNRPs) and staff using AIIMS, Patna tools. Initially piloted in Lalganj block, Vaishali district, it expanded to 300 Bihar Transformative Development Project (BTDP) blocks across 32 districts, screening 35,107 children under 5 by March 2024.
- Jan Aushadhi Kendras, set up by JEEViKA with the Health Department and PCI's support, aims to offer livelihoods to SHG members and affordable medicines to the underprivileged. In the last three months (till March 24), monthly profits from sales in Gopalganj, Nalanda, and Sitamarhi were Rs. 1,07,329, Rs. 64,973, and Rs. 56,455 respectively.
- The Balahaar Production Units aim to improve nutrition and generate sustainable income by making nutritious food from local ingredients. The first unit was set up in Samastipur district, followed by another in Narayanpur block, Bhagalpur district, in December 2023, with support from PCI India and technical assistance from RACU Pusa. These units have generated total revenues of Rs. 4,17,340 and Rs. 2,43,980 in Samastipur and Bhagalpur, respectively.
- Family Planning Convergence Program's scope has recently expanded from 10 to 36 blocks across five intervention districts as of February 2024.



बाहरी शौच को ज़मीनी खोली

निर्देश विभाग

Prerna Technical Support Program



About the Project

PCI India, in partnership with the Transforming Rural India Foundation (TRIF) and with support from the Bill and Melinda Gates Foundation (BMGF), has been leading the Prerna Technical Support Program (PTSP) since November 2019. PTSP aims to revolutionise the operational framework of the Uttar Pradesh State Rural Livelihoods Mission (UPSRLM) by reinforcing systems and processes, fortifying community institutions, and implementing evidence-based strategies to catalyse sustainable improvements in Health and Nutrition (HN) outcomes across rural Uttar Pradesh.

PTSP has continued to empower UPSRLM in the execution of comprehensive Health and Nutrition (HN) interventions, exemplified by the extensive training of Internal Community Resource Persons (ICRP-FNHW) and Cluster Level Federations (CLFs). Encouraging findings from learning exercises conducted within PTSP intervention areas underscore the program's impact on Health and Nutrition (HN) messaging recall among Self-Help Group (SHG) women. Additionally, PTSP has played a pivotal role in shaping UPSRLM's Annual Action Plan (AAP), with a substantial allocation dedicated to HN activities, reflecting the integration of PTSP strategies into UPSRLM's overarching agenda.

In conclusion, PTSP's journey exemplifies resilience, adaptability, and efficacy in navigating challenges while advancing its core objectives. By catalysing sustainable improvements in Health and Nutrition (HN) outcomes and fostering socio-economic empowerment among rural communities, PTSP stands as a beacon of collaborative excellence and transformative change in Uttar Pradesh's rural development landscape.

Key Achievements

- 4 times increase in the deployment of a dedicated cadre for Health and Nutrition (HN) since 2019 with 25,319 ICRP-HN deployed in FY 23-24 by the state.
- 17 times increase in budgetary allocation since 2019 for HN by UPSRLM with \$ 13.7 million allocated in FY 23-24.
- NRLM organised the first regional learning/ dissemination of HN for the entire northern-Eastern 17 states in Lucknow on Jan 2024.



Social Mobilisation for LF and VL Elimination

Goals

Supporting country in eliminating the most debilitating disease- Lymphatic Filariasis (LF).



About the Project

PCI has been supporting LF endemic states for demand generation towards mass drug administration (MDA) campaigns since year Dec 2017.

Currently 345 districts in India are endemic to LF and a population of about 740 million is at the risk of acquiring infection. PCI India has brought in a very effective, innovative, sustainable, and very low-cost social mobilisation strategy.

Existing platforms and channels have been engaged in an effective manner to increase LF preventive drugs demand in community.

Key Achievements

Engagement of youths through NSS: Youth of the nation decide the nation's future, so engagement of youth is key for the success of any public health intervention. Compliance data collected over three consecutive years suggests that the DOT among youths is 8.6% (2023), 2.6% (2022), and 5.4% (2021) lower compared with other age groups. PCI India worked with the Ministry of Youth Affairs to engage youths in LF elimination program through a youth engagement strategy (YES). In Uttar Pradesh, the NSS coordinators were sensitised in an in-person meeting at Lucknow and in Odisha, Jharkhand and Bihar states it was conducted virtually. These coordinators further sensitised college students and ensured drug consumption at booths on college premises. These youths not only consumed anti-filarial drugs themselves but also sensitised their family members and friends to the same. A total of 69,606 youths were sensitised from 172 colleges from 7 states during Aug 2023 and Feb 2024 MDA campaigns.

Bringing innovative solutions to solve the urban puzzle: Anti-LF drug compliance in urban areas is always lesser in comparison to rural areas. Non-availability of accountable drug administrators (DA), high literacy, high-rise buildings, non-cooperation of the urban population, non-availability of people during DA time, poor quality training, micro plans and poor IEC are the other major causes of poor compliance in urban settings. PCI India supported 30 high-urban population districts. Key initiatives taken by PCI were (i) Engaging nursing college students as DA (ii) Intensive miking prior to MDA (iii) Support in conducting quality DA training (iv) Identification and mapping of workplaces (v) Engagement of social work colleges (vi) Youth engagement through universities and colleges.

Key Achievements (continued)

Strategic support to the government to develop communication products: PCI India has brought 360-degree change in IEC products for LF elimination program. Now there is a variety of products available with branding and uniformity. Before both the MDA campaigns i.e Aug 2023 and Feb 2024, PCI developed communication products and got them approved by GoI for sharing with states. Now all the MDA states are using PCI-developed IEC which has branding and uniformity across. IEC material includes but is not limited to (i) Posters (ii) Banners (iii) Standees (iv) Social media toolkits (v) Radio spots (vi) TV commercials (vii) Videos (viii) Audios etc.

Introduction of booths in schools to increase directly observed consumption: 77% of the students (age 5-21 years) are in schools and colleges for their studies. This population is extremely important for any public health intervention. This population is the future of the nation so must be protected from diseases like LF. PCI always had dialogues with the government to organize booths in schools and colleges to administer drugs to this most important group of the population. In Aug 2023 and Feb 2024 MDA campaign, almost all the states set up booths in schools to target this population. Lots of adverse drug reactions were reported from schools which had some negative impact on the program but finally, it could be managed by the concerned health officials of state and districts with the support of partners. In the long run, this school-based intervention will yield a lot of results in return.

Onboarding of mission steering group (MSG) human resource for social mobilisation: PCI has been having dialogues with the government since the beginning to bring some resources from NHM for MDA social mobilisation. MSG has approved short-term human resources for the states in PIP for social mobilisation. PCI team closely worked with the states and brought in this human resource at ground in Odisha and Madhya Pradesh states.

Key Achievements (continued)

Support to create a solution to the most complex problem of refusals in MDA: PCI has been a forerunner in convincing the resistant families/individuals for DOT. In intervention states PCI is capacitating DAs and supervisors to convince the resistant families. The team is also working to organise a round table with the state leadership to have a concrete plan for converting these refused families/individuals. During the reporting year, a total of 3,43,075 out of 4,70,525 (73%) refusals were converted by the PCI team.



CORE Group Partners Project (CGPP)

Goals

Maintain population immunity to sustain polio-free status and increase immunization coverage through improved community engagement by conducting social mobilization activities and strengthening the capacity of FLWs.



About the Project

PCI India operates in twenty-two blocks across five districts in Western Uttar Pradesh: Meerut, Moradabad, Muzaffarnagar, Sambhal, and Shamli. Since 2001, PCI has been a key member of the CORE Group Partners Project (CGPP), India consortium.

In March 2020, CGPP-PCI withdrew Community Mobilisation Coordinators (CMCs) as part of the program's transition phase. Since then, PCI has been closely collaborating with ASHAs and ASHA facilitators, providing support to enhance their soft communication skills, supervisory skills, use of indigenous tools, and data-keeping for improved planning. These efforts aim to sustain population immunity, ensuring the maintenance of polio-free status, and to increase immunization coverage in targeted intervention areas.

In addition to system strengthening and raising awareness through social mobilisation activities, PCI has also prioritised the enhancement of the community cadre. This includes strengthening the Communication Action Group (CAG) and establishing a Communication Expert Group (CEG). The CEG comprises a trained workforce on communication, tasked with improving communication skills among frontline workers (FLWs) and CAG members.

Key Achievements

- 42,220 under five years children through Suplimantry Immunization Activity (SIA).
- 81.5% of 11,145 0-11 months old children received OPV-0 dose.
- 99.2% of 12,194 eligible children aged 12-23 months old received their first dose of the Penta vaccine.
- 97.5% of 12,194 children aged 12-23 months old received Penta-3 dose.
- 92.2% of 12,194 children aged 12-23 months old received the first dose of the MR vaccine.
- 473/478 government teachers were sensitized on Polio, RI, and WASH.
- 96% of 521 FLWs were trained in soft communication skills, indigenous tools, and record keeping.
- 70.7% of 4,443 RI vaccine-hesitant families mobilised.
- 88 CEGs were formed.



सर्व शिक्षा अभियान
सर्व शिक्षा अभियान
सर्व शिक्षा अभियान

सर्व शिक्षा अभियान
सर्व शिक्षा अभियान
सर्व शिक्षा अभियान

Recover Bihar

Goals

To protect every child from preventable diseases by restoring the rhythm of routine immunisation in the most remote regions and under-served communities.



About the Project

RECOVER 3 extended its reach to the most remote and underserved regions, prioritising marginalised groups such as Mahadalits, ethnic minorities, and migrants. The focus shifted towards safeguarding every child from vaccine-preventable diseases through improving demand and routine immunisation services.

Identifying concerning trends in areas with low performance from Health Sub-Centers (HSC) and Anganwadi Workers (AWW), we observed a significant number of children dropping out of the immunisation process or being missed entirely. Consequently, our efforts concentrated on 218 Mahadalit Tolas, facing unique challenges due to their remoteness, high-risk conditions, and reluctance to vaccination.

Key Achievements

- Improvements were seen in reducing vaccination delays, notably for doses given from birth to 10 weeks and at 9 months. There was a significant 9%-point increase in age-appropriate vaccination, a 4%-point decrease in under-immunized children and a 2%-point decrease in zero-dose cases.
- A notable accomplishment in Bhojpur was the development and application of a distinctive diagnostic tool which played a pivotal role in conducting a thorough situational analysis, pinpointing system deficiencies and community obstacles, especially in regions with low vaccination rates and increasing vaccine-preventable disease (VPD) instances.
- The project successfully addressed supply-side obstacles, including supervision issues, inadequate review processes, and reporting protocol deficiencies. Strategies encompassed supportive supervision, establishment of accountability matrices, and enhancement of Cold Chain Handlers' skills, thereby guaranteeing efficient vaccine management and timely vaccination sessions.
- Overcoming community barriers such as heightened risk perception, misinformation, and trust issues was paramount.
- Priority was given to strengthening the capacity of Frontline Workers through tailored training, concentrating on service touchpoints, and addressing performance challenges.



Self-Help Group led Take-Home Ration production and distribution Nutri Enterprises in Uttar Pradesh



About the Project

With the aim of unleashing the potential of women from Self Help Groups (SHGs) promoted by Uttar Pradesh State Rural Livelihoods Mission (UPSRLM) the Government took a remarkable decision of setting up all women-led Take Home Ration (THR) nutri enterprises towards ensuring the nutrition status of pregnant and lactating women along with children in the state also ensuring economic empowerment of women. The women manufacturing and supplying the THR products are the employees of the THR enterprises.

The Integrated Child Development Services (ICDS), Department of Women and Child Development and UPSRLM, Department of Rural Development (DoRD), Government of Uttar Pradesh (GoUP) have signed a long-term Memorandum of Understanding (MoU) for decentralised production & supply of nutrient-dense food supplements through the network of cluster level federations (CLF) of SHGs. This is a unique model of public procurement with assured business from ICDS where the rural SHG women are employees of the THR enterprises. The decentralised local production and distribution of THR through Food Processing SHG Micro-Enterprises led by women, ensures stronger accountability, reduced leakage, generates local employment, and greater empowerment of women, as the SHG households are also one of the beneficiaries of the THR initiative.

PCI India, with grant-in-aid from Bill and Melinda Gates Foundation (BMGF), is providing technical assistance for the effective rollout of the initiative.

Key Achievements

- All 204 THR enterprises are operational and spread across 43 districts and 403 blocks.
- 84302.64 MT of THR produced by the enterprises worth ₹ 380.77 Cr.
- Supported UPSRLM mobilization of grant of ₹4 Lakh/THR through Pradhan Mantri Formalisation of Micro Food Processing Enterprises Scheme (PMFME) which has been approved for all THR enterprises and the fund has been disbursed for 200 THR units.
- Based on recommendations of the Detailed Viability Study a Viability gap fund of ₹ 261 Cr disbursed by Govt. of UP.
- Nutrition for Development onboarded for partnership towards creating National Food Security Act (NFSA) 2023 compliant nutrient-dense & marketable products/baskets of choice.



Decentralised Renewable Energy (DRE) based Solar Solution for Take Home Ration (THR) enterprises in UP

Goals

1. Successful demonstration of powering THR enterprises through DRE with three objectives of increasing its production efficiency, decarbonisation of these enterprises and standardisation of design for scaleup.

2. Creating a scalable model for DRE solution for all 204 THR enterprises in UP and providing necessary technical assistance to the Government (with 90% subsidy support for Capex) for the same.



About the Project

Uttar Pradesh has adopted a decentralised model for production and distribution of Take-Home Ration (THR) products by engaging women from Self-Help Groups (SHGs) promoted by Uttar Pradesh State Rural Livelihood Mission (UPSRLM). PCI India, a Bill and Melinda Gates Foundation (BMGF) supported partner of UPSRLM, is providing technical assistance to UPSRLM for Health & Nutrition (HN) and is providing techno-managerial support to UPSRLM for THR initiative. Despite strong buy-in and highest leadership commitment of GoUP, the enterprises are currently facing a couple of challenges in achieving business viability. One of the critical gaps identified in achieving optimal production efficiency is power outage particularly during daytime leading to THR enterprises not fulfilling the production target against the installed capacity of 5 MT/day by each enterprise.

Decentralised Renewable Energy (DRE) presents a promising solution to these challenges and can provide a steady source of clean energy thus reducing the carbon footprint, ensuring nutritional security and economically empowering rural SHG women. Since there are no documented evidence of any Small and Medium Enterprises (SME) running on 100 percent Solar based alternative energy solutions the Government advised PCI to undertake technical demonstration of DRE solution to finalise the design towards making this initiative scalable to all 204 enterprises. DRE solution has the potential to make these units energy independent for morning shift & enhance THR production capacity of units. PCI in turn partnered with Sustain Plus for this DRE technology pilot with no cost to the Government. PCI has successfully demonstrated DRE installation of Off-grid Hybrid Solar PV plant 100 KWp at Hilauli THR, Unnao and 60 KWp at Chiraigaon, THR Varanasi and 75 KWp at THR unit in Fatehpur Sikri, Agra.

About the Project (continued)

Based on the analysis of Remote Monitoring System (RMS) data of Hilauli Solar Unit, PCI concluded that an optimised size of 75 KWp On Grid-Hybrid-Net-Metered Solar PV system with 1 hour battery backup will be sufficient for uninterrupted operation of days shift independent of the grid. Basis the encouraging results of technical demonstration Government has approved to have DRE solution for remaining 201 enterprises with 90% subsidy of the project cost and can have positive impact in terms of energy saving of 16.08 GWh and reduction in CO2 eq. emissions of 11,396 MT of CO2 eq. units. There will also be cost saving of ~ Rs. 14 crores/year for 204 enterprises. PCI provided public procurement support to the Government in drafting RfP document and supporting the bid process management through GEM portal for the onboarding of DRE vendor/s for the scaleup of DRE solutions to remaining enterprises.

Key Achievements

1. **Three DRE powered plants installed and commissioned**

- Inauguration of Solarised THR Plant at Hilauli (Aug.2023) (100 KWp Capacity), Unnao, UP by Agriculture Production Commissioner cum Infrastructure and Industrial Development Commissioner, GoUP.
- The Solar PV Plant at two other THR sites were commissioned on Dec.23 (Chiraigaon, Varanasi- 60 KWp) and Feb.24 (Fatehpur Sikri, Agra- 75 KWp)

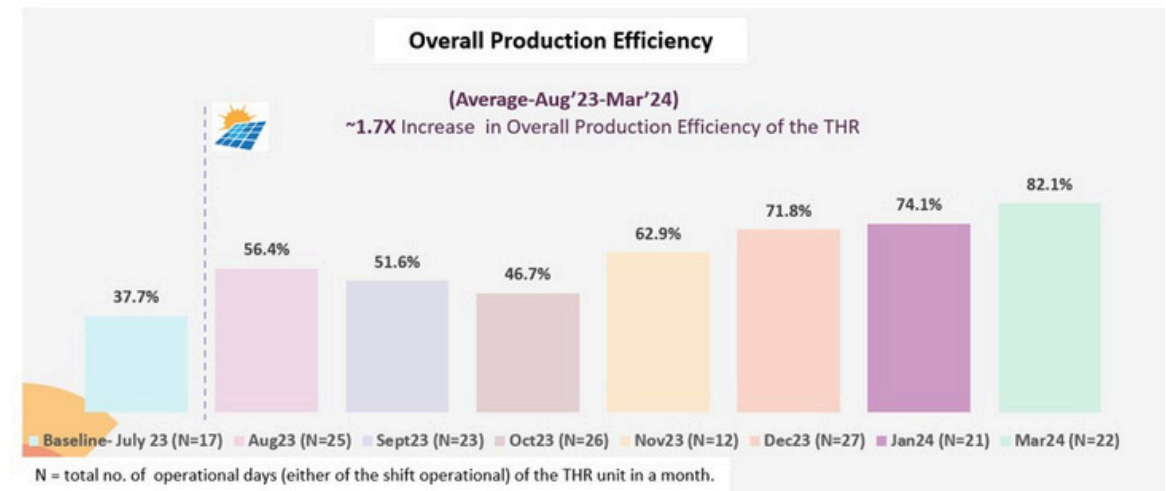
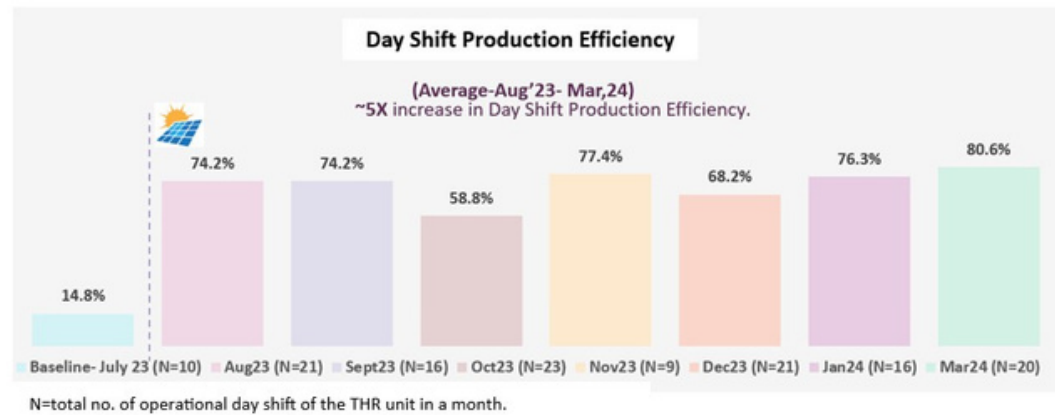
2.. **SHG members capacitated in terms of operation of DRE powered THR enterprises**

- 60 Women Members of the SHGs involved in all the 3 DRE powered THR units were trained in the maintenance and upkeep of the Solar Plant.

3. **DRE powered THR enterprises producing optimum THR matching the demand indent of ICDS with minimum backlogs**

- Substantial Jump in Production Efficiency of Hilauli THR unit after Solarization. An overall efficiency of 82.1% was achieved in the month of March.24.
- GHG Emission Reduction of 21 MT of CO2 eq. till 31st March.24.
- Financial Savings of around Rs.30,188/month through reduced consumption of grid electricity.
- The increase in production efficiency at Hilauli THR site after solarization is enabling the SHGs to complete the Demand Indents (DI) faster with minimum backlogs.

Key Achievements (continued)



Key Achievements (continued)

4. Government buy-in for solarisation of the remaining 200+ DRE powered THR enterprises units

- Based on the learnings from Hilauli Solar Plant, PCI has finalised the modified design of the DRE solution i.e.- 75 KWp On-Grid Hybrid Net Metered Solar PV System with 1 hour battery backup.
- PCI submitted a draft DPR to UPSRLM for the scale-up of the solarization model for the remaining 201 THR enterprises.
- Based on the above DPR, APC cum IIDC, GoUP, at a high-level meeting approved the scaling up of the DRE solution to the remaining 201 THR units
- 50 THR sites have been identified for solarisation in the first phase of the scale-up project.
- PCI hired a Public Procurement Consultant who facilitated the finalization of RfP document to invite bids for the scale-up of solarisation to the remaining 201 THR units. The RfP document was technically cleared by UPNEDA and was uploaded on the GEM portal in March.2023. Bidding process shall be completed soon.

5. DRE solutions being scaled-up by leveraging the benefits of UP Food Processing Industry Policy towards 90% subsidy for dedicated solar power plants set by women SHGs

- APC/IIDC GoUP, in a recent high-level meeting agreed that the 90% Subsidy (as per UP Food Processing Industry Policy 2023- for upto 75 KWp Solar Installation by women owned and operated food processing units) shall be as per the market rate discovery during the tendering process.



Ensuring Rights and Entitlements of Women Apparel (Handloom) Workers of Mubarakpur, Azamgarh, Uttar Pradesh

Goals

1. Primary Research towards benchmarking and drafting customised policy options for the Government.
2. Welfare Entitlements towards consumption equalisation with customised support to weavers.
3. Social Protection Coverage for weavers.



About the Project

Handloom is the second largest sector in terms of employment in India and has around 70% women weavers. Uttar Pradesh (UP) has 5th largest base of handloom and is 3rd largest fabric-producing state in India. Despite having ample opportunities for sustainable livelihoods the sector faces a plethora of systemic and operational challenges ranging from being highly fragmented; sparse credit coverage; lack of financial literacy; severe competition faced by power looms; health and finance issues being faced by women weavers; low coverage of social protection schemes (insurance penetration of ~ 4%); limited knowledge related to marketing of products etc.

For securing the rights and entitlements of women handloom workers PCI India by virtue of its deep engagement with the Government of Uttar Pradesh (GoUP) proposes three interventions namely

1. Welfare Entitlements towards consumption equalization and Graduation Approach (towards improving the standard of living through secured livelihoods) with customised support to weavers.
2. Primary Research for benchmarking and designing customised policy for handloom weavers.
3. Social Protection coverage for weavers.

Key Achievements

- Conducted an exploratory field visit to Mubarakpur and had a discussion with Weavers Collective (PC) for insights and observations.
- Literature review and research tool development for the upcoming rollout of the primary survey is underway.
- A local Thematic and Technology partner has been onboarded.
- Social entitlements schemes specific to women handloom weavers are identified and listed.
- Primary Survey Preparation and Institutional Review Board (IRB) approval is in process.
- Tool Piloting and refinement is in the stage of finalization. A digital survey questionnaire is developed to capture socio-economic nuances.



Digital Ecosystem development & facilitating DBT entitlements for poverty alleviation of 5 lakh ultra-poor in Uttar Pradesh

Goal

Poverty alleviation and advancing gender equality.



About the Project

Government of Uttar Pradesh (GoUP) has rolled out a multifaceted women-centric and technology driven program for poverty alleviation of 5 lakh ultra-poor. The program is being implemented under the aegis of the Agriculture Production Commissioner (APC) cum Infrastructure and Industrial Development Commissioner (IIDC), GoUP. The initiative is a combination of consumption equalisation and graduation approach, wherein GoUP will ensure realisation of Direct Benefit Transfer (DBT) entitlements of around US\$ 1514/annum per beneficiary on priority for the identified ultra poor households and including them within the fold of Self-Help Group (SHGs). The entitlements include pension for old age, widowed, differently abled, maternity benefits, health insurance, food security, support for housing etc. This would further be layered by a graduation model for livelihood promotion by provisioning of productive assets, access to saving, specially designed credit products, coaching etc. to ensure sustainable transition of ultra-poor out of the vicious cycle of poverty.

This is a digital initiative for facilitating DBT entitlements on women accounts towards poverty alleviation and advancing gender equality thus ensuring women's economic empowerment. These families are spread across all ~57,000 Gram Panchayats (GP) in UP. In the spirit of convergence, an integrated graduation approach to address poverty has been designed and backed through a comprehensive Government Order to facilitate access to ~46 DBT Schemes from 14 government departments which will be supported by executive orders from the respective welfare departments.

Apart from the proactive Remote Assistance Centre of UPSRLM an attempt has been made for joint calling-trial of Uttar Pradesh State Rural Livelihoods Mission (UPSRLM), Department of Rural Development call centre and IGRS CM helpline. The portal <http://dbtup.org> has already created a page on IGRS-related calling for 10 districts.

Key Achievements

- A unified dashboard has been created along with consoles for respective development departments have also been created for them to track the onboarding and tracking of DBT realisation.
- 6,22,713 ultra-poor families enumerated using a digital platform. Detailed Socio-economic profiles of the identified beneficiaries have been created.
- 1,60,927 profiles of ultra-poor have been verified by Pradhan.
- CM Helpline calling trial has been undertaken from 6,000 Ultra-poor families and 300 Banking Correspondent (BC) Sakhis from 10 districts.



Uttkrishth Pariwar Niyojan Aevam Matritwa Swasthya Abhiyaan

Goals

1. To boost systems and capacities to tackle discrimination, promote gender equality, and empower women through rights-based laws, policies, and programs.
2. To Enhance government systems for comprehensive SRH services, addressing GBV and harmful practices against women and girls through policy implementation.



About the Project

The Uttkrishth Pariwar Niyojan, Adhikar Sanrakhshan, and Matritwa Swasthya Abhiyan (UPAMA) aim to establish and showcase vital benchmarks in designated districts to serve as exemplars in Family Planning (FP), Maternal Health (MH), and the reduction of Gender-Based Violence (GBV).

The program is geared towards catalysing positive change in key Sexual and Reproductive Health (SRH) indicators, particularly in family planning and maternal health, with a focus on adolescents and marginalized communities. Addressing both national and state health mandates, such as reducing unmet family planning needs and improving maternal health care quality, UPAMA prioritises system strengthening and capacity building, particularly through the cultivation of local resources within the state.

Furthermore, the project aims to bolster government response mechanisms and systems concerning Gender-Based Violence (GBV) and Harmful Practices against women and girls. This involves enhancing the capacity of service providers and stakeholders while implementing interventions at the Panchayat and community levels. By challenging and transforming patriarchal gender norms associated with harmful practices, UPAMA endeavours to promote positive masculinities and establish models of women-friendly Panchayats, thereby fostering a safer and more inclusive environment for women and girls.

Key Achievements

- **Healthcare System Strengthening:** The proposals for developing the FP 2030 Roadmap and establishing SMTI at Bhagalpur Medical College were approved by the State Health Society and subsequently regional and state-level consultations and visits were held.
- **Establishing Center of Excellence:** Under the SUMAN program, establishing CoE in Nalanda Medical College Hospital, Patna was envisaged and as the gap assessment was done, a report and SoP were developed.
- **Facility Assessments and Certifications:** Out of ten identified health facilities, under the program intervention areas, three have been LaQshya certified, and two more are in the certification process.
- **Gender Initiatives and Policy Engagement:** Gender initiatives guided by the Women Empowerment Policy of the state and focused on youth to foster gender-sensitive perspectives were pursued in the program



Create Enabling Environment for Adolescent Empowerment by Building Life Skills of the Adolescents and their Parents (BE-ABLE)

Goal

The project envisions to support and strengthen JEEViKA, through the adoption of 'Goal-oriented Human Resource Management' framework for officials to building pathways for community development and achieving vision 2030.



About the Project

PCI, under the aegis of the Bill & Melinda Gates Foundation, is providing technical assistance to JEEViKA in building its internal capacity to maintain developmental rigour in the challenging present space. The project aligns its approach with Mission Karmayogi and aspires to serve four key purposes in this endeavour: role-mapping, measurement, learning, and application.

Its aim is to support JEEViKA in sketching its developmental roadmap with a clear mission of simultaneously initiating a learning and development environment within to achieve greater efficiency. This would enable the management to understand the propensities of officials designated at various levels and comprehend the need for capacity building, thereby supporting JEEViKA in attaining organizational excellence.

The project further oversees enabling JEEVIKA to initiate competency-based work allocation across the organization by crafting JEEViKA's vision. This support would enable JEEViKA to implement systems focusing on initiating an individual learning journey for every employee by provisioning capacity-building courses. Through this, JEEViKA would be able to identify systemic challenges and make course corrections.

Key Achievements

- Successfully demonstrated a pilot competency mapping exercise which positively reaped its short-term results on employee cohesion and sketched pathways for institutionalizing GO-HRM within JEEViKA as an initiative vital to their success ahead.



Direct Project and Man...

QUESTION AS OF 40

Time Left 00:03:30

Pratyanka Gupta

Answer Summary

Legend



Bihar Urban Poor Graduation Program

Goal

To help urban ultra poor households in transitioning out of extreme poverty



About the Project

The Bihar Urban Poor Graduation Program targets the eradication of urban poverty in Patna and Gaya districts by adopting a comprehensive approach centered on four key pillars: social protection, livelihood promotion, financial inclusion, and social empowerment.

The program facilitates the provision of income-generating assets and ensures access to essential government services such as health insurance, primary education, childcare, cash transfers, and clean drinking water, thereby safeguarding the social protection of urban ultra-poor individuals. It operates through three strategic intervention levels:

1. At the systemic level, where it aims to coordinate the efforts of various government departments
2. At the secondary level where it empowers local urban institutions to identify and assist the ultra-poor within their areas
3. At the tertiary level, where it focusses on individual progression, enhancing family resilience through capacity building and asset transfer

Each level of intervention is designed to provide sustainable solutions tailored to the needs of urban ultra-poor populations.

Key Achievements

- The Project Management Unit (PMU) for BUPGP has identified various economic opportunities suitable for urban ultra-poor households, considering factors like resource availability, financial viability, and existing market demand.
- PMU has facilitated the development and approval of Master Policy for livelihood financing under Satat Jeevikoparjan Yojana.



Skills Advancement for Able Leadership

Goal

To build capacities of SHG leaders to improve knowledge, leadership abilities and promote community driven climate resilience collective action.



About the Project

The SAFAL (Skill Advancement for Able Leadership) project in Bihar leverages the established social capital of JEEViKA's Self-Help Groups (SHGs). It focuses on augmenting the capabilities and self-efficacy of SHG members. Specifically designed training modules cover topics such as communication, problem-solving, time management, financial literacy, and water and sanitation, ensuring better understanding and engagement among SHG members. With an emphasis on climate resilience, these modules promote comprehensive learning. The project's second phase saw approximately 18,000 SHG members trained with support from 157 Community Mobilisers.

Key Achievements

- 18 community champions were appointed to conduct street plays for widespread awareness, executing 60 performances centred around the life skill themes. This multifaceted approach underscores SAFAL's commitment to effective community engagement and impactful communication.
- 200 school children from project areas were actively involved in an engaging and interactive session on climate resilience led by Cluster Level Federation leaders. These leaders were meticulously trained to employ a participatory approach, ensuring that the discussions were not only informative but also inclusive and stimulating for the young participants.
- 5 themes (Effective communication, Problem solving and decision making, Time and stress management, Financial Literacy, Water, Sanitation & Hygiene) have been covered with a flavour of community driven climate resilience activity which has directly impacted more than 9000 audience.



Technical Assistance to the Department of Rural Development, Bihar

Goal

To advance women's economic empowerment through social and economic convergence



About the Project

The Technical Assistance to Rural Development Department (TA RDD) project, supported by the Bill and Melinda Gates Foundation (BMGF) since September 2021, aims to bolster women's economic empowerment in Bihar. By fostering an environment conducive to their access to entitlements and collective action, the project endeavours to uplift women economically and socially. In the focal areas, the project conducts innovative pilot tests and localised studies and demonstrates best practices to inform potential scaling up statewide.

Enhancing women's economic opportunities and social development is central to the project's objectives. This is achieved through leveraging the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) to increase women's participation, enhance income through wage employment, promote women as worksite supervisors, and harness the JEEViKA Self-Help Group (SHG) networks.

The project's strategy is to empower women collectives to access government schemes and entitlements, including MGNREGS, JEEViKA, PRI, and related line departments. Additionally, it aims to fortify key platforms such as Rozgar Diwas, Mahila Sabhas, and Village Poverty Reduction Plans-Gram Panchayat Development Plans (VPRP-GPDP) to enhance women's agency. In the fiscal year 2023-24, TA RDD facilitated several significant initiatives at the Rural Department level, poised to increase women's income and improve their agency.

Key Achievements

- Onboarding of 60,360 female mates with the deployment of about 30,000 female Mates in the fiscal year 2023–24, enhancing women's participation in supervisory roles under MGNREGA in Bihar.
- Prioritisation of 46000 SJY households (HHs) for Individual Benefit Schemes (IBS) with about 18000 SJY HHs receiving IBS assets under MGNREGA to support their livelihoods linked to goat rearing, cattle and poultry.
- Village Organisation (VO) Office building construction adopted under the NRLM compliant structures under MGNREGA in Bihar with works initiated on 472 blocks.
- Strengthening of key platforms such as Rozgar Diwas and Mahila Sabha's conducted in 27 Gram Panchayats of the learning and immersion blocks under TA RDD, contributing to improved women participation in Gram Sabha, integration of VPRP demands into GPDP and access to entitlements.

