



# 10 MILLION REASONS

INDIA COUNTRY STRATEGY PLAN IV: 2016-2020





## FOREWORD FROM THE EXECUTIVE DIRECTOR<sup>1</sup>

India is home to the largest number of children in the world. Protecting them from abuse and violence and ensuring they have access to quality healthcare and education, universal immunisation and nutrition constitutes a significant challenge and is imperative to equitable growth. At Plan India, we are committed to ensuring that no child is left behind.

Our Country Strategic Plans are five year plans that encompass our strategic objectives and programme priorities to ensure that we continue to make a lasting impact in the lives of vulnerable and excluded children and their communities.

I am proud to share that, as part of CSP III, Plan India successfully reached out to 5,400 communities across 14 states directly benefiting about one million children. Some key achievements from CSP III in Plan's programme communities as highlighted by external evaluations, are below:

- Increase in women reporting institutional delivery of youngest child from 53% to 75%
- Increase in birth registrations from 67% to 74%
- Decline in incidences of child abuse from 66% to 26% for girls and from 72% to 29% for boys
- Decrease in households practicing open defecation from 36% to 7%
- Improved economic status of 300,000 women and 18,000 girls supported with employment and self-employment opportunities

With CSP IV, Plan India strives to advance children's rights and equality for girls, thus creating lasting impact in the lives of the vulnerable and excluded children and their communities. During 2016-2020, Plan India will undertake long term sponsorship based programming in eight states and grants based programming in 16 states to:

- Work with two million children, and within these, aim to impact one million girls and young women;
- Impact ten million girls and young women through influencing government policy and practice; and
- Develop innovative pilots through evidenced based programming.

Towards these targets, as outlined in Plan's global strategy, we will work to ensure girls can:

- LEARN - Girls are educated and are equipped with skills for work and life
- LEAD - Girls take action on issues that matter to them
- DECIDE - Girls have control over their lives and bodies
- THRIVE - Girls grow up cared for and free from violence and fear

We will enable the above through our six thematic areas of Adolescent and Maternal Health, Child Survival and Optimal Development; Water, Sanitation and Hygiene; Quality and Holistic Education; Employability and Economic Empowerment; Child Protection and Disaster Risk Management.

We will also continue our efforts to engage civil society at the grass root level and interface with local, state and national governments to advance the child development agenda. Furthermore, we will establish robust monitoring, evaluation, research and learning systems to strengthen our accountability.

With CSP IV, we bring to our work a renewed ambition to fight poverty and end inequalities. It reaffirms Plan's commitment to empower children, their families and communities so they can lead lives of their own choosing.

Sincerely,

**Bhagyashri Dengle**  
Executive Director, Plan India

<sup>1</sup>Plan India Country Strategy Plan (CSP IV) originally approved in 2015, was revisited in May 2017 to align with Plan International's Global Strategy 100 Million Reasons (2017)

# OUR PURPOSE, VALUES AND THEORY OF CHANGE

## PURPOSE

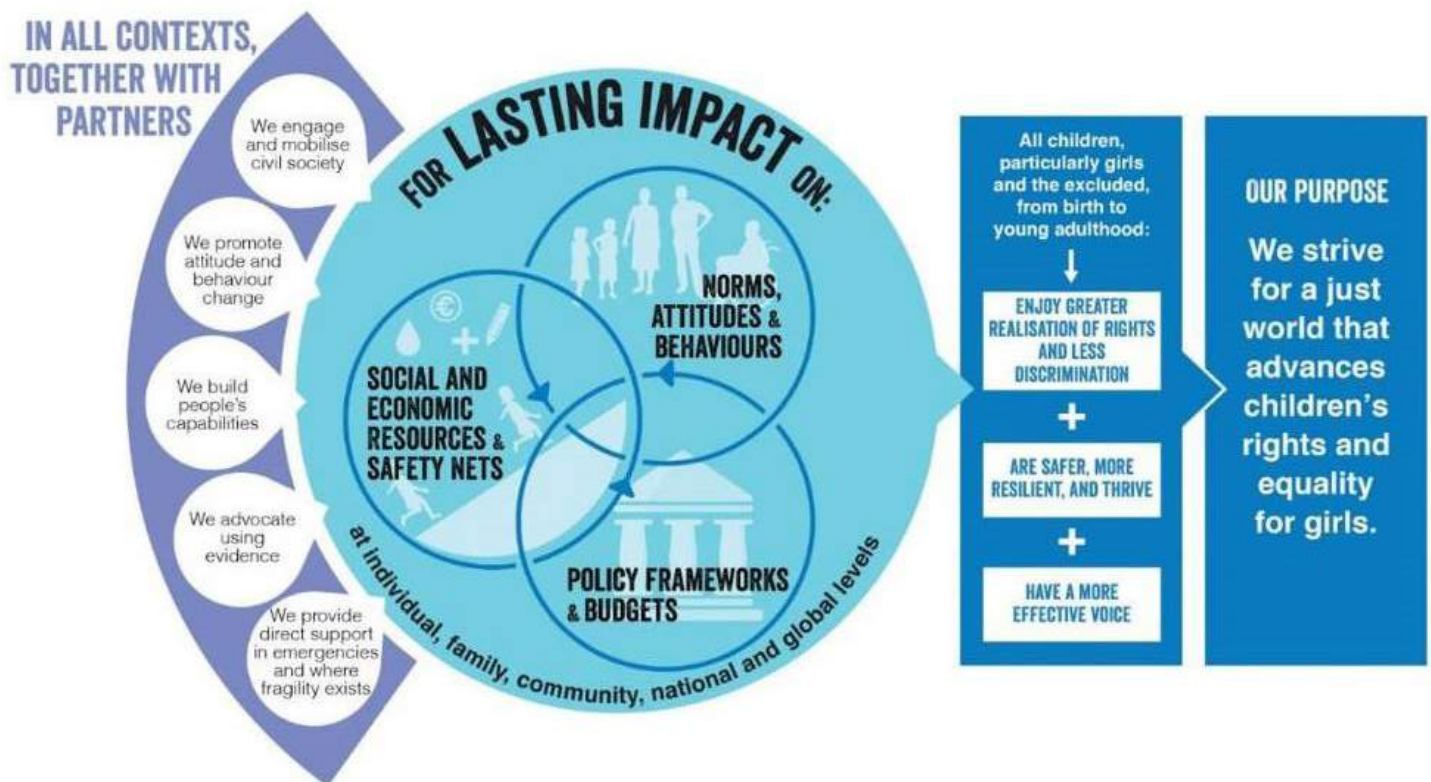
We strive for a just world that advances children's rights and equality for girls.

## VALUES

Our values define what is important to us, and how we should work to secure the change we want to see in the world and to achieve our purpose.

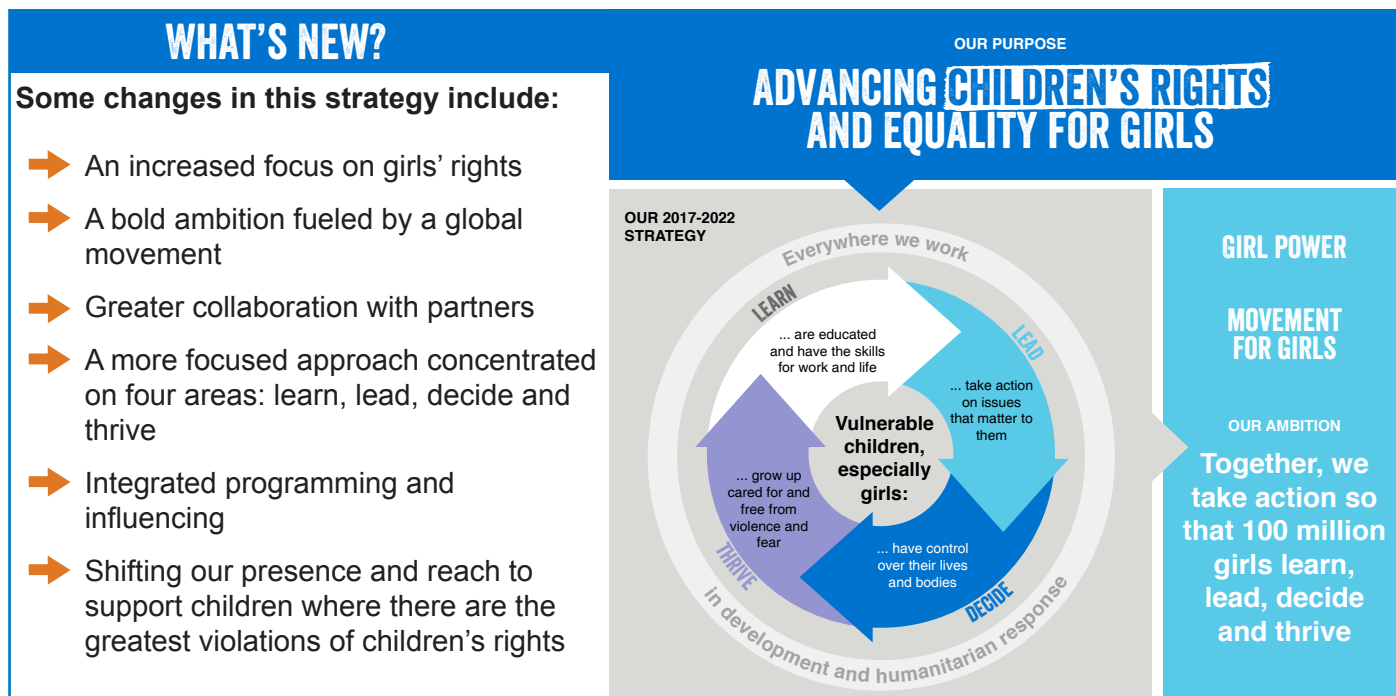
## THEORY OF CHANGE

This explains what we will do to create change, highlighting the areas in which we can have the most impact in advancing children's rights and equality for girls.



# OUR GLOBAL STRATEGY: 100 MILLION REASONS

This strategy marks the first five years of a fifteen-year journey to advancing children's rights and equality for girls.



- **Mobilising partners**, power holders and supporters around the cause together with communities, civil society and private sector

**Global movement and local action**

- **Making change happen** at individual, family, national or global level

**What does it mean to take action?**

## GLOBAL AMBITION

Together, we take action so that 100 million girls learn, lead, decide and thrive

### 100 million girls learn, lead, decide and thrive

- This ambition challenges us to focus on the root causes of rights violations and inequalities
- We want to achieve **large scale change**

### The role of girls

- Girls are **active drivers** of change
- Girls are calling out for change, **and will inspire people everywhere** to stand with them

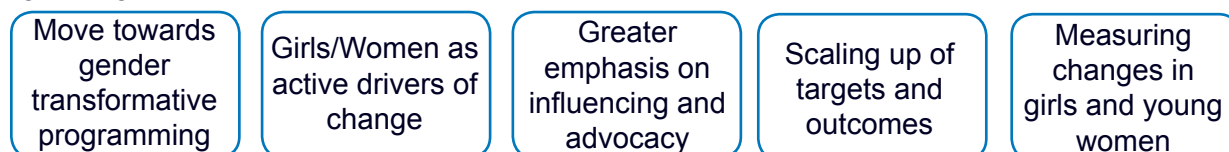
# EMPOWERING 10 MILLION GIRLS

Plan India strives to advance children's rights and equality for girls, thus creating lasting impact in the lives of the vulnerable and excluded children and their communities. Plan India will undertake long term sponsorship based programming and work with two million children, and within these, aim to impact one million girls and young women. Plan India will also impact ten million girls and young women through influencing government policy and practice.



## GOAL 2020

As the leading child rights organisation, we strive to advance children's rights and equality for girls, thus creating lasting impact in the lives of the vulnerable and excluded children and their communities.



## CSP IV: FIVE GUIDING PRINCIPLES

These standards have been integrated in all organisational and programming components:





## REACH

Working with **TWO MILLION** children, and within these, aiming to impact **ONE MILLION GIRLS** and **YOUNG WOMEN**

Aiming to impact **TEN MILLION GIRLS** and **YOUNG WOMEN** through influencing government policy and practice



## GEOGRAPHICAL COVERAGE



# ADOLESCENT AND MATERNAL HEALTH, CHILD SURVIVAL AND OPTIMAL DEVELOPMENT



Improved access to quality reproductive, maternal, child, and adolescent health services that directly benefit **500,000 UNDER SIX (U6) GIRLS** and **500,000 ADOLESCENT GIRLS** from vulnerable and excluded communities along with **8,000,000 GIRLS** and **YOUNG WOMEN** indirectly benefited through influencing government policy and practice.

## Impact Indicator(s)

- % increase in children attained age appropriate optimal development in last 12 months
- % increase in adolescent girls practicing healthy behaviours
- % increase in districts eliminated paediatric HIV
- % decrease in neo-natal mortality rate

## COMMON MINIMUM PROGRAMME

To facilitate collective action by adolescents **(10-18 YEARS OF AGE)** and youth **(18-24 YEARS OF AGE)**, particularly girls and young women to promote healthy behaviour practices.

To prevent vertical transmission of HIV amongst pregnant women and provide care and support to identified HIV positive women and their infants.



To improve maternal, new-born, child health and nutrition by enabling community to access affordable health services and also strengthen government's Reproductive, Maternal, Newborn, Child and Adolescent Health **(RMNCH+)** programmes at all levels.

To promote non-discriminatory responsive care and early stimulation, for children below **6 YEARS** from mothers and fathers.

## WATER, SANITATION AND HYGIENE



A girl washes her hands with soap at Plan India supported school



Improved access to water, sanitation and hygiene services that directly benefit **1,000,000 GIRLS** and **YOUNG WOMEN** from vulnerable and excluded communities along with **5,000,000 GIRLS** and **YOUNG WOMEN** indirectly benefited through influencing government policy and practice.

### Impact Indicator(s)

% decrease in cases of air and water borne diseases among children

### COMMON MINIMUM PROGRAMME

To influence government initiatives towards Open Defecation Free (ODF) villages/slums where all children and youth, particularly girls and young women, practice safe hygiene at all times and be the change agents in their respective communities.



To promote safe hygiene practices at schools/Anganwadi Centres particularly for girls by improving access to WASH facilities.

## QUALITY AND HOLISTIC EDUCATION



Promote quality education and learning for children in pre-primary to secondary levels in Early Childhood Care and Education/Anganwadi Centers and schools directly benefiting **1,000,000 GIRLS**; along with **5,000,000 GIRLS** indirectly benefited through influencing government policy and practice.

### Impact Indicator(s)

% of girls with age/grade appropriate learning levels (pre-primary, primary and secondary)

% decrease in dropout of girls from schools at pre-primary, primary and secondary levels

### COMMON MINIMUM PROGRAMME

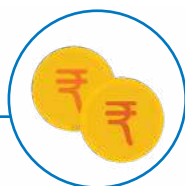
To promote quality learning in pre-schools for all children in **3-6 YEARS** of age.



To promote quality learning in schools for all children, especially girls in **CLASS I-X**.



# EMPLOYABILITY AND ECONOMIC EMPOWERMENT



Improved youth economic empowerment and financial inclusion that directly benefits **100,000 YOUNG WOMEN** (18-24 years) along with **1,000,000 GIRLS** and **YOUNG WOMEN** indirectly benefited through influencing government policy and practice

## Impact Indicator(s)

- % families reported an increased expenditure on girl child education/health/nutrition from previous year
- % families out of poverty (Progress Out of Poverty Index)

## COMMON MINIMUM PROGRAMME

To promote a community managed micro finance system that enable women **18-24 YEARS** to start the micro enterprise and financial inclusion.



To promote job oriented vocational training for vulnerable and excluded young women and young men in the age group **19-29 YEARS** to access decent employment.

To influence government and provide technical assistance at national/state/district level in implementing/mainstreaming pre vocational courses at schools and educational institutions.

# CHILD PROTECTION



Increased protection from abuse, neglect, exploitation and violence for **1,000,000 GIRLS** from vulnerable and excluded communities along with **10,000,000 GIRLS** indirectly benefited through influencing government policy and practice.

## Impact Indicator(s)

- % increase in children removed from labour and enrolled in schools
- % decrease in early and forced marriage among girls
- % increase in violence free schools (certified by Panchayat)
- % decrease in the incidence of violence against girls

## COMMON MINIMUM PROGRAMME

To provide Technical Assistance to the government at national/state/district level to ensure effective implementation of ICPS.



To enable formation and strengthening of community based child protection mechanism for providing support to children, especially girls to address the issue of Gender Based Violence.

# DISASTER RISK MANAGEMENT

Build disaster resilient communities through comprehensive disaster risk management and humanitarian assistance benefitting at least **300,000 GIRLS, YOUNG WOMEN** and their families across **1,000 VILLAGES** and urban slums along with **300,000 GIRLS, YOUNG WOMEN** and their families indirectly benefited through influencing government policy and practice.

Disaster Response - Emphasis on reducing vulnerability of girls and women in the aftermath of a disaster.

## Impact Indicator(s)

% of schools/communities developed Disaster Preparedness Plan



Children participate in a rescue drill in Uttarakhand

## COMMON MINIMUM PROGRAMME

Timely humanitarian assistance is ensured in event of a disaster with specific focus on protection, Early Childhood Care and Development (including nutrition), education and WASH in affected areas, especially girls.



Improved resilience and reduce vulnerability of girls and women for Disaster Risk Management in villages and urban slums including: climate change adaptation and comprehensive school safety programme.

# MONITORING EVALUATION RESEARCH AND LEARNING FRAMEWORK

In response to the learning from CSP III and Plan's global focus on programme quality and measurement, Plan India has developed a Monitoring Evaluation Research and Learning strategy for CSP IV. Plan India aspires to strengthen its position as a key national player to inform policy and decision-making in the areas of child rights, gender equality, disaster risk reduction and inclusive development.

**Learning is a cross cutting and integral part of the three levels:**

## MONITORING

Key Performance Indicators  
Unified MIS  
Dashboard tracking KPI and Reach

## EVALUATION

CSP Evaluation  
Grant Evaluations  
Longitudinal/Cohort Studies  
SDG Influencing

## RESEARCH

Organisational Researches - BIAAG/CIDC and other  
Action Researches

# About Plan India

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Plan India is a nationally registered not for profit organisation striving to advance children's rights and equality for girls, thus creating a lasting impact in the lives of vulnerable and excluded children and their communities.

Since 1979, Plan India and its partners have improved the lives of millions of children and young people by enabling them access to protection, quality education and healthcare services, a healthy environment, livelihood opportunities and participation in decisions which affect their lives.

Plan India is a member of the Plan International Federation, an independent development and humanitarian organisation that advances children's rights and equality for girls. Plan International is active in more than 70 countries.





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