























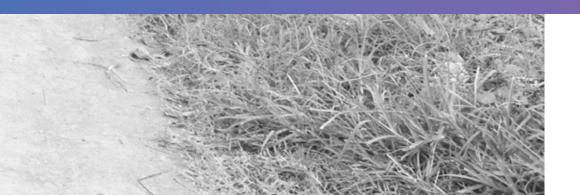




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### **Plan India Impact Awards 2019**



# Message from MS RATHI VINAY JHA

Plan India Impact Awards were conceptualised in 2017 with a vision and a mandate to recognise individuals who work tirelessly to ensure delivery of essential and life-impacting services within their communities. Through this initiative, we wanted to capture the stories of these change makers and their incredible fortitude, resourcefulness and determination. In bringing their efforts to the fore, we hope to scale and spread these best practices at the local, state and the national level.

With the 3rd edition of the Awards being celebrated this year, I can proudly say that the Plan India Impact Awards have met their envisioned objectives successfully and consistently. We are fortunate to be joined in this mission by key enablers including the Government of India and the media, who have added immense value to the Awards. I congratulate Plan India and all our partners on this remarkable achievement.

Community frontline workers and volunteers remain the inspiration and foundation of these Awards. Their invaluable work in the field is a testimony that each individual is capable of creating a positive impact if one has the determination and conviction to do so.

My heartiest compliments to the winners and best wishes to all others who continue to make significant contributions towards national development.

Sincerely, Rathi Vinay Jha Chairperson, Plan India Governing Board



# Message from MS SHABANA AZMI

Community change requires selfless and persistent efforts. It is not easy to put others before self. It's challenging, to say the least, to dedicate your life towards the betterment of others but there isn't a greater sense of accomplishment than that, either. The dedication of these silent champions who have created an impression beyond expectation, is truly inspiring. They have braved every challenge that came their way, and never once lost focus to improving lives of those around them. To them, nothing else mattered.

My third year with Plan India Impact Awards has been very enlightening and a heart-warming experience. The awards were instituted to nationally acknowledge and celebrate outstanding contributions of these grassroots workers who are at the forefront of helping local communities to bring positive and sustainable change. This recognition has not only gone a long way in providing these last mile champions, with an impetus to continue in their efforts but also inspire many others, to follow, join hands, strengthen communities and bring about real, measurable, change.

The journey of these awards itself, is very commendable. It's a demonstration of commitment like no other and a true example of the everlasting change you can bring about, when you stay what true to your core values. I say this with experience that working at the frontline, changes you, makes you humble.

To be a part, however small, in the journey of these truly inspiring individuals, brings me a true sense of fulfillment. My heartiest congratulations to all the winners - their efforts are truly outstanding and commendable. Their work, for the improvement and development of the society, complements the services of institutions across the country.

Sincerely, Shabana Azmi National Award Winning Actress and Philanthropist



### Message from

### MS ANUJA BANSAL

Since 2017, the Plan India Impact Awards have recognised exceptional functionaries, promoted the transformational work they do and provided them encouragement to continue impacting the lives of children and their communities.

The three editions of the Awards have brought forward change makers that have braved many a challenge to harness hopes of a better tomorrow for their communities. When good work gets recognition, it inspires people to go that extra mile. The Impact Awards have acted as a catalyst to do exactly that. This is heartening to see and precisely the kind of result that Plan India strives towards with such initiatives. Our efforts are successful when children, young people, women and men are able to drive change in their communities. The past editions of the Awards recognised all of these outstanding performers for their contributions to national development. As powerful leaders, they have demonstrated that with a strong will, one can surmount the insurmountable. This year, we have borne witness to exceptional stories of courage and perseverance from across 21 states of India.

The Plan India Impact Awards are an opportunity to show our gratitude to the frontline workers and volunteers who selflessly reach out to the unreached. While we are fortunate to honour selected champions in this third edition, the celebrations are in honour of all last mile champions everywhere. It is their inspiring work that has given us confidence to widen the scale and scope of the Awards year by year. We hope this will encourage greater participation from across the country in the coming years as well—and to be able to tell even more powerful stories of change.

As always, our partners have been a great source of support. We would like to thank Grant Thornton, CNBC TV18, CNN News18, Dainik Bhaskar, Nagrik Foundation, Nagrik Dialogue, Nagrik News, News 24x7, UN Global Compact Network India, The Better India, Women's Web and Josh Talks for their solidarity and dedication to this very important endeavour. Your support not only galvanises dedicated change makers at the grassroots, but also promotes and highlights their best practices at the national level.

With your continued support, we will continue to strengthen our work on gender transformative programming and recognising our grassroot champions.

Sincerely, Anuja Bansal Executive Director, Plan India



India is among the fastest growing major economies in the world, and as such, is well placed to deliver on its commitments towards inclusive and sustainable development. Our national plans and programmes are ambitious and resolute in their aim to eliminate poverty and promote gender equality. They also directly contribute to advancement of the United Nations 2030 Agenda for Sustainable Development.

Each of these large-scale and intensive programmes are driven, from the front, by community frontline workers and volunteers who work tirelessly in their own communities and beyond. They are credible, reliable sources of knowledge and support, and play a crucial role in connecting often underserved communities with government service providers. Their efforts over the years, despite numerous challenges, have brought about tangible social change and improved quality of life across generations.

The Plan India Impact Awards were envisioned to recognise these last mile champions, motivate them to continue their life-changing work, and reinforce and replicate their best practices for enhanced programme delivery and sustainable development across the country.

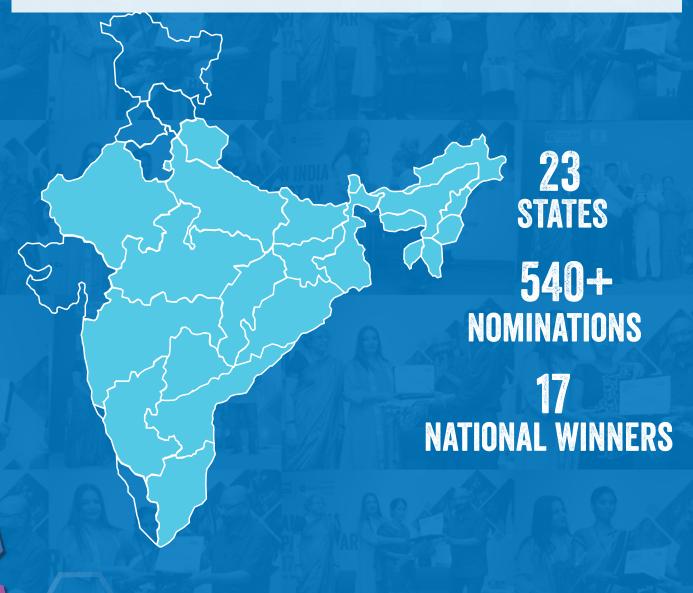
At Plan India, we've made it our mission to honour these unsung heroes and spread the good word. Thank you for joining us.

### THE PLAN INDIA IMPACT AWARDS: 2017 AND 2018

Established in 2017, the Plan India Impact Awards have grown from year to year. In the first two editions, multi-level nomination, screening and selection took place, validated through technical process partnerships with notable accounting and advisory firms Grant Thornton and PricewaterhouseCoopers respectively.

Nominations submitted by partner organisations associated with Plan India were long listed by Sub Jury Committees comprised of technical experts, government officials, academicians and more, to ensure due protocol and transparency in the selection of state and regional nominees. Selected nominations were then filtered and shortlisted by process partners following review and application of technical parameters. Subsequently, National Jurors came together, reviewed top nominations and selected a national winner for each category based on evaluation criteria provided by process partners.

In the last two years, 17 outstanding community champions have been recognised through Award events at the national stage. Their unique initiatives and immense contributions were lauded and celebrated by luminaries including CEO of the National Institution for Transforming India (NITI) Mr Amitabh Kant, and National Award Winning Actress and philanthropist Ms Shabana Azmi, among others.



# NATIONAL WINNERS 2017



- Anganwadi Worker Ms Madina, Rajasthan
- Anganwadi Helper Ms Seema Devi, Rajasthan
- Auxiliary Nurse Midwife Ms Meera Devi, Uttar Pradesh
- Accredited Social Health Activist Ms Vinita Negi, Uttarakhand
- Ahana Worker Mr Sharif Uddin Tapadar, Assam
- Outreach Worker Ms Basanti Jarika, Jharkhand
- Community Volunteer Mr Bhagaban Mohanta, Odisha
- Youth Champion Ms Shalini, Uttar Pradesh
- Special Recognition Mr Sanjay Murmu, Bihar
- Special Jury Ms Bharati Biswal, Odisha



# NATIONAL WINNERS 2018

- Anganwadi Worker / Anganwadi Sahaika Ms Kanaklata Raula, Odisha
- Accredited Social Health Activist / Auxiliary Nurse Midwife Ms Anupam Singh, Uttar Pradesh
- Outreach Worker / Frontline Worker / PPTCT Worker / Swachhagrahi Mr Pitabas Majhi, Odisha
- Community Volunteer Mr Bhagirathi Mohanta, Odisha
- Youth Champion for Girls' Rights Ms Pari, Jharkhand
- Best Child Welfare Committee Child Welfare Committee Thane, Maharashtra
- Best School Management Committee School Management Committee Jhajju, Rajasthan

### **Plan India Impact Awards 2019**



# PLAN INDIA IMPACT AWARDS 2019 Achieving quality and scale

Building on the success of previous editions, the Plan India Impact Awards 2019 reinforced key learnings and active, meaningful participation from across the country to recognise community frontline workers and volunteers who drive uptake and delivery of much needed services at the village, district, state and national level.

Nominations were invited from 21 Indian states: Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chhattisgarh, Delhi, Jharkhand, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, and Uttarakhand.

In the spirit of recognising the contributions of all last mile champions, the Awards transcended Plan India's intervention areas to involve expert Civil Society Organisations working on various verticals and themes contributing to the national development agenda. 83 NGO partners were part of the 2019 edition.

The Awards also benefited from strategic partnerships with a number of notable organisations and entities committed to advancing the development agenda. They include United Nations Global Compact, CNN, CNBC TV 18, Dainik Bhaskar, The Better India, Women's Web, Josh Talks, Nagrik Dialogue, Nagrik News, and News 24x7.

### **CATEGORIES FOR 2019**

While reaching out to 21 states, the Awards featured a new category to celebrate the lifesaving work of Preraks / Field Officers and their contributions in the fight against HIV/AIDS. The eight categories for this year include:

### **01** Anganwadi Worker

Ensures antenatal and postnatal care for pregnant women and immediate diagnosis and care for new-born children and nursing mothers. Administers immunisation of all children below six years of age and supervises distribution of supplementary nutrition to said children as well as pregnant and nursing women. Delivers services at an Anganwadi Centre, often performing the role of a teacher to provide pre-school education to children between 3 - 5 years.

### **02** Accredited Social Health Activist / Auxiliary Nurse Midwife

An Accredited Social Health Activist (ASHA) is a community health worker instituted by the Ministry of Health and Family Welfare, Government of India as part of the National Rural Health Mission. An Auxiliary Nurse Midwife (ANM) is a village level female health worker who is the first contact between the community and health services.

Both ASHAs and ANMs act as health educators and promoters in their communities. They motivate women to give birth in hospitals, bring children to immunisation clinics, encourage family planning, treat basic illness and injury with first-aid, maintain demographic records and improve village sanitation.

### **03** Outreach Worker / Frontline Worker

Functionary who works across all thematic areas such as health, education, gender and water, sanitation and hygiene, and is responsible for implementation of community programmes. Intensively involved in on-ground field work and primarily responsible for mobilising and capacitating communities and enabling linkages to opportunities and services.

### **14** Prerak / Ahana Field Officer

Responsible for establishing linkages to government programmes and ensuring Prevention of Parent to Child Transmission of HIV/AIDS as part of Plan India's Project 'Ahana' (first rays of the sun) which works towards an AIDS free generation.

### **05** Community Volunteer

Influential individual from/within the community who plays a very important role in mobilising the community for different needs of any Plan India project. Active in the community development process and engages in multiple thematic areas.

### 06 Youth Champion for Girls' Rights - Female & Male

Changemakers for girls' rights in the communities, who engage, develop and empower young and older adolescent girls. Inspire and motivate their peers and also facilitate collective action of young people to influence duty bearers to create lasting impact.

### **08** Best Child Welfare Committee

Designated by law as the final district-level authority for the care, protection, treatment, development and rehabilitation of children in need of care and protection. Constituted under section 27 of the Juvenile Justice (Care and Protection of Children) Act, 2015.

### **AWARD STAGES AND PROCESS**

In order to facilitate proceedings with necessary robustness, scale and transparency, Knowledge and Process Partner Grant Thornton (GT) came on board earlier this year, and in conjunction with the technical team at Plan India, developed the framework for the Plan India Impact Awards 2019. This included new and revised award categories; multi-language nomination dockets (including sample forms, category specific guides, FAQs and tutorial videos) for partners; regional and national juror orientation decks; online nomination dashboard; programme schedule, and national rollout in conjunction with validation exercises.

### Stage 1

Award roll-out: Nominations invited from 21 states across 8 categories on May 17,

Plan India State Managers orient implementing partners on Awards process and methodology

2019

Implementing partners submit nomination forms and relevant documents to State Managers

### Stage 2

Plan India State Managers vet nomination forms and upload to online MIS dasboard by June 18, 2019

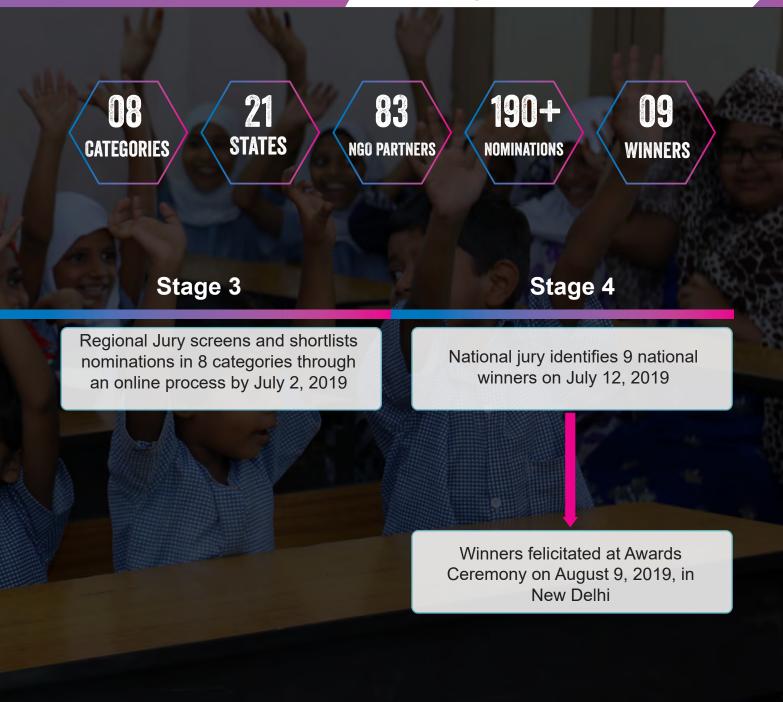
Grant Thornton screens all submitted nominations and shortlists for Regional Jury Review

### Stage 1

Partner Nominations – Partners from 21 Plan India intervention states sent in their best nominations for each category as per their programme area, duly aggregated at each respective region. The forms were vetted for completion and uploaded to an encrypted online MIS dashboard (portal) to ensure safe and seamless data access and management.

### Stage 2

Knowledge and Process Partner review – Grant Thornton (GT) screened and long listed nominees as per category, also conducting on-site and randomised validation for each category in multiple districts of three states to ensure the nomination process was fair and transparent.



### Stage 3

Regional Jury Deliberation – Screened and long listed nominations were reviewed by an online Regional Jury comprised of subject experts who identified their top two contenders in allocated categories. Their scores were collated by GT, and top nominees across the country were shortlisted based on average scores as well as common top contenders.

### Stage 4

A national jury of experts and industry leaders was convened over a day-long meeting, where they deliberated on top nominations and selected a national winner for each category based on evaluation criteria provided by GT.

### **Tabulation of Nominations**

No.	Category	No. of Nominations per Region			
		North	South	East	North East
01	Anganwadi Worker	14	07	06	00
02	Accredited Social Health Activist / Auxiliary Nurse Midwife	20	02	06	00
03	Outreach Worker	09	10	08	00
04	Prerak / Field Officer	10	01	12	18
05	Community Volunteer	11	12	03	00
06	Youth Champion for Girls' Rights – Female	13	06	01	00
07	Youth Champion for Girls' Rights – Male	11	03	01	00
08	Best Child Welfare Committee	05	02	00	00
	Total	93	43	37	18
	Grand Total	191			

### **Technical Evaluation Parameters**

To ensure a robust and transparent screening and selection process, multilevel evaluation of all 191 nominations took place against the below Five I's:

Innovation	
Influence	
Inclusion	
Implementation	
Impact	

Engagement
in effective
processes to bring
positive change
in the lives of
individuals and
groups

**Innovation** 

Identification of unequal practices and discriminatory behaviour, and promoting social inclusion

Influence

Effect triggered within the community to bring about change and development

Inclusion

Use of innovative techniques to address issues or enhance efficiency of programmes

**Implementation** 

Effect of activities and suitability of programme impact in the community

**Impact** 

### **Evalution Indicators (Five I's)**

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		-	_

### Innovation

- Use of suitable strategies and planning for effective programme implementation
- Use of appropriate methods to fulfil programme objectives
- Adoption of positive outlook and approach to deal with field challenges
- Ensuring proper implementation of programme and going beyond the call of duty

### Influence

- Identification and mitigation of discrimination in the community
- Improved access of marginalised community to basic services/ services ensured
- Inclusion of vulnerable and excluded people in development programmes
- Involvement of marginalised people in the decision making process

### Inclusion

- Effective communication skills
- Ability to convince the community and improve participation in programmes
- Improvement in multi-stakeholder coordination to increase effectiveness of programmes
- Ability to utilise interpersonal skills to influence service providers to enhance quality of services and programmes

### Implementation

- Incorporation of any innovative techniques to improve programme implementation
- Incorporation of any innovative techniques to improve outreach of programme
- Use of innovative techniques to improve efficiency of programmes
- Use of innovative techniques to address issues and real-time challenges in the course of work

### **Impact**

- Initiatives undertaken for an enabling environment
- Bringing about lasting change in the community for the benefit of the community
- Encouraging community to adopt practices/ outlook for harmonious coexistence
- Ensuring sustainability of programme impact



# THE EXPERT JURORS National Jurors



Editor, Dainik Bhaskar

### Mr Gyanendra Pandey

Mr Pandey is a media professional with 35 years' experience in print and electronic media. Over the course of his career, he has been associated with a number of national and regional dailies and weeklies, and pursued TV/electronic media content creation including documentary production, concept building and anchoring live shows. He has also been affiliated with the development sector through various reports, articles, information education communication material, translations and publications and is a visiting faculty at the Department of Hindi, Mass Media at Jamia Millia Islamia University. In the past, he has also worked as Assistant Editor and Content Editor for Lok Sabha Television, the Parliament Channel of India from July 2006 to December 2017.



Union Secretary (Retired), Empowerment of People with Disabilities

### Mr Lov Verma IAS

Mr Verma is an officer of the Indian Administrative Service of the 1978 batch, Uttar Pradesh Cadre with over 37 years' experience, including three years as Secretary to Government of India. He has played a seminal role in the successful campaign for eradication of Polio, introduction of free third line treatment for HIV/AIDS patients and the mainstreaming of accessibility issues for persons with disabilities in India. While handling delivery of health services, he engaged with issues of financing, personnel, creation of infrastructure and extensive coordination with multilateral agencies in the field of public health. He superannuated on January 31, 2016 as Secretary to Government of India, Department of Empowerment of Persons with Disability, Ministry of Social Justice and Empowerment.



Managing Director, Sesame Workshop India

### Ms Sonali Khan

Ms Khan is the Managing Director of Sesame Workshop India, an educational initiative to create innovative and engaging content to help children grow smarter, stronger and kinder.

She presently spearheads Galli Galli Sim Sim, a multiplatform initiative that combines the power of mass media with educational outreach to prepare children for school and life. She is also a global advocate for human rights and for ending violence against marginalised communities, with an emphasis on girls and women. In the past, she has also spearheaded organisations like Dasra and Breakthrough. A member of the Plan International Board, Sonali is also a proud recipient of the Nari Shakti Puraskar (Women's Empowerment Award) from the President of India.

In 2016, she also received the Skoll Award for Social Entrepreneurship for her work on ending child marriage.



Chairperson, National Commission for Protection of Child Rights

### Ms Stuti Narain Kacker IAS

Ms Kacker was an officer of the Indian Administrative Service of the 1978 batch, Uttar Pradesh Cadre and recently retired as Chairperson of the National Commission for Protection of Child Rights. She is known for her contribution to the social sector including her work for the protection of child rights and persons with disabilities.

With a career spanning 40 years, she has held a number of key positions at the State and Centre including District Magistrate, Ghazipur; Director and Principal Secretary, Cultural Affairs; Joint Secretary, Ministry of Small Scale Industries; Director, National Institute for Entrepreneurship and Small Business Development; Joint Secretary, Ministry of Information and Broadcasting and Director, Indian Institute of Mass Communication; Additional Secretary, Ministry of Information and Broadcasting and Department of Public Enterprises, among others.

As Secretary to Government of India, she established the Department of Disability Affairs, Ministry of Social Justice and Empowerment and superannuated on December 31, 2014.

# **REGIONAL JOURORS**Online Jury



Director, Rural and Urban Sociocultural Help and CHILDLINE, Odisha

### **Mr Debasis Rath**

Mr Rath is the Director for non-profit agency 'Rural and Urban Sociocultural Help (RUSH), Puri. He has undertaken social research on multiple fields such as urban governance, child protection, prevention of child sexual abuse, paedophiles in the coastal corridors, livelihoods of people living with HIV/AIDS and functioning of Juvenile Justice mechanisms in Odisha. He was a member of the Child Welfare Committee in Puri from 2009-2011 and led remarkable efforts in child rights and protection during his tenure. In the year 2010, he augmented implementation of Crisis Management Unit under the Integrated Child Protection Scheme. In 2017, he shouldered additional responsibilities of Director CHILDLINE Railway Child Help Desk at the Puri Railway Station. He is a known child rights expert and extends his support to strengthen civil society efforts in Odisha.



Chairperson, State Commission for Protection of Child Rights, Andhra Pradesh

### Ms Ganta Hymavathi

Ms Hymavathi is the Chairperson of the Andhra Pradesh State Commission for Protection of Child Rights. A renowned social worker, she has dedicated over two and half decades towards the rights of children from tribal and marginalised communities. Her efforts have also promoted and nurtured 1,200 volunteers and 25,000 women leaders to drive women and child rights protection and tribal empowerment in North Coastal Districts of Andhra Pradesh.

She has also received several awards and recognition while being part of various statutory structures at District and State level including Child Welfare Committee, Women and Child Development Department-Supplies Procurement Committees and Management Committees to end violence against women, and prohibit child labour.



State Member, Odisha State Commission for Protection of Child Rights, Odisha

### Mr Harihar Naik

Mr Naik is a member of the Odisha State Commission for Protection of Child Rights. He has been working to make Odisha a child friendly state. He was earlier associated with CRY from 2003-2016. He has also been a member of the State Inspection Committee under the Juvenile Justice (Care and Protection of Children) Act, 2015, the Indian Council for Child Welfare (New Delhi), Odisha Alliance on Convention of Rights of the Child, and Voice of Child Rights in Odisha, among others.



State Programme Officer, Disaster Management Authority, Bihar

### Dr Madhu Bala

Dr Bala has been working with the Bihar State Disaster Management Authority (BSDMA), since 2010. She is a disaster and gender expert, passionate in exploring and experimenting the role of different groups especially marginalised women in disaster risk reduction. With vast experience of working with difference social groups at the grassroots, she has conducted several seminars and workshops related to gender, disaster and social issues. Prior to BSDMA, she was District Probation Officer in the United Nations Development Programme, under the Government of Bihar.



Former Head, Gender Resource Unit, Rajasthan

### **Dr Meeta Singh**

Dr Singh has been working towards saving the girl child and enhancing dignity of girl children in Rajasthan for the last 19 years. Through her efforts, 10,000 girls have benefited from these educational packages over the last 12 years. She has served as the Chairperson of Dignity of Girl Child Foundation since 2011, and also led the 'Wajood' programme to combat gender based violence in Rajasthan for Population Services International from 2016-17. She is also serving on the advisory board of several NGOs and government institutions. Dr Singh was also Head of the Women's Resource Centre at HCM Rajasthan State Institute of Public Administration, Jaipur.



Director, Field Work and Placement, Department of Social Work, University of Delhi

### Dr Neena Pandey

Dr Pandey is Director, Field Work and Placement in the Department of Social Work, University of Delhi. She is an expert on women and gender issues, with a specialisation in social work in a multitude of settings including working with individuals in the context of HIV and criminal justice social work. She has authored studies and papers on themes of gender equality, power and violence against women, and is a noted authority on gender empowerment. She is engaged with the Nirbhaya project entitled Establishment of Social Service Units in Delhi, working with violence survivors.



Director, Directorate of Women Welfare, Department of Women and Child Development, Uttar Pradesh

### **Mr Puneet Kumar Mishra**

Mr Mishra is Director, Directorate of Women Welfare, Uttar Pradesh. He joined the Uttar Pradesh Provincial Civil Services as District Probation Officer in 2005 and in his long career since, has merged his departmental responsibilities and passion for social work to address important issues like women empowerment and child protection. For his work on rescuing and rehabilitating victims of commercial sexual exploitation in Allahabad, he was officially commended by the Principal Secretary, Department of Women and Child Development, Uttar Pradesh. He has also received several accolades and awards for his contributions towards the cause of women and children.



Divisional Deputy Commissioner, Women And Child Development Department, Konkan Division, Government of Maharashtra

### Mr Rahul More

Mr More has worked with the Government of Maharashtra since 1996, and is currently the Divisional Deputy Commissioner, Konkan Division, Women and Child Development Department, Government of Maharashtra. He has led many innovations in the effective implementation of government schemes linking with women, children and other stakeholders. Previously, serving as Probation Officer in the Women and Child Development Department for five years, he ensured the effective implementation of the Probation Offenders Act and Juvenile Justice (Care and Protection of Children) Act, 2015 among others.



Assistant Director, Assam State AIDS Control Society, Assam

### Ms Rashmi Rekha Bhuyan

Ms Bhuyan is the Assistant Director, Integrated Counseling and Testing Centres (ICTC), Assam State AIDS Control Society. She has been closely working with National AIDS Control Organisation on the issue of HIV/AIDS. With a professional career spanning over eight years, she has also worked as Counsellor and Professor of Psychology. She has rendered her services in key areas such as ICTC/Prevention of Parent to Child Transmission, collaborative activities on HIV-TB, National AIDS Control Programme-National Health Mission Convergence, District AIDS Prevention and Control Unit and Sexually Transmitted and other Reproductive Tract Infections.



General Secretary, Manipur Network of Positive People, Manipur

### Ms Salam Udita Devi

Ms Devi is the General Secretary of the Manipur Network of Positive People (MNP+). Her work focuses on Targeted Intervention and Opioid Substitution Therapy programme for Injecting Drug Use, under the Manipur State AIDS Control Society. Since 2002, she has been actively working in the field of HIV/AIDS.

She has also served as Project Director for the IHAAN project supported by India HIV/AIDS Alliance, New Delhi. She has worked as Joint Secretary for Indian Network of Positive People and also served as a Board Member of Asia Pacific Network of Positive People.

She has been involved in mobilising and organising advocacy initiatives on issues related to HIV/AIDS in Manipur and other parts of the country.



Manager, Human Resources, Crocs India, Delhi

### Ms Shefali Saxena

Ms Saxena is the Manager, Human Resources, Crocs India Private Limited. She has been working with Crocs India for more than a decade. She has independently set up a full-fledged Human Resources Department in the company. She has been involved in leading the company's People Strategy and successfully steered various transitions. She works to bring agility and customer centric culture and strives to provide opportunities for employee engagement. She also set up a Corporate Social Responsibility programme for Crocs India.

In the past, she has helped to establish the Human Resources
Department of a client servicing company. She also worked as a Human
Resource Leader with RMSI India Pvt. Ltd.

With a professional tenure spanning over twenty years, she has worked closely with management teams to align Human Resources with organisational business goals and strategic vision.

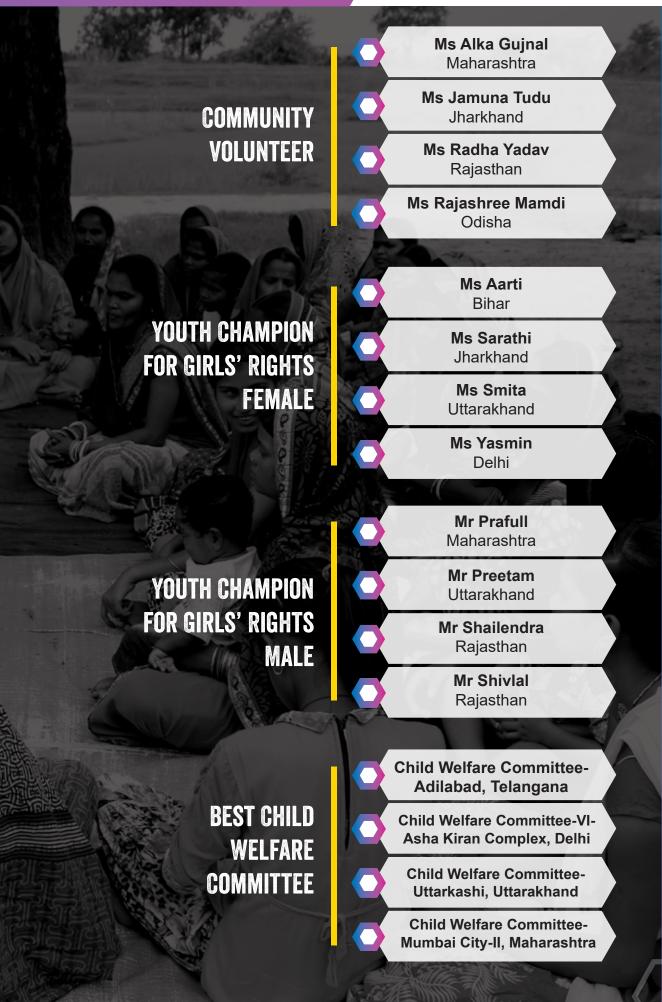


Trustee, Manchi Pusthakam Publications

### Mr Suresh

Mr Suresh has studied agriculture, worked in media, government and voluntary organisations. At present, he is involved in the publication and promotion of children's books in Telugu as Trustee of Manchi Pusthakam. He is a noted translator and has published several books in Telugu.







# THE PLAN INDIA IMPACT AWARDS 2019: EVENT FLOW





# REMARKS ON SPECIAL EVALUATION OF PLAN INDIA'S INTERVENTIONS BY DAINIK BHASKAR



Prof. Deepak Dwivedi Chairman, Dainik Bhaskar

Prof. Dwivedi is the Editor-In-Chief, Dainik Bhaskar, a Hindi National Daily. He is also the Founder Executive President of Nagrik Foundation, a two decade old NGO. In addition, he is also a Working Group Member of UN-Principles for Responsible Management Education on Anti-Poverty. With a journalistic career spanning more than two decades, Prof. Dwivedi has worked with many leading newspapers and journals such as Jansatta (Indian Express Group), Voice of Lucknow Daily, Amar Ujala, Mid-Day, Rashtriya Sahara, Blitz Weekly. He is also accredited with Press Information Bureau, Central Government and Indian Parliament with free access to news information from all Ministries, Departments of Central and State Governments, Semi-Government offices, towards furtherance of journalistic duties and excellence.

### PANEL DISCUSSION

## Youth action towards achieving Sustainable Development Goals by 2030

As per the United Nations World Youth Report, 1.2 billion young people between 15-24 years comprise 16% of the world's population. In India, young people aged 15-29 make up 27.5% of the total population. Their huge potential necessitates their active and crucial role in the development, awareness building, monitoring and review of the United Nations 2030 Agenda for Sustainable Development.

In 2015, Plan India intensified its focus on young people by establishing a Youth Advisory Panel to ensure the engagement of youth in programmes, influencing processes and internal decision making as a top priority. We believe that young people empowered with knowledge and opportunity have tremendous potential and capacity to drive development.

A product of a three-year intensive collaborative process engaging UN Member States and civil society including youth-led organisations, the Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.



In view of essential youth engagement towards national development, the Plan India Impact Awards 2019 will host an interactive panel discussion moderated by **Ms Marya Shakil**, a Ramnath Goenka awardee with more than 12 years of journalistic experience, who is presently Political Editor, CNN-News 18, a leading English news channel.

The panel will educe views and responses on critical issues (including the following points) pertinent to Youth action and SDGs:

- Role and engagement of youth led institutions such as National Service Scheme, National Cadet Corps and other nationwide youth networks in the decision making process
- Engagement of young people in monitoring of government schemes from grassroots to national level to ensure accountability of SDGs
- Role of youth as envisioned by development agencies to achieve SDGs by 2030
- Corporate Social Responsibility mandate to support youth engagement
- Aspirations, views and recommendations of youth to enhance their contribution towards achieving SDGs

### **PANELISTS**



### Ms Anuja Bhansal

Executive Director, Plan India

Anuja Bansal is the Executive Director of Plan India and has an experience of over 20 years in the field of development and financial advisory. From early on in her career she has been committed to social development sector and has worked for many years for the cause of children and women. Having worked for organisations like Child Rights and You (CRY), ACCESS Development services, Bharti Foundation, Oxfam India and SOS Children's villages, she has made significant contributions to social causes. Her expertise and work in

the areas of strategic planning, building strong governance and compliance systems, sound financial management, has helped strengthen organisational trustworthiness.

Prior to joining Plan India, Anuja was heading SOS Children's Villages, India as the National Director and Secretary General. She was previously worked as Director Operations at Oxfam India; Chief Financial Officer at Bharti Foundation, Programme support head-Access Development Services and Finance head-CRY- Child Rights and You.

As an expert and leader, she has spoken at national forums like Women Economic Forum, BICON Udayan Care, AIMA conferences and many more. She is Governing Board member and Treasurer for Vani, a network of civil society.

She has a bachelor's degree in Commerce from Lady Shriram College and is a certified Chartered Accountant from The Institute of Chartered Accountants of India.



### **Mr Kamal Singh**

Executive Director and Member Secretary, Governing Council, Global Compact Network India (GCNI)

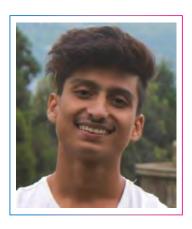
Mr Singh is the Executive Director, Global Compact Network India (GCNI) – a local arm of the United Nations Global Compact, New York.

He has also worked as Director General, National HRD Network and All India Management Association (AIMA). While working with AIMA, he was credited to launch several new initiatives and earned several applauds of recognition.

He is on the Board/Sub-Committees of several organisations including UN-Principles for Responsible Management Education, Bureau of Indian Standard, Association of Indian Management Schools, Jindal Global University, Institute of Integrated Learning in Management University, Birla Institute of Management Technology, Manay Rachna International University, Smile Train and many more.

He has won several awards and is working towards building a Sustainable Development Index of India and the world





### **Mr Souran**

Youth Leader, PRATYeK

Mr Souran is a youth advocate and works as a Circus Art Trainer for Presence and Ruthfulness for Advocacy and Training of the Young in Earth-rights and Kids-rights (PRATYeK), a national organisation working to coordinate with child rights organisations.

For the last six years, he has been associated with NINEISMINE campaign. A child rights advocate and youth parliamentarian himself, he also trains other young parliamentarians on Sustainable Development Goals (SDG) and child rights.



### Ms Supriya Paul

Founder, Josh Talks

Ms Paul is a renowned Asian Forbes 30 Under 30 entrepreneur and founder of Josh Talks, India's largest and fastest growing impact platform. The platform makes use of storytelling in regional languages to inspire, inform, skill and provide youth, from lower income backgrounds, with job opportunities. The platform received the National Media Award by the President of India.

She is also a mentor for various prestigious leadership platforms such as Atal Innovation Mission, Founder's Institute and Women Economic Forum.



### **NINE NATIONAL WINNERS**



**ANGANWADI WORKER** 

Ms R. Sundari Tamil Nadu

Sundari is an Anganwadi Worker at the most popular Anganwadi Centre in Kancheepuram, Tamil Nadu. Using innovative teaching methods and tasty wholesome recipes, she has ensured that children who come to her Centre stay enrolled. Although it started with just three, the Centre has served 125 children so far.

She has created a joyful learning environment for one and all, while paying careful attention to students with special needs. Her Centre is one of very few that stays open late to enable migrant workers to pick up their children after work. She also formed a community-wide volunteer group including neighbours of children enrolled in the Centre and other potential attendees, to ensure maximum enrolment and attendance.

Her commitment to the children in her Centre is so strong, that she liaised with the local Panchayat, District Collector, ICDS and Public Works Department for over 1.5 years to improve the building's infrastructure. Due to her efforts, the Centre now has a compound wall and toilet complex where there was none before.

Reaching out to 1,200 households, she ensures that all community members, especially girls and women, benefit from government schemes and access to healthcare. Under her care, 100% of children between 1-5 years of age have been immunised, and children suffering from malnutrition are provided care and support so they achieve their development milestones. She also provides health and hygiene orientation sessions to Panchayat-level federations of Self-Help Groups with members from as many as ten villages.

Sundari has transformed countless lives in her seven years' work as an Anganwadi Worker, going above and beyond the call of duty.



### **AUXILIARY NURSE MIDWIFE**

**Ms Padmabati Naik**Odisha

It has been 25 years since Padmabati began working as an Auxiliary Nurse Midwife at a Public Health Centre (PHC) in Mayurbhanj, Odisha, a predominantly tribal area. In this time, she has served residents of three villages and 33 hamlets, covering nearly 1,000 households and a population of 7,342 people.

This includes 852 children between 0-3 years of age who are now healthy and happy, and have been immunised due to her efforts. Breaking through age-old myths and misconceptions, she conducted 88 institutional deliveries (deliveries in hospitals by doctors) and was able to ensure 100% institutional deliveries and safe motherhood in her community.

She teams up with Anganwadi Workers to organise sessionson exclusive breastfeeding and nutrition, which contribute to child survival, development and wellbeing in the long term. This is reflected in the Infant and Maternal Mortality Rates in the area, which have been zero for a decade.

She keeps an eye out for older children in the community as well, dissuading parents from marrying them off before they are of legal age, as this has lifelong adverse impacts. She has been able to stop 15 child marriages with the help of the local Child Protection Committee.

Taking this further, she addresses sensitive but critical topics of sexual health and menstrual hygiene, training young people in her community to be ambassadors of public health and passing on her zeal for preventive healthcare to the next generation. In doing so, she ensures the community can sustainably and easily access services at the PHC and beyond.

Padmabati has been a powerful changemaker since 1994, paving the way for long-term development of young people, their families and communities too.





### **OUTREACH WORKER**

Mr Mohammed Taher
Telangana

When it comes to social change, Outreach Worker Mohammed Taher is a force to be reckoned with. His work touches the lives of a whopping 72,000 people.

A firm believer in the power of education, he has worked to re-enrol 1,300 students (850 girls and 450 boys) who had dropped out of school in his area. He has also led community awareness programmes reaching out to 5,250 parents, enrolling 250 girls in higher education as a result.

When he recognised the need for a school in a nearby slum area, he persistently highlighted the issue to local authorities, who refused his request citing shortage of land. Rather than give up, he identified a vacant plot and advocated with the local government until a school was built. Now, all children in the area have access to education, with some 265 attending school regularly.

He has also taken on the task of rescuing and rehabilitating child labourers and enrolling them in school, where they should rightly be. In the last year alone, he rescued 325 children, 200 of whom have been enrolled in school, while the remaining 125, who were migrants, returned to their homes.

Taking a holistic view of issues in the community, he has counselled 4,500 adolescent girls on child marriage, economic empowerment, health and hygiene. He has also organised anti-child marriage campaigns covering 675 adolescents and 350 parents, stopping ten child marriages.

He strives to ensure the community, especially young people, practice (and preach) gender equality, and encourages young women and men to take up vocational training. He has enrolled 200 adolescent girls and young women in 'Saksham' (Capable), Plan India's Youth Employment and Entrepreneurship programme, and also influenced their families so they could work after completing their training. Many of the trainees are the first in their family to have formal jobs, and as many as 650 have been able to secure these jobs due to his facilitation.

To ensure this transformation continues, he regularly collaborates with community members and religious leaders to discuss solutions to problems faced by the community. Having dedicated the last 12 years to his work in the community, he continues to rally sustainable change.



### PRERAK / FIELD OFFICER

Mr Yogendra Pathak
Uttar Pradesh

Yogendra is a Field Officer / Prerak in Plan India's Project 'Ahana' (first rays of the sun), which works towards an AIDS free generation through Prevention Parent to Child Transmission of HIV/AIDS, in partnership with the National AIDS Control Organisation and supported by the Global Fund to Fight AIDS, Tuberculosis and Malaria.

His work in Agra, Uttar Pradesh covers a population of 2,209,398 people, including an approximate 67,200 expecting mothers. Working to address gender discrimination as well as social stigma associated with HIV, he works to build a safe and enabling environment for women with a focus on testing, treatment and adherence. He has been able to encourage 70% of pregnant women in his area and their spouses / partners to be counselled and voluntarily tested for HIV/AIDS. As a result, 113 pregnant women and 75 spouses / partners were diagnosed and subsequently linked with Antiretroviral Therapy (ART) and other government schemes and benefits, thereby enabling them to avail a continuum of care.

He has supported 42 pregnant women living with HIV/AIDS with routine treatment to prevent perinatal transmission to their new-born babies. He conducted Early Infant Diagnosis and HIV testing of 43 babies (in the last 18 months) and due to his efforts, no baby has been found to be living with HIV (from January 2018 to June 2019). He also initiated more than 40 Dried Blood Spot (DBS) tests for prompt diagnosis and treatment of exposed babies. In case there is a shortage of DBS cards, or parents refuse DBS testing of their child due to a lack of funds, he links them with Integrated Counselling and Testing Centres in nearby districts so no parent or child is left untreated. There as well, he supports them throughout the counselling, testing, ART referral, linkage, and treatment processes.

He has helped nearly 50 women through counselling in the past year, while also ensuring that 92 HIV exposed babies were given antiretroviral medicines to protect them. He facilitated 102 institutional deliveries for the safety of pregnant women and their babies.

For 360° service delivery, he has created an effective network of trained Accredited Social Health Activists (ASHAs), Auxiliary Nurse Midwives (ANMs) and Anganwadi Workers who provide seamless support.

For the past three years, Yogendra has worked selflessly to ensure that people his community live a happy, healthy and fulfilling life.



### **COMMUNITY VOLUNTEER**

Ms Alka Gujnal Maharashtra

Community Volunteer Alka Gujnal is reputed to be the most trustworthy person in her community. For the past 20 years, she has strived tirelessly to improve the lives of marginalised commercial sex workers in Pune, Maharashtra. Working with over 2,000 brothel, street and home-based commercial sex workers, she helps them combat stigma and discrimination.

She also ensures their children are taken care of, having enrolled as many as 46 in school. This was not easy, as the children faced discrimination from others, however, she set up dialogues with School Management Committees, teachers and students to ensure the children stay in school and can benefit from a joyful learning environment. She has also been able to re-enrol 40 children of commercial sex workers (who had dropped out of school) in remedial classes. More girls go to school now than ever before.

A decade ago, she established 'Sanskarvarg', a forum that has oriented over 300 children on 'good and bad touch' and their rights. The group meets in the evening, when the children's mothers go to work, so also providing a safe atmosphere for the children.

HIV/AIDS is a difficult subject in the community, but she has raised awareness and helped improve health seeking behaviour. With her support, more than 350 women have been able to access regular medical care and services, and 20 women living with HIV have been linked to free Antiretroviral Therapy.

Aside from this, she has built a network of over 200 commercial sex workers who routinely come together to discuss their issues and ideate solutions. She also facilitates counselling sessions and provides vocational training and livelihood support to women who wish to leave the profession.

Her networking skills have helped her create an enabling environment supported by stakeholders and influential people including healthcare service providers, law enforcement, local leaders and more. Despite initial opposition from her family and society, Alka has made a lasting impact on the lives of thousands of women and children in Pune.



# YOUTH CHAMPION FOR GIRLS' RIGHTS - FEMALE

Ms Sarathi Jharkhand

Seventeen year old Sarathi lives in a small village in Jharkhand, with a population of 291 people (154 female and 137 male). One of seven siblings raised by a single mother, she understood the power of education at an early age, and even worked alongside her mother as an agricultural labourer to gather money for her school fees.

A bright young student, she works hard to ensure that, like her, all girls get the chance to study. She counsels children, young people and their families, so that children, especially girls, continue and complete their studies. Her efforts led two families to enroll their daughters in private school. To keep others from dropping out, she offers free tuition as well, and has tutored 45 students from the 1st to the 8th standard in the last two years. She also volunteers as a teacher at a school, where she identifies and supports students with special needs and works with teachers to create a joyful learning environment. She speaks out against caste-based discrimination and has initiated a rotational seating arrangement in school to ensure that students from marginalised backgrounds can sit in the front row and engage in classroom activities.

In the community and village council meetings too, she raises the issue of caste-based discrimination in community and village council meetings, due to which two Scheduled Tribe members are now part of the Panchayat Samiti (rural local government). She also runs awareness drives and campaigns in the community and has stopped two child marriages.

Through an adolescent empowerment programme, she works with the 20 young people in her community and conducts orientation sessions on health, education, vocation, financial literacy, savings, and more. She obtained a Diploma in Computer Applications and due to her aptitude and interest, was invited to become an instructor at the institute. She has since trained 25 students.

Additionally, she has enrolled in the 'Pradhan Mantri Kaushal Vikas Yojana', the flagship scheme of the Ministry of Skill Development and Entrepreneurship to enable youth to take up industry-relevant skill training to secure better livelihoods. As she learns new skills, she motivates her peers to join as well, and has been able to enroll two so far.

Sarathi's commitment to education and equality have made her a household name and role model. No challenge is too big for this powerful young woman.



# YOUTH CHAMPION FOR GIRLS' RIGHTS - MALE

**Mr Prafull** Maharashtra

Prafull is the proud son of an auto rickshaw driver and Founder of a Learning Centre that provides free educational coaching and mental health support for underserved girls in the slums of Mumbai, Maharashtra. He was 22 when he established the Centre in 2016, with the aim of helping girls from 1st to the 12th standard on the road to financial independence. The Centre also focuses on higher studies, including training for entrance exams. In the last three years, as many as 2,000 girls aged 7-16 have been trained there.

Mindful of the limited resources available to him, Prafull has created a self-sustaining model for free education at the Centre. He has managed to engage a rent-free space and volunteers to help out. In keeping with the spirit of inclusion, his Centre is open to all communities and has no screening process. This way, he provides long-term coaching to those who would not otherwise have access to quality education. He has also linked and facilitated special guest lectures at the Centre, with eminent personalities, academic experts from renowned colleges, universities, and institutes including the prestigious Indian Institute of Technology (IIT). He enlisted the support of ten friends, some of whom are IIT Alumni, to raise funds to support the Centre as well.

He also conducted up to 3,000 door-to-door visits with parents in the community to invite them to the Centre and involve them in the academic performance of their daughters so they are invested in their learning outcomes and see long-term benefits in their education.

Knowing that life skills are as important as academics, he teaches practical skills that include creative and critical thinking. He also provides career counselling and training on software, hardware and data processing, giving trainees a necessary edge in a very competitive market. At the community level, he has conducted 80 free professional development workshops and extra-curricular activities.

His work has borne fantastic results. Within three years, his Centre has seen an aggregate enrolment of up to 2,000 girls, average attendance of 70% and a drop-out rate of less than 1%. His students have scored over 85% marks in public Secondary School Certificate and Higher Secondary Certificate examinations. Notably, a student from the Centre was accepted to IIT, and as many as 20 were placed in permanent jobs, including leading banks HDFC and ICICI.



### **BEST CHILD WELFARE COMMITTEE**

Child Welfare Committee-Adilabad, Telangana

For some children, a happy, safe and protected childhood are a distant dream. For the last four years, the Child Welfare Committee-Adilabad has worked tirelessly to make this dream a reality for children in their care. One of two winners in this category, the Committee is comprised of Chairperson Mr Amrith Rao, Mr Srikanth Rao, Mr Miraza Yakoob Baig, Mr Khaja Miya and Ms Mamatha—an unstoppable team that offers a safe environment, rehabilitation and support to children. Together, they have reached out to 5,719 rescued children (2,098 girls and 3,621 boys).

They also work to prevent child labour and have rescued over 300 children, ensuring that 61 offending employers were penalised, counselled and made liable to support the education of the children. They restore hope among children rescued from a life of labour, and provided 943 children (422 girls and 521 boys) with books, bags and uniforms to attend school regularly.

Additionally, they set up temporary schools in the vicinity of care homes to improve enrolment and attendance. A total of 1,924 students (628 girls and 1,296 boys) who had dropped out have been re-enrolled in school, having benefited from individual attention and a safe environment to be reintroduced to formal learning. At the school, children are encouraged to share their grievances in a complaint box called the 'Magic Box', which is opened regularly to resolve given issues.

As their area has a high drop-out rate of students, they also undertake door-to-door visits to counsel parents to enrol their children, especially girls, in school. They have conducted 128 sessions on child rights and legal remedies to raise public awareness.

In the course of their work, they have handled cases of 1,400 differently abled children (525 girls and 875 boys) who were abandoned by their parents. Responding to this, they also work to rescue differently abled children and place them in homes and facilities where they receive the care and attention they deserve and there are provisions for adoption. To deter further cases of abandonment, the committee also runs awareness programmes on caring for children with special needs.

The CWC-Adilabad has made tremendous strides in child care and protection. Dedicated to the cause, they continue to collaborate with the Police, Women and Child Welfare Development Department, Railway Department, Labour and Education Departments and more, to positively impact the lives of children.



### **BEST CHILD WELFARE COMMITTEE**

Child Welfare Committee-Mumbai
City-II, Maharashtra

The Child Welfare Committee-Mumbai City-II is transforming the lives of underserved children in Mumbai, Maharashtra, one child at a time. Chairperson Mr Vjay Diapode, Ms Nanda, Ms Christine and Ms Helen are living embodiments of the principle that every child deserves love, and this informs everything they do. One of two winners in the category, they have supported a total 1,578 cases, among which they counselled 1,303 children and their parents and reunited them; deemed 24 children eligible for institutional care, sponsorship and adoption; and placed 93 children under the 'Bal Sangopan Yojana' (a State Government run programme which provides alternate family care to children in difficult circumstances).

Understanding the trauma and pain associated with sexual exploitation, they have been a pillar of support for a 100 child survivors, especially girls, counselling them and striving to sensitise all stakeholders including the Police, NGOs, schools and community members to ensure that every single case is taken seriously.

Taking a partnership approach, the committee has linked itself with a network of 25 NGOs, the Secretariat of Women and Child Development Department, State Government, Juvenile Justice High Court Committee, Railway Police, Railway Ticket Collectors as well as the District Commissioner of Police and Assistance Commissioner of Police, who frequently visit and extend their support in coordinating activities with the Committee.

Taking this further, they were able to impart professional training on the Juvenile Justice (Care and Protection of Children) Act, 2015 and the Protection of Children from Sexual Offences Act, 2012 to 200 police personnel, sensitising them on how to engage with children from different socio-economic backgrounds. Given the increasing number of single parent households in the area, they also sensitised 33 police personnel and networked NGOs on related issues and challenges, providing 60 single parents with assistance from 13 NGOs by appointing them as Supervision Personnel, in case parents exhibited difficulties in handling their child on their own.

The work of the Committee to rehabilitate the victims of child labour has also garnered media attention, for good reason. Among other things, they have been instrumental in facilitating National Saving Certificates in the name of rescued child labourers, paid for by offending employers who were also penalised by law.

The CWC-Mumbai City-II has built a safe environment for children, in which they grow and thrive. There is no higher testament to their work than the happiness of the children they serve.

### **OUR PARTNERS**

### **Knowledge and Process partner**



An instinct for growth

### **Partners**























### **Plan India Impact Awards 2019**



The core team for the Awards was comprised of representatives from a number of departments of the organisation. This included strategic, technical advisors Anuja Bansal, Pinky Pradhan, Mohammed Asif and Pooja Mathur, along with members Ilango Balu, David Durani, Ritu Sahni and Manuela de Souza, who spent the last four months developing the Awards concept and facilitating its layout, schedule and execution. Working with Plan India's State Managers and NGO partners across the country, the Awards were able to achieve unprecedented depth and facilitate truly powerful stories of change. The guidance and counsel of the Plan India Governing Board and Country Management Team went a long way in steering this initiative.

### **LOOKING AHEAD**

The Plan India Impact Awards acknowledge the tremendous dedication and unshakeable resolve of last mile champions, captured through nominations across the length and breadth of the country. We would thank the national winners and all the nominees for their life-saving work in their communities and beyond. We are honoured to share a common cause with heroes and changemakers of their stature.

We would also extend our gratitude to our partners for their efforts and support to build on the vision for the Awards and all they represent. In coming editions, we aim to further expand our horizons, transcending our programmes and collaborating with larger civil society so that all outstanding frontline workers and volunteers everywhere can be rightfully recognised.

Thank you for your solidarity. We seek your continued support in the years to come, so we can together to celebrate and replicate the exemplary efforts of grassroots functionaries driving the national development agenda.



### **ABOUT PLAN INDIA**

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.



2019



### **PLAN INDIA**

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