



ANNUAL REPORT 2023

**AMBITION, ACCELERATION
AND ACHIEVEMENT**

CONTENTS



ABBREVIATIONS

A&Y	Adolescents and Youth
AI	Artificial Intelligence
BMGF	Bill & Melinda Gates Foundation
CP10	UNFPA India's Tenth Country Programme
CSE	Comprehensive Sexuality Education
CSO	Civil Society Organizations
GBV	Gender-Based Violence
Goi	Government of India
IAR	India Ageing Report
LSE	Life-Skills Education
MoHFW	Ministry of Health and Family Welfare
MoU	Memorandum of Understanding
NAHP	National Adolescent Health Programme



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NMTI	National Midwifery Training Institute
OSC	One Stop Centre
OSDMA	Odisha State Disaster Management Authority
PCPNDT	Pre-Conception and Pre-Natal Diagnostic Techniques
PRI	Panchayati Raj Institution
RKSK	Rashtriya Kishor Swasthya Karyakram (National Adolescent Health Programme)
SDGs	Sustainable Development Goals
SRH	Sexual and Reproductive Health
SRHR	Sexual and Reproductive Health and Rights
SRMNH	Sexual, Reproductive, Maternal, and Newborn Health
TA	Technical Assistance
UNFPA	United Nations Population Fund

FOREWORD

We present the United Nations Population Fund (UNFPA) India Annual Report 2023 with a deep sense of satisfaction having successfully rolled out the first year of our Tenth Country Programme (CP10) in partnership with the Government of India (GoI).

The CP10 is ambitious. Working closely with the Government and other partners, it aims to further accelerate progress in reducing maternal deaths and add users of modern contraceptive methods, address gender-based violence (GBV), prevent child marriages, avert teenage pregnancies and improve the sex ratio with a special focus in the states of Bihar, Madhya Pradesh, Odisha and Rajasthan, through a human rights-based approach to leaving no-one behind.

While India leverages the dividend of its youth bulge, it is also preparing for the imminent increase in the ageing population as highlighted by the India Ageing Report 2023. Thirty years after the International Conference on Population and Development (ICPD) in Cairo, India stands firm in pursuing its development and growth agenda. In 2024, as UNFPA celebrates its 50th year in India, we renew our commitment to design and implement innovative programmes and advocate for more financing (vs. funding) and investment for the ICPD agenda.

As the world's most populous country, we wholeheartedly support India's flagship initiatives towards building a future propelled by the boundless capabilities of its youth and women—a future where men stand as allies,



the elderly age with dignity, bodily autonomy is an inherent right, the task of addressing climate change is championed by the resourcefulness of girls and women, and technology serves as a powerful catalyst for unlocking gender equality.

Our deepest gratitude to the Government of India, state governments, esteemed donors, private sector, NGOs/CSOs, think tanks and the communities for the opportunity to partner in the country's development journey. With a renewed sense of purpose and anticipation, we at UNFPA in India, look forward to continuing this collaboration to realize our shared vision of a more equitable and sustainable future for all.



ANDREA M. WOJNAR

UNFPA India Representative and

Country Director Bhutan

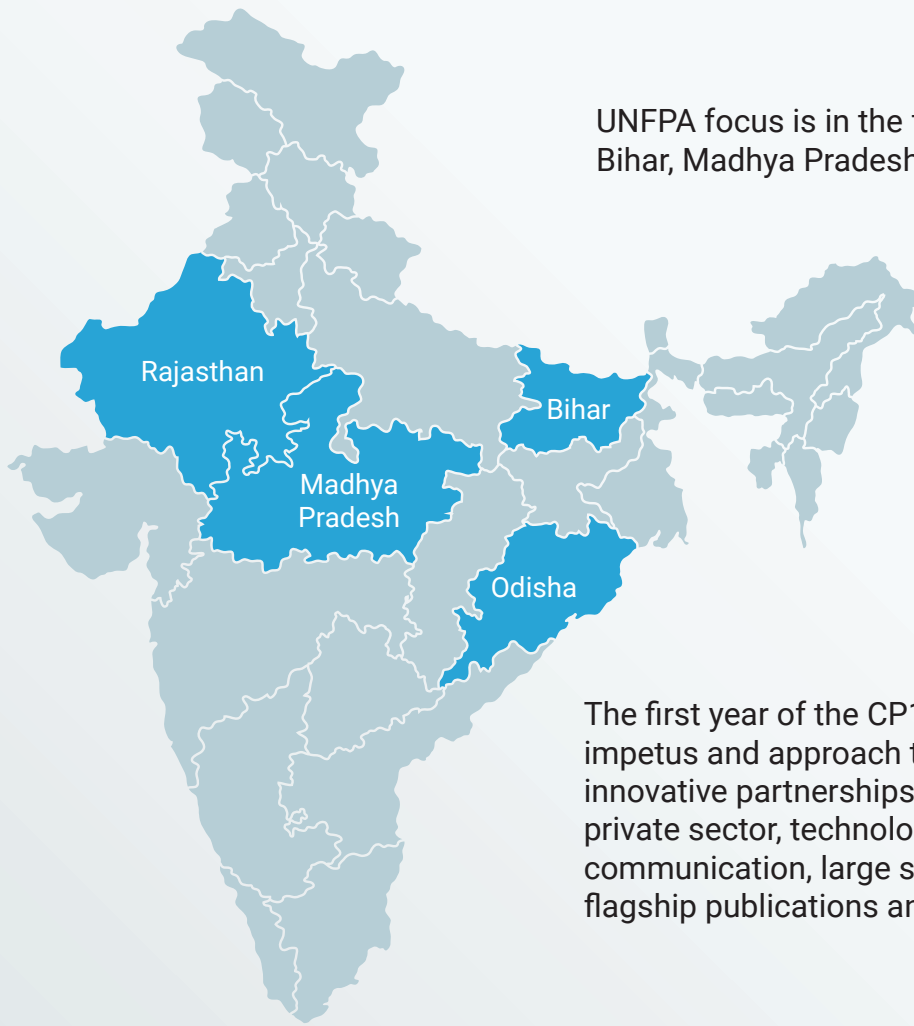


UNFPA INDIA AT A GLANCE

The mission of UNFPA is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled, ensuring rights and choices for all.



Our work is guided by the principles of a human-rights based approach set in place by the **1994 International Conference on Population and Development (ICPD)**, gender empowerment and equality, and the imperative that no one is left behind.



UNFPA focus is in the four programme states of Bihar, Madhya Pradesh, Odisha and Rajasthan.

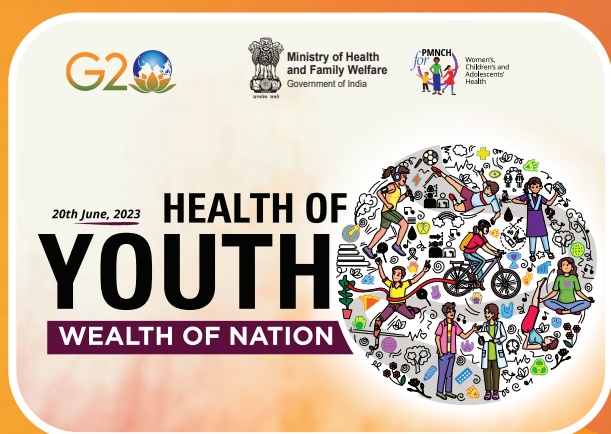
The first year of the CP10 brought new direction, impetus and approach to UNFPA's initiatives through innovative partnerships with the Government and the private sector, technology-led programming, policy communication, large scale social media advocacy, flagship publications and engagement with youth.

PROGRESS IN 2023

Powered by a rights-based approach and supported by data and evidence, UNFPA's initiatives are systematically and surely translating to choices for all across the four thematic areas mentioned below. From midwives—'women in pink' ensuring safe delivery, to women having more control over their health, young and adolescent people having safe and reliable health information at their fingertips, empowering young girls and women with digital and financial literacy and skills, and encouraging men and young boys to be allies towards a gender equal world.



UNFPA INDIA IN 2023—HIGHLIGHTS



'Health of Youth, Wealth of Nation', a G-20 co-branded event with the Ministry of Health and Family Welfare

UNFPA co-led the G20 event 'Health of Youth, Wealth of Nations', supported by BMGF and WHO on 20th June in New Delhi. The delegates including policy makers and youth leaders deliberated on the health and well-being needs of the 1.8 billion adolescents and youth of the world.

India Ageing Report (IAR) 2023

UNFPA India and the International Institute for Population Sciences (IIPS), published the IAR 2023, outlining elder care challenges and solutions. The report maps senior-centric initiatives and offers recommendations for enhancing elderly care services across India.



8 Billion Lives, Infinite Possibilities - 'The State of the World Population (SOWP) Report 2023'

As the world's population reached 8 billion, marking a significant milestone for humanity, it is imperative to acknowledge India's pivotal role in this demographic landscape. With its population of 1.42 billion, India stands as the most populous country globally.¹ This demographic dynamism positions India as a key player in shaping the future trajectory of global population trends. It presents opportunities for innovation and problem-solving but also underscores the importance of harnessing this demographic potential to address pressing global challenges.



Fostering Partnership and Accelerating Impact for Bridging the SDG Financing Gap

UNFPA forged 11 diverse partnerships spanning civil society, Government, academia, and the private sector in India, aiming to advance the ICPD mandate, resulting in the mobilization of 6.4 million USD to enhance sexual and reproductive health, gender equality, and adolescent development across sectors.



¹World Population Prospects, 2022, UNDESA

SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS



SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS

In 2023, UNFPA supported initiatives to enhance the reach of SRH services, expand the choice of contraceptives, capacitate national midwifery technical institutions and meet the unmet need for family planning in select states.

During the year, UNFPA supported the introduction of two new contraceptives—a subdermal implant and a subcutaneous injection—in the country with technical assistance (TA) to deliver services in two states, Odisha and Rajasthan. This was aimed to offer greater agency to women, especially younger women who can now choose reversible contraception according to their circumstances and preference. Furthermore, in the spirit of the South-South Triangular Cooperation, UNFPA facilitated inter-country visits to Indonesia and Kenya for officials from the MoHFW and four state health departments to understand the nuances of programme management and service delivery of these contraceptives.

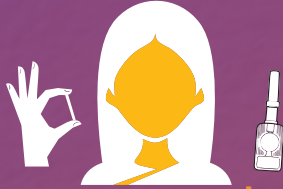
To achieve long-term goals for reproductive health, UNFPA supported Odisha and Rajasthan in preparing their Family Planning 2030 roadmaps and facilitated the planning, implementation and review of family planning programmes in all four focus states.

Competent midwives specialising in evidence-based recommended practices can play a significant role in accelerating India's progress towards the 2030 goal of zero preventable maternal deaths. A well-trained midwife can assist the mother efficiently and respectfully through the birthing process and alleviate the burden on doctors- allowing them to dedicate their expertise to high-risk cases. The two National Midwifery Training Institutes (NMTIs) supported by UNFPA, have developed 23 midwifery trainers ready to operationalise the State Training Institutes. Reliable and accessible SRH services are a core need for the communities and people left behind, especially in the focus states. In these states, UNFPA has, in partnership with respective health departments and donors, undertaken initiatives to transform existing facilities.



DATA ON OUR RESULTS

New Contraceptives Introduced



2 new contraceptives introduced in 2023

Supported GoI through policy advocacy, TA, and procurement to offer greater choice and reproductive autonomy to young women

12 Aspirational Districts Supported



88%

of health facilities have at least **5 reversible contraceptives** available

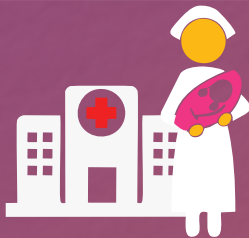
&



43%

of health facilities offer comprehensive SRH services

National Midwifery Training Institutes



2

National Midwifery Training Institutes Operationalized

Trained and built a cadre of competent National Midwifery Educators to improve Sexual, Reproductive, Maternal, and Newborn Health (SRMNH) outcomes



REPRODUCTIVE SEXUAL HEALTH AND WELL-BEING OF A MARGINALIZED COMMUNITY—AN IMPACT STORY FROM GARDANIBAGH, PATNA, BIHAR

I used to have a limited understanding of contraceptives. These meetings have truly enlightened me about sexual and reproductive health, emphasising the significance of self-care and addressing one's own health needs, including the various (contraceptive) options available. In my community, I advocate for empowering women to make informed choices regarding the contraceptive method that best suits their own situation and prioritizes personal well-being.

—Meena Devi, Mahila Aarogya Samiti member

When Dr Sneha moved in as its medical officer (MO), the Urban Public Health Centre (UPHC) at Gardanibagh in Patna (Bihar) was not an attractive option for the underserved urban settlers in its catchment. With support from UNFPA, Patna Municipal Corporation (PMC) and Diksha Foundation, the new MO rapidly transformed the UPHC into a welcoming facility with a washroom for women, essential medicines, and even a yoga room. As a result, healthcare became accessible, home births dropped, antenatal visits became a norm and the community embraced smaller families.

With active encouragement from Dr Sneha, the Mahila Aarogya Samiti members at Gardanibagh have created a crucial community connect and turned the centre into a hub for preventive care, education and empowerment. In the monthly meetings arranged by the Samiti, discussions covered family planning and contraception, social evils such as child marriage, GBV, and gender-biased sex selection. The UPHC has transformed health services into a wholesome experience for the underserved community residing in Gardanibagh.



GENDER AND HUMAN RIGHTS



GENDER AND HUMAN RIGHTS

Securing gender and human rights are a priority for UNFPA. The agency works with lawmakers to end harmful practices against girls and women in India and to ensure there are strong legal and remedial responses. Building capacity for gender-sensitive media reporting to create a committed cohort of media allies, and creating 'Girl-Friendly Gram Panchayats' to localise SDG-5 (Gender Equality) at the village level are multi-approaches towards gender equality.

UNFPA's advocacy and capacity building efforts in Rajasthan have prioritized the strengthening of the health sector response to GBV and harmful practices. UNFPA's efforts elicited a policy commitment from the Government of Rajasthan, which specifically allocated funds (USD 500,000) to improve GBV response. The gender cell established at the Rajasthan Police Academy with UNFPA's support not only sensitised personnel but also led to better coordination with the Department of Women and Child Development, Panchayati Raj Department and other allied departments.

Even more difficult to track than GBV can be gender-biased sex selection at birth, since the practice takes place in the shadows, often bypassing procedures laid down by law. Over 100 participants from all 33 States and Union Territories were trained on the effective implementation of the Pre-Conception and Pre-Natal Diagnostic Techniques (Prohibition of Sex Selection) Act, 1994 or the PCPNDT Act in a national capacity building workshop in partnership with the MoHFW.

UNFPA's advocacy in this area has received an encouraging response from the Ministry of Panchayati Raj (MoPR) as well. As a positive outcome at the sub-district and village level, 'costed response to GBV and harmful practices' has been included as a parameter to assess the performance of Panchayats' across the country.

Engaging with the PRIs to create Girl-Friendly Gram Panchayats' is a scalable intervention that piloted in 2023. The success of this initiative led to its replication across all districts of Rajasthan, which will further expand to Madhya Pradesh in 2024.



DATA ON OUR RESULTS

Girl-Friendly Gram Panchayat Project



Project successfully piloted
in Rajasthan's Sawai Madhopur district

Empowering Women in Odisha



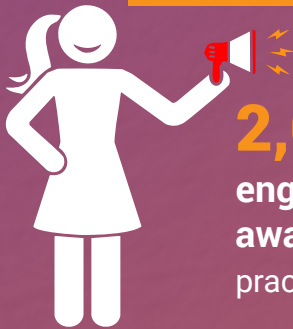
128

master trainers to impart digital, financial, and SRH literacy



6 million women
in SHGs

Public Awareness Campaign



2,640 PRIs

engaged to raise public awareness against exclusionary practices towards girls and women



NOT MERELY A SEAT, BUT A VOICE AT THE TABLE—AN OUTCOME STORY FROM BALERIA, SAWAI MADHOPUR, RAJASTHAN

Every morning when I come to work, I recognize that I am not just a role model for my daughters and the girls in our community but also a source of inspiration for my own personal journey—acknowledging where I began, what I’ve accomplished and the untapped potential within me.

—Seema Devi, Sarpanch, Baleria Gram Panchayat, Sawai Madhopur

For a village of 3,000 in an arid region, changes such as tree-lined roads, playgrounds in two schools, bathrooms for women and girls at the Anganwadi centre and linkage to schemes for senior citizens, widows and persons with disabilities are indeed noteworthy. When the Sarpanch provides this impetus while also battling traditional and regressive forces to prevent at least two child marriages, the change-maker’s human face emerges. And when this Sarpanch is a 32-year-old mother of two girls in a relatively conservative setting of Belaria village in Sawai Madhopur district of Rajasthan, the change-enabled socio-economic development is transformative. Mahila Sarpanch (woman village head) Seema Devi is the flag-bearer of gender equality from the grassroots (localization of SDG-5) in this Girl-Friendly Gram Panchayat innovation, in partnership with Centre for Community Economics and Development Consultants Society (CECOEDECON), Jaipur and Directorate of Women Empowerment, Government of Rajasthan.



BRINGING YOUTH FRONT AND CENTRE



BRINGING YOUTH FRONT AND CENTRE

Youth and adolescents are India's strength; but, to fully realise this advantage, accessible and quality health and information, education and life skills is necessary.

UNFPA underscores its support for national flagship programmes such as the School Health & Wellness Programme and National Adolescent Health Programme, which are dedicated to enhancing the health and well-being of young people. UNFPA plays a crucial role in designing and testing innovative models for Adolescent Friendly Health Services (AFHS), specifically tailored to address the sexual and reproductive health needs of vulnerable groups. Additionally, UNFPA is committed to developing curricula and training modules aimed at building the capacity of young people and key stakeholders. Through evidence-based advocacy and strategic partnerships, UNFPA advocates for increased investment in youth health, recognizing its fundamental significance for sustainable development.



DATA ON OUR RESULTS

Adolescent-Friendly Health Clinics (AFHCs)



769 AFHCs

supported to strengthen SRH services in Bihar, Madhya Pradesh, Odisha, and Rajasthan

Life-Skills Education (LSE)



7.8 million

adolescents enabled through LSE, including use of contraceptives, gender equitable norms, and improved mental health

&



1.1 million

adolescents counseled **43,788** tele-counseled in Madhya Pradesh

Training Health and Wellness Ambassadors



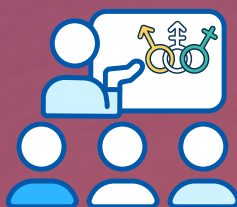
40,000

school teachers trained as Health and Wellness Ambassadors

from **44,000**

schools in Bihar, Delhi, Madhya Pradesh, Odisha, Punjab, and Rajasthan

Life-Skills Education Curriculum



Roadmap outlined

to harmonize curriculum with International Technical Guideline on Comprehensive Sexuality Education (CSE)

Launched the Just Ask! Chatbot

Promoted through a social media campaign on World Population Day



27.5M
views



2.5M
interactions



2.1M
likes



287.7K
shares



287.5K
downloads



23,000
users



BUILDING TRUST WITH ADOLESCENTS AND YOUTH—AN OUTCOME STORY FROM RAJGARH, MADHYA PRADESH

I try to create a sanctuary for candid dialogue with adolescents and youth. Also, girls are uncomfortable broaching topics around gender and intimacy with male doctors. The clinic is a safe and accessible space for reliable information delivered in a friendly manner, particularly for women.

—Kavita Dangi, counsellor at AFHC in Rajgarh, Madhya Pradesh



Every adolescent needs a trusted friend who will offer appropriate information on SRH and well-being. This is where Rashtriya Kishor Swasthya Karyakram comes in.

Initiated as a peer educator in the RKSK, Kavita Dangi has proved to be an impactful counsellor at an AFHC in Rajgarh, Madhya Pradesh. Her wider involvement with the National Health Mission helped her focus on maternal and child-care, nutrition and family planning. She was also instrumental in raising awareness on vital health issues. Women, adolescents and young parents actively seek Kavita's counsel on matters related to health and wellness.

She also organises guided hospital tours to break social and mental barriers and build confidence. Effective communication skills are necessary for Kavita. Equally important is the competence to maintain absolute confidentiality for the meticulous safeguarding of the privacy of her young clients. Counsellors like her are a valuable asset in delivering comprehensive SRH to A&Y.



RESEARCH AND ADVOCACY IN POPULATION DYNAMICS



RESEARCH AND ADVOCACY IN POPULATION DYNAMICS

UNFPA research on population dynamics in India helps in identifying emerging areas of concern for the Government to plan ahead. Apart from supporting several research assignments in population dynamics, UNFPA also directly analysed the data from the National Family Health Survey Round 5 (NFHS-5) 2019–2021² and prepared a series of analytical papers on relevant topics. UNFPA advocated and added to the questionnaire for the ongoing field study for NFHS-6.

The evaluation of the 9th country programme (CP9), 2018-2022, proposed establishing a clearer path from research to policy in the medium run. As a response, the concept of Research for Impact (R4I) Review was recommended in the 10th Country Programme 2023-27. The R4I Review Meetings are designed to help UNFPA engage with eminent scholars, academicians, and researchers from multidisciplinary fields to gain a comprehensive understanding of political and policy processes in India. The review meetings are organized bi-annually and seek advice from experts on various research work in its planning stage as well as share findings in the subsequent meetings.

²International Institute for Population Sciences and ICF (2021), National Family Health Survey (NFHS-5), 2019-21: India: Volume II, Mumbai.



RESEARCH AND ADVOCACY INITIATIVES UNDERTAKEN BY UNFPA IN 2023

Research Studies

- 01/ Long term implications of very low fertility in selected states of India
- 02/ How discriminatory social and gender norms compromise the well-being of women and girls in India
- 03/ Determinants of the uptake of reversible contraceptive methods in three UNFPA focus states
- 04/ An assessment of access to family planning among adolescents and young adults in Bihar: Breaking the Barriers
- 05/ Maternal mortality study in Assam based on secondary data

Reports

- 01/ Caring for Our Elders: Institutional Responses– India Ageing Report 2023
- 02/ Harnessing India's Demographic and Gender Dividend
- 03/ A Profile of Adolescents and Youth in India: Trends based on National Family Health Surveys (NFHS)
- 04/ District-level Population Projection in Selected States of India 2021 and 2026

Analytical Paper Series

- 01/ Child Marriage in India - Insights from NFHS-5
- 02/ Menstrual Hygiene among Adolescents - Insights from NFHS-5
- 03/ Decision Making by Women on Sexual Relations Contraceptive Use and Reproductive Health Care in India
- 04/ Impact of the Mission Parivar Vikas Programme - Evidence from National Family Health Surveys
- 05/ Trends and Differentials in Sex Ratio at Birth in India Based on NFHS Data
- 06/ Asset Ownership Among Women in India - Insights from NFHS Data
- 07/ Determinants of Public Health Care Utilization by Elderly in India

Policy Briefs

- 01/ India's Population Growth and Policy Implications
- 02/ The Sexual and Reproductive Health Status of Young People in India
- 03/ Men's Participation in Family Planning & Reproductive Health

Advocacy

01/ Sensitizing parliamentarians on issues related to population dynamics such as the unpacking of the demographic dividend, ageing trends and combating gender-biased sex selection.

02/ Supporting the participation of national delegations comprising senior officials and members of Civil Society Organizations (CSOs), UNFPA facilitated their engagement in the Seventh Asian and Pacific Population Conference (APPC) held in Bangkok. Ahead of the conference, UNFPA prepared reports on the country's progress, achievements, challenges, and lessons learned to monitor the implementation of the 2013 Asian and Pacific Ministerial Declaration on Population and Development. Additionally, a National CSO consultation was convened to engage in meaningful discussions and identify priority areas aimed to address regional population and development challenges.

PUBLIC DISCOURSE SPARKED BY THE LAUNCH OF THE INDIA AGEING REPORT 2023—MEDIA COVERAGE IN NEW DELHI

As India ages, it is imperative to ensure that our elderly population has access to the care and support they need to live healthy, dignified, and fulfilling lives.

—Saurabh Garg, Secretary, MoSJE, GoI

This comprehensive report is a valuable resource for scholars, policymakers, programme managers, and all stakeholders involved in elder care. Older persons have contributed significantly to society, and they deserve nothing less than our best efforts to ensure their well-being.

—Andrea Wojnar, UNFPA India Representative and Country Director Bhutan

UNFPA launched the IAR 2023 on 27 September 2023. The comprehensive report, prepared and published in collaboration with the IIPS, reviewed the living conditions and welfare of older individuals in India. The data analyses from the Longitudinal Ageing Survey in India (LASI) of 2017–18, Census of India, Population Projections by the GoI (2011–2036) and World Population Prospects 2022 of United Nations Department of Economic and Social Affairs (UNDESA) offers evidence-based decision support for policy makers. The report covers the challenges, opportunities and institutional responses surrounding elder care in India, as India navigates a demographic shift towards an ageing population.



IMPACT ACCELERATORS AND DRIVERS

In furthering the mandate of the International Conference on Population and Development in India, UNFPA recognized partnerships, scaling-up of innovations and effective communication as three significant accelerators. It also aimed to improve the efficiency of its programmes through not just funding but also developing investment cases for wider financing.



DRIVING INNOVATION AND TECHNOLOGY

Innovation is essential for UNFPA to deliver at the scale and pace needed to realize the ICPD Programme of Action and achieve the Three Transformative Results by 2030. To enable UNFPA to be fit-for-challenge to achieve the outputs in complex development contexts, UNFPA harnesses innovation to meet the demands of tomorrow and boost its impact, especially for those furthest behind, and leverage opportunities, social capital, funding and technology.

UNFPA prioritizes a rights-based, gender-equitable, and inclusive approach in innovation, engaging the furthest left behind populations and ensuring new solutions address the deepest inequalities and inequities across all contexts. The innovation to address challenges go beyond technology, focusing also on social norms, behavior change, and systems-level innovation for lasting social impact. The developmental issues that UNFPA deals with are often complex and deep rooted in nature. In this context, conventional means of outreach can fall short while fusion of behavior change strategies coupled with digital technologies do better at overcoming hurdles and limitations.



JustAsk! Khulke Poocho! AI Chatbot

a safe, personalized and non-judgemental digital engagement platform created using human-centred design (HCD) approach and AI, proved to address the needs of adolescents and young adults to demystify myths and misconceptions around sexual and reproductive health and rights (SRHR) in India. It reached 23,000 users in Madhya Pradesh within four months in July 2023, and holds the potential to scale across the country.

Empowering SHG Women

600,000
Digi Shaktis in Odisha through building capacities in digital and financial literacy with its integration in SRHR and gender rights. These Digi Shaktis will reach over **6 million members** of their groups in the state giving a true demonstration of what innovative women-led development looks like.



Strengthening Clinical Skills of Midwifery Educators and Midwives

on labour and complication management through state-of-art virtual reality (VR) based simulation training program at National and State Midwifery Training Institutes of India in Rajasthan and Punjab. VR simulation training is integrating clinical protocols and practices aligned to DAKSHATA* Operational Guidelines guidelines of MoHFW, to help midwives develop cognitive skills and prepare them for clinical practice such as labour management.

Enhancing the response to Violence against Women (VAW)

with the Department of Women and Child Development (WCD) Odisha

through implementing a multi-institutional coordination system (built on blockchain technology) between 30 One Stop Centres (OSCs) and 68 Shelter homes for survivors of gender violence. The system capability will enable the institutions to provide systematic and hassle-free services to GBV survivors and has the capability to link other institutions such as police and judiciary in the future.

*DAKSHATA: Development of Attitude, Knowledge, Skill for Holistic Transformation in Administration

FORGING NEW PARTNERSHIPS FOR OUTCOMES AND IMPACT

UNFPA's partnerships in India spanned diverse sectors, each contributing to the advancement of sexual and reproductive health (SRH) and gender equality. Collaborations with Bayer AG and Gates Foundation focused on expanding access to modern contraceptives and supporting the Government of India's Family Planning 2030 goals. Additionally, engagements with Laerdal Medical India enhanced healthcare professionals' capacity through training, while partnerships with the Norwegian Ministry of Foreign Affairs bolstered UNFPA's 10th Country Programme in SRH, gender, and youth. Furthermore, initiatives with WHO and Amazon Web Services (AWS) facilitated innovative approaches to addressing health and gender challenges, while collaborations with VerSe Innovation amplified UNFPA's advocacy efforts through social media campaigns.

UNFPA's partnerships extended beyond healthcare to address broader societal issues. Collaborations with Government bodies like the Bihar State Madrasa Education Board and the Patna Municipal Corporation (PMC) aimed to promote adolescent education and end hazardous practices like manual scavenging. Meanwhile, joint efforts with the Department of Mission Shakti in Odisha strengthened Self-Help Group (SHG) networks, providing training in digital literacy, reproductive health, and gender-based violence awareness to empower millions of women. Through South-South Triangular Cooperation (SSTC), cross-border collaborations were organized with Bhutan. Additionally, private sector roundtables on gender and technology were held. UNFPA continued to drive innovative solutions and foster knowledge exchange, ultimately advancing its mission and contributing to sustainable development goals.

EFFECTIVE COMMUNICATION AND LEVERAGING MEDIA OUTREACH

Media Outreach



250 million readers reached

Opinion pieces on:

Climate action for gender justice

Gender equity

Ending child marriages

Reducing women's contraceptive burden

Empowering young girls

Barriers to feminine hygiene

Social Media Engagement



66+ million

youngsters reached

via the JOSH App with social media campaigns on UNFPA themes

Scaled-up Training of Digi-Sakhis

Expanded online content on **gender-related topics** among youth in Madhya Pradesh



India Ageing Report 2023



67 million
media outreach

in 6 languages, leading to policy engagement on ageing and key research topics³

Media Fellowships and Training

10
fellowships
granted

40
articles
generated

Reached 13.3 million readers with gender-related topics

Partnerships with Universities

2 MoUs signed

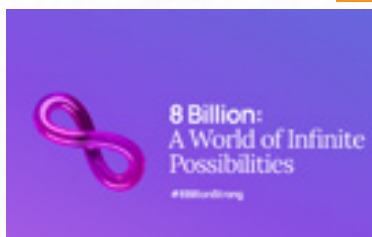
with Makhanlal Chaturvedi and Haridev Joshi Universities for the training of journalism students



468 media professionals trained

Focused on gender-sensitive reporting

State of World Population Report 2023



1.86 billion combined reach

emphasized advancements in medicine, education, and development, highlighting the population of **1.46 billion in India as a vast resource with infinite opportunities**



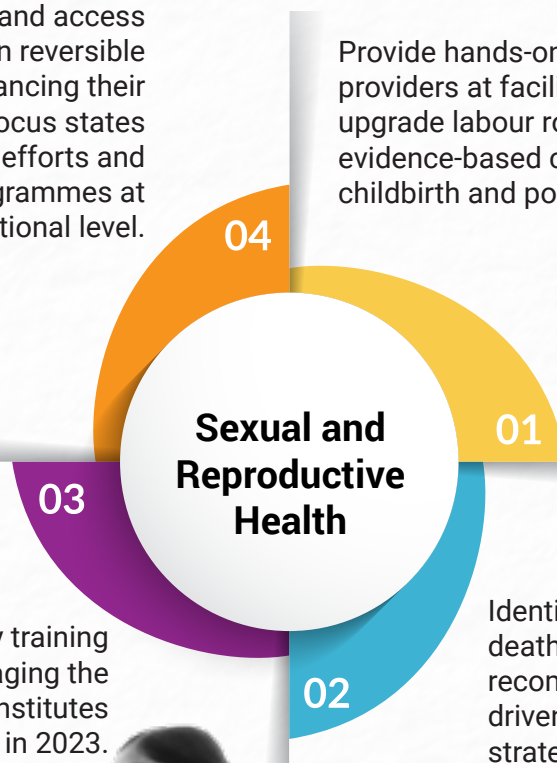
³Policy brief and monograph: Gender and demographic dividend and population mega trends; Policy briefs: SRHR for young people, Participation of men in sexual and reproductive health.

LOOKING AHEAD

UNFPA India has committed to not only carry forward the ongoing initiatives but also ride on their success to build towards its 2030 goals of the 'three zeroes'. The following prominent actions are the immediate priorities for 2024.

Increase choice and access for youth to modern reversible contraceptives by enhancing their availability in UNFPA focus states and increase advocacy efforts and technical assistance programmes at the national level.

Provide hands-on training of healthcare service providers at facilities in intervention districts, to upgrade labour room standards and encourage evidence-based clinical practices during childbirth and postpartum periods.



Operationalize three midwifery training institutes in 2024 by leveraging the success of the two national institutes established in 2023.

Identify gaps in care in maternal death cases in Madhya Pradesh and recommend evidence-based data-driven improvements in maternal care strategies.



Assess the functioning of OSCs and family counselling centres across 14 States and Union Territories to improve response services for GBV survivors.

01

Establish model Women and Girl-Friendly Gram Panchayats in all districts of Rajasthan and Madhya Pradesh to foster a more inclusive and empowering environment for women and girls.

02

Generate evidence on practices around child marriage and the nullity provision of the Prohibition of Child Marriage Act, 2006.⁴

03

Empowering Girls and Women

Undertake research in 10 states on the School Health and Wellness Programme to advance its mandate and strengthen its implementation.

01

Increase meaningful youth participation as leaders and equal partners by promoting youth centrality in programmes and through advocacy with high-level stakeholders including Governments, private sector and civil society.

02

Prioritizing the Needs of Adolescents and Youth

05

Expand reach of the AI-enabled chatbot, "Just Ask/Khulke Poocho!" beyond Madhya Pradesh and enhance its content and functionality.

04

Establish a virtual CSO Coalition for capacity building of youth-led organizations and undertake advocacy for increased investment in youth empowerment programmes.

03

Promote disability-inclusive programming and expand LSE in Odisha and Rajasthan through innovative approaches for A&Y with disabilities.

⁴Section 3 of the Act provides for 'Child marriages to be voidable at the option of contracting party being a child,' that is, a person may seek annulment of their marriage at any point, provided they were a child at the time of the marriage.

Pilot study to measure social norms applying behavioural insight models in Madhya Pradesh and Rajasthan

01

Research on climate change and its implications on SRHR, migration and harmful practices

02

Population Dynamics Research and Advocacy

03

Research on vulnerabilities of migrant population at the place of destination

04

Investment case study to end child marriage in Bihar

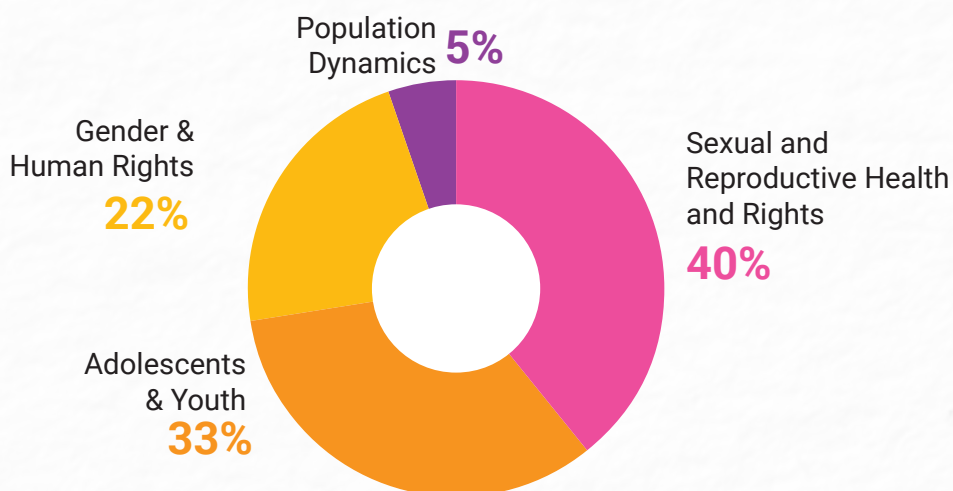
05

An analysis of sexual and reproductive health and rights inequities in India: A look at who has been left behind



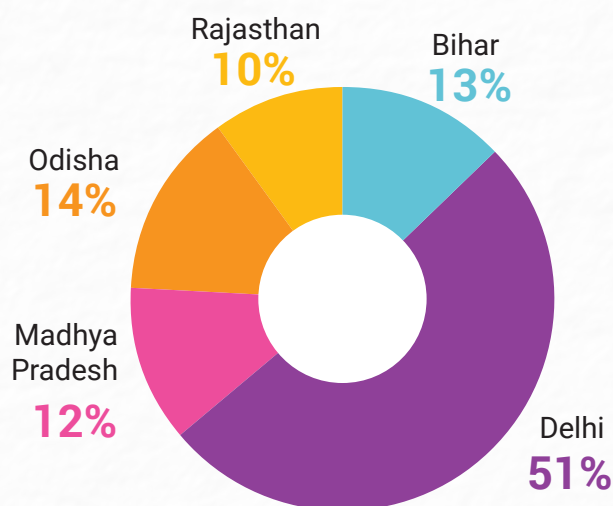
FINANCIAL UTILIZATION - 2023

2023 Expenditure by Thematic Areas



Thematic Area	Amount (US\$)
Sexual and Reproductive Health and Rights	4,701,493
Adolescents & Youth	3,959,556
Gender & Human Rights	2,632,072
Population Dynamics	635,398
Total	1,19,28,519

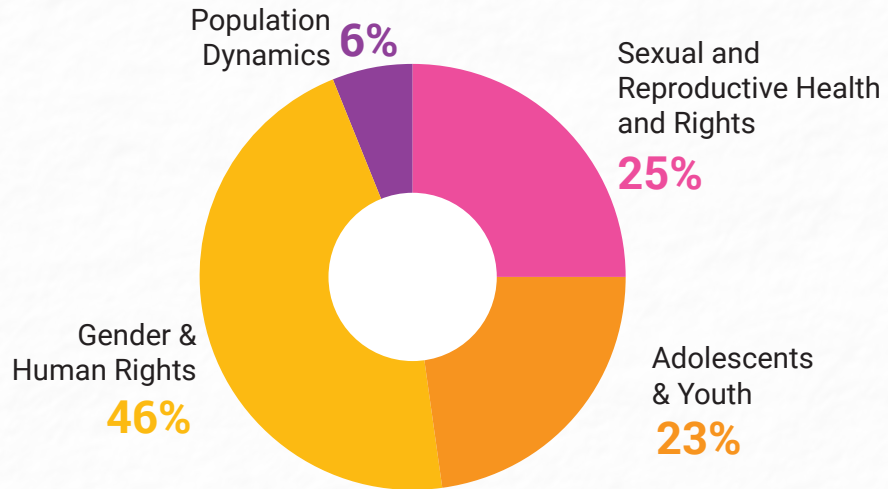
2023 Expenditure by Geography



Geographic Area	Amount (US\$)
Bihar	1,586,390
Delhi	6,059,975
Madhya Pradesh	1,371,577
Odisha	1,662,941
Rajasthan	1,247,636
Total	1,19,28,519

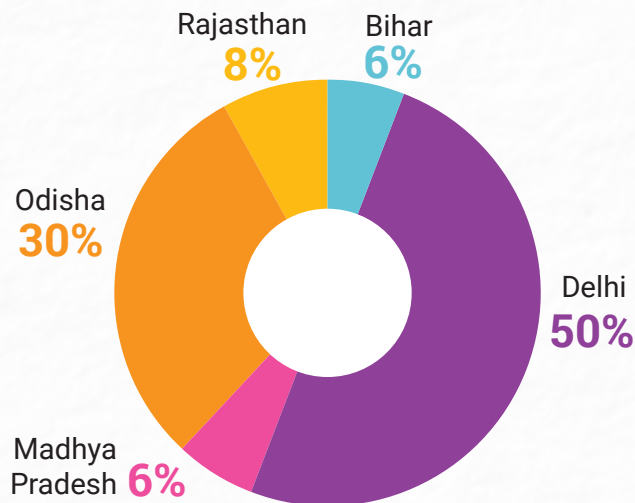
FINANCIAL PLANNING - 2024

2024 Allocation by Thematic Areas



Thematic Area	Amount (US\$)
Sexual and Reproductive Health and Rights	3,626,584
Adolescents & Youth	3,213,788
Gender & Human Rights	6,494,880
Population Dynamics	864,047
Total	1,41,99,299

2024 Allocation by Geography



Geographic Area	Amount (US\$)
Bihar	849,597
Delhi	7,072,863
Madhya Pradesh	903,696
Odisha	4,183,011
Rajasthan	1,190,132
Total	14,199,299

RESOURCES MOBILIZED IN 2023

US\$ 6.4 million





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