



HUNDRED YEARS OF SAVING CHILDREN

ANNUAL REPORT 2020



SCAN TO ACCESS
THE DIGITAL
VERSION



Save the Children



#TheRightStart



CHAIRPERSON'S NOTE

Dear friends,

Being part of an organisation that, over a 100 years, has continued the arduous crusade to ensure rights for every last child fills me with deep humility and pride. From a declaration of Rights for the Child by Eglantyne Jebb and them being adopted by the United Nations. Being the first responders for children in any humanitarian crisis be it landslides, cyclones, war or pandemics. Save the Children has over a century defined many times over what it takes to defend every childhood. We have reinvented ourselves, stayed relevant and charted new terrains to remain the leading child rights organization even today. This remarkable journey has been possible only with support and belief of the many supporters and partners like you, who have always, above all else, prioritised child rights. In the year 2019-20 the organisation celebrated 100 long years and the spirit of humanity that build this incredible organisation, Save the Children.

The Movement, now spanning 120 countries, was founded by Eglantyne Jebb in 1919 to serve the needs of children affected by World War I. In India, the footprints of Save the Children movement can be traced back to 1931, when Mahatma Gandhi signed the Declaration of the Rights of the Child drafted by Jebb (mentioned under 'Our history'). Since the inception of Bal Raksha Bharat in 2008, as we are registered in India, your support has enabled us to gather funds and to – independently or with support from our Indian partners — move forward towards our ambition.

We cherish the success of reaching two million children in India, between 2016-18. We have

emerged as India's leading independent child rights NGO — we run programs in the remotest corners of rural India and difficult urban areas to provide quality education and healthcare, protection from harm and abuse and life-saving aid during emergencies to children.

Our centenary year celebration reached every program we implemented and we recognised the collaborations with each of our stakeholders especially children. Guiding an organisation that has a legacy of 100 years is a big responsibility and I, along with our entire Governing Council, ensure that we make ethical judgements and take collective accountability for the work we do. We all have been systematically working since last year to strengthen our systems, bring in more efficiencies and thus increase our impact for the children of India.

The management team has defined the strategy for the years 2019-21 that prioritises interventions in seven focus areas, which we call our Big Ideas, namely Eradication of the forgotten killer — Pneumonia, Strengthening Early Childhood Care and Education, Addressing the Silent Emergency of Undernutrition, Ending Violence against Children, Fighting for the Rights of Children in Street Situations, Creating Resilient Communities and Children and Tripling the Dividend of Investing in Adolescents. There are 12 states chosen for strategic focus and the team is committed to reaching four million most deprived children via our interventions. In the first year of the strategy period, we have been able to reach 7.73 lakh children through our intense programming and high voltage campaigns, marking a humble beginning to the ambitious journey.

The big ideas align with our 2030 global breakthroughs that enable all children to Survive, Learn and Be Protected in line with the 2030 Sustainable Development Goals. Along with our programmatic focus, we would mobilise resources, opinions and commitments by upholding our values — being courageous, bold, outspoken and pioneering — in protecting the rights of our children. We would continue to be 'the first to reach and last to leave' during any humanitarian crisis.

Save the Children strives to be the most dynamic and adaptable organisation in the child rights space. For us, it's 'Children first — today, tomorrow and always'.

We owe it to each one of you who has supported us in our journey. Thank you and happy reading!



Deepak Kapoor

Chairman, Save the Children

CEO'S NOTE

Dear friends,

2019, our Centenary year, was special in more ways than one.

We took a big stride towards upholding children's rights across India. It involved galvanising actions in a coordinated manner with the governments at multiple levels, with like-minded organisations, corporates, implementing partners, public and of course with the most important stakeholders of all — children. We reinforced our commitment to drive impact at scale through high quality programs, policy influencing and evidence generation. We reinforced our commitment to working with adolescents to let them gain a firm foothold into a dignified adulthood.

Our work in India is pivotal to the progress being made for several of the United Nations' Sustainable Development Goal's (SDGs) and our focus is always on the hardest to reach children.

We took pride in Save the Children's contribution towards a global commitment to combat under-five mortality due to preventable causes. This has contributed to current global average of 39 per 1000 live births and is likely to enable achievement of the SDGs target. We have also seen a considerable decline in child marriages among girls in India from 47 to 27 per cent between 2005-06 to 2015-16, along with a reduction to the overall number of children engaged in harmful work. The progress last year was also on similar positive lines. The Government's commitment towards Early Childhood Care and Education (ECCE) and early learning has also been reflected in our national approach and policies. These successes have opened doors for a renewed hope, commitment and motivation to ensure The Right Start to every child.

A century of Save the Children was about celebrating people, partnerships and progress. But at the same time, reminding ourselves that there is so much more to be done. We celebrated children, staff, program and campaign implementing partners, donors, government, academia, the media, all those who have made it possible for Save the Children to relentlessly strive towards reaching every last child. Staff events, grassroots activations, events across ten districts in six states under the theme 'The Right Start' marked the commemorations, that culminated with a national-level summit in New Delhi, bringing together all stakeholders to renew our commitment towards making India a country where all children survive, learn and are protected.

Filled with anticipation, dedication and determination to reach another four million children this time, 2019-20 was a critical start to the new strategy period. And indeed we are off to a flying start. We signed a Statement of Intent with NITI Aayog to work on health, nutrition and ECCE in five aspirational districts — Gaya in Bihar, West Singhbhum and Gumla in Jharkhand, Kandhamal and Koraput in Odisha.

We have continued delivering strong results for children on the ground, and reached around eight lakh children in the last year. Significant successes on the policy front have been of securing a public commitment from the Minister Women and Child

Development (MWCD) to strengthen child protection services, and the launch of the Pneumonia guidelines and SAANS digital campaign by the Ministry of Health and Family Welfare (MoHFW) for which we were key technical partners. Our campaigns on children in street situations (The Invisibles), The Right Start and the Girls' Safety campaign (Light up her life) went viral, engaged over 7.5 million people and resulted in some significant partnerships with those who can drive change. We have mobilised resources worth Rs. 1.85 billion—which is the highest in the last five years; and added more than 40,000 new individual donors to build critical support to increase the scope of our work.

You have been part of these at every step. It is because of you that we made in-roads to the remotest hinterlands of the country and delivered our support for access to education, health and nutrition, and protection to the children and the families — during normal times and in crises. We have been the first to reach and the last to leave during any calamity. Our humanitarian response reached 54,000 people during the floods in Assam and Bihar, Cyclone Fani in Odisha and the Delhi violence, which erupted in February 2020.

As the year ends, we are faced with an unprecedented threat emerging from COVID-19. We know from our experience that children are the most impacted during such crises. When Save the Children was founded over a 100 years ago, the world was grappling with the aftermath of both the World War and the Spanish flu. Children in many places were facing new threats to their wellbeing. The situation, I am afraid, is not very different today.

None of us has ever seen anything like the COVID-19 crisis in our lives, and it is unlikely that we will have a greater opportunity than we do currently, to fulfil the mission of our organisation. Our COVID-19 Task Force that has been set up is already doing an amazing job of leading the way for us. We anticipate challenges — but you can be sure that, on our part, we will do 'whatever it takes' to ensure that they have a fair chance to claim their rights and realise their full potential.

I want to thank our donors, supporters and partners — who are equal contributors to this journey — a journey to bring lasting and sustainable change for India's children. We remain committed to adapt to the rapid changes that the world demands through innovations in our practices, our operating models, our partnerships and our focus. We believe in remaining agile, dynamic with an unaltered focus on accelerated and sustainable changes for our children — especially those who are the most marginalised and disadvantaged.

We look forward to your unwavering support!



Bidisha Pillai
CEO, Save the Children

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2019-20 IN NUMBERS

12,92,934

NUMBER OF PEOPLE
REACHED



7,73,509

NUMBER OF CHILDREN
REACHED



3

EMERGENCY
RESPONSES



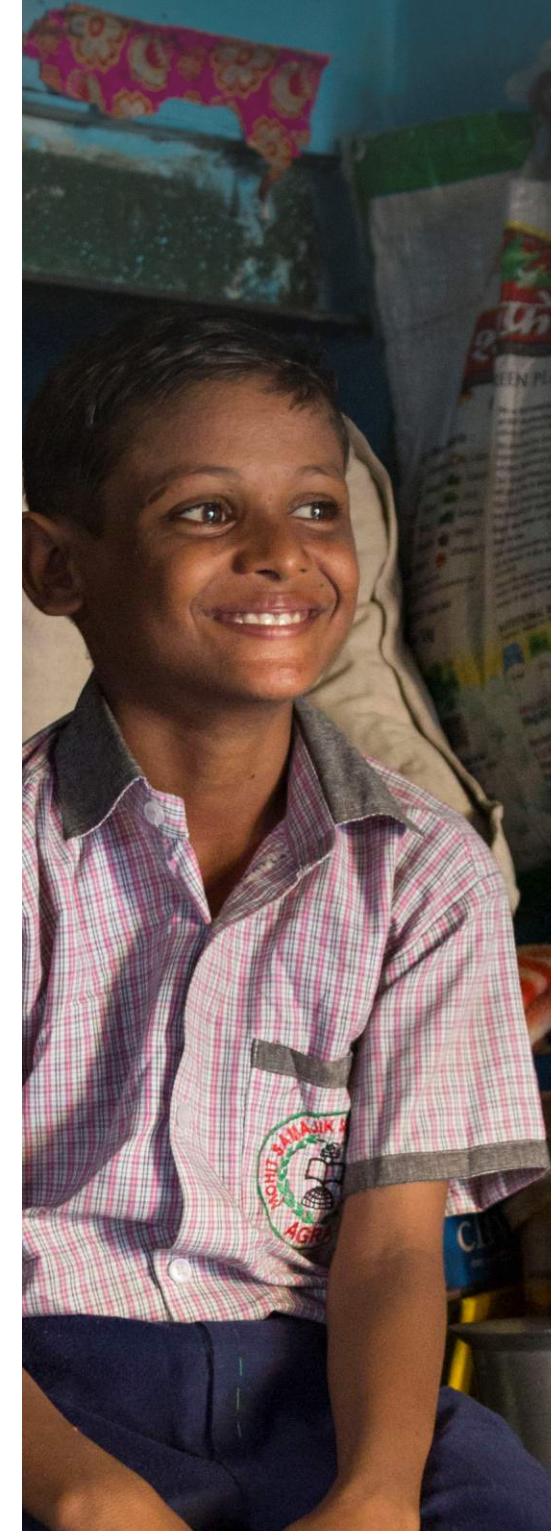
12

NUMBER OF STATES
COVERED



₹180.78 cr

TOTAL INCOME



OUR HISTORY



1919

As World War 1 ended, a woman named Eglantyne Jebb launched a movement which was to become the leading organization for child rights across the world – Save the Children Fund.

1922

Eglantyne Jebb drafted the first 'Declaration of the Rights of the Child'. The declaration contained proclamations to provide and safeguard certain universal rights to the children. It was this declaration which laid the basis of the United Nations Convention on the Rights of the Child (UNCRC).



1924

League of Nations, the precursor to the United Nations, adopted Jebb's declaration. From an emergency relief fund, the entity moved to becoming a global worldwide movement for protection of the rights of children.



1931

Mahatma Gandhi signed 'Declaration of the Rights of the Child', drafted by Jebb, marking the first footprint of Save the Children in India.



1940s and 1950s

The Movement provided relief to the children affected by the Bengal Famine. The All-India Save the Children committee was formed under the leadership of Vijaya Laxmi Pandit, an Indian diplomat and politician who was elected as the first female president of the United Nations General Assembly.



2004

A devastating Tsunami ravaged southeast coast of India shattering the lives of thousands of children. Save the Children mounted its biggest humanitarian response.

1 April 2008

Save the Children - Bal Raksha Bharat (SC-BRB) became an independent member of the International Save the Children Alliance.



2019

Save the Children movement completed 100 successful years of championing rights of children across the world. The organisation marked the centennial year with a cheer and significant resolve for children all over the world.

In India, Save the Children reinforced its commitment to provide **The Right Start** to all children laying greater emphasis on three strategic areas:

- Fight against Childhood Pneumonia: The Forgotten Killer
- Strengthening Early Childhood Care and Education (ECCE)
- Ending Violence Against Children (EVAC)

CELEBRATING 100 YEARS OF UPHOLDING CHILDREN'S RIGHTS

From providing emergency relief to becoming one of the largest independent child rights organisations — it's been a remarkable journey for the Movement that has spread to 120 countries. The centenary celebration in India built around celebrating people, partnership and most importantly children saw great success.



THE RIGHT START NATIONAL SUMMIT

Staff events, advocacy events, consultations, with six state summits that continued for over a month across six states culminated into The Right Start Summit organised in New Delhi in September 2019. This event was graced by the Minister of Women and Child Development and Textiles, Smriti Zubin Irani, and numerous other leaders from the social sector, partner organisations, influencers, media and children.

The national summit brought the voice of children closer to the stakeholders including politicians, media professionals, senior Government officials, policymakers, academics, researchers, donors, partners. Importantly, children urged the Government to implement stronger measures and policies to give a better start to the children of India, especially those most vulnerable.

During The Right Start Summit, Smriti Irani made a public commitment to strengthen child protection systems working with children groups — which would support Save the

Children's effort to End Violence against Children. She further requested Save the Children to share the methodology of the Mapping Study on Children in Street Situations—Spotlight on #TheInvisibles (a census study on Children in Street Situations across 10 locations in India) — to be adopted by the Ministry of Statistics and Program Implementation, to mainstream the enumeration and identity drive. Save the Children also focused on stronger collaboration with the Ministry of Textiles to support linking of youth to handloom and hand craft initiatives.

'Partnerships for The Right Start for every last child' was the topic for the consultation which saw participation from Priyank Kanoongo, Chairperson, National Commission for Protection of Child Rights, Yasmin Haque, India Representative, UNICEF, Sakina Baker, CSR Head Phillips India, Prof. Zubair Meenai, Chairperson Center For Early Childhood Development And Research (CECDR), Jamia Millia Islamia and Sumitra Mishra, Convenor, Alliance to Right for Early Childhood Development at the event.

The summit included a conversation with young Rumi as a prelude to the book 'We are the Champions' that chronicles the exemplary journey of 15 young Changemakers from across 11 states of India. Child champion Rumi who's trial of escaping child labour and child marriage included in the book, was seen in conversation with the co-author, Devendra Tak.

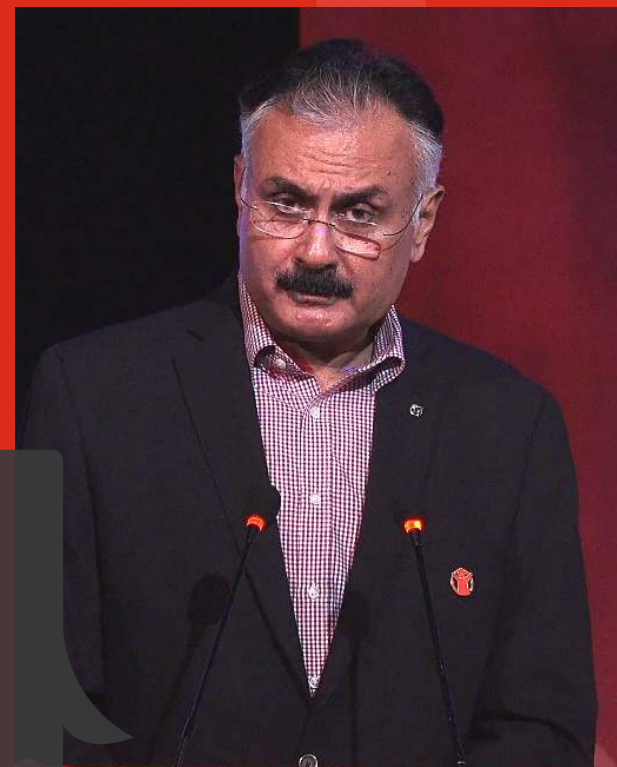


VOICES AT THE EVENT



"When the Government and people come together, much can be accomplished. No matter what the challenge, what the issue, it is your voice, your work, which is the work of the people, and which is the work the country truly deserves. We need child protection services to be emboldened, encouraged and strengthened,"

Smt. Smriti Irani, Hon'ble Minister of Textiles



"Bal Raksha Bharat commits and extends all support for all the brilliant efforts by the Government in delivering for India's children, and of course all of our supporters and partners without whom we could not have reached this significant milestone,"

Deepak Kapoor, Chair, Save the Children



Save the Children
100 YEARS



"We envision a world which is much kinder to its children - where children don't need protection from violence, where they don't die before they turn five, where every child goes to school, is learning and playing, is on the path toward fulfilling full potential. We will continue to work closely with the communities, partners, government, and most importantly the children who are the change makers of tomorrow. We want to work alongside them to ensure every child gets the right start,"

Bidisha Pillai, CEO, Save the Children



"I am very hopeful that everyone here today will listen to our stories and pleas with open mind and open heart and they will work towards the children in need,"

Salman, Youth Advocate



"We demand that every village must have strong child protection committees and children groups so that no child is deprived of her/his rights, no child becomes a victim of trafficking,"

Anoyara Khatun, Youth Advocate

PRELUDE TO THE NATIONAL SUMMIT

100 Day Digital Push — ‘The Right Start Summit’ was launched digitally across all platforms, to pave the way for the centenary year celebrations which were flagged off on 24 May 2019, with staff events across the country. These events held under the theme **Our Legacy Our Pride** – centred on celebrating partnerships and our team spirit. The events were organised in ten districts across six states.

Advocacy events and consultations followed the staff events, with six state summits – each taking our Centenary Commitments to government officials, community members and children.



Uttar Pradesh, one of the states with the highest burden of Pneumonia deaths among infants mobilised support for Save the Children's centenary commitment to preventing deaths among children due to Pneumonia. The summit saw the presence of Member of Parliament, Rita Bahuguna Joshi who committed state actions to control deaths of under five children due to Pneumonia. ‘Project Vishwas (Breath of Hope)’ was launched to bring high-quality pneumonia care in two rural blocks of Uttar Pradesh subsequently.

The state of Jharkhand amplified Save the Children's commitment to School Readiness along with the overall challenges for the protection of children. Government of Jharkhand committed support for enabling parents for ensuring school readiness among children of three to six years.

Save the Children has been working with the state government to enhance the skills of adolescent girls and young women through life skills education.



Andhra Pradesh (AP) used the event as an advocacy platform for Pneumonia — In the presence of State Commission for Protection of Child Rights (SCPCR)s from Kerala, Karnataka and AP respectively. The state of Telangana took up the agenda of undernutrition and committed to working towards the wellbeing of children through a flagship program in collaboration with Save the Children and National Institute of Nutrition under Indian Council of Medical Research.

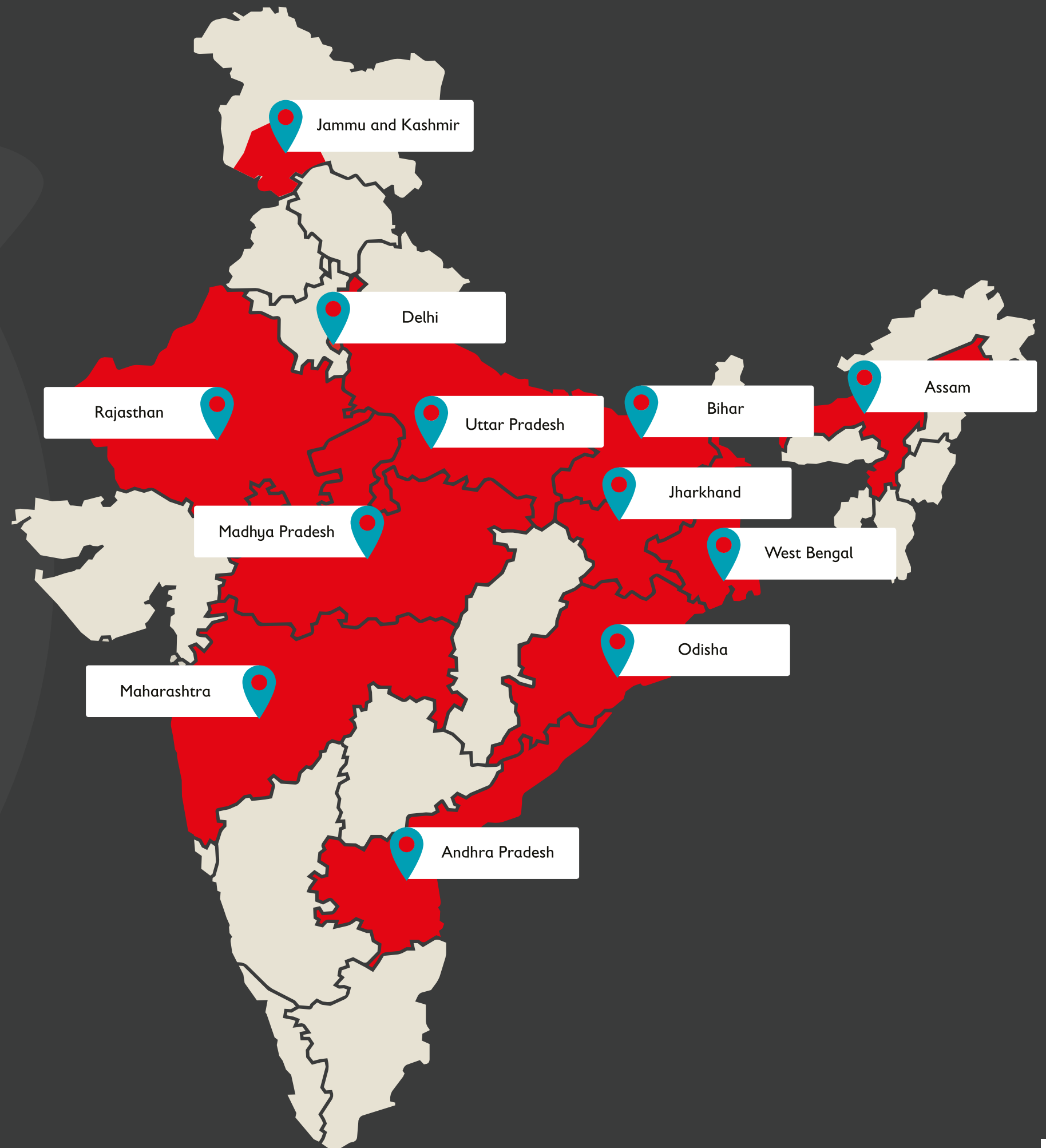


The state summit in Rajasthan highlighted issues concerning Ending Violence against Children. The Government representatives expressed their solidarity and support for Save the Children's work for menstrual hygiene with an assurance for the supply of free sanitary napkins to all private schools in rural areas. It also supported the work against Child Marriage with support under the Sajha Abhiyan — a state run campaign against child marriage.



WHERE WE WORK

2019-20 was the first year of the organisation's ambitious strategy for children. Seven key thematic areas were marked for intervention in program and policy for they are recognised as the most critical mediations required for children and they bring dramatic momentum to achieving child rights in India. This was supported by commitment to closely work with child champions and build mobilisation around the issue of street connected children and girls. The organisation launched a supportive fundraising strategy and build a fit for purpose organisation structure. To bring thematic expertise closer to the ground, bring agility and efficient the organisational structure migrated to four hubs format (East, West, North and South) led by the Senior Leadership Team and Senior Management Team. The restructuring introduced autonomy of decision making at the hub levels, sensitivity to the needs of the local marginalised children and their communities, with a micro perspective in view. All core functions at the head office have been represented at every hub to ensure easier access to services by the implementation teams.



CHILD CHAMPIONS

CHILDREN AS AGENTS OF CHANGE

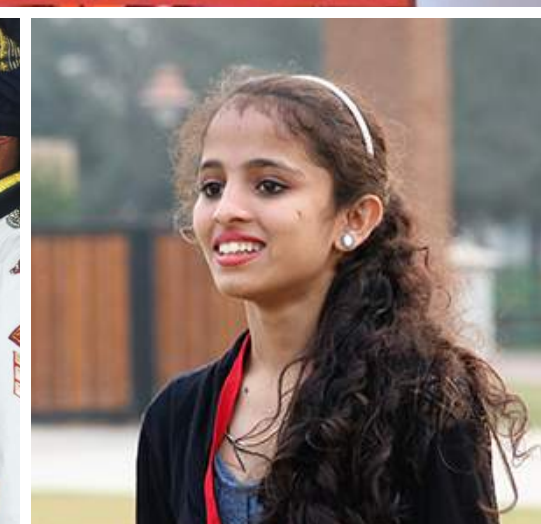
Save the Children supports and stands with the young Champions of Change. This work is rooted in Save the Children's value of 'Being the Voice' -- not only on behalf of children but also to cultivate and nurture them to speak for themselves as strong champions for the rights of children.

Our partnership with child champions has brought to light,

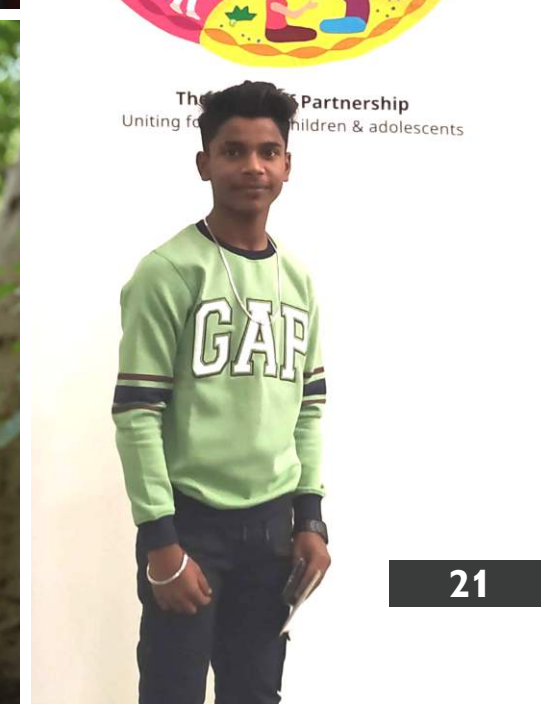
exemplary work by children coming from underprivileged backgrounds, which has infused significant positive shifts in their community around child rights. This work gives impetus to their dreams for change — to encourage their enterprise and inspire active citizenship among them. Save the Children firmly believes that when children are meaningfully engaged, they not only inform but also influence decisions that affect their lives.

Child Champions are supported within an all-encompassing framework that supports their training in rights and leadership and mobilisation for action. In 2019, Save the Children has been successful at linking them to national, international forums and award opportunities like TedX, Ashoka youth ventures, United Nations Volunteers India, Children Peace Prize, Women Deliver, The Goalkeepers, and United Nations General Assembly (UNGA), thus amplify their voices. These platforms have enabled scopes of collective mobilisation with each child becoming an ardent voice for change.

Save the Children seeks to support these champions through a sustainable model to support their individual endeavours for social change. Intensive engagement with these children is a commitment made and we closed the year developing a blueprint for the same.



The Partnership
Uniting for children & adolescents



CHILD CHAMPIONS

FLAME OF THE FOREST — JHULIMA MALLICK

In December 2019, one of Save the Children's youth champions, Jhulima Mallick, dazzled among the awardees of the prestigious United Nations V-Award in New Delhi. The 22-year-old took laurels back home for her efforts to end child marriage. She was acknowledged for promoting education among girls in her area and was the only one representing Odisha among the ten selected from all over India.



Jhulima grew up in a tiny village at the foothill of a dense forest.

"I hail from the Kondh tribe hence the area we live in is known as Kandhamal."

For thousands of years, the Kondhs have lived in harmony with nature. Mothers carry their infants into the forest while collecting firewood. They weave leaves from the Sal tree into plates and cups. And they cultivate high-quality organic turmeric. However, they do not get a fair price for their labour.

Most households in this remote area are below the poverty line. Yet, they are a little better off than their counterparts in other parts of the country. In Kandhamal, no family sells their girl for Rs. 500 - so they can buy liquor. All they have to do is tap the toddy tree for alcohol, whenever they want it.

"Nature has given us everything... but we lack facilities of education and health."

The government has set up residential schools for tribal boys and girls. Jhulima was enrolled in one such school but she had to leave the hostel when she fell sick. She then stayed with her mama (maternal uncle) in Sarangadh. Here, she had to cross a river to reach her school each day.

One morning, after heavy rain, the river was in spate. Yet Jhulima, and 6 other girls, bravely set off for school. As they made the crossing, the water level kept rising. Teachers on the other side were frantically waving out - warning them to turn back. Finally, the girls realized there was no choice.

"That day I realized how important school was for me... I wasn't willing to miss a single day, if I could help it!"

- JHULIMA MALLICK
CHILD CHAMPION

CHILD CHAMPIONS

FLAME OF THE FOREST — JHULIMA MALLICK

Not an easy ambition for a tribal girl. For soon after she hit puberty, Jhulima got a proposal for marriage. She was a student of 7th standard at the time. Nothing out of the ordinary in Odisha, where 21.8 per cent girls are married before the age of 18 (officially). The actual numbers are far higher...

In the past, there was no concept of 'marriage' among the Kondhs. In the month of April, during the 'Dand Yatra', a 15-year-old boy and 14-year-old girl may see each other, like each other and simply elope. Tribal customs are now less prevalent but parents remain keen to marry off their daughters as early as possible.

Yet, Jhulima stood up to the pressure from her family and refused.

"The groom's family said we are willing to wait... but I told them 'no' and continued my education."

Life was looking quite bleak for Jhulima until, in 2016, she met the anganwadi didi in her village and learnt about an NGO called SWATI (Save the Children's local partner).

"They are conducting a training program for girls like you... would you like to join?"

Jhulima didn't know exactly what this meant but she was curious. Besides, didi had promised there would be free food and stay. So, along with a friend, Jhulima decided to attend the program. The two girls set out on foot, and walked the entire 12 kms from Banduda to the venue in Bandaguda.

On the first day, Jhulima sat silently, feeling a little lost and out-of-place. She did have things to say but was afraid - what if someone laughed at her? The trainer spoke about the importance of nutrition - what one should eat. They also talked about child marriage and its ill-effects.

"I could immediately relate to this... as it almost happened to me. What I learnt here was that child marriage is also against the law."

Slowly, Jhulima became more confident and started participating in discussions. But what she enjoyed the most was performing in the skit. Every evening, the girls would enact something they had learnt in the course of the day. One would play the role of the mother, another of a father, and so on.

Jhulima discovered that she had a natural talent for acting. Though tiny in size, she had a powerful persona on stage. And when she returned to Banduda after the five day

training program, she knew one thing: 'I must share what I have learnt with others'. And the ideal medium to do this was the street play.

"When we performed in the village, some people praised the effort while others made fun of us... but we didn't feel bad about that!"

Jhulima went on to form a girls group which goes from village to village, performing street plays. The aim is to spread awareness and prevent early marriages.

And the effort had made solid impact. A young girl called Kesari had received a proposal for marriage on the very same day that she saw the play. She actually went home and refused, saying that it is wrong and illegal to marry before the age of 18. Over the last 2 years, Jhulima's efforts have prevented more than 12 such child marriages.

(Excerpt from 'We are the Champions')

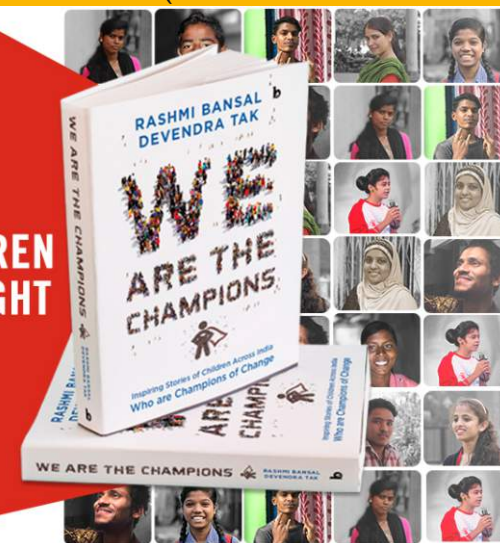
The book 'We are the Champions' features 15 true stories of young Changemakers from across 11 states of India -- including Jhulima's -- whose lives were transformed following our intervention.

The book celebrates the journey of resilience, grit and conviction of the children who challenged age old injustice while fighting through their own deprived circumstances. These children who were wiser and braver than most of us have shown us that real and lasting change is possible.

It was co-authored by best-selling writer Rashmi Bansal and Devendra Tak. The book has topped Book Authority's list of "Best Civil Rights Books" and reached 59th position among all categories of bestsellers on Kindle.

The book was launched at the prestigious Jaipur Literature Festival in January 2020, where -- along with our CEO, the authors and three of the children featured in the book spoke. Gracing the occasion were -- Princess Diya Kumari of Jaipur, Arun Maira (our Founder Chair) and Sanjoy Roy (our partner Salaam Baalak Trust's Founder) who praised the children and their accounts in the book enthusiastically. Jhulima Mallick a young girl from the remote tribal belt of Kandhamal in Odisha won many hearts as she spoke in her dialect, "I cannot speak English or even Hindi but I hope that you will still get my message which is that children can be Changemakers -- they just need a little support from all of you." And as she spoke, her message resonated deeply with the eclectic audience who honoured her with thunderous applause.

15
STORIES
OF CHILDREN
WHO FOUGHT
ALL ODDS



Scan
to
read
the
book



STRATEGIC INTERVENTION AREAS

Out of seven Big Ideas or focus intervention areas, Save the Children chose three focus areas as commitments during the Centenary year, which also coincided with the first year of the new 2019-21 strategy.

The three areas — Addressing the Forgotten Killer Pneumonia, Ending Violence against Children and Strengthening Early Childhood Care and Education — aligned with the global Save the Children commitments, the UN sustainable development goals for children and also the pressing concerns in India.

INTERVENTION AREAS



01 STRENGTHENING EARLY CHILDHOOD CARE AND EDUCATION (ECCE)

02 ENDING VIOLENCE AGAINST CHILDREN (EVAC)

03 FIGHT AGAINST CHILDHOOD PNEUMONIA: THE FORGOTTEN KILLER

04 FIGHTING FOR THE RIGHTS OF CHILDREN IN STREET SITUATION

05 ADDRESSING THE SILENT EMERGENCY OF UNDERNUTRITION

06 TRIPLE DIVIDEND OF INVESTING IN ADOLESCENTS

07 CREATING RESILIENT COMMUNITIES AND CHILDREN

STRENGTHENING EARLY CHILDHOOD CARE AND EDUCATION (ECCE)



The first six years of a child's life are important for the life-long and holistic development of the child. Save the Children recognises this as critical and works towards provisioning of Early Childhood Care and Education (ECCE) as one of the key strategies that will prepare children in the age group of three to six years with school readiness skills and improve their quality of learning.

Evidence indicates that a high number of children in India will complete elementary education without the required competencies, largely because they enter school with little or no quality preschool education. This inability to thrive in school has a profound impact in the form of high dropout rates.

Through a focus on early learning, Save the Children wants all boys and girls to have access to quality pre-school education and be school-ready when they enter Class I

ENABLING ANGANWADIS AND COMMUNITIES TO SUPPORT SCHOOL READINESS

Save the Children reached around 34,000 children (in the age group of three to six years) along with 40,000 adults from the most marginalised communities in the states of Odisha, Delhi and Jharkhand — to ensure a conducive ecosystem for quality pre-school education. These interventions focus on Anganwadi Centres (AWCs) and Government schools.

The program framework supports direct engagement with parents, teachers, Anganwadi Workers (AWWs), members of School Management Committee (SMC), Anganwadi Development Committees (AWDC) and Government officials to support children for a successful transition to primary classes. Anganwadi workers and teachers were capacitated for a Building Learning Environment in Schools (BLES), to administer Early Literacy and Mathematic (ELM) material and promote Activity Based Learning (ABL).

Community participation and mother's engagement were facilitated through meetings, rallies, street plays, door-to-door campaigns, Focused Group Discussions (FGDs), parents' participation in School Management Committees (SMCs), along with strengthening the interface between Anganwadis and schools.

To ensure the quality of service delivery especially concerning ECCE, Save the Children advocated with the Integrated Child Development Services (ICDS) department and district administration for filling up of vacant posts of Anganwadi Workers (AWWs).

The school readiness program was rolled out in WB and Jharkhand to address the special challenges faced by children of brick kiln workers. 1325 children aged between 3-18 years and 3025 adults were reached

600 AWCs and 225 Government schools were reached in 2019 to improve school readiness skills in Odisha, New Delhi and Jharkhand

15 AWW posts were filled 16 AWCs in West Singhbhum and Gumla districts of Jharkhand marked as aspirational districts by Niti Aayog in 2019-20

STRENGTHENING EARLY CHILDHOOD CARE AND EDUCATION (ECCE)

PROMOTING READING ACTIVITIES

Children need frequent opportunities to practice their literacy skills and to accept reading as an enjoyable activity so that they are motivated to keep learning. Our community-based strategies are designed to complement school-based activities. The Education to Empowerment: Pillars of Learning project on the concept of 'peer learning' reached around 5000 children in Maharashtra, Odisha and Telangana through the innovative model of 'reading buddies'. Under this innovative approach, a child with lower reading aptitude is paired with an elder with better reading capabilities by forming buddy pairs and sibling pairs.

This community-wide reading culture is supported through the active participation of children's and parent's groups in School Management Committee (SMC) meetings. The SMC members are also actively involved in school development activities like repair and beautification of schools, distribution of material including books and undertaking tree plantation drives in over 100 schools in Telangana.

Save the Children also supported 5235 students in Bela and Adlabad districts of Telangana, through the Mobile Resource Centres, which are additional mobile libraries for school children in remote villages to access science project and reading material.

Save the Children collaborated with Department of Tribal Welfare in Telangana for designing English, Telugu and Mathematics workbooks for tribal children in 1770 Primary, Ashram and Gurukulam schools

State Education Department in Odisha institutionalised the Teacher's Pedagogical Forum pioneered by Save the Children in Odisha. More than 567 teachers are part of the forum across four districts of the state. It is a cross learning platform for the teachers to share best practices, discuss challenges and understand different pedagogical approaches

2536 reading pairs have been created with one child from higher grade with one from lower grade across the schools in Adilabad and Nagarkurnool districts of Telangana

5235 students in Bela and Adlabad districts of Telangana have accessed reading material through our Mobile Resource Centres

ADDRESSING THE EDUCATION NEEDS OF CHILDREN AMID VIOLENCE

The prevailing situation in Jammu & Kashmir has affected the education sector. Several school buildings have been damaged or gutted. Children not only face constant trauma and fear, but many have also lost their parents to the violence which has pushed children to poverty and vulnerability.

44 peace education campaigns were completed in the schools of Budgam, Anantnag, and Srinagar in Jammu & Kashmir, with participation of 1336 children

Save the Children identified the dire need to equip the most marginalised children with creative techniques and tools so that they can break free from the cycle of violence. 50 master trainers, 559 Head Teachers and teachers and 70 zonal resource persons are now trained on the manual for peace education for school teachers—developed in collaboration with Nelson Mandela Centre for Peace and Conflict Resolution at Jamia Millia Islamia University in New Delhi. Peace Education, in simple terms, is learning the attitudes, skills and behaviour to live together successfully.

The intervention seeks to promote a culture of peace and harmony and safe school learning environment for the most marginalised children in 150 state-run schools through teacher's training and capacity building of the community—to provide alternative and unhindered learning. Save the Children has signed a Memorandum of Understanding (MoU) with the Department of Education in Jammu & Kashmir for conducting a safety audit of the 150 target schools.



ENDING VIOLENCE AGAINST CHILDREN (EVAC)



Violence against children is widespread and pervasive and remains a harsh reality for millions of children in India. Over half of the world's children have experienced severe violence and 64 per cent of these are in South Asia, as per UNICEF. In India, nine per cent of girls and women aged 15-49 reported having experienced sexual violence, including forced sexual intercourse and other sexual acts. Other forms of violence against children include physical violence, maltreatment, bullying, emotional or psychological violence, forced and bonded labour, and trafficking.

With our focus on attitudinal changes around harmful gender and social norms, Save the Children seeks to protect all children below 18 years against violence

STRENGTHENING COMMUNITY MECHANISMS FOR PROTECTION

Save the Children trained 154 Integrated Child Protection Scheme (ICPS) functionaries in the states of West Bengal and Jharkhand on a competence-based model. We have redefined the job roles of these ICPS officials working within the District Child Protection Unit (DCPU) and supported them through training and SOPs to address individual cases.

Child Protection Community Cadre have identified 1351 vulnerable children in West Bengal and 1420 children in Jharkhand

This approach is strengthened through a community intervention component in which Save the Children reinforces the community mechanisms through mentoring of children, care givers, community leaders, Panchayati Raj Institutions (PRIs), and Village Level Child Protection Committee (VLCPC) for individual case management.

60 community cadres are now trained, adopting an approach based on competence. These community cadres identify the vulnerable children and classify them as per risk categories. High risk cases are referred to the statutory bodies like DCPU and Child Welfare Committees (CWCs), medium risk cases managed by the community cadre and low risk cases referred to VLCPCs.



ENDING VIOLENCE AGAINST CHILDREN (EVAC)

COORDINATED ACTIONS

1989 was a historic year for our Movement, when world leaders came together and made a remarkable commitment to the world's children by adopting the UNCRC. With 30 years completion of the ratification, 'Child Rights in India – An Unfinished Agenda' a report was launched by Joining Forces for Children — an alliance of the six leading child-focused organisations in India. It showed and talked about millions of children who were still not in school, faced poverty, exploitation, violence, neglect and abuse.

The report noted a reduction in malnutrition, however, the rate of reduction was not as desired. In India, NFHS-4 data (2015-16) states that 38.4 per cent of children are still stunted, which is disconcerting. The report identifies four specific components of child rights that have received lesser attention – sexual and reproductive health; access to play, recreation and leisure; family and community-based protection mechanisms and engagement of children in decision-making at family and community levels.

The report highlighted the urgency to address the political, social and economic factors inhibiting child rights and the ineffective implementation of policies and programs. It reinforced an urgent need to build on the opportunities provided by progressive social legislations and programs, presence of statutory child rights institutions and strong civil society presence.

REACHING THE LAST MILE

The Gutti Koya tribe living in the remote forest interiors of Telangana along the inter-State border with Chhattisgarh faces not only an ethnic identity crisis but also the trauma of being evicted any time.

It has almost no access to the basic health, nutrition and livelihood services. This group of people, are forced to migrate due to the Maoist conflict in their native state, are exposed to constant security threats and diseases due to inhabitable living conditions and lack of legal recognition.

Save the Children works in a holistic model with these Internally Displaced People (IDPs) for Prevention, Promotion and Protection of Rights of Children in 50 selected settlements in Mulugu — the district with the lowest economic parameters in Telangana.

4562 internally displaced people have been reached in 2019

The program seeks to provide access to basic services through ensuring legal documents and linkage to Integrated Child Development Services (ICDS) services to support health, nutrition and early care measures. We also ensure safe and institutional delivery, food security through linkage to Public Distribution System (PDS) and social protection schemes. Issues of protection such as child marriage are being addressed through creating Child Protection Support Groups — six such cases have been handled in 2019.

Our work is achieved through large-scale collaboration with key Government stakeholders such as Medical and Health, Women and Child Welfare, Education Departments, PRIs and Police department and other welfare organisations.

AN ECOSYSTEM TO SUPPORT BASIC HUMAN RIGHTS

Facing religious persecution in Myanmar, lakhs of Rohingya Muslims had fled the country. Hyderabad in Telangana is home to about 6,000 of them, along with settlements in New Delhi, Jammu & Kashmir. With a constant fear of deportation, these United Nations High Commissioner for Refugees (UNHCR)-card holders live in unhygienic settlements, mostly working as daily wagers, vulnerable to risks of violence, abuse, trafficking and child labour.

Save the Children collaborates with UNHCR in Jammu & Kashmir and Telangana to uphold the rights of these children through child-friendly spaces in their settlements. Furthermore, are interventions that support the women with livelihood opportunities (by creating federations and market linkages), ensure immunisation coverage (support from ICDS department), provide access to education (with support from the department of education), and bridge courses for children introducing them to a new language and different culture before joining formal education.

The children from these settlements are regularly engaged in milestone events to make them aware of their rights to safety and protection, on healthy lifestyle and hygiene practices including WASH, along with necessary nutrition for adolescents, pregnant and lactating mothers.



FIGHT AGAINST CHILDHOOD PNEUMONIA: THE FORGOTTEN KILLER



Pneumonia is still the leading cause of death in children and accounts for 14.3 per cent of under five deaths in India, which translates to one child death every four minutes. India contributes to 17 per cent of global under five pneumonia deaths. The fact that this preventable, treatable and easily diagnosed disease is still so prevalent amplifies the need for focused interventions – which can significantly contribute towards reduced child mortality.

Save the Children's strategic programming aims to save the lives of children, by reducing under five mortality due to pneumonia in high burden states of India

THE LEADING VOICE

At The Right Start Summit, awareness on the forgotten killer 'Pneumonia' and the collaborations of UNICEF and Save the Children were the key discussion points. Save the Children became the leading technical partner for Government of India's SAANS (Social Awareness and Action plan to Neutralize Pneumonia Successfully) campaign, launched in Nov 2019. The objectives of the campaign were to raise awareness among communities on the prevention and protection of childhood pneumonia, to upgrade the skills of health functionaries to detect the symptoms early and to strengthen the health infrastructure to provide better care and treatment. Save the Children drafted four modules on Pneumonia control and management guidelines. Supporting as a technical expert for digital promotion on the SAANS campaign launched by the Government of India the team was successful in building awareness to control the incidence of Pneumonia among children. The campaign was active from 18 November 2019 to 2 Jan 2020 and reached 30 million people, with early symptom detection videos being viewed 3.4 lakh times during the campaign.

SITUATIONAL ANALYSIS STUDY

In 2019, Save the Children commissioned a report 'Pneumonia in India: Mapping the Challenges and Calling for Action — A Situational Analysis of India' in Uttar Pradesh, Bihar, Madhya Pradesh, Jharkhand and Rajasthan. This survey report revealed key enablers and barriers to pneumonia care in India. The report suggested policy recommendations vital for tackling pneumonia and highlighted that Pneumonia be recognised as a policy and programmatic priority.

Findings of the study were shared at the national level under the chairpersonship of Commissioner — Maternal and Child Health, Government of India. Save the Children called upon the attention of the global health fraternity towards tackling childhood Pneumonia, with leading representation in events like the Beacon Country Pneumonia Face to Face Workshop in Kenya and the Global Childhood Pneumonia Forum 2020 Round up in Barcelona.

FIGHT AGAINST CHILDHOOD PNEUMONIA: THE FORGOTTEN KILLER

PARTNERSHIPS TOWARDS A PNEUMONIA-FREE INDIA

The SAANS campaign targeted reduction in pneumonia caused deaths to less than three deaths out of 1000 live births by 2025. Save the Children was a key technical support partner of the Government of India for this launch.

Save the Children has also supported the Government of India in finalising and release of Childhood Pneumonia Management Guidelines based on Promote, Prevent and Treat framework. We supported the Government of India in training over 100 health officials including doctors, nurses and Child Health Nodal officers, from across the country to protect, prevent, diagnose and treat cases of Pneumonia among under five children. The technical work in collaboration with Ministry of Health and Family Welfare (MoHFW) is being supported by global health leaders such as Clinton Health Access Initiative (CHAI) and UNICEF.

PROJECT VISHWAS: A BREATH OF HOPE

An innovation-based 'Project Vishwas (Breath of Hope)' was launched to bring high-quality pneumonia care to approximately 90,000 under five children across 45 urban wards in Rajasthan, and two rural blocks in Uttar Pradesh — two of the five states with the highest burden of Pneumonia in India.

The program supported by Philips India's Philips Foundation (the platform of societal activities of Royal Philips) seeks to develop and prove low-cost innovative approaches for prevention, diagnosis and management of Childhood Pneumonia by working on the point of care, detection and health technologies crucial for case management. The program focuses on social behaviour change among the community and also addresses the infrastructural and resource gaps in local health centres in the two states. The project

is implemented with the help of technological tools, capacity building of front line health workers and mobilising Government commitments and resources. The work led by Save the Children for tackling pneumonia incidence among under five children is implemented in partnership with State Governments of Rajasthan and Uttar Pradesh to identify gaps in Pneumonia case management, reporting, referral and treatment and to find a solution to bridge them.

Out of 1000 live births in India, 37 children under five die. Of these, 5.3 deaths are caused due to pneumonia (Source: National Health Mission)

In India, pneumonia contributes to around 15 per cent of deaths annually of children under five (Source: National Health Mission)

Globally, 802,000 children under five died from pneumonia in 2018, with 127,000 deaths reported from India alone — a staggering one child every four minutes (as per UNICEF analysis, based on WHO and Maternal and Child Epidemiology Estimation Group interim estimates produced in September 2019)



FIGHTING FOR THE RIGHTS OF CHILDREN IN STREET SITUATION



Children in street situations are a common sight in urban India. They are certainly under the most vulnerable groups with limited or no access to protection, education, healthcare and adult supervision. Lack of any enumeration mechanism or legal identity documents limits their access to basic resources. They often take up odd jobs to survive the streets and protect themselves for they are vulnerable to violence, abuse, bonded labour, exploitation daily.

Save the Children's work with a focus on these children started in 2017, with the launch of the Standard Operating Procedure (SOP) for duty bearers (in collaboration with NCPCR). In 2018-19, the program intensified with providing a legal identity to around 2.5 lakh children across ten cities in Delhi, Maharashtra, Uttar Pradesh and West Bengal. More than 1.2 lakh children had been enrolled under social protection schemes to ensure their access to early childhood care, basic education and health care services, alternative employment in organised sectors for adolescents and child-friendly financial services.

Save the Children aims to ensure a life of dignity and respect for some of the most deprived and marginalised children

TURNING #THEINVISIBLES VISIBLE

Following our programmatic intervention for the children in a street situation, Save the Children launched the report 'Spotlight on #TheInvisibles' — a mapping study that assessed the socio-economic and related conditions of children living in street situations. The study carried out a complete enumeration of the children in street situations in 10 cities (Delhi, Agra, Allahabad, Kanpur, Lucknow, Mughal Sarai, Mumbai, Nashik, Pune and Kolkata) through a census survey

The launch of the report was to mark the beginning of the high voltage campaign during the strategic period 2019-21 to mobilise opinion, commitments and resources for the welfare of the children on the streets.

Among many recommendations laid out, a key point was the formation of a National and State-Level Advisory Committee with various stakeholders to suggest/advise for coordinated actions. Save the Children also recommended an enumeration of these children by integrating them as part of the census.

Nearly 83.7 per cent children working on the street slept on the same site, followed by children whose families lived on the streets (72.1 per cent) and children living on the street (41.4 per cent) (Source: Spotlight on #TheInvisibles report)

Approximately 25 per cent children were involved in begging or rag-picking, of which, the majority were young children (below 14 years of age) and about 36.4 per cent children were not engaged in any specific economic activity (Source: Spotlight on #TheInvisibles report)

FIGHTING FOR THE RIGHTS OF CHILDREN IN STREET SITUATION

Nearly 42.5 per cent and 38.7 per cent children who were engaged in begging and rag picking respectively found work by themselves. However, more than 30 per cent of those engaged in selling items on the road, working on road side stalls/repair shops and working in small restaurants got the job through relatives and family.

Majority of children (47.3 per cent) work for four to six hours, however, girls worked for longer hours. (Source: Spotlight on #TheInvisibles report)



Between April 2019 and March 2020, Save the Children published quarterly newsletters to document the journey of providing legal identity to around 2.5 lakh children living on the streets and connecting more than 1.2 lakh to social security schemes.

SCAN TO READ



ADDRESSING THE SILENT EMERGENCY OF UNDERNUTRITION



India has the world's largest program to tackle child malnutrition, the Integrated Child Development Services (ICDS), and a public distribution system to ensure access nutrition. Malnutrition causes high infant and under five mortality, as malnutrition compromises immunity. However, according to the World Bank, India has one of the highest populations of children suffering from malnutrition in the world.

More than 38 per cent Indian children under five years are severely undernourished. Malnutrition often leads to stunting – a condition which hampers children's physical and mental growth. India has almost 50 million children under the age of five who are moderately or severely stunted.

As per NFHS 4, 2015-16, more than 35 per cent of children under five years of age are underweight; 38 per cent are stunted; 21 per cent are wasted and 7.5 per cent are severely wasted.

Save the Children seeks to reduce stunting in children under-five through integrated nutrition programming, focusing on the first 1000 days approach and nutritional requirement during adolescence

REDUCED MALNUTRITION THROUGH IMPROVED HEALTH SEEKING PRACTICES

Save the Children seeks to reduce the burden of malnutrition among infants, children, and mothers by working on both the supply and demand sides. We engage with the community to improve health-seeking behaviour, healthy community practices through Water, Sanitation and Hygiene (WASH) interventions, facilitating linkages to social protection schemes, mobilising commitments from key health service providers, access to local resources and educational practices concerning infants and young children.

A community-based convergence model has also been implemented in Rajahmundry, Andhra Pradesh, to improve the quality of nutrition sensitive schemes to reduce the burden of anaemia among the marginalised women. Under this model, all ward and district level line departments responsible for nutritional schemes and programming are brought together on a common platform — for monthly monitoring of health and nutritional status of the vulnerable segments of the population and also to mitigate common challenges.

5500 people including toddlers, children and mothers have been linked by Save the Children to nutrition-intensive social protection schemes in the Sundarbans area of West Bengal

Around 25,000 people including pregnant and lactating mothers, Frontline workers, Panchayati Raj Institutions (PRIs), Mother's groups and Community Support group members have been mobilised around the 1000 days concept of nutrition for new mothers and children

ADDRESSING THE SILENT EMERGENCY OF UNDERNUTRITION

In Purulia and Alipurduar districts of West Bengal, Save the Children addresses malnutrition through interventions around the crucial 1000 days between a woman's pregnancy and her child's second birthday. These 1000 days have tremendous potential as well as enormous vulnerability as the nourishment levels of the mother and the child largely influence how the child grows, learns and thrives. Our work is conducted through a holistic engagement with pregnant and lactating mothers, front line workers, panchayat members, mother's groups and community support groups.

Save the Children also has a similar working model for the states of Delhi and Andhra Pradesh.

STRENGTHENING SYSTEMS TO DELIVER ON COMMITMENTS

Save the Children signed a Statement of Intent (Sol) with NITI Aayog in 2019 to contribute to 'aspirational districts' in Bihar and Jharkhand to have improved indicators on health and nutrition and Early Childhood Care and Education (ECCE). The Sol includes partnership for Gaya district in Bihar and Gumla and West Singhbhum district in Jharkhand. The 'Transformation of Aspirational Districts' initiative was launched in January 2018 to transform 115 districts with poor socio-economic indicators through the convergence of Central and State Schemes, collaboration among key administrators at district, state and national levels and competition among districts driven by a mass movement.

This collaboration coincides with Save the Children's present 2019-21 strategy period and focuses on Early Childhood Care and Development (ECCD) through programmatic interventions in the areas of health and nutrition as well as ECCE.

The collaboration with the government think tank has ensured an evidence based policy influencing approach towards ECCD. This collaboration is a two way mechanism wherein Save the Children brings technical expertise backed with experience, research, implementation, field data, and NITI Aayog offers the platform for institutional scalability of replicable models by the end of 2021.

In West Singhbhum, Jharkhand, Save the Children supported the district administration to ensure better coverage of nutrition sensitive schemes through extensive study reports, project experiences and evidence to focus. We supported the district administrations for converging funds from different schemes that impact children

between three to six years of age to improve health and ECCE indicators and immunisation coverage.

In Gumla, Jharkhand and Gaya, Bihar, Save the Children is committed to technically assist the district administration in rolling out Home Based Care of Young Child program to reduce the child mortality and morbidity by improving nutrition status and growth indicators.

PROMOTING HEALTH AND NUTRITION AT SCHOOL

Save the Children also promotes healthy practices through intervention at school levels through the Shubh Aarambh program across 127 schools in four blocks of Himachal Pradesh, Madhya Pradesh, Maharashtra and Tamil Nadu. The innovative program design promotes healthy nutrition practices among school-going children through knowledge building, intake of fresh foods and physical activities.

21,770 children have been reached last year, under the Shubh Aarambh project

Alongside the focused engagement with children, the program also addresses strengthening of government structures and systems to deliver nutrition and health services like Mid-Day Meal, creating a model school for the clusters, kitchen gardens in schools and identifying nutrition leaders among children.



TRIPLE DIVIDEND OF INVESTING IN ADOLESCENTS



Adolescence is a dynamic life phase marked with rapid physical growth, acquisition of neurocognitive and socioemotional skills. Save the Children has witnessed adolescents thrive and contribute constructively within communities and families when engaged and supported through skill development. Save the Children works with adolescents and has seen benefits of working on enhanced employability through business skills, financial literacy and life skills to build self-esteem and social networks for a dignified and confident entry into adulthood.

Save the Children empowers adolescents to recognise their own rights to make an informed and good choice while transitioning to adulthood and enable their wellbeing

LINKAGE WITH DIGNIFIED LIVELIHOOD

Save the Children works for prevention and rehabilitation of child labour. We work closely with communities and the government to create a safety net, to protect children from employment in hazardous activities. Save the Children successfully supported many vulnerable children and adolescents and had them enrolled in skill development courses that would offer them a dignified livelihood.

620 people from the urban slums of Kolkata have been linked to livelihood opportunities

The program in 2019 was successfully expanded to offer livelihood support to the marginalised youth living in urban areas of Kolkata, through a partnership with West Bengal Urban Livelihood Mission. Through social mobilisation and institutional development, women are now supported through Self Help Groups (SHGs) and federations that have market linkages.

AMIR'S JOURNEY FROM DISTRESS TO DIGNITY

"The best moment of my day is when I find my mother so happy at seeing me putting on the uniform before I set out for work," said Amir, who was supported under Save the Children's New Horizon project works as a facility manager in Tea Junction. Tea Junction is a premium beverage retail outlet owned by one of the best real estate groups in Kolkata, West Bengal.

Amir's childhood was spent in much distress. With an abusive father at home, Amir along with his brother and mother moved to his relative's place. However, the burden of sustaining their expenses continued. Amir's mother started giving Arabic tuition classes and the two boys dropped off their schools to work in a factory for something as meagre as Rs. 50 a week.

TRIPLE DIVIDEND OF INVESTING IN ADOLESCENTS

Soon after Amir's mother took ill and the medical expenses of the family continued to grow. Amir started working on double shifts in the factory, and still barely managed to make ends meet. His brother unable to cope with the responsibilities abandoned the family and left, leaving behind Amir and his mother to fend for themselves.

Long hours at the factory left Amir with many severe health symptoms like a bleeding nose, respiratory issues and of course a dire need of finding a respectable work.

The announcement of the Auto campaign under the New Horizons project in his locality brought him the

much desired hope. He attended the counselling and life skill sessions that helped him identify his interests, skills and choose relevant training courses. He was enrolled for facility management training — a professional management discipline focused on the efficient and effective delivery of support services in any organisation.

“Life skill session enabled me to identify my strength and areas of improvement. After returning from the session on the first day I cried for hours thinking about the time I lost without any guidance,” said Amir.

The child sensitive social protection initiative under New Horizons project also helped him to get his PAN card, Aadhaar card, bank account and ATM card. These documents increased his access to the benefits under social protection schemes like Pradhan Mantri Suraksha Bima Yojana (a government-backed accident insurance scheme in India).

Further to the training, he started working at Barbeque Nation — a renowned barbeque food chain in India. Presently he works at Tea Junction.

Other than leading a decent and dignified life, his struggle has turned him into a responsible change maker. He has been working as an ardent youth advocate by engaging himself on trainings in youth psychology and behaviour. He has started adult education for Muslim women engaging the local community.



MARRIAGE NO CHILD'S PLAY

Child marriages are technically illegal in India. However, poverty, bride price, dowry, cultural traditions, religious and social pressures, regional customs, fear of remaining unmarried, illiteracy, and perceived inability of women to work for money are few reasons that have sustained the practice in India for ages now.

Young girls are married off, often to older men where they are pushed into a life of deprivation — from education, from a healthy childhood, from her choices and her rights.

Marriage No Child's Play or Project ANANYA is Save the Children's flagship project to reduce child marriage, improve the sexual and reproductive health status of girls and young women and advance their rights of choices in three states of India — Bihar, Odisha and Rajasthan.

We conduct regular engagement and awareness on the rights of adolescent girls and also empower them with life skills education and enhancing economic opportunities/income generating opportunities to enable alternatives to early marriage

Adolescent girls under the project are connected to income generating vocational training courses with market demands to ensure employability. The girls are also linked to various livelihood programs and financial literacy to give them more autonomy of choices by the virtue being financially independent.

According to UNCIEF estimate in 2017, India has the highest absolute number of child brides in the world. 27 per cent of girls in India are married before they turn 18 and seven per cent are married before the age of 15

Total of 414 child marriages have been stopped or refused by the girls connected to project ANANYA till March 2020

CHILD MARRIAGE ANNULMENT UNDER SAVE THE CHILDREN PROJECT

The first child marriage annulment case under Save the Children's project, Marriage No Child's Play (MNCP) was done in Osian, Jodhpur, on 6 December 2019. Rizwana (name changed), who was married at 9, got a decree of annulment from Jodhpur family court after she appealed for an annulment citing lack of consent for the marriage. Inspired by the project ideals, she appealed for annulment of her marriage to pursue her studies. The project supported her with all technical support to fight the case. The District Legal Aid Authority provided free legal aid to her and the annulment was done in a record time of 8 months.

CREATING RESILIENT COMMUNITIES AND CHILDREN



Children are living today in a more complex world and fast changing environment. While access to health and education has improved, the need for livelihood has forced migration of marginalised families to urban areas in search of livelihood, food and security. This movement of children not only disturbs their routine or lifestyle, but also exposes them to increased risks of climate change and environmental degradation.

The resilience of a child, family or a community with respect to potential hazard events and threats is determined by the degree to which they have the necessary resources (physical, social, financial, human, and natural) to maintain their development and keep planning for their future projects and plans despite shocks, stresses and adversities.

Save the Children seeks to empower children and families in economic distress with exposure to climate vulnerability, to build their resilience through knowledge, preparedness and adaptive practices

CHILD-CENTERED URBAN GOVERNANCE

Save the Children formed six Bal Sabhas or children's assemblies, each with 60 children, across 20 locations in the slum areas of Kolkata, West Bengal and Patna, Bihar to implement child rights governance in urban settlements.

The members of these assemblies – are trained on child rights, risk identification and child rights governance. They are responsible for negotiating with urban local bodies for child-centric ward development plans. The cabinet members of these assemblies are children chosen through a democratic process where the group members elect their representatives. These children are instrumental in conducting surveys for situation analysis and raise issues like safety and hygiene that affect their day-to-day life.

Cabinet members are linked with civil society through Coalition against Child Labour (CACL) and such networks, which act as an interface between the children and the State Commission for Protection of Child Rights (SCPCR). As we celebrated 30 years of the UNCRC in 2019, children in West Bengal created a survey report on the implementation status of

12 Ward Councillors, including the Deputy-Mayor of Patna, Bihar, signed an MoU with Save the Children and Koshish Charitable Trust for strengthening child-centered urban local governance in the city, through democratically elected area-level committees, strong child protection committees in urban wards and SMCs

300 children from eight children groups from eight slum lanes have been trained on child rights, risk and child-centric governance in Ward 59 and Ward 65 in Kolkata, West Bengal

Eight risk assessment plans have been made through rigorous child participation and presented to ward councils in Kolkata, West Bengal

CREATING RESILIENT COMMUNITIES AND CHILDREN

the convention — which has been presented by the CACL to the West Bengal Commission for Protection of Child Rights (WBCPCR).

CHILD-CENTERED URBAN GOVERNANCE

Save the Children has carried out risk, hazard and resource mapping in 60 schools of Delhi through the engagement of children, teachers and School Management Committee (SMC) members. The risk assessment maps analyse all potential risks for children in schools including in and around the school. These maps have enabled the creation of school evacuation maps according to which the schools have marked routes with arrows and directions. These measures are being monitored regularly by the School Safety Committees in each of the 60 schools with the representation of parents, teachers, children and SMC members.

Each of the schools also has a School Task Force to respond to Emergency Situations in case of any disasters. Save the Children in collaboration with the Delhi Disaster Management Authority (DDMA) has trained the task forces, comprising children and teachers, on First Aid, Search and Rescue, Early Warning and Shelter Management.

Similar risk assessments are also being undertaken at the community level to identify the most vulnerable families living in the slums who need special care during any disaster — for example, households with old citizens and specially abled persons. Community disaster management plans have been developed for each slum in a participatory manner. Save the Children created interfaces between the citizen's forums and municipal authorities to integrate these plans into the bigger urban development plans.

96 school safety task force members have been trained in South East Delhi district

ICDS directorate in Bihar has asked AWCs to use video modules prepared by Save the Children for building resilience and response in case of emergency. 92,037 AWCs are using these video modules for awareness creation among mothers and children in early learning centres



BUILDING BACK BETTER

FOR RESILIENCE TOWARDS HUMANITARIAN CRISIS



STARTING AFRESH

Jointly led by Kudumbashree, the flagship programme under Kerala Poverty Eradication Mission and Save the Children, 463 microenterprise units were repaired and renovated, of which, 12 were women-led nutrimix centres.

Unprecedented floods had hit Kerala in 2018, killing more than 600 people, and taking away homes, livelihoods and leaving behind numerous children and families to cope with the long-lasting effects of the disaster. Save the Children continued its work to implement a Memorandum of Understanding (MoU) with Kudumbashree — the states' flagship program under State Poverty Eradication Mission, Government of Kerala — through a holistic field approach focused on relief, recovery and rehabilitation.

With Kudumbashree at the front of the response, Save the Children reached 64,483 children with critical support out of the 1,38,610 highly affected people whose lives we touched. The children were oriented on six disaster themes including cyclone, flood, fire, tsunami, earthquake and drought for better preparedness.

Women were empowered to rebuild and start afresh; sewing units, micro enterprise units and masonry tool support were provided. The collaboration created a pool of trained resource persons at every block and district level to facilitate early relief and response for the community during any disaster.

Following the immediate humanitarian relief, our team continued to stay on the ground to make sure that the rehabilitation efforts were sustainable. We ensured the strengthening of local partner's capacities to build resilience and preparedness among the community especially the women and children.



BUILDING BACK BETTER

FOR RESILIENCE TOWARDS HUMANITARIAN CRISIS



Photo Credit: Rubina Andrews, Save the Children

Jointly led by Kudumbashree, the flagship program under Kerala Poverty Eradication Mission and Save the Children, 463 microenterprise units were repaired and renovated, of which, 12 were women-led nutrimix centres. These centres provide supplementary food for children and lactating mothers

In 60 construction units, women were provided with masonry tools and 390 women were given agricultural tools to provide for themselves and their families and children



COMMUNITY RESILIENCE — A KEY TO RECOVERY IN CLIMATE HOTSPOTS

5100 families were directly reached in Krishna Prasad block of Puri district, Odisha, where cyclone Fani made the landfall.

On the morning of 3 May 2019, winds raging at around 200 kmph tossed aside trees and electric pylons, flung into the air roofs and doors, and crushed homes and shops into piles of mud and stone, while over a million people huddled in cyclone shelters and relief camps. Cyclone Fani hit the Odisha coast washing away lives and livelihoods, homes and hopes, pushing an estimated 3,50,000 children to immediate risk and trauma, disease, loss of education and break down of protection mechanisms.

Save the Children mounted an immediate response to reach the children and families in need with shelter, household and school material. We also supported communities for safe evacuation by activating the early warning groups and rescue groups. These groups trained, were a part of creating resilient communities. Our team worked beyond the immediate relief and response to support the community to rebuild lives and livelihoods.

Following a rigorous engagement model for children, Save the Children ensured building child-friendly spaces in the schools and relief camps to provide them psycho-social support. Save the Children engaged with Children's Groups, Child Protection Committees (CPC), Youth and School Management Committees (SMCs) to undertake repair and retrofitting of schools, develop individual schools safety plans, undertake WASH interventions and create child-friendly wall paintings to enable learning and development.



5100 families were directly reached in Krishna Prasad block of Puri district, Odisha.

BEING THE VOICE

Aligned with our strategic focus on Girls and Children in Street Situations and protection for children, Save the Children launched two high voltage campaigns to inspire political commitment, public mobilisation and steering narratives online through cause based partnerships.



MAKING #THEINVISIBLES VISIBLE

As per Save the Children's estimation, around 2 million children live on the streets of India, away from opportunities of learning and access to healthcare. They are prone to various forms of abuse and most of them lack an identity. These statistics manifest the need for mobilisation beyond the programs and policies. Aligned with our strategic focus on ensuring a life of dignity to the children living on streets, our programmatic

interventions to support legal identity documents and a social safety net to these children have been multiplied with a simultaneous campaign to mobilise empathy, resources and commitments through online and offline activities.

The campaign 'Making #TheInvisibles Visible' has leveraged platforms to amplify the causes of the children living on the streets. It worked to strengthen engagement with key ministries at the state and national level to drive policy reforms, mobilise public and political commitments through influencer engagement, online and offline discourses on key moments such as International Street Children Day, World Day against Child Labour, and ground activations and engagement through innovative partnerships.



Peppa Pig collaborated with Save the Children to raise funds for the children in street situation



Grant support from PTC India Financial Services Ltd. for interventions focused on children in street situation



North and Street Child Cricket World Cup Global Ambassador



Partnered with internationally acclaimed photographer Vicky Roy, to document the stories of 10 children living on the streets across the four priority states to tell their stories to the world through interactive and effective medium of photos.



Save the Children in collaboration with The HOPE Foundation and PTC India Financial Services Ltd. put together two teams of children living on the streets who played in the Street Child Cricket World Cup 2019 with nine other countries, with the final at Lord's cricket ground in London



On ground activities in four priority states-Maharashtra, West Bengal, Uttar Pradesh and Delhi including linking children with legal identity documents and social protection schemes

BEING THE VOICE

GIRLS' SAFETY THROUGH #LIGHTUPHERLIFE

Drawing from the WINGS 2018 report by Save the Children that studied the perception of girls' safety in public spaces, Save the Children chose girl's safety in public spaces as one of the focus campaign agendas in the strategy period of 2019-21. As per the WINGS 2018 report, one in every four adolescent girls fear they could be abducted, physically assaulted or even raped while venturing into public space. The report also highlighted the common fear among the girls while traversing the narrow by lanes of their locality.

Save the Children in partnership with Yuva, a purpose-driven youth media and impact organisation, drove the agenda through a high voltage campaign #LightUpHerLife, demanding to make public spaces safer for women and girls across the country. The campaign also built on active citizenship to demand authorities for suitable actions.



Save the Children in collaboration with Yuva produced a campaign short film starring Karan Johar and Mithila Palkar

Scan to watch the film



Successful amplification through collaboration with multiple popular online and offline platforms like Delhi Rahagiri, Swaddle and Feminism in India



Online and offline collaboration with artist ambassadors Twinkle, Khanna and Dia Mirza for amplification of our demands for girl's safety

#VOTE4CHILDREN

In the run up to the 2019 elections that were to decide India's future for the next five years, Save the Children launched the #Vote4Children campaign to pressurize various political parties to promise upholding of child rights in their election manifestos.



392 consultations with 12,000 children across 10 states to create a charter of demands by children



Child leaders met leading politicians of several contesting parties — including the BJP, Indian National Congress and Aam Aadmi Party. The activity was supported by Twitter India and campaign partner Youth Ki Awaaz



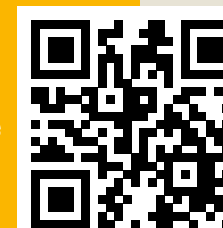
Children met individually with 65 political leaders across the country with key demands from the charter

INNOVATIVE PUBLIC ENGAGEMENT STRATEGIES

We remain committed to inform our supporters about our work and impact through innovative storytelling and public engagement materials. 100 years of the movement made it even more important to amplify our journey through interactive and creative means. We developed innovative, impactful storytelling ways through coffee table books, photo books etc. Some of the milestone products developed in 2019 are:



The Right Start coffee table book



Building Back Better for a children: a photo book



AMBASSADORS

Our programs and campaigns have been supported by four ambassadors in the year 2019-20



Dia Mirza - Artist ambassador



Twinkle Khanna - Artist ambassador



Saurav Ganguly - Goodwill Ambassador



Mithali Raj - Goodwill Ambassador

INFLUENCERS

32 new influencers joined Save the Children to support our campaigns in 2019-20

**LIGHT
UP
HER
LIFE**



Karan Johar

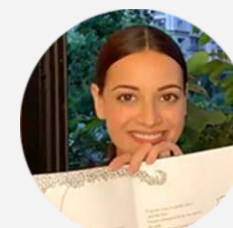


Mithila Palkar



Anand Tewari

**SAVE
WITH
STORIES**



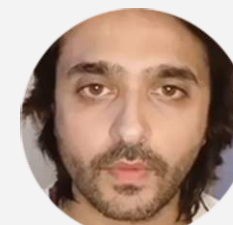
Dia Mirza



Huma Qureshi



Malini Agarwal



Ashish Sharma



Soha Ali Khan



Subhamita Banerjee

**WHY
THE
GAP**



Shankar Ehsaan Loy



Jatinder Singh



Raghav Sachar



Upalina Gupta



Subir Malik



Sucharita Tyagi

PARTNERS

"I have been supporting Save the Children regularly since 2013 and I am very happy to see the activities conducted on the field by this organisation. Today's experience was beyond my expectations and I feel great that my small amount is being utilised rightly towards the cause. I would also urge my social circle to join Save the Children with whatever contribution they can make, as these kids are future of our country."

-Kalpana Prasad (Donor), Kolkata

CORPORATES WHO SUPPORTED OUR PROGRAMES IN 2019-20

NBC Fashion India Pvt. Ltd.	Procter & Gamble
Glaxo Smith Kline (Pharma-Nashik)	Hempel Paints (India) Pvt. Ltd.
C&A Foundation	Sun TV Network Limited
Knorr-Bremse	Kubota Corporation
Philips	HCL Foundation
H&M Foundation	Mumtaz Hotels Ltd. (Oberoi)
SC Germany - HKL	NOKIA
Symantec India	CAF - Herbalife
Larsen and Toubro	

INSTITUTIONS WHO SUPPORTED OUR PROGRAMES IN 2019-20

RIST	SC Switzerland	Government of Jharkhand
SC Italy	Save the Children UK	UNHCR
SC UK	Dutch Ministry of Foreign Affairs	
SC ARO	Save the Children Finland	
SC Korea	Save the Children Germany - BMZ	

PARTNER NGO WHO SUPPORTED IMPLEMENTATION OF PROGRAMS ON GROUND

Pragati Gramin Vikas Samiti
 Apnalaya
 Nature's Club
NARI GUNJAN
 Conservation of Nature Through Rural Awakening
MAHITA
 Youth Council for Development Alternatives
 The Centre of Social Welfare and Rehabilitation
 Lohardaga Gram Swarajya Sansthan
 Social Welfare Agency & Training Institute
 Development Research Communication and Services
 Seva Kendra Calcutta
 Society for Integrated Rural Development
 Koshish Charitable Trust
 URMUL Rural Health Research & Development Trust
JATAN SANSTHAN
 Srijan Mahila Vikas Manch
 Vikas Bharti Bishunpur
 Reach India Trust
 Bal Sakha
 Dhagagia Social Welfare Society
 Dharti Gramothan Avam Sahbhagi Gramin Vikas Sansth
 Voluntary Association of Agriculture General Devel
 Consumer Unity & Trust Society
 Sevadham Trust
 Native Medicare Charitable Trust
 Sunderban Social Development Centre
 Himachal Pradesh Voluntary Health Association
 Centre for Health & Resource Management

PARTNERS

PARTNER NGO WHO SUPPORTED IMPLEMENTATION OF PROGRAMS ON GROUND

Samagra Seva Kendra
Shiv Shiksha Samiti Ranoli
Association for Social and Health Advancement
Socio Educational Welfare Association
Child Survival India
Nav Srishti
Model Rural Youth Development Organization (MRYDO)
Jan Shiksha Evam Vikas Sangathan
Society for Assistance to Children in Difficult
GRAM MANGAL
Kenduadihi Bikash Society
Child in Need Institute
Sabuj Sangha
Salaam Balak Trust
New Vision
Narayantala Mass Communication Society
Rajadighi Community Health Service Society
Makkala Jagriti
The Society for Door Step Schools
Modern Architects for Rural India
Mahatma Gandhi Sewa Ashram
Womens Organisation for Rural Development
Nari O Sishu Kalyan Kendra
Vigyan Foundation
Samajik Shodh Evam Vikas Kendram

ARPAN SEVA SANSTHAN

Peoples Action For Development

NAV JAGRITI

Humana People to People India

Centre for Education Research and Practice

ZMQ Development

Dr.A V Baliga Memorial Trust

National Institute of Women Child & Youth

Centre for Youth Development and Activities

AZAD INDIA FOUNDATION

Integrated Development Foundation

Samagra Shikshan Evam Vikash Sansthan

Centre for Budget and Governance Accountability

HUMANITY WELFARE ORG

Rural Volunteers Centre

AVVAI Village Welfare Society

Bangalore Oniyavara Seva Coota (BOSCO)

GOVERNING COUNCIL

OUR LEADERS



Deepak Kapoor
Chairperson



Rajiv Kapur
Treasurer



Harpal Singh
Member Governing Council



Mirai Chatterjee
Member Governing Council



Swaroop Rawal
Member Governing Council



S.Y. Quraishi
Member Governing Council



Preetha Reddy
Member Governing Council



Stuti Narain Kacker
Member Governing Council



Rashi Dhir
Member Governing Council



Vasvi Bharatram
Member Governing Council

OUR PATRONS



Viswanathan Anand



N. R. Narayana Murthy



Shobhana Bhartia



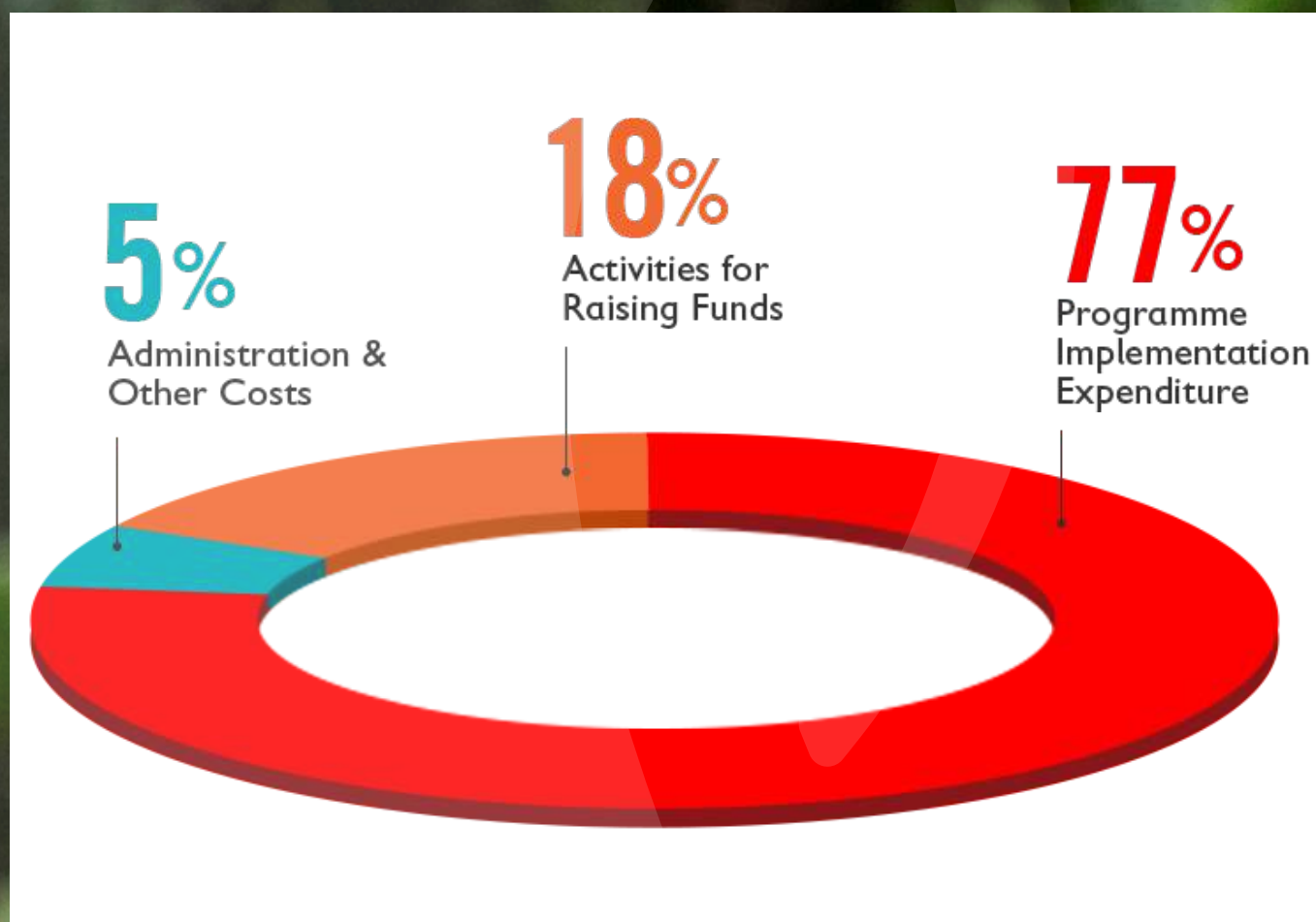
Jamshyd N. Godrej



Ajay S. Shriram

FINANCIALS

Along with the rigorous implementation of programs on the ground, we have strengthened our financial and IT systems by migrating towards an automated compliance and relationship management tool. The tool not only ensures 100 per cent compliance of all applicable laws by the organisation but it is extended to all partner NGOs for better project management. It ensures due diligence concerning certificates and licenses, governance, partner staff, geographical presence etc. The implementing partners can also submit their expression of interests and use the same tool for progress reporting.



AUDITED REPORT



Save the Children
Bal Raksha Bharat

Bal Raksha Bharat
(registered under the Societies Registration Act, 1860)
Balance Sheet as at 31st March 2020
(All amounts are in Indian Rupees)



	Schedule No.	As at 31 March 2020	As at 31 March 2019
Sources of Funds			
Corpus fund	1	11,000	8,600
Restricted fund	2	517,749,592	333,674,902
Endowment fund	3	186,610,936	161,610,936
General fund	4	203,643,090	237,248,887
Special purpose fund	5	100,000,000	100,000,000
		1,008,014,618	832,543,325
Fixed Assets	6		
Gross block		73,356,781	71,672,184
Less: Accumulated depreciation/amortisation		47,486,611	40,029,042
Net block		25,870,170	31,643,142
Current assets, loans and advances	7		
Cash and bank balances		1,009,040,614	857,030,976
Loans and advances		90,326,950	103,824,344
Grant debtors		25,681,698	32,463,071
Stock in hand		9,132,414	2,638,626
		1,134,181,676	995,957,017
Less: Current liabilities and provisions	8		
Current liabilities		112,550,519	161,929,990
Provisions		39,486,709	33,126,844
		152,037,228	195,056,834
Net current assets		982,144,448	800,900,183
		1,008,014,618	832,543,325

Significant accounting policies and notes to accounts 13

The schedules referred to above form an integral part of the financial statements.

As per our report attached,
For Deloitte Haskins & Sells
Chartered Accountants

Vijay Agarwal
Vijay Agarwal
Partner

Place: Gurgaon
Date: 22nd August 2020

For Bal Raksha Bharat

Deepak Kapur
Deepak Kapur
President

Bidisha Pillai
Bidisha Pillai
Chief Executive Officer

Place: Gurgaon
Date: 22nd August 2020



Rajiv Kapur
Rajiv Kapur
Treasurer

Subhashish Neogi
Subhashish Neogi
Director-Finance

Society Registration Number:
S/51101/2004
FCRA Registration Number:
231660869
All donations are exempt under 80G
of I.T. Act (1961)

National Support Office:
1st & 2nd Floor,
Plot no. 91, Sector 44,
Gurgaon - 122003,
Haryana, India

Telephone : (+91) 124 4752000
Fax : (+91) 124 4752199
info@savethechildren.in
www.savethechildren.in



Save the Children
Bal Raksha Bharat

Bal Raksha Bharat
(registered under the Societies Registration Act, 1860)
Income and Expenditure Account for the year ended 31 March 2020
(All amounts are in Indian Rupees)



	Schedule No.	For the year ended 31 March 2020	For the year ended 31 March 2019
Income			
Restricted income (grants/donations)		982,690,957	1,075,882,660
Unrestricted income (grants/donations)		723,039,846	709,530,954
Grants received in kind (refer note no 8 of schedule 13)		37,851,101	21,090,602
Other income	9	64,287,955	222,975,350
		1,807,869,859	2,029,479,566
Expenditure			
Programme implementation expenditure	10	1,333,215,708	1,573,338,613
Activities for raising funds	11	394,032,963	378,976,316
Administrative and other costs	12	114,226,985	100,596,573
		1,841,475,656	2,052,911,502
Excess of income over expenditure / (Expenditure over income)		(33,605,797)	(23,431,936)

Significant accounting policies and notes to accounts 13

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As per our report attached,
For Deloitte Haskins & Sells
Chartered Accountants

Vijay Agarwal
Vijay Agarwal
Partner

Place: Gurgaon
Date: 22nd August 2020

For Bal Raksha Bharat

Deepak Kapur
Deepak Kapur
President

Bidisha Pillai
Bidisha Pillai
Chief Executive Officer

Place: Gurgaon
Date: 22nd August 2020

Rajiv Kapur
Rajiv Kapur
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Subhashish Neogi
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Save the Children



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twitter.com/stc_india



instagram.com/savethechildren_india



SCAN TO ACCESS
THE DIGITAL
VERSION

SAVE THE CHILDREN

National Support Office:
1st & 2nd Floor, Plot No 91
Sector - 44, Gurugram – 122003

Landline: +91 124 4752000
Fax: +91 124 4752199

Webpage: www.savethechildren.in



#TheRightStart