

INDIA

**THE NEED:**

India is the second most populated country in the world, home to over one billion people. Despite dramatic economic growth in recent years, more than 279 million Indians live on less than \$2 a day (World Bank). Trapped in a vicious cycle of poverty, too many families live in dire circumstances, and many children are forced to work instead of attend school. India is struggling to eradicate preventable diseases such as polio and an estimated 2.1 million Indians are living with HIV/AIDS (UNICEF).



REGIONAL FOCUS: PCI works nationally, with offices in New Delhi and Patna

TECHNICAL EXPERTISE: Maternal & Child Health, HIV/AIDS, Orphans & Vulnerable Children, Economic Empowerment, Local Capacity Strengthening

**OVERVIEW**

PCI began operations in India in 1997 and maintains a diverse portfolio, working in both rural and urban settings in the areas of integrated health and community development with programs focusing on low-income, vulnerable and hard-to-reach populations, especially women of reproductive age and children. PCI is currently focusing on achieving sustainable impact at scale by integrating its community mobilization and empowerment approaches into local government strategies and systems. This will help ensure that millions of vulnerable women, children, families and communities throughout India have the ability to advocate for, access and utilize quality health, nutrition, family planning and sanitation services and information for generations to come.

COMMUNITY MOBILIZATION TO IMPROVE HEALTH AND SANITATION

Parivartan, meaning transformation in Hindi, is a community mobilization model developed over the past several years with Bill and Melinda Gates Foundation support. Parivartan was designed to increase the adoption of key maternal, newborn and child health and sanitation behaviors among women of reproductive age in the most marginalized communities of Bihar, India. Parivartan's Theory of Change, which has guided the project's objectives and activities over the course of the past four years, combines economic and social empowerment with community and individual-level attitude and behavior change.

Parivartan will impact the lives of 15 million women by 2020 by integrating family health and nutrition into 1 million Jeevika Self-Help Groups

To increase the program's lasting impact and reach, PCI is now strengthening the capacity of Jeevika, the Bihar government's rural livelihoods program, to mainstream the Parivartan approach and thereby empower millions of self-help group members economically and socially, while also ensuring positive linkages with health and nutrition service delivery throughout the state. Results of this integration and convergence approach have been quite positive in terms of maternal, newborn and young child outcomes such as preparation for institutional deliveries and exclusive breastfeeding, among many others.

POLIO ERADICATION AND ROUTINE IMMUNIZATION SUPPORT

In the global effort to eradicate polio, India has been a success story. With as many as 200,000 new cases in the late 1980s, India has been polio free since 2011. The Core Group Polio Project (CGPP), led by PCI and implemented with other partners, has played a key role in this success,



PCI (Project Concern International) is an international nonprofit on a mission to enhance health, end hunger and overcome hardship worldwide. Founded in 1961, PCI impacted the lives of more than 19 million people last year alone through programs in 15 countries spanning Asia, Africa and the Americas.



PCI immunized children showing their marked fingers

working in the most high-risk districts of Uttar Pradesh, where resistance to polio immunization was previously high. CGPP has fully immunized 77% of children under 5 in the target communities. PCI recruits and trains community mobilization coordinators, assists in organizing and facilitating health camps where vaccines are provided by the Government of India, and promotes hygienic practices to reduce new infections, especially in children under 5 years of age. Schoolchildren are also recruited to support the effort by announcing the dates of vaccination drives and teaching the adult members of their families and communities about preventing disease.

CHILDREN & YOUTH EMPOWERMENT

An estimated 100,000 children and youth are living and working on the streets of Delhi alone. These children might escape to the streets to be free of abuse or neglect, or they might be abandoned by their caregivers. A lack of access to adequate food and shelter leaves them extremely vulnerable to disease and further abuse. PCI's Children and Youth Legacy Program provides services to children and youth through its shelter home and vocational training center. By providing life skills training, education and healthcare, children are prepared to attend public schools. Vocational training equips young adults, primarily girls, with the skills they need to pursue post-secondary education and secure apprenticeships and formal employment.

For the past 15 years, PCI's Children and Youth Legacy Program has transformed the lives of more than 60,000 of India's most vulnerable children and youth.

ECONOMIC EMPOWERMENT

In 2005, PCI supported the creation of Planned Social Concern (PSC) to address the issues of poverty through providing affordable micro-loans to primarily poor, rural women to assist them in starting their businesses. Today, PSC manages a portfolio that has grown to \$2.3 million and that has made more than 47,000 loans totalling more than \$17 million.

In addition to microfinance lending, PCI, through a recent partnership with Qualcomm Wireless Reach, is helping to enhance the lives of poor rural women and their families through mobile phone-based technology. The project is using mobile technology to help poor women have improved access to microfinance services and business information.



Sewing workshop at PCI's Vocational Training Center

RECENT PROGRAM HIGHLIGHTS

BUILDING LOCAL CAPACITY IN HIV/AIDS: Building on our successful PATHWAYS program, PCI's CDC-funded PRATIBHA (Project for Accelerated Technical Assistance and Integrated Capacity Building for HIV/ AIDS) project provided technical assistance to India's Department of AIDS Control to strengthen the capacity of public laboratories, specifically the 13 National and 117 State Reference Laboratories. These laboratories are responsible for quality assurance of HIV testing for nearly 20 million clients tested annually at over 16,000 integrated counselling and testing centers throughout the country. PRATIBHA interventions include capacity building of laboratory staff on quality control in the labs, strengthening supervision and mentoring support to peripheral testing facilities, and promoting an accreditation favorable environment. By the end of the project, PCI had placed 63 laboratories in the accreditation cycle (applied and accredited), achieving 126% of its overall project target (50 laboratories). The HIV reference laboratory network supported through PCI-PRATIBHA reaches approximately 20 million people annually.

PCI/INDIA

Dr. Shubhra Phillips
Country Representative
sphillips@pciglobal.org
ph: 011-46058888

INTERNATIONAL HEADQUARTERS

5151 Murphy Canyon Road, Suite 320
San Diego, CA 92123
ph: (858) 279-9690
www.PCIglobal.org

WASHINGTON, DC OFFICE

1140 Connecticut Ave. NW, Suite 900
Washington, DC 20036
ph: (202) 223-0088

SEATTLE REPRESENTATIVE

pciseattle@pciglobal.org