



IMPACT REPORT 2021-22



United Way Mumbai

SOCIAL IMPACT. DONE RIGHT.

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INTRODUCTION

01

ABOUT UNITED WAY MUMBAI

United Way Mumbai is a non-profit organisation working in urban and rural communities across the country to identify and implement the most impactful solutions to community problems. We are part of a 130+ year old global movement spread across 40 countries, impacting 61 million lives each year. Across the world, United Way fights for health, education, and financial stability of every person in every community. United Way Mumbai has been in operation for the past 20 years.



United Way Mumbai

500+

Non-profits
network pan India

300+

Corporate
partners

1,00,000+

Individual
donors

TRUSTED PARTNER

of Government
and civic bodies

INR 834+ CRORE

Invested in community
development



WHAT WE DO

Based on a deep understanding of the Indian development sector, we have distilled five priority areas, and created solutions that go beyond short-term charity. These areas of focus encompass the most pressing social problems of our communities and the solutions are designed to address their root causes.





HOW WE DO IT

The best philanthropy solutions have the community at the centre; are strategic and evidence-based; implemented with depth and monitored with rigour. As philanthropy advisors, we help donors channelize their social investments to generate the greatest impact. We do this through three key steps:

DESIGN

Sector Research | CSR Policy & Strategy | Need Assessment | CSR Programme Design | Non-profit Partner Selection



IMPLEMENT

Programme Implementation | Grant Management | Employee Engagement & Volunteering | Payroll Giving Programmes



MEASURE

Programme Monitoring & Evaluation | Impact Assessment | Financial & Programmatic Reporting | CSR Programme Audits



OUR AREAS OF INTERVENTION

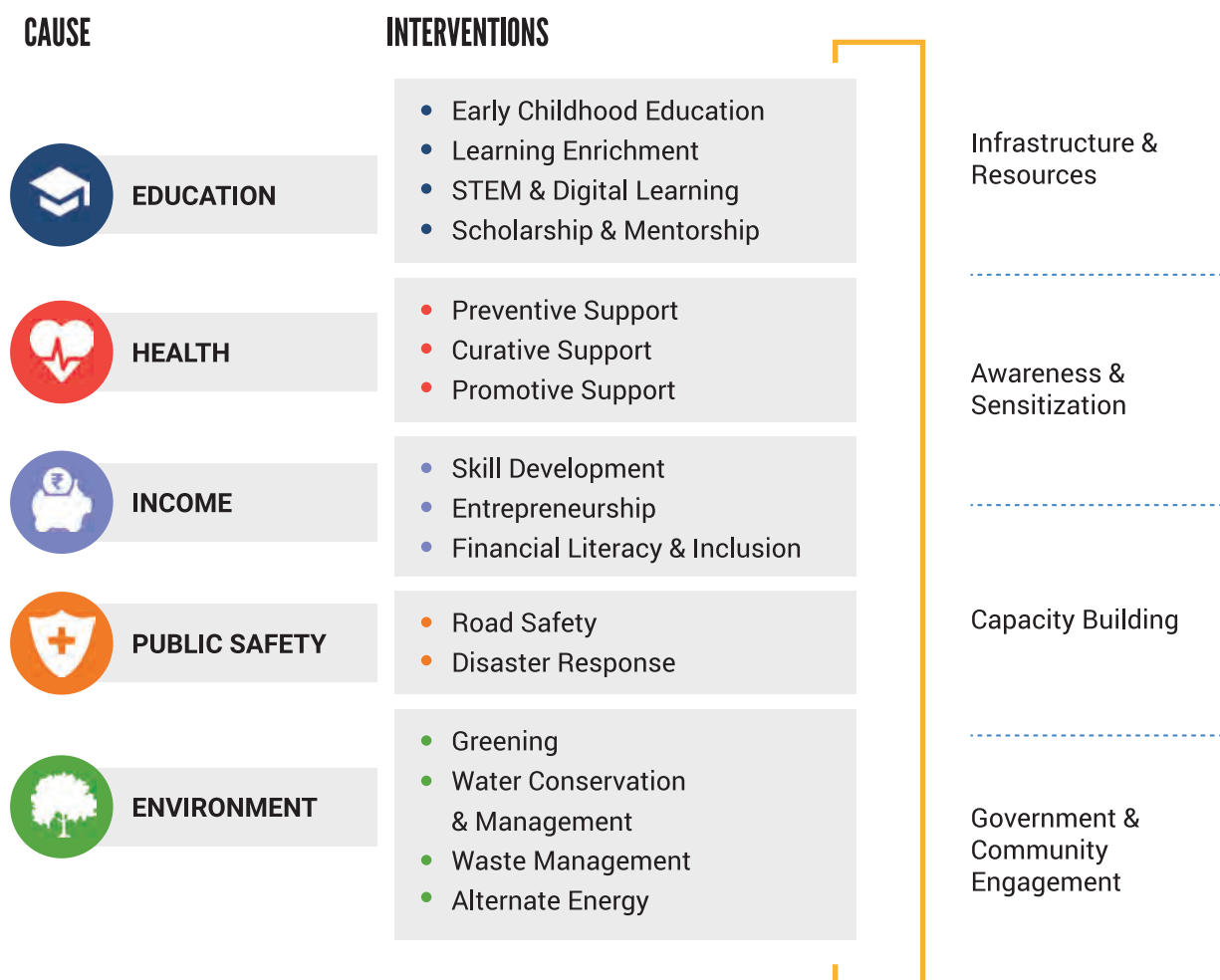
EDUCATION	HEALTH	INCOME	ENVIRONMENT	PUBLIC SAFETY
<ul style="list-style-type: none"> • Early Childhood Learning • School Adoption • Education Scholarships • Teacher Training • Non-formal Education • Remedial Education • Sports Education • Arts Education • Value Education • School/ Career Counselling • Promoting Arts, Culture & Heritage • Promoting Reading • STEM Education • School Infrastructure • Digital Learning • Awareness & Advocacy • Technology Development 	<ul style="list-style-type: none"> • Preventive Healthcare • Supporting Public Health Centres • Testing & Screening • Medical Support • Mobile Healthcare • Sanitation & Hygiene • Mental Health • Nutrition • Maternal & Child Health • Safe Drinking Water • Infrastructure • Recreation • De-addiction • Awareness & Advocacy • Technology Development 	<ul style="list-style-type: none"> • Financial Inclusion • Skilling & Vocational Training • Job Readiness Skills • Formation of SHGs • Income Generation Activities • Awareness & Advocacy • Technology Development 	<ul style="list-style-type: none"> • Tree Plantation • Alternate Energy • Water Conservation • Waste Management & Clean-up • Watershed Management • Animal Welfare • Awareness & Advocacy • Technology Development 	<ul style="list-style-type: none"> • Shelter • Road Safety • Disaster Preparedness • Protection from Exploitation & Abuse • Legal Aid • Awareness & Advocacy • Technology Development

SOCIAL IMPACT. DONE RIGHT.

02

At the heart of our mission is the belief that we rise or fall together. We all have a stake in the betterment of our community and its members. Our goal is to bring people together – NGOs, companies, individuals, and government agencies – to work towards improving community conditions.

The year 2021-22 saw families across the country struggling to cope with the brutal second and third wave of the COVID-19 pandemic. While access to healthcare and vaccines became critically important, there was also a need to rebuild lost livelihoods and ensure children continued to learn during extended school closures. The incremental gains made in social conditions over the years were threatened and set back as the focus of public institutions and resources was directed towards the pandemic. It was at a time like this, when our communities were at their most vulnerable, that NGOs across the country rallied together. Our teams, and those of our NGO partners were at the frontlines. This report encapsulates some of the impact created through these efforts across the thematic areas of Education, Health, Income, Environment and Public Safety.



Each of the programmes implemented over the past year was designed based on an assessment of real needs on ground and consultations with local communities. They were created to complement existing government projects and fill in gaps wherever needed. They were executed through our inhouse teams as well as our vast network of non-profit partners. They leveraged our learning of over 20 years and best practices from projects implemented across the country. And they were tracked and monitored at each step of the process to ensure we reached the last mile and maximised the impact of philanthropic giving - through collaboration, evidence-based solutions, and development sector expertise.

The school system in India is among the largest in the world, with more than



The Right to Education Act (2009) in India has ensured near-universal enrolment in schools, and good quality education presents an effective means to a better life for many from marginalised contexts. However, inadequate quality of teaching, lack of resources and environments for holistic learning, and lack of funds for sustained education culminate in declining retention of children in the schooling system. Further, limited relevance of skills acquired in the Indian schooling system limit the job-readiness of its students. With the onset of COVID-19, schooling and learning has had to adapt to the digital world. Among the challenges encountered by those belonging to resource - constrained environments, school closures and unequal access to technology for remote learning, have contributed to learning loss and higher drop-out rates.



The solutions lie in interventions across different stages in the life cycle of a student, systematically finding and fixing gaps through evidence-based methodology. Our work on education focused on solutions that have the most catalytic effect – early childhood education, learning enrichment programmes, developing skills in STEM (Science, Technology, Engineering & Mathematics), and education scholarships and mentorship.

LEARNER SUPPORT



Early childhood education



Learning enrichment



STEM and digital learning



Scholarships and mentoring

Infrastructure and Resources

Awareness and Sensitisation

Capacity Building

Government & Community Engagement

ECOSYSTEM SUPPORT

¹as per UNICEF



EARLY CHILDHOOD EDUCATION

Aim: Promoting early childhood learning and development through safe and hygienic Anganwadi Centre (AWC) infrastructure and building school readiness of children aged 3-5 years

Geography: Maharashtra, Andhra Pradesh, Jharkhand, and Telangana

Target Group: Children below the age of 6 from 67 Anganwadi Centres

Total Reach: 7024 beneficiaries- 3496 direct beneficiaries, 3528 secondary beneficiaries

PROJECT ANKUR

Evidence from the Indian Early Childhood Education Impact Study (IECEI) 2017, demonstrates that when children have been through a quality early childhood education programme, they are more likely to have higher learning levels, especially in the early primary grades.

However, as per other study findings, children's school readiness levels at age 5 are far below expected levels. Most children participate in pre-school institutions that are of low quality and fail to use age-appropriate methods, materials, and activities. Children thus enter school unequipped with cognitive, pre-literacy and pre-numeracy skills and conceptual understanding necessary to meet the demands of the primary school curriculum. The gap between what children can do and what is expected of them appears early and widens rapidly as children progress from one grade to another.

Total Reach: 5526 beneficiaries



2816 children



2710 secondary beneficiaries

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Project Ankur equips Anganwadis with educational material and infrastructure development for improvements in safety and hygiene, and to create conducive learning environments.

Anganwadi remodeling enhances learning of children, by making the Anganwadi an attractive and engaging place for children to visit and learn.

Kits that consist of learning blocks, craft material, and slates that allow students to continue their learning and skill development in the home environments to achieve age-appropriate milestones, are shared.

AWARENESS & SENSITISATION

Home visits are carried out by education facilitators to build deeper relationships with parents, and address issues such as absenteeism and irregular attendance of children at the Anganwadis. Events such as Nutrition Month, World Girl Child Day, Breastfeeding Week, Parents Day, and Environment Day are organized to advance awareness on relevant topics.

CAPACITY BUILDING

Project Ankur supports learning through play with children. It supports student learning with additional trained resources via a facilitator, as well as through field trips and festivals. The programme monitors growth, health, and nutrition status of children via health check-ups, medical referrals, and follow ups. Anganwadi staff capacities are built via trainings for Anganwadi workers. Parent capacities are advanced via frequent information-sharing sessions on child-relevant topics such as malnutrition, low-cost nutrition, and pre-school education and new parent relevant issues such as breastfeeding, complementary feeding, maternal health and hygiene, and nutrition.

GOVERNMENT & COMMUNITY ENGAGEMENT

Parent committees are formed, and parent teacher meetings are held to enable community buy-in into the efforts of Ankur. A partnership with the Integrated Child Development Service Scheme (ICDS) ensures that the Anganwadi staff can support project efforts at the respective Anganwadi. Further, access to the Anganwadi syllabus allows for development of supplementary educational material.

AREAS OF IMPACT

CHILDREN

Equipped with basic language and cognitive skills, i.e., 'school readiness'

Age-appropriate enrolment to primary classes

Offered affection, security, stimulation, and learning opportunities

Reduced prevalence of malnutrition

PARENTS

Awareness on child rights and child development

Increased involvement in child education

Improved health and nutrition practices

TEACHERS/ ANGANWADI WORKERS

Improvement in skills relating to early childhood education and care

Improved job satisfaction and performance owing to infrastructure upgradations and support systems





Aim: Promoting non formal education, enhancing learning opportunities and developing a culture of reading

Geography: Maharashtra, New Delhi, Telangana, Tamil Nadu, Karnataka, and Andhra Pradesh

Target Group: Children (6 and above) from low-income families and slum communities

Total Reach: 1,11,144 beneficiaries- 42, 989 direct beneficiaries, 66 secondary beneficiaries, 67,952 indirect beneficiaries

LET'S READ

As advocated by UNESCO, “the goal of Education for All also involves the development of literate societies in the developing world and cannot be attained solely by focusing on learning outcomes in schools”.

Children who read are likely to be equipped with higher cognitive functioning, better language skills, improved academic performance, and greater confidence. However, for children coming from underprivileged communities, access and exposure to age-appropriate and culturally relevant resources beyond their school text books, is very limited. Lack of age-appropriate books and reading facilities in schools and in communities inhibits sustained learning. This limited opportunity to advance their reading skills contributes to difficulty in grasping complex written concepts, and inability in keeping up with age-level appropriate learning. Our Let's Read initiative aims to nurture a love for books and reading amongst children living in marginalized communities who have limited access to resources.

Total Reach:
10,716 children



1,466 children reached through assisted reading sessions



37 mini-libraries formed



40 book reading/story telling sessions conducted with children



30 government and trust-run schools supported



6,276 books gifted to children



4,810 books gifted to school or organisation in mini-library bags

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

As part of Let's Read, mini libraries each comprising 130 books, are set-up in schools and non-formal education centres. Book-sets, each consisting of 5 well-written and illustrated books, are gifted to children from low-income households. Book curation is informed by reading levels and language competencies of the children.

Infrastructure that ranges from fundamental needs such as books, school kits, headphones, shoes, meals, and diaries to more macro elements such as a study centers, water purifiers in school, dining halls, electricity supply, and school transport are provided to minimize challenges in the study environment and encourage school participation. Less privileged and at-risk children, who are otherwise mostly subject to negative environments, receive access to safe and happy spaces to play, enabling mental and behavioral well-being of children through play. Abandoned children referred by the Child Welfare Committee stay at care homes where they receive access to education, nutritional support, medical care, and opportunities for extra-curricular activities to advance overall life skills.

AWARENESS & SENSITISATION

Engaging book reading sessions are held with professional storytellers and children's book authors to make reading a fun activity for children and subsequently inculcate a love for reading, as part of the Let's Read project.

Awareness sessions are held with children and youth to advance their awareness about arts and culture in India, along with potential career trajectories.

CAPACITY BUILDING

Teachers and the staff from participating schools and NGOs are trained to make books and reading interesting and engaging for children under Let's Read, such that they have a better understanding around teaching pedagogy.

Multi-pronged efforts, including remedial education, arts, sports, counselling, and teacher trainings provide opportunities for academic learning and improved academic performance to marginalized children and youth. Remedial education is provided to school and college dropouts who live in slums communities, and school-going students via educational facilitators. Apart from improving literacy and numeracy, classes for arts and craft, tailoring, music, football and media are also held to advance creativity and confidence, and provide life skills. Children from low-income households receive counselling for career paths and goal setting, along with value education. Students with special needs also receive such mentoring and guidance support as part of the efforts towards ensuring inclusive education.

In addition, apart from training teachers on ways to improve teaching pedagogy to provide better learning structures to children, they are also trained to prevent sexual abuse in school environments.



AREAS OF IMPACT

IMPROVED TEACHING LEARNING METHODS AND RESOURCES

Strengthened pedagogy offering learning structures to children, suited to individualised needs and contexts

IMPROVED ACCESS TO EDUCATION MATERIALS

Reduced cost of education for families

Access to appropriate books, stationery, uniforms, and digital tools to engage in learning environments

INCREASED SCHOOL ATTENDANCE AND PARTICIPATION

Improved WASH facilities, physical structures and amenities leading to improved student attendance and classroom participation

IMPROVED ACADEMIC PERFORMANCE

Higher average test scores

Improved abilities to apply concepts in real world applications and thrive across education pathways



STEM EDUCATION AND DIGITAL LEARNING

Aim: Developing interest and aptitude for STEM in children, technology support to enable blended learning, providing infrastructure development and teacher training for better facilitation of STEM and digital learning

Geography: Telangana, Maharashtra, Tamil Nadu, Karnataka, Uttar Pradesh, and Kerala

Target Group: Rural communities, government schools in urban areas, private schools in slums

Total Reach: 46,909 beneficiaries- 27,465 direct beneficiaries, 644 secondary beneficiaries, 7,444 indirect beneficiaries

HEADSTART STEM

The National Science Foundation predicts that 80% of the jobs created in the next decade will require some form of Math and Science skills.

Rote learning in school environments limits interest in STEM learning and reduces its appeal as a potential career. Apart from this, a lack of infrastructure, poor foundational skills, uninspiring content, and teaching methodologies serve to inhibit students from pursuing STEM subjects. United Way Mumbai's HeadStart STEM project has a principal objective of fostering STEM skills in schools, particularly for girls. It involves equipping schools with necessary materials, infrastructure, content, and teacher trainings to enable a system that supports STEM learning.

Total Reach: 15,899 beneficiaries



15535 children



364 secondary beneficiaries

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Science centres, STEM libraries, and digital learning platforms that are enabled with audio visual learning for Grades 1 – 10, are set up under the ambit of HeadStart STEM in school environments.

Educational tablets were distributed to children from low-income communities to ensure that their learning was not disrupted amidst school shut-downs owing to COVID-19. School infrastructure to advance a STEM-conducive environment among students was advanced via installation of computer labs, STEM labs and interactive TVs, especially in public and low-income schools.

CAPACITY DEVELOPMENT

As part of the HeadStart STEM project, digital learning platforms on STEM concepts are set up, remedial mathematics classes are held, a monthly STEM newsletter is published, and STEM-focused exposure visits are organized. Along with student learning, teachers are trained in the pedagogy and use of STEM teaching material.

Children, youth, and persons with special needs in low-resource environments receive educational material and digital literacy skills to advance their learning and work-employability. Teachers are trained on tools, techniques, and content to deliver learning via digital means.

GOVERNMENT & COMMUNITY ENGAGEMENT

Under HeadStart STEM, interactions with parents and School Management Committees are held to ensure an enabling ecosystem for the study of STEM.

AREAS OF IMPACT

STUDENTS

Increased access to STEM and digital infrastructure

Improved digital literacy skills for education attainment and careers

Higher test scores on STEM subjects

Application of STEM Concepts

Increased aspirations for STEM careers

TEACHERS

Improved access to STEM teaching-learning methods

Improved pedagogy for STEM and digital learning in the classroom





SCHOLARSHIPS AND MENTORSHIPS

Aim: Enabling children to pursue higher education and make better informed career choices

Geography: Maharashtra, Tamil Nadu, Madhya Pradesh, Karnataka

Target Group: Youth, children, and adolescent girls

Total Reach: 11,017 beneficiaries- 3573 direct beneficiaries, 7,444 indirect beneficiaries

SCHOLARSHIPS

India's Higher Education Gross Enrolment Ratio (GER), which is calculated for 18-23 years of age group, is just 26.3 %. This means that as many as 74 students out of 100 students in the age group 18– 23 are not enrolled in higher education¹. 1 in 100 girls enrolled in school in rural India will make it to Grade 12.

Financial constraints of parents, increasing cost of college education, high student loan rates, and availing job opportunities in the informal sector to earn sooner are root causes of these problems. The subsequent COVID-19 lockdowns affected livelihood options for families, and students from low-income backgrounds were denied access to further education and engaged in informal sectors. Scholarships and personality development workshops, career counselling and mentoring, facilitated by United Way Mumbai pave the path for students to pursue higher education.

Total Reach: 11,017 direct beneficiaries



youth and children in



22 schools

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Scholarships are disbursed for course fees, purchase of books and educational material, conveyance, coaching, and computer coaching.

Nutrition support accompanies the educational scholarship for students, to ensure their overall growth.

CAPACITY BUILDING

Educational scholarships are provided after identifying low-income groups based on criteria such as financial status, academic records, attendance records, referrals, aspirations, and stream. Students with special needs also receive the opportunity to advance their learning via scholarships. Applications are screened and selections are done via panel discussions and interviews. In addition, candidates receive mentoring and counselling, and can participate in workshops on life skills to improve their possibilities of employment.

Mock job interview practices are conducted, students are encouraged to make presentations, and skill development sessions are held to support students with their transitions from college to jobs. As scholarship recipients, students in low-income schools are also counselled to make informed career choices.

Children who have experienced the demise of an earning parent due to Covid-19 receive a scholarship that partially supports their pursuit of education.

¹All India Survey on Higher Education (AISHE) 2019, conducted by Ministry of Human Resource Development (MHRD)

GOVERNMENT & COMMUNITY ENGAGEMENT

Interactions are held with parents to ensure buy-in and support in student career progression as part of some educational scholarships.

AREAS OF IMPACT



STUDENT SUPPORT

Higher education attainment and skillsets

Improved access to support systems and guidance

Increased career awareness and aspirations

Improved career progression opportunities

PARENT SUPPORT

Reduced financial strain

Changed/ Improved attitudes towards higher education

Increased involvement and support for child's education



In India, only

✓ **30%**

of the population (mostly urban) has proper access to healthcare while



✗ **70%**

of the population (majorly rural) lacks access to healthcare.³



In addition to this rural-urban divide, there is a shortage of 6,00,000 doctors. The year 2021-22 witnessed multiple waves of the COVID-19 pandemic in India and caused unprecedented disruptions to an already constrained health ecosystem. With the onset of the pandemic, encouraging Covid-appropriate behaviour, advancing hygiene awareness, ensuring vaccine coverage, and improving the capacities of health facilities became priorities. However, apart from the health ramifications, the pandemic contributed to a loss of livelihoods which had domino effects on food availability, health and nutrition, and access to public facilities. Ensuring that other health aspects such as malnutrition, access to primary healthcare, and treatment for non-COVID-19 illnesses are also addressed was imperative.

United Way Mumbai's efforts addressed multiple ends of healthcare as is depicted below i.e., preventive care catered towards reducing the occurrence of specific diseases, curative care provided to respond to the onset of illnesses, and promotive care which took a more holistic approach towards healthcare.



³PM Cares



PREVENTIVE SUPPORT

Aim: Build overall health awareness, health workers' capacities, and health infrastructure to reduce occurrence and spread of illnesses

Locations: Maharashtra, Tamil Nadu, Rajasthan, New Delhi, Madhya Pradesh, Punjab, Uttar Pradesh, Sikkim, Telangana, Andhra Pradesh, Bihar, West Bengal, and Karnataka

Target: Health workers and low income communities

Total Reach: 12494 beneficiaries- 9094 direct beneficiaries, 3400 secondary beneficiaries, 96 hospitals

INFECTION PREVENTION AND CONTROL

Health workers have been the backbone in managing the response to the devastating Covid-19 pandemic. Apart from working in highly uncertain and stressful conditions, with resource constraints around manpower and supplies, health workers have been at an elevated risk for infection. As a result, across the globe, almost 14 percent of the COVID-19 cases were identified to be health workers according to the World Health Organisation.

In India as well, the spread of COVID-19 as a Hospital Acquired Infection (HAI) was experienced. To ensure preparedness against HAI, United Way Mumbai launched the Infection Prevention Control (IPC) project with the aim to strengthen IPC Standard Operating Procedures (SOPs), build capacities of hospital staff on IPC protocols, and facilitate implementation of IPC measures in hospitals accessed by low-income families.

Total Reach:
12,494 beneficiaries



9,094 hospital staff
and community
members



3,400
secondary
beneficiaries



96 hospitals

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

A needs assessment of the hospital facility is undertaken, and essential equipment for maintaining IPC procedures like oxygen cylinders, PPE kits, hospital beds, pulse oximeters, portable ventilators is procured on a need-based basis.

General and specific health camps are organised to identify infections and illnesses, and referrals are offered at a discounted rate at nearby pathology labs and private hospitals. Immobile patients receive this support via home visits to ensure their access to healthcare. In addition, awareness sessions to understand different illnesses and counselling for emotional support are also held. During COVID-19, vulnerable populations such as elderly beneficiaries received ration and hygiene i.e., survival kits, along with N95 masks.

Youth addicted to drugs are enrolled in de-addiction programmes and receive psychological and education counselling to enable them to overcome their addictions. Persons with multiple disabilities and visual impairment are granted insurance coverage so that they are not inhibited from seeking healthcare support.

AWARENESS & SENSITISATION

Information, Education and Communication (IEC) material on infections and ways to mitigate them are developed and displayed across hospitals.

Parents are sensitized towards various aspects of early childcare to ensure their child receives the right kind of care and guidance.

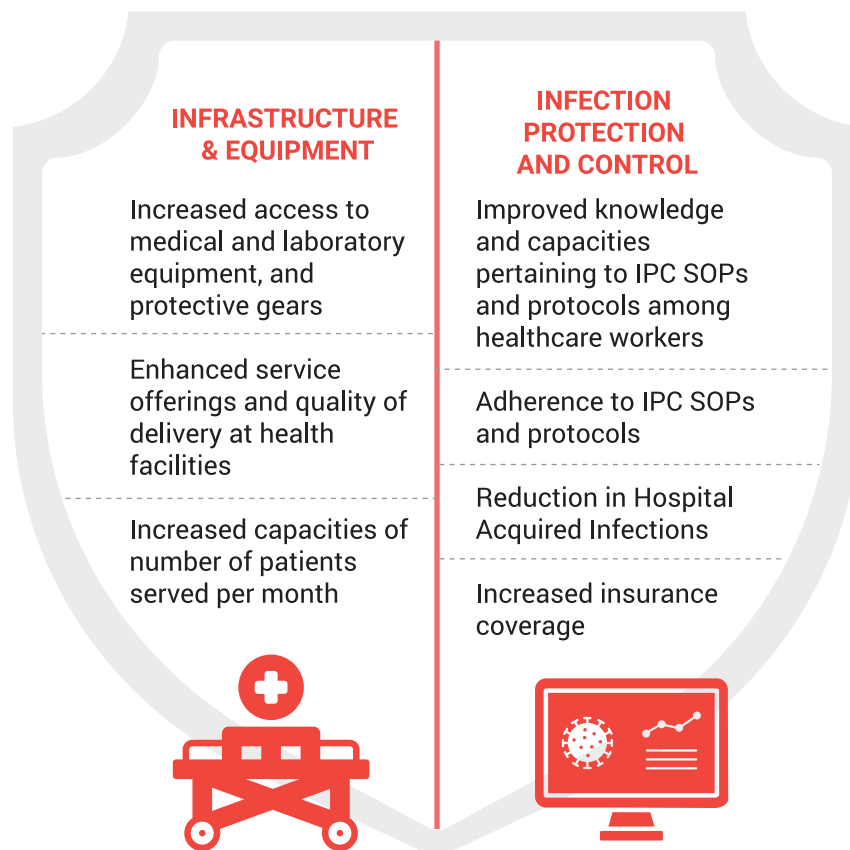
CAPACITY BUILDING

Hospital Infection Control Committees are set up and operationalized, consultation with whom helps determine the overall IPC processes. In addition to developing a manual for internal hospital protocols, infrastructural inputs for IPC are also procured. Preventive and responsive IPC mechanisms are identified for all hospital staff. Capacities of healthcare workers are advanced via periodic trainings for nursing and ancillary staff, and continuous medical education sessions for doctors.

GOVERNMENT & COMMUNITY ENGAGEMENT

Monthly meetings are held to review processes and HAI cases, to ensure continued monitoring and proactive response to HAIs.

AREAS OF IMPACT





BOLSTERING INDIA'S RESPONSE TO COVID-19

Until April 2022, India had reported a total of 43,029,839 confirmed cases, and a staggering 5,21,416 deaths due to COVID-19 as per the World Health Organisation. Five states of Maharashtra, Tamil Nadu, Karnataka, Andhra Pradesh, and Kerala accounted for almost 56% of the infected cases. Through the multiple waves of the COVID-19 pandemic, especially the second, oxygen, ventilators, and other vital equipment were low in supply. Lack of sanitation and hygiene products among frontline workers, healthcare workers and facilities and vulnerable communities were resulting in the faster spread of infection.

With the onset and sustained impacts of COVID-19 on health and health workers, the focus of most health programmes shifted to manage the effects of the pandemic. However, the effects of the pandemic were not limited to health, rather permeating the economic, social, mental, and emotional wellbeing of citizens. The sudden loss of jobs, declining food security, increasing debts, loss of learning, and emotional instability presented overwhelming challenges.

As part of response efforts, we are primarily engaged with communities on vaccine awareness and administration, and with health facilities on infrastructural requirements. This apart, it also worked on providing other measures that would limit the short-term and mid-term fallouts of the pandemic.

Aim: Reduce the COVID-19 cases and casualties via vaccine awareness and administration, and healthcare infrastructure support

Locations: Maharashtra, Delhi, Karnataka, Telangana, Tamil Nādu, Madhya Pradesh, Punjab, Rajasthan, Sikkim, West Bengal, Bihar, Andhra Pradesh, Uttar Pradesh, Haryana, Gujarat

Total Reach: 1,42,97,876 beneficiaries- 1,37,66,496 direct beneficiaries, 5,31,380 indirect beneficiaries

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Needs assessments on the requirements of hospitals and healthcare facilities were undertaken in both urban and rural contexts, primarily availed by low-income families. After vendor due diligence was undertaken, equipment such as ventilators, BiPAP machines, oxygen concentrators and masks with tubing, O2 flow meter, nasal cannulas, Bubble CPAP, syringe pumps, infusion pumps, multipara monitors, and nasal oxygen delivery systems for adults and neonates, were delivered to hospitals. Protective gear and sanitation materials such as PPE kits, N-95 masks, 3-ply masks, hand gloves, sanitisers and antigen tests were delivered to rural areas especially since supplies were falling short. Other furniture requirements of community healthcare centers including refrigeration, air conditioning, bed partitions, curtains, patient trolleys, and lockers, and healthcare equipment such as ultrasound sonography machines, IV stands, blood pressure measurement devices, stethoscope, suction apparatus, Tubler Blood Mixer, urine analyser, and oxygen cylinders were provided. Covid Care Centres and medical facilities received protective, sanitization, and medical equipment to ensure adequate facilities for treatment and care of patients.

AWARENESS & SENSITISATION

Communities were sensitised on the need for mass vaccination, myths and fears around the COVID-19 vaccine were dispelled, and Covid Appropriate Behaviour (CAB) was reinforced. Community meetings with village leaders and local government officials, community walks using loudspeakers, and information-sharing via banners, placards, posters, leaflets were utilised to advance awareness on COVID-19, vaccination, and vaccination hesitancy.

GOVERNMENT & COMMUNITY ENGAGEMENT

Beneficiaries were identified via door-to-door campaigns and one-on-one health enquiries, and all eligible beneficiaries, were sensitized towards the importance of vaccination. Transportation to pre-identified vaccination centres to receive the vaccination was arranged for rural communities that were geographically distant from vaccination centres. As per assessed requirements, protective equipment kits were provided to persons visiting camps and centres characterised by a high volume of patients. Post-vaccination follow-ups were also undertaken to ascertain patient recovery in case of any effects of the vaccination.

For highly vulnerable communities such as sex workers and transgender persons, vaccines were administered via camps in close vicinity of their area of residence and door-to-door campaigns.

AREAS OF IMPACT

ACCESS TO VACCINATION CENTRES

Connected communities to existing government authorized vaccination centres

COVID-APPROPRIATE BEHAVIOUR

Higher rates of Covid-Appropriate Behaviour compliance among communities



ADDRESSED MYTHS

Increased awareness among communities on the need for mass vaccination and dispelled fears

DOORSTEP VACCINATIONS

Increased numbers of vaccinated persons belonging to marginalized communities (sex workers, transgenders)

HIGH VACCINATION COVERAGE

Large scale reach of persons having completed two vaccination doses





CURATIVE SUPPORT

In India, curative care is mostly delivered by private healthcare facilities, while preventive care is largely provided by the public sector. Nearly 70% of outpatient care, over 58% of inpatient services and 90% of pharmaceutical delivery and diagnostic services during 2017–2018 were provided by private entities.⁴

However, the need to provide cost-effective and adequate curative support has only been amplified in the COVID-19 context. Efforts by United Way Mumbai have been underway to ensure equitable and wholistic access to the curative healthcare ecosystem across India.

Aim: Supportive and holistic care to combat life-threatening diseases

Locations: Maharashtra, Karnataka, Telangana, Tamil Nādu, Karnataka, Punjab, and Odisha

Target: Patients with life-threatening illnesses

Total Reach: 5519 beneficiaries- 3615 direct beneficiaries, 1904 indirect beneficiaries

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Cancer patients receive palliative care that covers symptom management, nursing care, counselling, and physiotherapy while elderly persons receive access to geriatric care at medical facilities.

AWARENESS & SENSITISATION

Children who are battling life-threatening medical conditions, have their wishes granted, to provide them with a much-needed burst for happiness and joy amidst the toll that illnesses take on their mental and physical health.

CAPACITY BUILDING

Therapy support, which covers physiotherapy, occupational therapy, speech therapy, individual and group sessions, and youth and parent counselling is provided to persons with special needs, abandoned children affected with HIV/AIDS, and patients suffering from other terminal diseases. This counselling accompanies the medical treatment support that the patients receive.

GOVERNMENT & COMMUNITY ENGAGEMENT

Multi-disciplinary supportive care, which includes a temporary home, safe transport, nutritional support, educational resources, and recreational programmes for the children and families who must move to the city for their child's cancer treatment, is provided.

AREAS OF IMPACT

PATIENTS

Improved Access to Healthcare
– Symptom Management,
Medication, Medical Oversight

Improvement in Nutrition Status

Offered Affection, Security,
Stimulation, and Learning
Opportunities



FAMILY

Reduced Financial
Burden of Healthcare

Access to Improved
Support Systems

Reduced Stress Levels

⁴Asia Pacific Observatory for Health Systems and Policies



PROMOTIVE SUPPORT

Aim: Identification of malnourished children, nutritional support for undernourished children, and sustainable community hygiene solutions

Locations: Maharashtra, Tamil Nadu, Telangana, New Delhi, West Bengal, and Karnataka

Target: Children and persons from low income communities in urban slums and rural areas

Total Reach: 2,35,817 beneficiaries- 2,14,259 direct beneficiaries, 9,855 secondary beneficiaries, and 16,203 indirect beneficiaries

POSHAN

India has the second highest number of stunted children (38%) under the age of 5 in South Asia and 35.8% are underweight. Malnutrition is the primary reason behind 69% of deaths in children under 5 in India. The Global Hunger Index (2020) ranks India 102 out of 117 countries, indicating a severe situation around access and availability of health and nutrition.

Malnutrition in childhood can have severe consequences that affect a child for the rest of their life. This includes increased likelihood of premature death, susceptibility to disease, impaired cognitive skills and academic performance, lower physical capacity, and ability to work and long-term negative impacts on brain and nerve development.

United Way Mumbai's Poshan project works with various stakeholders to improve nutrition support for malnourished children.

Total Reach: 390 total beneficiaries



130 children



260 secondary beneficiaries



SUVIDHA

The access and availability of adequate and safe drinking water and sanitation remains a persistent challenge across India. Less than 50 per cent of the population in India has access to safely managed drinking water while two-thirds of India's 718 districts are affected by extreme water depletion. In the area of sanitation, while India has achieved 100% Open Defecation Free (ODF) status, the contamination of water in resident areas of poorest people remains a challenge. Nearly 8% of under five children death is due to diarrhoeal diseases while 24% of girls drop out of school due to inadequate toilet facilities.

More than 30% of marginalized women are violently assaulted every year as the lack of basic sanitation forces them to travel long distances to meet their needs. All these inadequacies have only been exacerbated with the onset of the COVID-19 pandemic. United Way Mumbai's Suvidha project enables access to safe water, sanitation infrastructure, and hygiene practices.



OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

The Poshan project identifies children who meet the WHO criteria for undernourishment by utilizing Integrated Child Development Services (ICDS) data and determines the extent of under-nutrition by conducting individual assessments. Accordingly, monthly nutritional meal boxes which include supplements such as rice puffs, soya chunks, roasted chana, and cookies are provided for the first 1000 days of a child's life along with monthly monitoring of child progress. Since fighting malnutrition requires more than just nutrition supplementation, an all-encompassing approach is taken by enabling access to requisite immunization, deworming, and oral rehydration with zinc supplements in case of diarrhea. Kitchen gardens are set up in Anganwadis and individual households to combat food insecurity and malnutrition.

All-inclusive sanitation centres, that include clean flushing toilets for women, men, children, accessible toilets for people with disabilities, showers with soap, handwashing areas, energy and cost-efficient laundry facilities, and clean drinking water outlets, are available for use at a nominal price in urban slum communities. The facilities are powered by through energy-efficient technology, and rainwater harvesting and water recycling.

AWARENESS & SENSITISATION

Poshan works to improve the health of mothers, by identifying women of child-bearing age and pregnant women and encouraging the practice of institutional deliveries among them. To ensure continuity of outreach to parents on child nutrition during the COVID-19 pandemic, a pivot to awareness sessions via phone calls, WhatsApp and Zoom was undertaken.

Extensive community outreach is done before the setting up of a sanitation facility to encourage behavior change and to ensure the community adopts improved sanitation practices.

CAPACITY BUILDING

The Poshan project includes efforts to strengthen Anganwadi workers' capacity to combat malnutrition via trainings where their understanding of nutrition, risk factors, low-cost healthy food, and home-based techniques to improve nutrition is advanced, such that these insights could be later shared with new parents and families. With the onset of the Covid-19 pandemic, sessions on the Covid-19 virus, health and psychosocial impacts of Covid-19 on neonates, infants, children, and women, and preventive measures to mitigate these impacts, were held with for Anganwadi workers, Accredited Social Health Activists (ASHA), and Auxiliary Nurse Midwives (ANM).

GOVERNMENT & COMMUNITY ENGAGEMENT

Interactions are held with government officials to ensure their buy-in into Poshan efforts. At the ground-level, Village Child Development Committees (VCDC) are set up with a two-fold purpose-to monitor and support children's development and to ensure sustainability of interventions. Community members are engaged to help them avail benefits under existing government schemes and projects. Just like Anganwadi workers, community members are educated on practices of breastfeeding, health and hygiene, safe cooking methods, anemia, menstrual hygiene, etc. through group meetings and one-on-one interactions. This enables community-based management of acute malnutrition where cases of acute malnutrition can be identified, and treatment can be initiated before serious illness.

The Suvidha project is executed through a public-private partnership via arrangements with community and local municipal corporations. The land to build the sanitation centres has been provided by the Municipal Corporation of Greater Mumbai (MCGM). Community-based organizations are formed and trained to facilitate sustainable and effective management of the facilities after a period of 18 months.



AREAS OF IMPACT



SERVICE DELIVERY AT AWCS

Increased Anganwadi Worker knowledge on child nutrition and health, and prenatal and antenatal services

Improved nutrition and medical service delivery to pregnant and lactating women

Improved malnutrition management of children-growth charts, weight measurement and complementary feeding



COMMUNITY KNOWLEDGE & PRACTICES

Increased community knowledge on child nutrition and health, and prenatal and antenatal practices

Increased number of mothers practising breastfeeding and opting for institutional deliveries

Improved access to government entitlements

Improved food security and dietary practices



CHILD HEALTH OUTCOMES

Improved access to medicines and treatments

Improved dietary practices and food security

Lower incidence of diarrhoea among children

Reduced rates of anaemia

Reduced number of children in the Severe Acute Malnutrition (SAM) and Moderate Acute Malnutrition categories

Increase in immunisation coverage



HYGIENE PRACTICES

Increased awareness on appropriate hygiene practices

Use of better hygiene practices at the household level (bathing, brushing, laundry, toilet usage, handwashing)

Reduction of Urinary Tract Infections (UTI) and other sanitary diseases among women



GOVERNMENT COLLABORATION

Improved convergence with government policies, officials, schemes, and services



ACCESS & SAFETY VIA IMPROVED INFRASTRUCTURE

Ease of access to toilets for elderly, children, persons with disabilities

Lower incidence of teasing, physical abuse of women



Almost

million workers in India are forced to migrate, leave their homes, and move to urban areas due to a lack of livelihood opportunities in their hometowns.



As they come to bigger cities, workers encounter poor working and living conditions, lack of sanitation, inadequate access to healthcare, water, or sanitation, apart from the separation from their families. While these conditions are not new, the COVID-19 pandemic has heightened the plight of migrant workers. Within India, an estimated 40 million internal migrant workers were severely impacted by the COVID-19 pandemic. As per the Centre for Monitoring Indian Economy, the unemployment rate was 11.84% in May 2021. Key barriers that continue to affect workers include a lack of information about jobs and schemes, inability to access government entitlements, and inadequate skills. Given as the skilled labour remains at 2 percent across India, there is a definitive need to further recovery efforts.

United Way Mumbai's projects are driven towards regaining lost livelihoods and mitigating the damage caused by the pandemic through entrepreneurial support, skill building, and financial literacy and inclusion.



INCOME

Help community members achieve financial stability and support families on the road to economic independence



Skill Development

- Vocational skills
- Employability skills
- Job placements



Entrepreneurship

- Business plans
- Credit & finance
- Mentoring
- Knowledge & capacities



Financial Literacy

- Government schemes & entitlements
- Financial management skills

IMPROVED
FINANCIAL
INCLUSION
AND HIGHER
INCOMES



SKILL DEVELOPMENT

The female Workforce Participation Rate (WPR) in India stands at 31.8%, which is almost half of the male WPR at 73.2%. Only 2% of the workforce in India is currently formally skilled.

One of the problem points is the inadequacy of the Indian schooling system to equip all youth with employable skills or actionable knowledge of any trades. In addition, aspects such as conventional mindsets being inclined towards formal education, high costs for good vocational courses, and low-grade vocational education not providing the right skills, know-how and networks to enter the job market, all contribute towards youth entering the job market without adequate training or preparedness. They subsequently settle for low paying, manual, or informal jobs. Women are likely to bear the brunt of job losses the most as has occurred during the pandemic because much of their work is invisible, and they are more likely to work in informal work arrangements. United Way Mumbai enables women and youth from underprivileged communities to build skills that contribute towards them being job ready.

Aim: Skill building for livelihood and income generation

Geography: Maharashtra, Madhya Pradesh, Tamil Nadu, and Gujarat

Target group: Women from marginalised communities

Total Reach: 1887 beneficiaries- 615 direct beneficiaries, 1272 indirect beneficiaries

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Need-based support in the form of funding, mentoring sessions, and servicing tool kits are provided to youth to launch their start-ups.

CAPACITY BUILDING

Women from rural contexts and youth are upskilled in handling tractors and combine harvesters, managing the mechanics of farm equipment, operating in tyre manufacturing units, doing tailoring, and undertaking vermicompost production, to enable an independent income and open more avenues of livelihoods for them.

Armed force veterans participate in skills trainings that help them transition from the army to business. Deaf persons learn English in the Indian Sign Language, apart from participating in personality development session on self-esteem, confidence, emotions management, through games, role play, mock sessions, and visual arts, to enable them to be job ready.



AREAS OF IMPACT

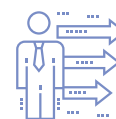
VOCATIONAL SKILLS

Improved vocational skills for agriculture, mechanisation, manufacturing, and agriculture-based livelihoods

**EMPLOYABILITY**

Improved work readiness among youth and marginalised communities with relevant skills of

- Basic spoken English
- Financial literacy
- Confidence and leadership qualities
- Personality development and grooming

**INCOME GENERATION**

- Improved access to income generation opportunities
- Increased number of persons have jobs
- Increased number of persons can launch their businesses





Aim: Helping women launch businesses and earn livelihoods

Geography: Maharashtra and New Delhi

Target group: Women from low income communities

Total Reach: 7613 beneficiaries-2735 direct beneficiaries, 6861 indirect beneficiaries

SAKSHAM

Gender disparities and unequal norms continue to deny women the right to participate in the workforce, which has worsened in the context of the COVID-19 pandemic.

Across India, almost 53 percent of the female population was engaged in self-employment prior to the pandemic. With few or no savings, women have been substantially affected. Globally, and in India, more women have lost jobs during COVID-19. During the first lockdown in 2020, only 7 percent of men lost their jobs, as compared to 47 per cent of women who lost their jobs and did not return to work by the end of the year. Between March and April 2021, rural Indian women in informal jobs accounted for 80 per cent of job losses.

In the present context, many women, especially from poor socio-economic backgrounds, may possess the skill sets to launch their enterprise. However, a lack of tools and resources inhibit them from starting and sustaining their own ventures. Through Saksham, United Way Mumbai provides women with impetus needed to start or grow their business and generate a source of income.

Total Reach:
2443 women



2347 received
business kits



96 received scholarships
for skilling



incomes rose
by 45%

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Participants receive scholarships to pursue vocational courses in alignment with their interests and aspirations, conditional on document verification. They remain continuously engaged with Saksham to navigate through challenges in the course and class environment. On the completion of their vocational courses, resource kits are given to those who complete their courses, so that they possess the requisites to start and grow their business and income. Participants receive Saksham kits worth INR 15,000 that contains essential materials to kickstart their own entrepreneurial ventures.

Essential kits are provided to returnee migrants to re-initiate their livelihoods in newer geographies to cope with the short-term and long-term impacts of the COVID-19 pandemic.

CAPACITY BUILDING

Participants take part in one-on-one career counselling sessions with a psychologist, along with participation in personality development workshops and grooming sessions where their personalities and

Women are encouraged to set up their own businesses through mobilisation, workshops, screening and selection, business launch, mentoring, networking, market linkages, business promotion, monitoring, reporting, exposure visits, and capacity building, with the overall intent of making them financially independent.

AREAS OF IMPACT

Enterprises supported/ set up

Reduced costs of inventory

Increased access to business guidance and support

Improved business management practices, negotiation power, decision-making capacities

Accelerated scaling of businesses

Increased household incomes





FINANCIAL LITERACY AND INCLUSION

Almost three quarters of the global poor live in rural areas where major deficits are seen in access to decent work. In India, apart from the lack of access to social protection, low incomes, absent labour law coverage, inadequate infrastructure, and few educational opportunities, an absence of relevant and practical skills inhibits persons from growing out of poverty.

Another component of the problem emerges from an absent means to learn about local jobs and available government schemes. All of these are heightened for persons with special needs. Tackling these via targeted skill development and training and providing safety nets for migrant workers/farmers/ village communities by linking persons with local livelihood opportunities and social security/ government welfare schemes, helps to ensure social inclusion and mitigate rural poverty.

Aim: Upskill workers and build linkages with government schemes to ensure social security

Geography: Maharashtra, Uttar Pradesh, and Bihar

Target group: Community members and Persons with Disabilities from underprivileged households

Total Reach: 1,73,869 beneficiaries- 43,105 direct beneficiaries, 130764 indirect beneficiaries, 1096 received monetary benefits that amounted to INR 42,44,810

OVERVIEW OF INTERVENTIONS

CAPACITY BUILDING

Various upskilling opportunities are provided to youth via skill trainings which cover computer literacy, life skills, and soft skills, all of which contribute to making youth job ready. In addition, persons with disabilities also learn basic English to improve their adaptability in unfamiliar environments.



IMPROVED AWARENESS ON FINANCIAL MANAGEMENT

Increased financial literacy for job-readiness

Improved awareness for protection against financial frauds

GOVERNMENT & COMMUNITY ENGAGEMENT

Awareness around government schemes is created by household visits, community meetings, workshops on right to information, and different government schemes. Registration and procurement of identity and address proofs is facilitated for those that lack the documents. People who seek jobs, are linked with employment opportunities. Local youth and local government entities such as the panchayat are also trained to support these efforts to ensure sustainability.



IMPROVED ACCESS TO FINANCIAL INSTITUTIONS

Correct documentation to avail of government schemes

Increased persons are registered in government welfare schemes

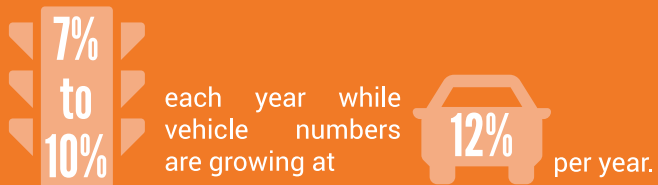
Increased persons leverage government services and social security benefits for livelihood and family support

Increased linkages with government schemes and jobs

PUBLIC SAFETY

06

Rapid and unplanned urbanisation has been accompanied with a significant rise in the number of motor vehicles worldwide. Traffic on roads is growing at a rate of



As these numbers only grow further, there is a simultaneous rise in number of morbidity and mortality cases due to road accidents. In India, according to the Ministry of Road Transport and Highways, 3.6 lakh road accidents caused injuries to 3.4 lakh persons and had claimed 1.3 lakh lives in 2020. Road user behaviour has been found to contribute to accidents in 70-90% of the cases. To enhance the state of road safety in India, United Way Mumbai works through a wide range of interventions under the UNITED FOR ROAD SAFETY campaign.

Further, to provide timely support to disaster affected communities and enhance their resilience, we respond through immediate relief and mid-to-long term rehabilitation efforts.



Road Safety

- Trainings on safe road usage
- Road safety audits
- First response trainings
- Advocacy for speed management



Disaster Response

- COVID-19 safety norms
- Distribution of rations and family essentials



ROAD SAFETY

Aim: Educating youth in safe two-wheeler riding skills, and children and pre-teens with road safety awareness

Geography: Maharashtra, Dadra and Nagar Haveli, New Delhi, Tamil Nadu, Karnataka, Uttar Pradesh,

Target group: Youth in colleges, and community members applying for driver licenses, and young school-going children between 10 and 14 years of age

Total Reach: 1,28,808 beneficiaries- 49,111 direct beneficiaries, 79,697 secondary beneficiaries

TWO WHEELS, ONE LIFE

According to the World Health Organisation, several risk factors make youth more vulnerable to road accidents- speeding, lack of proper helmets and seatbelts, drunk-driving, and distracted driving.

Most injuries that result from motorcycle crashes are head injuries and wearing a proper standard helmet can reduce the risk of deaths by 40 percent and serious injuries by up to 70 percent. 31.5 percent of those who are killed in crashes involve two wheelers. As passengers and pedestrians too, youth are potential victims of road traffic crashes. United Way Mumbai promotes correct road behaviour and provides road safety education through trainings and publicity campaigns among youth, via the Two Wheels, One Life project.

Total Reach: 84,585 beneficiaries



6,089 youth in 2 colleges and 4 RTO offices



78,946 indirect beneficiaries

VIA

Road accidents are among a leading cause of death in India. 25 children lose their lives each day on Indian roads.

Thus, as passengers and road users, children remain a highly vulnerable group. It is vitally important to help shape children and young people's understanding of and attitudes towards road safety, to give them the best chance of keeping safe. United Way Mumbai works with children to improve their road safety understanding and behaviour, through the ViA project.

Total Reach: 20,763 beneficiaries



19,827 children and pre-teens in 162 schools



936 indirect beneficiaries

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

A road safety audit to identify road safety hazards and problems in the vicinity of the school, with special emphasis on children, is undertaken. Relevant findings are shared with schools and integrated into training plans.

A road safety audit to identify road safety hazards and problems at specific junctions and prepare spot-wise recommendations, was organised. First response booths were set up in police chowkies to ensure they had the adequate materials and knowledge to respond to crashes.

AWARENESS & SENSITISATION

Sensitization and awareness efforts on safe riding norms are undertaken via college-level road safety clubs, which include poster exhibitions, videos, awareness quizzes, and pledges. An inter-collegiate competition on two-wheeler safety is also hosted to encourage learning about road safety in a creative yet competitive manner.

School students are taught about risks associated with walking in traffic, pertinent traffic and safety rules, and road behaviour when using different modes of transports via theory sessions, practical demonstrations, group assignments and interactions with road safety experts. A school-level competition is conducted where participants contribute creative artworks around road safety, in the process learning about road crashes and preventive measures.

CAPACITY BUILDING

Training sessions on safe riding practices are organised for youth and community members as part of the Two Wheels, One Life project. Insights on identifying road hazards, traffic rules and regulations, identifying causes of road accidents, defensive riding techniques, and usage of protective equipment such as helmet, elbow protector and knee protector, are shared with participants so that they become more careful and safe riders.

Students experience driving on a simulator for two-wheeler riding, giving them the opportunity to test their skills in a safe and supervised environment. Community members who have not passed the license test have a similar opportunity at the Regional Transport Office (RTO), following a revision training. Feedback on their performance is shared with them along with recommendations for areas of improvement.

Teachers are trained via interactive sessions on best practices for safe walking and bicycle riding, such that they could continue to teach the children about road safety beyond the ViA training sessions.

College youth, community members, security guards, police personnel and auto-rickshaw drivers participate in interactive trainings for basic first response in case of road crash accidents. Topics such as first response principles, how to check for bleeding, breathing, and injuries, contacting the ambulance, and the Good Samaritan Law are covered.

GOVERNMENT & COMMUNITY ENGAGEMENT

Road safety clubs, that include trained students as members, are formed at the college level. These youth become ambassadors of road safety as they engage with other students in their respective institutes.

In relevant contexts, a symposium of officers from various departments such as public works, traffic, police, disaster management, school, medical research, hospitals, and foundation is organised to identify the current road infrastructure and challenges with road safety and determine ways to address these difficulties. Parents are also engaged so that children carry-over their learning about road safety into their household.

To support strict enforcement of speed management in Mumbai, mass awareness campaigns to curb speeding are carried out independently and in coordination with state and city authorities.

AREAS OF IMPACT

CHILDREN & YOUTH

Increased awareness of road safety norms

Improved behaviour towards road safety

GOVERNMENT AUTHORITIES

Improved understanding of road safety

Improved capacities to respond to road crashes





DISASTER RESPONSE

Covid-19 has had a devastating impact across India with as many as 5.2 lakh deaths and 4.3 crore cases until April 2022.

The impact, however, was not limited to infection, rather with the implementation of lockdowns, slowdown in movement, and other fallouts in terms of reduced income and even unemployment, basic survival and food security was at stake. In addition to coping with immediate effects, it became simultaneously necessary to reinforce COVID-19 and necessary road safety norms among rickshaw and auto drivers as they resumed provision of their services to ensure continued safety of their life and health.

Aim: Facilitating immediate relief to low income families through ration and essential kits and supporting taxi and auto drivers in unlocking in alignment to CAB

Geography: Maharashtra and Karnataka

Target group: Marginalized Households and taxi and auto drivers

Total Reach: 9889 beneficiaries- 7301 direct beneficiaries, 2588 indirect beneficiaries

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Ration support and other essential supplies that would last for 3 months, health and life insurance, bicycles, and educational tablets for the children were provided to the families of Dabbawalas, Commercial Sex Workers, and transgender persons. The purpose was to enable them to cope in the immediate aftermath of the COVID-19 pandemic.

CAPACITY BUILDING

Sessions to promote COVID-19 safety norms around auto/cab sanitisation, installation of plastic isolation screens which separates the driver from the commuters, and maintenance of social distancing are organised. In addition, road safety behavior is reinforced by focussing on driving within speed limits, respecting the stop line at junctions, and avoiding the dangers of distracted and drunken driving.

AREAS OF IMPACT



Access to survival kits to cope with the COVID-19 pandemic effects

IMPROVED
KNOWLEDGE AROUND
SAFETY NORMS

ACCESS TO
REHABILITATION

Increased awareness on road norms and COVID-19 safety behaviour among private transport drivers



Deforestation, pollution, and climate change have contributed towards environment degradation and the depletion of natural resources. The onus is on humankind to prevent irreversible harm to the environment. Sustained efforts to regenerate water resources, better waste management, clean rivers and lakes, more afforestation, and rejuvenating natural resources, are the need of the hour.

United Way Mumbai works towards conservation and promotion of the environment whilst cultivating ecological responsibility among community members. By undertaking awareness efforts, providing infrastructural support, supplementing government initiatives, and encouraging environment-friendly practices, United Way Mumbai works towards conservation and promotion of the environment whilst cultivating ecological responsibility among community members. We aim to help by undertaking awareness efforts, providing infrastructural support, supplementing government initiatives, and encouraging environment-friendly practices.



**WORK TOWARDS
THE PROMOTION
AND CONSERVATION
OF THE
ENVIRONMENT AND
CULTIVATE
ECOLOGICAL
RESPONSIBILITY AS
PART OF OUR
CULTURE**



Greening



Water conservation



Waste management



Alternate energy

Infrastructure &
Resources

Awareness &
Sensitisation

Capacity
Building

Government &
Community
Engagement



GREENING

Until 2018, India lost almost 40 percent of its natural forest cover in the last 95 years, owing to agriculture, urbanization, and mining. Almost 14,000 square kilometres of forests have been cleared to pave the way for industrial projects.

For humans, not only are trees a source of food and nutrition, but also a cost-effective means to combat climate change. They contribute to filtering and improving air quality in the world, and growing more trees in India, where some of the worst air quality in the world is found, could help mitigate this and other challenges. Similarly, in coastal contexts, mangroves offer a habitat and nursery for numerous fish species, can absorb impurities and filter wastewater, help humans breathe clean air, are a source of livelihood for local communities, and act as a buffer against tsunamis and cyclones. Across the world, more than one third of the mangrove forests have disappeared with the advent of urbanization. Along the shorelines of Mumbai, almost 40 percent of mangroves have been lost in the previous decade. Reforestation efforts can help to improve green cover which can contribute towards improving food security and addressing climate change.

Aim: Engaging citizens to advance the green cover in cities and coastal areas

Geography: Maharashtra

Target group: Youth and community members

Total Reach: 520 beneficiaries in 2 colleges, 34,602 mangroves planted

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Identification of land for plantation, plantation activity, and monitoring of saplings to ensure controlled mortality rate are undertaken to advance the green cover.

AWARENESS & SENSITIZATION

Through tree plantation drives, awareness about the environment is created and more people are encouraged to plant trees. Given as growing trees requires sustained water supply's holistic efforts include setting in place a water management system that ensure consistent and adequate water supply to trees.

CAPACITY BUILDING

To build awareness and to ensure that youth understand the need for preservation and restoration of mangroves, interactive sessions on the mangrove ecosystem are conducted in schools and colleges. Local community members are identified and trained to get involved in the conservation of the local ecosystem. This is followed up with actionable efforts in the form of plantation drives to plant mangrove saplings in wetlands and clean-up drives to remove plastic and other waste from mangrove areas.

AREAS OF IMPACT

INCREASED CIVIC ENGAGEMENT WITH GREENING

Increased awareness and knowledge on importance and means of greening

Improved civic engagement with environment conservation

Community management of mangroves and tree plantations



IMPROVED CONVERGENCE WITH GOVERNMENT AUTHORITIES

Increased collaboration with government authorities for plantation drives and beach cleanliness





WATER CONSERVATION AND MANAGEMENT

Aim: Increase in surface and ground water, agricultural efficiency, creation of alternate livelihoods, and sustainable agricultural practices

Geography: Tamil Nadu, Gujarat, Gurugram NCR, Maharashtra, Rajasthan, Madhya Pradesh, and Himachal Pradesh

Target group: Farmers, women, and members from marginalised communities

Total Reach: 73,821 beneficiaries: 38,254 direct beneficiaries, 3,544 secondary beneficiaries, 32,023 indirect beneficiaries

JAL SANJIVANI

Since 2015, India has experienced recurring droughts with about 42 percent of land area affected by it. This has resulted in high to extreme water stress for 600 million people in the country. As per NITI Aayog projections, the water demand is expected to be twice the available water supply, entailing that an increasing population is going to face water scarcity.

Those engaged in agrarian works, will further be affected by the uncertainty of rainfall, mismanagement of available water, and continuous exploitation of groundwater and natural resources. This has already begun to manifest in the forms of food scarcity, farmer suicides, job losses, disease, and exploitation. Remedial steps such as the Jal Sanjivani project will help to mitigate and limit the fallouts of water scarcity.

Total Reach: 25,634 beneficiaries



15,000+ individuals educated



4644.98 hectares transformed for 3rd crop



increased availability of water for 5 months



water level in wells increased by 25-30 ft.



sprinkler/ drip irrigation grew by 63%



3150.48 hectares improved for irrigated land



3093.86 hectares land made climate resilient



income of 5905+ farmers increased by 45%



crop productivity improved by 32-35%

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Soil and water conservation measures that create opportunities for multi-cropping are promoted among farmers after a careful assessment of the land as part of Jal Sanjivani. These include water structures such as check dams, water gabions, loose boulder check dams, which help to conserve the soil and improve the availability of water. To further advance optimum usage of water, micro irrigation support like drip irrigation and sprinkler sets are distributed to farmers. Farmers also learn about effective methods of sowing, seed selection, seed bed preparation, irrigation methods, insect and pest control, harvesting methods, and storage methods.

Rainwater harvesting structures such as bunds, farm ponds, ponds, tanks etc are built and maintained. Under the maintenance activities regular cleaning of invasive weeds, solid waste, silt, is done. Further plantation of native species, pond fencing, bund strengthening, increasing tank capacity are undertaken to promote improved use of available water infrastructure. This helps improve the ground water level and boost agricultural practices in fields, provide for efficient supply of water to schools, and enable fisheries cultivation.

AWARENESS & SENSITISATION

Awareness sessions are conducted with farmers, women and PRI members to create sensitization on improved agri practices, knowledge on climate resilient agriculture better management of shared resources, optimal utilization of water, etc.

CAPACITY BUILDING

Farmer knowledge and skills pertaining to watershed management, integrated farmer systems, organic farming, vermicomposting, and animal health check-ups are improved via trainings. The abilities of community organisations such as Self-Help Groups and Farmer Producer Organisations to enhance farmer livelihoods and provide alternative income sources are also supported given as these mechanisms tend to have community buy-in and active presence in rural contexts.

Multilayer farming is promoted among households and communities, such that growing seasonal vegetables and fruits helps towards ensuring nutritional security and income from surplus crops

GOVERNMENT & COMMUNITY ENGAGEMENT

The projects foster partnerships with local and district level governing bodies to improve convergence with schemes and services available for the farmer communities. They also cultivate strategic relationships with the community to disseminate the learning of the farmers and create a peer learning environment in order to benefit the larger village population

AREAS OF IMPACT



IMPROVED AWARENESS ON WATER AND SOIL CONSERVATION

Increased knowledge around methods of water and soil conservation

Improved community participation in water conservation

IMPROVED INFRASTRUCTURE FOR WATER CONSERVATION

Improved supportive infrastructure to enable water conservation

IMPROVED ACCESS TO WATER

Improved ground water table levels

Improved agricultural practices



WASTE MANAGEMENT

Aim: Engaging citizens to fight marine pollution at the shores and ensure waste management

Geography: Maharashtra

Target group: Youth in schools and colleges, and community members

Total Reach: 8,536 beneficiaries

CLEAN SHORES

Marine pollution is on the rise across the globe. Around 8 million tonnes of litter enter the marine environment each day endangering the ocean ecosystem.

Marine debris mainly originates from land sources, with municipal and industrial waste dumped into the sea and littering by tourists in coastal areas. Plastics constitute 90 percent of waste found in the ocean, not only threatening the species in the ocean but also getting washed back to the shore. Municipal workers are engaged in cleaning beaches daily, but more citizen involvement, more frequent cleaning and an effective waste management system are necessary to tackle marine pollution. United Way Mumbai works to fight marine pollution and manage shore waste via the Clean Shores project. Through awareness efforts, infrastructure provision, supplementary cleaning efforts, beautification, and constitution of a task force, Clean Shores advances the overall state of cleanliness of beaches in Mumbai.

Total Reach: 8536 beneficiaries



Waste collection of 407.60 tons from the beaches

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Along with clean-up efforts, fundamental infrastructural requirements such as dustbins, hand carts, appeal boards, and other cleaning materials are provided to beach maintenance authorities. Collected dry waste is subsequently sent for treatment to kickstart the circular economy.

AWARENESS & SENSITIZATION

Awareness sessions on marine pollution and waste management are organized to make youth aware of the drivers and extent of the challenges and solutions. As part of beach beautification, walls and approach roads to the seashore are painted and maintained to dissuade people from littering, spitting, and urinating under the Clean Shores project

CAPACITY BUILDING

While daily clean ups are undertaken by local government entities, additional cleaners and citizen volunteers supplement and reinforce their efforts under Clean Shores. Further, a field guide that encapsulates the ways and means to save the coastal environment and sustain these actions, has been developed.

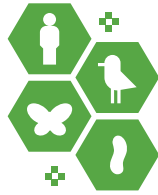
GOVERNMENT & COMMUNITY ENGAGEMENT

Apart from the joint efforts in clean-up and advocacy, a beach task force constituting local community members, NGOs and the government authorities is established to ensure sustained community buy-in and involvement.

AREAS OF IMPACT

Increased knowledge
pertaining to waste
management

Reduced waste
entering the ocean



**IMPROVED
AWARENESS ON
BIODIVERSITY AND
CONSERVATION**

**IMPROVED
ENGAGEMENT
WITH WASTE
MANAGEMENT**

Improved citizen participation in
waste management

Improved waste management
and recycling systems

Improved beach cleanliness





ALTERNATE ENERGY

India has pledged to embark on decarbonization to achieve its green goals.

Inherent to this, is a transition to green infrastructure across all strata, even at the ground levels. United Way Mumbai's efforts to enable transition towards use of alternate sources of fuel and energy are both micro and macro in nature.

Aim: Availability of infrastructure and resources to transition to renewable forms of energy

Geography: Madhya Pradesh and Maharashtra

Target group: Marginalised households

Total Reach: 565 households

OVERVIEW OF INTERVENTIONS

INFRASTRUCTURE & RESOURCES

Eco-friendly cooking stoves are provided to households, which release less pollutants whilst cooking, and ensure health and environmental benefits for those in the vicinity of the household as compared to conventional polluting stoves or firewood. Setting up a solar source of energy at a residential facility for persons with special needs helps cut costs and reduce electricity dependency. Stopgap efforts such as provision of winter jackets to marginalised families are undertaken during intense winters to prevent illnesses due to the extreme cold.

AREAS OF IMPACT



Access to infrastructure to utilise renewable energy

Increased access to renewable infrastructure

Improved protection in extreme temperatures



THE YEAR AHEAD (2022-23)

08

The year 2021-22 saw continued havoc wreaked by the multiple waves of the COVID-19 pandemic in India. The pandemic however brought to the fore, glaring inequities in the social and economic structures of the world. These inequities were revealed in the form of inadequate access and availability of healthcare, learning disruptions and loss, and increasing levels of unemployment and economic stability. Communities continued to grapple with short and long-term and economic, social, health, and psychological effects.

The United Way Mumbai team, with its active on-ground presence, continued to proactively respond to the crises. From fulfilling fundamental healthcare and sanitation requirements to providing opportunities to bounce back to economic stability, we worked with individuals, households, facilities, and communities to mitigate the fallouts of the COVID-19 crisis. While numerous projects were adapted to the 'new normal' context presented by the pandemic, other non-Covid projects on education, health, income, public safety, and environment continued to be implemented. The reach, scale, and depth of wide-ranging endeavours undertaken in 2021-22 was possible thanks to the coalesced support from donors, community partners, and government bodies. The implementation across wider geographies and outreach to growing number of community members, is indicative of the potential of the collective impact model.

Our communities need us – all of us – to work together to create lasting social change. We need governments that create public infrastructure and establish and uphold inclusive laws. We need companies that create prosperity and opportunity through responsible business practices. We need non-government organizations that champion the causes of those without a voice and citizens who show empathy and generosity of spirit. It is only when all of these elements come together, that we can envision a nation that is inclusive – where all individuals and families achieve their human potential. We know, without a doubt, that we are in this together. And we remain committed to SOCIAL IMPACT. DONE RIGHT.



SOCIAL IMPACT. DONE RIGHT.

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