There is an overwhelming humanitarian case for supporting the Indian Red Cross in its mission. Representing one-sixth of the world’s population, India has accounted 27% of the global tuberculosis (TB) burden, more than one-third of the world’s malnourished children; some 30 per cent of those using open defecation globally, close to 17% of world’s road traffic deaths and the second highest number of people in extreme poverty. The country is also prone to a wide range of disasters. According to the Centre for Research on the Epidemiology of Disasters (CRED) database, the country features in the global top five of countries with the highest number of disasters, the highest mortality, and the highest number of people affected. The world will thus only succeed if India meets the Sustainable Development Goals (SDGs), and with its large footprint and community outreach potential, the Indian Red Cross can make a meaningful contribution.
The world’s largest democracy and the fourth-largest economy is witnessing rapid change and offers exciting strategic opportunities for the future. Aside from its demonstrable potential for resource mobilisation for domestic and international work, India has a growing voice on the international stage, and there is a need to scale up humanitarian diplomacy and dialogue with this growing Asian superpower in a multi-polar world. The country is an obvious choice as a potential future sourcing hub for global supplies, services and staff.

In addition, the recently adopted Indian Red Cross Strategy 2030 provides a unique opportunity to support a key national society embarking on a transformative change process and to help ensure it will remain “fit for purpose” in the coming decades.

This operational plan reflects IFRC’s key priority areas in support of the Indian Red Cross over the next year and is based firmly on global frameworks such as the SDGs, the Sendai Framework for Disaster Risk Reduction, the Paris Agreement and commitments made at the Asian Ministerial Conference for Disaster Risk Reduction in July 2018.
180,000
PEOPLE TO BE MADE MORE RESILIENT AGAINST DISASTERS

550,000
PEOPLE WILL BENEFIT FROM HEALTH SERVICES AND PSYCHO-SOCIAL SUPPORT

33,716
PEOPLE WILL BE ABLE TO ACCESS CLEAN WATER, SANITATION AND HYGIENE PROMOTION

200
YOUTH WILL BE TRAINED AS AGENTS OF BEHAVIOURAL CHANGE

STRENGTHEN NATIONAL SOCIETY CAPACITIES
ENSURE EFFECTIVE INTERNATIONAL DISASTER MANAGEMENT
INFLUENCE OTHERS AS A LEADING STRATEGIC PARTNER
ENSURE A STRONG IFRC
AREA OF FOCUS

DISASTER RISK REDUCTION

India is one of the most disaster-prone countries in the world, regularly included in the top 5 countries with the highest number of disasters, related mortality, number of people affected, and economic damages. According to UNISDR, the country suffered economic losses of 80 billion US$ during the 20-year period from 1998 to 2017. The states of Maharashtra, West Bengal, Uttar Pradesh and Madhya Pradesh, as well as the Union Territory of Delhi, are most at risk according to a recent national disaster risk index which maps hazards and vulnerabilities across 640 districts. The vulnerability of India’s cities is also likely to increase, even as nearly 40 per cent of the population is expected to live in urban areas by 2025.

The Indian Red Cross responds to this situation through two programmes. The flagship Social and Emergency Response Volunteers (SERV) programme, which is built around community-based volunteers who form the backbone for building community resilience, integrates areas such as first aid, disaster preparedness, risk reduction, community health promotion and social inclusion. The IFRC will support the Indian Red Cross to scale up this programme in new districts through local resource mobilization. On the other hand, the Partners for Resilience project integrates climate and ecosystem risks into community-based disaster preparedness and risk reduction through training and innovative collaborations with local authorities, meteorological offices, climate knowledge centres and local civil society groups.

Proposed IFRC activities include:

1. Updating the SERV training curriculum and roll-out training to 18,000 SERV volunteers in 18 states
2. Supporting SERV community outreach activities on DRR, health promotion and WASH
3. Enabling and supporting the implementation of the Partners for Resilience project in 5 states
4. Supporting Indian Red Cross in linking community action more systematically with related government programmes, initiatives and resources at all levels

SOCIAL AND EMERGENCY RESPONSE VOLUNTEERS TRAINED (SDGS 1, 3, 10 AND 13; SENDAI) 18,000

PEOPLE REACHED THROUGH TARGETED OUTREACH AIMED AT IMPROVING COMMUNITY RESILIENCE (SENDAI) 18,000

INDIAN RED CROSS RESILIENCE PROGRAMMING BECOMES LINKED MORE SYSTEMATICALLY WITH NATIONAL AND LOCAL INITIATIVES
AREA OF FOCUS

HEALTH

According to the World Health Organization’s Global TB report from 2018, India has more than a quarter of the global TB burden and accounts for more than 24% of all multi-drug resistant and rifampicin resistant TB.

India accounted for 26% of the global gap of 3.6 million cases between the estimated number of new cases and the number actually reported, highlighting the urgent need for intensive active case detection in the country.

The 2018 India TB report calculated incidence and mortality at 2,790,000 and 423,000 people respectively, while the incidence of MDR-TB and HIV-TB co-infection were reported to be 147,000 and 87,000.

The treatment success rate for new and relapse cases registered in 2016 was 69%.

The Indian Red Cross has been supporting the government’s TB Control Programme in the states of Gujarat, Haryana, Karnataka, Punjab and Uttar Pradesh for almost a decade. The project has been relatively small in scale but has consistently achieved extremely high treatment adherence rates – a key measure of success in TB control. In 2019, it will be scaled up in partnership with Ministry of Health and external partners, screening at least 250,000 people through General Health Screening Camps, in key affected populations such as people in urban slums, displaced people, migrants and children at risk.

TB patients will be put on supported treatment as per national guidelines and protocols through linking TB patients with DOTS Centres through a “Buddy System,” which links Red Cross Volunteers to TB patients. The project also supports community awareness on TB prevention, care and support, patients counselling, health literacy activities and screening activities in close collaboration with government health facilities.

As part scaling up its First Aid Programme and at the request of the central government, the Indian Red Cross has embarked on a long-term initiative to embed first-aid education in the national syllabus. The National Society will be reaching 1.2 million secondary schools over the next decade with its newly developed curriculum for First Aid for Students and Teachers (FAST). The IFRC and Movement partners have been requested to provide technical support in quality management.
Proposed activities include:

1. Active case finding for TB case detection in at risk populations with high TB prevalence
2. Enrolment into the national TB control programme and adherence support for patients on treatment
3. TB-related capacity building for Red Cross staff and volunteers and digital solutions initiatives
4. Behaviour change communication and advocacy activities
5. National roll out of Indian Red Cross Society’s First Aid for Students and Teachers Training to secondary schools
6. Technical support in developing First Aid Quality Management, Audits and Certification as part of the national roll out of First Aid for Students and Teachers Training
7. Development of basic contingency plan and support tools and materials on community based epidemic preparedness and response for IRCS branches
8. National level training on community based epidemic preparedness and response for Red Cross staff and volunteers.

TB PATIENTS SUPPORTED THROUGHOUT THEIR TREATMENT (SDG 3) 10,000

PEOPLE AT RISK REACHED THROUGH ACTIVE CASE FINDING AND AWARENESS ACTIVITIES (SDG 3) 250,000

SCHOOLS IN FOUR REGIONS HAVE TESTED THE NEW “FIRST AID FOR STUDENTS AND TEACHERS” CURRICULUM (SDGS 3 AND 4) 200
AREA OF FOCUS
WATER, SANITATION AND HYGIENE

India has made great strides toward increasing access to water and sanitation for all. The government continues to invest in infrastructure development and mass awareness campaigns, triggering community demand through changing hygiene behaviours, and promoting public-private partnerships. Despite the rapid improvements in the water, sanitation, and hygiene (WASH) landscape in India, there are under-served areas that need community-based approaches and support to link to government programmes like the ‘Clean India’ or Swachh Bharat Mission.

The Indian Red Cross has launched a multi-stakeholder project to provide water and sanitation services to over 8,000 families in Odisha’s Ganjam and Nayagarh Districts, areas with low sanitation coverage and a high proportion of scheduled tribes and scheduled castes who have a higher incidence of poverty. The two-year project, which is fully aligned with the Swachh Bharat Mission and SDG 6, is focused broadly on four interrelated areas:

1. Achievement of open defecation free communities through increased access to and use of adequate household and school sanitation facilities
2. Demand creation and assistance to communities in planning for improved management of solid and liquid waste
3. Improvement of drinking water systems, facilitating equitable access to safely managed drinking water services in target communities
4. Improvement of hygiene practices/behaviour, particularly among school-aged girls.
Proposed activities include:

1. Full implementation of the community WASH programme in Ganjam and Nayagarh Districts, in Odisha State
2. Mapping, repair and/or construction of safe drinking water sources for target communities
3. Development and support of village plans for safe disposal of community and household waste
4. Conduct of awareness and sensitization campaigns on WASH and menstrual hygiene practices.

PEOPLE ARE OPEN-DEFECATION-FREE AND HAVE ACCESS TO SAFE COMMUNITY WATER SOURCES (SDG 6) 34,000

TARGET HOUSEHOLDS ADOPT SAFE SOLID AND LIQUID WASTE DISPOSAL METHODS (SDG 6) 60%

IMPROVEMENT IN GIRLS’ SCHOOL ATTENDANCE DURING MENSTRUATION (SDG 4) 30%
Protection, Gender and Inclusion (PGI) is IFRC’s cross-cutting approach to ensure the dignity, access, participation and safety for all individuals across all activities and programming. It is based on a thorough and ongoing analysis of how people’s gender, disability, age and other diversity factors affect their vulnerability to harm before, during and after a disaster. Building on the work done in gender and diversity mainstreaming in 2018, the common thread of all the work planned in 2019 and 2020 is especially focused at engaging with those people who face risks of marginalisation, inequality and violence through addressing issues of exclusion, discrimination and inequity through:

1. Greater emphasis on stand-alone protection areas including anti-trafficking assessments, piloting projects to protect adolescent girls on the move from sexual gender-based violence and upholding of sexual and reproductive health rights and services during emergencies. In complex humanitarian settings, IFRC is aiming to increase local capacities to implement community-based protection assessments to identify context specific protection concerns, risks and needs of girls, boys, women and men and analyse its intersection with other diversity conditions.

2. Inclusive and protective disaster response operations based on a gender and diversity analysis. IFRC’s revised Minimum Standard Commitments to Protection, Gender and Inclusion in Emergency Programming which includes establishing and strengthening referral pathways and ensuring access to multi-sector response services will be disseminated and integrated into trainings for surge capacity as well as PGI integration in emergencies.

3. Encouraging local, evidence-based solutions using research and best practice approaches to advance gender equality and inclusion within the protection framework. Inclusion of people with disabilities as well as sexual and gender minorities in all aspects of our programmes remains a priority and an imperative for the region.

4. Improvements in Sex, Age and Disability Disaggregated data collection and analysis through existing data collection mechanisms, enabling research and new learning content and tools needed for staff and volunteers to specifically address inclusion of people with disabilities and gender and sexual minorities in the different settings where we are operating.

The Indian Red Cross has also adopted the Youth as Agents of Behavioural Change (YABC) approach. Where peer educators from several states have already been trained, the respective branches have been able to initiate a wide range of youth-led activities. In the majority of cases, such activities have been sustained and even expanded using local resources. The programme will now be rolled out to other states through YABC peer educator workshops. Wherever possible, the YABC programme will be more closely linked with other programmes, and key concepts of the YABC approach will be mainstreamed.
in community-based volunteering programmes. Red Cross Youth will also be encouraged to join more systematically in regular programme delivery.

The programme will also seek to further expand collaboration with the Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP), which was established with the support of the Government of India and is an integral part of UNESCO. It is expected that this will lead to a joint training workshop and active cross-participation in events, and possibly cross-border cooperation focusing on the promotion of peace and nonviolence.

Proposed activities will include:

1. Inclusion audit of key national programmes with a focus on people living with a disability
2. National training on sexual and gender-based violence in emergencies for staff and volunteers
3. Regional YABC training jointly organized with UNESCO and MGIEP
4. At least 4 YABC trainings for peer educators at State/Union Territory level
5. Development and roll out of a basic module on humanitarian education for Red Cross Youth

YOUNG PEOPLE TRAINED AS AGENTS OF BEHAVIOURAL CHANGE (SDGS 10 AND 16) 200

STAFF MEMBERS AND VOLUNTEERS TRAINED AS TRAINGRS ON PGI AND MINIMUM STANDARDS IN EMERGENCY PROGRAMMING (SDGS 5 AND 10; SENDAI) 30
Moving toward its centenary in 2019, the Indian Red Cross is one of the oldest and most well-established organizations in India. With a proud history of humanitarian service and a presence of more than 1,125 branches across all states and territories, the Indian Red Cross enjoys a privileged relationship with the authorities at all levels. At the same time, there is a clear need to adapt itself to a rapidly changing environment. In March 2018, the Indian Red Cross adopted the Indian Red Cross Strategy 2030, an ambitious new strategic development plan setting out a truly transformative agenda for the next decade. A detailed national implementation action plan with clear targets for the 20 related action areas will also be cascaded to branch level action plans.

Both the ICRC and the IFRC are jointly supporting the overall change process with seconded staff to several senior management positions at the national headquarters for a short transitional period. The National Society will also be supported for updating and expanding overall structures, systems, policies and procedures at the national headquarters and branch level. A comprehensive review of the National Society legal base, including the Red Cross Act and the “uniform rules’ or statutes, will also be initiated.

Using a standardized methodology—preparedness for effective response (PER) review—the IFRC will assist the Indian Red Cross in carrying out a strategic review of capabilities and procedures with a view to developing a well-defined road-map for strengthening its response capacity.

Strengthening of youth volunteering will be a priority. With more than 9.6 million Junior and Youth Red Cross members, the Indian Red Cross has tremendous potential, but currently, there is no national youth programme to underpin activities at the branch level with policies, tools or a youth platform. A dedicated youth and volunteering officer will assist the organization in adopting best practices on volunteer management, strengthening volunteering and youth structures, updating policies and guidelines, linking up with new government youth initiatives and opportunities, and reaching out more to Red Cross Red Crescent Youth in neighbouring countries.
Proposed activities include:

1. Development and adoption of the detailed implementation plan and budget for the Strategy 2030
2. Provision of tailored technical assistance in priority areas, including HR development, IT systems development and finance development
3. Comprehensive preparedness for effective response (PER) review using IFRC’s assessment tool
4. Systematic branch organizational capacity assessment (BOCA) in at least 4 State branches
5. Initiation of legal base review with the support of the IFRC and the ICRC
6. Promotion of peer exchange and high-level engagement with national societies in South Asia and the wider region
7. Development and adoption of the IRCS Strategic Plan for Youth Engagement, and re-activation of the youth committee
8. Revision of the Indian Red Cross standard curriculum for Junior Red Cross and Youth Red Cross

FRAMEWORK FOR THE IMPLEMENTATION OF THE INDIAN RED CROSS STRATEGY 2030 ADOPTED

ENHANCED GOVERNANCE AND MANAGEMENT CAPACITY

STRATEGIC PLAN FOR YOUTH AND VOLUNTEER ENGAGEMENT DEVELOPED
The IFRC has been supporting the Indian Red Cross in the Kerala floods response operations following the unprecedented flooding in August 2018. As longer-term support in the areas of community risk reductions and branch development will extend into the middle of 2019, these are incorporated in this 2019 operational plan. As of October 2018, several partner National Societies have expressed interest in funding larger scale recovery programme activities, including reconstruction. This may also involve in-country presence under an integration agreement; negotiations are expected to be concluded by the end of 2018.

In its Strategy 2030, the Indian Red Cross recognizes that disaster and crisis management is a core function of the organization and that it must become a more reliable partner. This means committing to provide a consistent level of service in disaster risk reduction, response, mitigation and recovery everywhere there is a Red Cross presence.

The Indian Red Cross has a network of regional and local warehouses, a small transport fleet and a long-standing arrangement with the Indian Railways for the free transport of relief goods throughout the country. However, there is a need to review, consolidate and enhance this through a targeted investment in logistics, procurement and supply chain management development.

So far, the Indian Red Cross has not yet engaged in cash transfer programming. Technical support will be provided to organize initial training to develop cash transfer programming guidelines and protocols, and to initiate small-scale operational pilots during future emergencies.

Proposed activities include:

1. Development of a well-defined strategic road-map for strengthening overall response capacity
2. Strategic review of logistics and warehousing capacity and development of long-term action plan
3. Technical support to prepare for effective cash transfer programming in future emergencies

**OUTCOME**

KERALA FLOODS OPERATION COMPLETED SUCCESSFULLY

DEVELOPED WELL-DEFINED STRATEGY AND ROAD MAP FOR STRENGTHENING INDIAN RED CROSS RESPONSE CAPACITY (SENDAI)
STRATEGY FOR IMPLEMENTATION

INFLUENCE OTHERS AS A LEADING STRATEGIC PARTNER

The Indian Red Cross enjoys a privileged relationship with the public authorities by virtue of its auxiliary role and close organizational linkages at all levels. While it has not yet developed a systematic approach to policy dialogue with government and other stakeholders, the newly adopted strategy reflects a clear aspiration to develop more thought leadership on humanitarian issues, including through the setup of a Red Cross think-tank and stronger partnerships with one or more universities.

The Indian Red Cross will also invest in better positioning the organization and its entire branch network through the more effective use of communications and social media, enhanced partnerships and traditional and online fundraising. This will include developing new relationships with government at all levels, as well as with the private sector, including a more systematic approach regarding corporate social responsibility, backed by a clear policy framework, guidelines for branches and a technical focal point.

Meanwhile, the National Society has already taken some steps to engage more in policy dialogue through the ongoing Partners for Resilience initiative. Closely linked to the SERV programme, this project aims to increase the resilience of vulnerable communities to disaster risks in the face of changing climate and environmental degradation in dialogue with key stakeholders (government, CSOs and private sector entities).
Proposed activities include:

1. National and regional workshop on resource mobilization for the National Headquarters and selected state branches

2. In-depth study of India’s market potential for joint resource mobilization by the Indian Red Cross Society and IFRC for global emergencies

3. Technical support for Indian Red Cross resource and partnership development and capacity building

4. Continued implementation of the Partners for Resilience initiative in 5 states, with a strong focus at the district level

5. Facilitation and roll out the Memorandum of Understanding with the Indian Meteorological Department on early warning and capacity building

6. Identification and promotion of pilot options for Forecast-Based Financing approach in India

7. Contribution to the climate attribution analysis by the Red Cross Red Crescent Climate Centre and research partners

OUTCOME

EFFECTIVE ROLL-OUT OF PARTNERS FOR RESILIENCE

AGREED STRATEGY FOR JOINT RESOURCE MOBILIZATION

INTRODUCTION OF FORECAST-BASED FINANCING
ENSURE A STRONG IFRC

IFRC will reinforce its institutional commitment to:

1. Compliance with highest accountability standards to all relevant stakeholders through a wide-scoped framework and tools that include code of conduct, principle and rules for humanitarian assistance, audited reports of expenditures and a wide-ranging monitoring and evaluation methodologies.

2. Amenability to key management performance indicators, a results-based approach for all work outlined in long-term plans and emergency operations. All activities via IFRC are monitored through a detailed measurement system with indicators at different levels to track performance.

3. Full adherence to IFRC’s Fraud and Corruption Prevention and Control policy and facilitate effective risk management and the development of a culture of transparency as part of a robust framework that contributes to sound management practices.

4. Strict concession to IFRC’s Prevention of Sexual Exploitation and Abuse policy that ensures every necessary step is taken to prevent sexual exploitation and abuse by IFRC Personnel and to respond adequately to those incidents it cannot prevent. The policy prioritises the well-being of the survivor and accountability and integrity of IFRC’s engagement with members of local communities.

5. Highest commitment to ensuring a safe working environment and effective human resource management towards greater diversity and gender equality.

235,000 SWISS FRANCS SOUGHT
Proposed activities include:

1. Establishment of an Indian Red Cross-wide Databank and Reporting System
2. Supporting National Society governance in developing a comprehensive accountability and transparency framework
3. Training for staff and volunteers on fraud and corruption prevention, and the prevention of sexual abuse and harassment
4. Review of staff security framework and related policies and practices
5. Specific measures to promote the role of women in leadership

OUTCOME

INDIAN RED CROSS-WIDE DATABANK AND REPORTING SYSTEM ESTABLISHED

COMPREHENSIVE ACCOUNTABILITY AND TRANSPARENCY FRAMEWORK DEVELOPED

INCREASED ROLE OF WOMEN IN LEADERSHIP POSITIONS
All photos © Indian Red Cross Society
Contact information of the IFRC Country office, for partners who wish to find out more

Head, Country Cluster Support Team for India, Sri Lanka, Bhutan, and the Maldives
Leon Prop
leon.prop@ifrc.org

International Federation of Red Cross and Red Crescent Societies
1, Red Cross Road
New Delhi 110 001 India
Tel. +91 11 2332 4203
Fax. +91 11 2332 4235

www.ifrc.org