This document details the IFRC’s support in areas agreed upon with the relevant National Society. The IFRC seeks resources to carry out this country/cluster plan listed here as funding requirements.
Situational Analysis

India is one of the most vulnerable countries in the world to climate change. Rising temperatures, variable rainfall and extreme weather events are impacting the country's economic growth and taking the lives and livelihoods of millions of poor people. India is one of the top five countries in the world with the highest number of disasters, deaths, and people affected.

Home to one-sixth of the world’s population, India has 20 per cent of the global tuberculosis (TB) cases, more than one-third of the world’s malnourished children and the second-highest number of people living in extreme poverty.

Since the outbreak of the COVID-19 pandemic in March 2020, the pre-existing vulnerabilities of self-employed and casual workers have been magnified. There is currently a large wave of urbanisation as 10 million people move to towns and cities each year in search of jobs and opportunity – it’s the largest rural-urban migration of this century.

Poverty rates in India’s poorest states are three to four times higher than those in the more advanced states, and equality in all dimensions, including region, caste and gender, needs addressing. Many people who have recently escaped poverty (53 million people between 2005–2010) are still highly vulnerable to falling back into it, threatened by the increasing frequency of local disasters, climate change-induced risks and higher unemployment levels.

Vulnerabilities

- Extreme poverty
- Food insecurity
- Poor sanitation
- Gender inequality
- Disease
- Climate change
The Indian Red Cross Society (IRCS) is one of the oldest and most well-established organisations in India. With a proud history of humanitarian service, it has 1,253 local branches in all states and territories, and an active network of 1.2 million volunteers within communities.

The National Society aims to inspire, encourage and initiate humanitarian activities so that suffering in India can be minimised and prevented. It reaches around 995,000 vulnerable people every year through its disaster response programmes, which primarily rescue people from immediate danger, and its early recovery programmes. The IRCS responses to disasters are largely relief operations, while the Government provides support for rebuilding within the national housing budget.

As an auxiliary to the government, the National Society works closely with decision makers to reduce vulnerabilities to climate change in identified states. It also collaborates to deal with climate-related risks at the district level and in many of the local development plans of village panchayats (self-governance bodies). To adapt to India’s rapidly changing environment, the National Society also collaborates with the private sector and NGOs in first aid, blood services, risk reduction and disaster relief. The National Society manages 90 blood banks across the country.

The National Society recognises that there’s an excellent but as yet largely untapped potential for domestic resource mobilisation – the country raising its own funds to provide for people – as well as more robust public positioning through communications and social media, innovation and developing partnerships.

Key areas of focus in the coming years include:

- **increasing** communities’ resilience to hazards through early warning and early action
- **building** stronger collaboration with Disaster Management Authorities, District and State authorities to respond to disasters.
- **improving** preparedness and responses to disasters
- **promoting** healthy living
- **expanding** the reach of first aid and blood services
- **gaining** equality for all
- **building** a stronger National Society
- **promoting** inclusive volunteering
- **COVID-19** pandemic preparedness and response
## Membership coordination

<table>
<thead>
<tr>
<th>Name of Partner National Society</th>
<th>Climate</th>
<th>Crises</th>
<th>Health</th>
<th>Migration</th>
<th>Inclusion</th>
<th>Engaged</th>
<th>Accountable</th>
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To make a sustainable difference to vulnerable communities in India and to help them prepare for and recover from crises, the National Society partners with the International Committee of the Red Cross (ICRC), the International Federation of the Red Cross and Red Crescent Societies (IFRC) and other National Societies. Collectively, they are known as the Movement.

The National Society also welcomes support from NGOs, the private sector, the United Nations and other organisations in its work on the priorities in its 2030 strategy.

The Movement partners meet regularly to discuss how they can support the National Society to respond to disasters and to improve the lives of vulnerable people in India. They have strategic talks on progress, plans, needs and priorities, and provide advice and support to the National Society.

The main areas in which the partners closely collaborate include building the resilience of vulnerable communities, responding to disasters, first aid training and delivery, communication about National Society priorities and developing the National Society.

The India National Society's partners, the Qatar Red Crescent and the Canadian Red Cross both have a presence in India, while the following partner societies provide support through the IFRC:

- Hong Kong Red Cross
- Japanese Red Cross
- Korean Red Cross
- American Red Cross
- Australian Red Cross
- Italian Red Cross
- British Red Cross
- Netherlands Red Cross

The National Society is also working closely with various ministries of the central and state governments.
India is among the top five countries in the world with the highest number of climate-related disasters and connected deaths.

Around 68 per cent of all cultivable land in the country is susceptible to drought, 12 per cent of the total land is prone to flooding and over 7,500km of coastline is prone to tropical cyclones. India’s cities are likely to become even more vulnerable, and an estimated 40 per cent of people will live in urban areas by 2025.

The IFRC has been supporting the National Society to carry out a Partners for Resilience project, which aims to reduce the impact of natural hazards on the livelihoods of vulnerable communities and supports sustainable economic growth through partnerships and knowledge-sharing.

The IFRC also supports the National Society through a programme (funded by United Nations Environment Programme and the Netherlands Red Cross) that promotes ecosystem-based approaches in the arid zone of Gujurat, as a way of reducing people’s vulnerability to disasters.

The IFRC will support the National Society to continue working closely with the government to reduce the country’s vulnerabilities to climate risks. Part of this work will involve collaborating with local authorities to test forecast-based action – using meteorological forecast data and risk analysis to prepare for extreme weather events.

The IFRC will also support the National Society to teach communities about protecting and managing India’s natural resources such as forests and urban green spaces.

**TARGET 1**

Adopt environmentally-sustainable practices and contribute to limiting the rate of climate change

- 68% cultivable land prone to drought
- 71 billion CHF estimated to have been lost by India due to disasters between 1998 to 2017

**ACTIVITIES**

- Improve volunteers’ abilities to identify, assess and reduce the risks of disaster.
- Discuss nature-based solutions to environmental and climate risks with stakeholders.
- Involve young people in activities on climate and environment risk.
- Raise awareness of renewable energy, green technology and how to reduce carbon emissions.
Evolving crises and disasters

TARGET 1

Communities are supported to take action to increase their resilience to crises.

TARGET 2

People affected by crises and disasters receive timely and effective assistance.

ACTIVITIES

- Expand the early warning early action programme to government’s frontline workers to put together contingency plans for reducing the impact of a disaster.
- Support communities to make their own resilience plans.
- Provide technical support in logistics and buying goods to build the National Society’s competency.
- Strengthen the National Society’s auxiliary role and work with the government during and after disasters.

Natural and human-made disasters in India threaten people, the economy and the country’s sustainable development. India is becoming even more vulnerable to disaster due to people’s changing demographics, economic and social statuses, and unplanned urbanisation when there aren’t enough or adequate facilities. Other reasons for its increasing vulnerability include development within high-risk areas; environmental degradation; the impact of climate change; geological hazards; and epidemics and pandemics.

59 per cent of India is prone to earthquakes of moderate to very high intensity; hilly areas are at risk from landslides and avalanches; and recurrent floods kill people and damage property every year.

The National Society has signed an agreement with the National Meteorological Department to pilot forecast-based financing, which uses weather forecasts and risk analysis to predict and anticipate extreme weather. This in turn allows access to humanitarian funding in preparation for disasters.

The IFRC will support the National Society to expand this early warning early action, by developing disaster response plans with evacuation routes, safe places, and by ensuring they integrate protection, gender and inclusion policies. The IFRC will support the National Society to promote the benefits of using digital and other computer-based technologies for mapping risk, assessing vulnerability and disaster relief and response.

The IFRC will support the National Society to strengthen its response to disaster by building local capacities, including training volunteers in emergency response and storing adequate supplies for essential food and items for humanitarian assistance.

Funding requirement in Swiss francs 850,000
People to be reached 29,300,000
GROWING GAPS IN HEALTH AND WELL-BEING

Funding requirement in Swiss francs
1,690,000

People to be reached
225,000

Within the next five years, people in India will see a rise in heat-related, vector-borne and water-borne diseases, significantly impacting people living in poverty in urban areas, migrants and marginalised farmers. These diseases threaten to increase diarrhoea and malnutrition and put people with pre-existing medical conditions like HIV at greater risk.

Increasing access to safe water and sanitation services in under-served areas, especially for the urban poor, is a priority component of the resilience programme that aims to ensure water security and better hygiene practices.

There are already many community-based volunteers trained in first aid and disaster preparedness and response and, due to increasing numbers of disasters, the National Society intends to place more of these volunteers in every state.

The IFRC will support the National Society to train more volunteers and young people in schools and colleges in first aid to help victims of disasters and conflict. The National Society will expand the response training to include health risks resulting from climate change.

The IFRC will also support the National Society to help vulnerable communities identify and reduce their health risks through community engagement and approaches to change people’s attitudes and behaviour. This path will ensure that local people lead the services, and that the services address their needs.

The IFRC will also support the India National Society increase its capacity to reduce the prevalence and impact of communicable and non-communicable diseases, pandemics and climate change-related health needs.

TARGET 1
Improved health and well-being of communities through access to sustainable, affordable, and quality health services.

TARGET 2
Develop a water, sanitation and health promotion (WASH) strategy and respond to outbreaks as requested by the government.

TARGET 3
Provide water and sanitation services to more than 8,000 families in Odisha’s Ganjam and Nayagarh Districts.

ACTIVITIES
• Provide training on climate change and health to local communities, government agencies, civil society organisations and the private sector.
• Set up a community engagement and accountability programme in target communities to ensure that projects focus on community priorities.
• Organise a community awareness programme on infectious disease prevention and control.
• Conduct menstrual hygiene sessions in schools and provide facilities to dispose of sanitary products safely.
The largest number of people displaced by disasters in South Asia are in India, mostly due to recurring monsoon floods. While marriage remains the primary reason for women to migrate, many also take up work after migrating. The number of Indian women migrating to find better job opportunities has grown by 129 per cent.

Migrants face a complex set of challenges. It is difficult for them to arrange an identity card in a new location and to secure their rights as a citizen. Migrants often live in poor conditions and struggle to find schools for their children. All of these factors escalate their vulnerability to disaster.

The nationwide lockdown in India in response to the COVID-19 pandemic has impacted nearly 40 million displaced people who are at high risk of losing their jobs and wages in the middle of an economic crisis. Around 60,000 people moved from urban areas to more rural locations to seek safety in just a few days.

The IFRC will support the National Society to strengthen its migration and displacement programme, which campaigns for the needs, rights and safety of migrants.

**TARGET 1**
Humanitarian service points are in key locations on migratory routes.

**TARGET 2**
Assistance to host communities and migrants is inclusive and provides protection.

**ACTIVITIES**
- Integrate migration and displacement interventions across all humanitarian activities.
- Strengthen global and regional networking to better address issues and challenges faced by migrants.
- When providing humanitarian support to stranded people, contact the local authority to help return the migrants to their homes.
- Work with branches to identify key challenges and gaps in humanitarian aid.
- Train staff and volunteers on monitoring and assessing humanitarian needs of migrants.
Increasing inequality in India is a huge concern. Many welfare programmes are not reaching people who have less access to mainstream support and information, while tensions are growing as marginalised people demand to be involved in decision-making processes. People are also challenging public institutions to demonstrate their accountability and worthiness of trust.

The National Society intends to secure recognition and equality for all, irrespective of race, ethnicity, religion, gender identity or sexual orientation.

The IFRC will support the National Society to expand its humanitarian education programme to improve access for people who have had a disrupted education. The education programme will prepare people to challenge and explore opportunities, and the National Society’s work in diversity and inclusion will expand, particularly to support women and girls, but also to help students from socially- and economically-vulnerable groups.

All programmes and operations will provide dignity, access, participation and safety for all people with humanitarian needs; and the IFRC will support the National Society to apply agreed minimum standards for protection, gender and inclusion in emergencies.

The IFRC will also support the National Society to develop new strategic partnerships, for example with education authorities, for collaborating on humanitarian education. Training topics will include disaster management, climate action and school safety activities.

IFRC will support the National Society to ensure there is a better gender balance within the National Society’s leadership positions. The IFRC will also support the National Society to make its emergency response and development programmes inclusive, built on people’s needs and priorities and encouraging those people to have a say in the decisions that directly affect them.

**TARGET 1**
Install modern Information Communication & Technology (ICT) facilities in 50 schools

**TARGET 2**
40% of people working in emergency response should be women.

**ACTIVITIES**
- Contribute to a positive change in communities through a broader understanding and application of humanitarian values and fundamental principles.
- Promote and support equitable access to quality education and adopt a comprehensive protection, gender and inclusion approach.
- Develop a flagship programme to upscale humanitarian education focusing on young people.
- Adapt programmes to meet the needs of people with disabilities and their inclusion in decision-making.
- Translate and develop locally-appropriate and culturally-fit information, education and communication materials of all programmes.
- Encourage participation of women and men in equal terms as frontline workers and in recruitment.
ENABLER 1
ENGAGED WITH RENEWED INFLUENCE, INNOVATIVE AND DIGITALLY TRANSFORMED WITH GREATER EMPHASIS ON NATIONAL SOCIETY DEVELOPMENT

Funding requirement in Swiss francs
200,000

By establishing strong connections and partnerships through city-wide coalitions and sharing commitments with city emergency systems, the National Society will be able to work with others collectively to enhance the resilience of urban communities. One example is the United Nations Office for Disaster Risk Reduction's (UNISDR) Making Cities Resilient 2030 campaign, which supports sustainable urban development by promoting activities to make communities more resilient and increase understanding of disaster risk.

The IFRC will support the National Society to increase its impact and strengthen trust from the public to influence attitudes, behaviour and to promote policy change. It is also important that the National Society is recognised and understood by key representatives of humanitarian and development agencies, and of relevant ministries in each country, so that they're well-informed about the role and activities of the National Society and the wider IFRC network.

The IFRC will support the National Society to use innovative and transformative approaches to anticipate better and adapt to India’s challenges and opportunities.

The National Society will run community-driven innovations on WASH and disaster management, to achieve greater collaboration with partners. It will also offer volunteers incentives for developing new approaches to its programmes.

The IFRC will support the National Society to use digital systems to run itself more effectively, for example by upscaling ICT facilities, to raise funds online and to discover innovative approaches to India’s challenges. The National Society will adopt information security and data protection measures across all operations.

ACTIVITIES

• Strengthen urban resilience through collaboration on campaigns and investment in partnerships with local government.
• Develop public advocacy resources to uphold the National Society's auxiliary role.
• Improve relationships with key media editors and journalists in disasters and crises.
• Provide technical resources for planning and monitoring progress.
• Strive for innovation in community health projects.
ENABLER 2
ACCOUNTABLE WITH AN AGILE MANAGEMENT AND A RENEWED FINANCING MODEL WITH GREATER EMPHASIS ON NATIONAL SOCIETY DEVELOPMENT

Funding requirement in Swiss francs
100,000

The IFRC will support the National Society to deliver its humanitarian work to the communities they work with, as effectively and efficiently as possible.

To achieve this, the IFRC will support the National Society to develop the skills of staff and volunteers so that their work is as successful as possible and that it makes a significant impact on people in need in India. It will also support the strengthening of organisational processes, such as managing finances and logistics. The National Society will deliver training to staff to improve financial management and value for money so that its resources are safeguarded and managed transparently. It will also develop a strategy for risk management.

The IFRC will support the National Society to secure increased unearmarked funding, that it can spend in areas of priority, in partnership with other National Societies to reduce its dependency on programme funding.

To share fundraising knowledge, the IFRC will circulate global fundraising business insights for use by all National Societies.

The IFRC will develop sustainable partnerships with different stakeholders (such as international financial institutions and within international private sectors) for the National Society’s programmes. Activities will include securing funding only available to international organisations, piloting innovative and social financing partnerships, and digital global fundraising campaigns. The IFRC will also support the National Society to be accountable to donors – both in terms of the humanitarian services it provides and reporting back to the donors on its activities and impact.

The IFRC will support the National Society to invest in its own development through channels such as the National Society Investment Alliance and the Capacity Building Fund.

TARGET 1
A new financing model to increase financial resources for the National Society.

ACTIVITIES
• Put risk mapping and mitigation measures in place.
• Ensure that data is updated annually, and financial statements are shared.
• Negotiate funding opportunities with different stakeholders from domestic and international sources.
• Run digital campaigns on innovative approaches to fundraising and social financing that will have a positive impact on people and the environment in India.
The IFRC will support the National Society to become a dependable partner of choice for humanitarian action in India. To do this, the National Society will invest in accountability processes, strengthen its capacity to assist more vulnerable people better and improve its financial sustainability. By assessing its needs, the National Society will be able to improve upon areas for growth. The IFRC will support the National Society by sharing guidelines and tools that will help the National Society to prevent and manage any integrity or reputational issues.

One of the best ways to encourage local action is to drive change through young people, so the development of volunteers and young people within communities is a priority. Activities with vulnerable communities will improve trust in the National Society, and it will also help people to become more involved in decisions that affect them. By improving knowledge of the country’s vulnerabilities and strategies to reduce risks, the National Society will ensure it has access to and trust from those communities.

The National Society will ensure that its programmes are inclusive and can be adapted to meet the needs of young people from all backgrounds.

To develop the skills of its volunteers and engage their talents, the IFRC will support the National Society to run training on the use of social media to convey the story of the National Society’s humanitarian work in India.

The National Society supports and encourages gender equalities and inclusivity so it will reflect this in its own volunteer base – and its methods of recruitment – and inspire others on diversity. It will also ensure gender equality, diversity and inclusion regardless of culture or location.

**ACTIVITIES**

- Assess the National Society’s needs and develop strategies to address the sustainability of humanitarian services better.
- Identify any challenges in the retention of volunteers.
- Support volunteer development through recruitment, retention and capacity building.
- Develop a secure volunteer information database that supports the development of volunteers in their humanitarian work.
- Prioritise volunteering development and youth action as critical catalysts of behavioural change and local action.
- Encourage a more diverse leadership and increased involvement of volunteers and young people.
The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world’s largest humanitarian network, with 192 National Red Cross and Red Crescent Societies and around 14 million volunteers. Our volunteers are present in communities before, during and after a crisis or disaster. We work in the most hard to reach and complex settings in the world, saving lives and promoting human dignity. We support communities to become stronger and more resilient places where people can live safe and healthy lives, and have opportunities to thrive.

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