



Accountability Report

Status of Commitments and Announcements
Six Months on from Global Citizen Festival India on November 19,
2016

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Global Citizen India

Introduction to the Global Citizen India Accountability Report

Six months ago, on November 19, 2016, Mumbai was home to one of India's largest ever entertainment events, hosted by Global Citizen Festival India, a partnership between Global Citizen and The Global Education & Leadership Foundation (tGELF). As an 80,000+ crowd gathered to celebrate the Global Citizen Festival India with Coldplay, Jay Z, Amitabh Bachchan, A. R. Rahman, Vidya Balan, Demi Lovato, and two dozen Bollywood stars taking the stage, it was clear that it would be a night to remember.

And, indeed, it was a night to remember, but not merely for its scale and star power. Global Citizen India quickly became a movement uniting policymakers, corporate leaders, pop culture icons, faith leaders and citizens for an ambitious goal: ending extreme poverty by 2030. In two short months, over **500,000 citizens** made their voices heard by taking over **two million actions** on <https://www.globalcitizen.in/> demanding the **United Nations' Sustainable Development Goals (SDGs)** be met. These Goals, identified by the United Nations, are crucial for ending extreme poverty and for galvanizing global social improvement.

Driven by the shared ideals of actualizing the potential of young people in India, and of channeling their collective voices as a catalyst for social change, the Global Education and Leadership Foundation (tGELF) partnered with Global Citizen in 2016 to embark on the fifteen-year resolution of the Sustainable Development Goals (SDGs) together. Global Citizen India sought to address three specific SDGs in our 2016 campaign:

- **SDG4: Quality Education** – With the world's largest population of youth, education must be one of India's top priorities. As UN India notes, "a quality education is the foundation of sustainable development, and therefore of the Sustainable Development Goals. As a policy intervention, education is a force multiplier which enables self-reliance, boosts economic growth by enhancing skills, and improves people's lives by opening up opportunities for better livelihoods."
- **SDG5: Gender Equality** – Ensuring girls and women achieve equal status and equal opportunities is essential to building healthier, better-educated, and more sustainable communities ►►



Photo: Hugh Evans, CEO of Global Citizen, and Poonam Mahajan, Member of Parliament, at Global Citizen Festival India 2016

across the planet. However, in the second decade of the 21st century, the flagship program of the Indian government still centers on “Saving the girl child...” and there is still a long way to go for the status of women in India. More than ever before, we need to work toward empowering women and breaking the barriers that hold women back.

- **SDG6: Clean Water and Sanitation** – With over 50 percent of rural Indian households lacking access to toilets, 600 million Indians defecating in the open, and nearly 200,000 Indian children dying from water-borne illness each year, the issue of clean water and sanitation cannot wait. In alignment with Prime Minister Modi's Swachh Bharat Mission, Global Citizen India seeks to see an end to open defecation and a world where all people have adequate access to safe drinking water.

By completing online and offline actions, Global Citizens called upon governments, corporate leaders, faith leaders, and international organizations to play their parts in achieving the Sustainable Development Goals by 2030. These actions, combined with our high-level advocacy and the efforts of our partners, resulted in 25 major commitments that are set to affect the lives of **516 million people**.

Now, six months later, this report shares our assessment of the progress achieved to date against each of these commitments. We will continue to diligently monitor these commitments and pledge to regularly, transparently, and openly share their developments with you.

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Executive Summary

Global Citizen India, a partnership between Global Citizen and tGELF, convenes **change-makers** with **those who seek change**. We are a social movement to amplify the collective voice of Global Citizens in India and beyond, directing this voice for social good, toward regional politicians, world leaders, and multinational corporations. Central to the Global Citizen movement is holding our leaders to account for the promises made on our platforms, or as a result of the actions of Global Citizens. Half a year since Global Citizen Festival India, which saw **25 commitments** toward achieving **UN Sustainable Development Goals 4, 5 and 6** (Quality Education, Gender Equality and Clean Water & Sanitation), we are now continuously tracking their performance until completion.

Overall, the commitments stand in a promising place. Programs and initiatives by faith leaders, corporate heads and political decision-makers have created impact across the three SDGs, and many geographies to empower millions of people.

Some commitments have shown **particularly marked progress**. The HP India World on Wheel buses, in their pilot phase, have traveled across rural Haryana and educated children, women and local elders on important education and health issues. Yuva Unstoppable has revamped schools' water

and sanitation infrastructure across Maharashtra, Gujarat, Delhi and Haryana. Viacom18 has effectively utilized its expertise in media and communications to promote behavior-change campaigns in sanitation, most notably through the movie *"Toilet Ek Prem Katha"* ("Toilet, A Love Story"), scheduled for release later this year. Many other commitments are also demonstrating strong progress, and this report explores them in depth.

This report also holds **commitment-makers accountable for their promises**, particularly where progress has been slower than expected. We aim to share news of further progress from IDFC Bank and the Government of Karnataka in time to publish in our next report. Global Citizen India and our platform stand ready to support and promote the success of their commitments.

Accountability reporting at Global Citizen plays a vital role in our ability to truly affect change: by systematically and transparently reviewing the progress of commitments and announcements made through our campaigns and events, we can ensure leaders are held accountable to their promises.

This journey has only just begun. We look forward to the fourteen years ahead, until the eradication of extreme poverty by 2030. As **we continue to hold each other to account**. Let's use our collective voices for social good; to disrupt the status quo; and to transform India and the planet!

With hope, passion and dedication,
Global Citizen India

Impact, Monitoring and Accountability: Our Methodology

Impact Methodology

Global Citizen India has adopted “lives set to be affected” as our main indicator of impact for commitments made through our platforms. We have adopted this indicator as we believe that these commitments are only meaningful if they actually make a difference on the ground and affect people’s lives for the better.

A Global Citizen India commitment has been made when a clear promise to commit funds or resources, or to change a law or policy has been announced from our stage or social platform, following significant numbers of Global Citizen actions and/or high level advocacy efforts undertaken by Global Citizen, or Global Citizen India. Once made, those making commitments are then accountable to Global Citizens, and to whom promises of social change have been made, most notably those living in conditions of extreme poverty.

Since Global Citizen India is an advocacy and campaigning platform, we rely on our partners — a combination of

commitment-makers, NGOs and multilateral organisations — to provide data to calculate “lives set to be affected,” and later, “lives impacted.” Due diligence processes are conducted in-house by our policy team, in partnership with the impact & accountability and global policy & advocacy teams.

Monitoring & Accountability Methodology

“Accountability” is the term that we use for ensuring the intended “lives set to be affected” measure transforms into actual “lives impacted,” as promised. It is our core evidence-based tool to celebrate successes, hold commitment-makers to account through follow-on campaigning, and to learn lessons to drive new campaigning efforts.

Global Citizen's accountability methodology is an on-going iteration of our impact methodology. At the heart of the process is continuing open dialogue with the partners that originally made the commitment, alongside our original campaigning partners, multilateral organisations, and the NGOs receiving those commitments.

How do we ensure our commitments are honored?

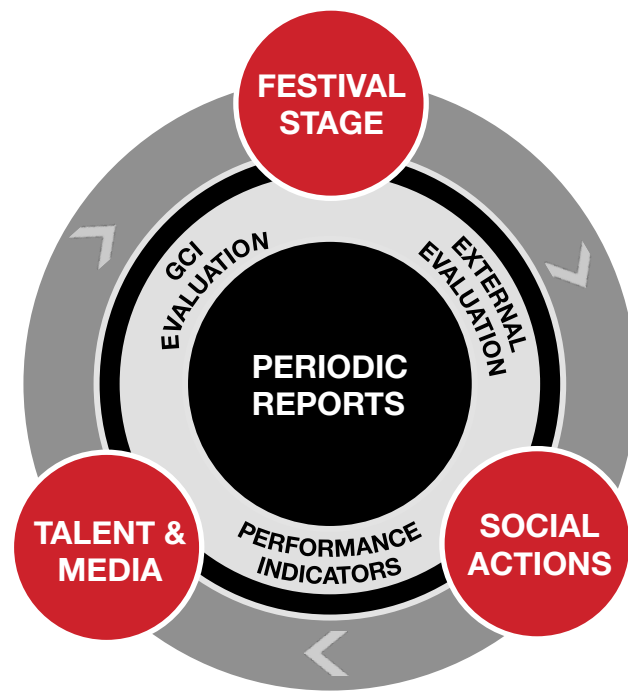
For each commitment, Global Citizen India reaches out to all appropriate sources for information and expert insight on the progress achieved to date, including from an independent source when possible. We also strive to collate evidence of on-the-ground impact to help visualize the nature of the impact in practice, as well as conduct desk research for additional supporting information.

Periodic and Persistent Follow-Ups

We reach out to our partners periodically and ask them what progress has been achieved until their commitment is fulfilled. As we receive updates, we develop reports and share them with Global Citizens across the world, our partners, and with the general public. We are also in the process of establishing credible and objective third-party evaluation of commitment progress, aiming to commence from our next report, scheduled for November 2017.

Ecosystem of Responsibility

We create an atmosphere of positive pressure on the



commitment-makers by involving Global Citizens, social influencers and celebrities. Whenever Global Citizen India has been unable to secure a reasonable, timely and satisfactory progress update report, we seek to establish an ecosystem of responsibility; we do this by channelling the voices of critical commitment, and potentially also Global Citizens and celebrity ambassadors, to exert positive pressure on commitment-makers to uphold their promises, holding them to account for the promises they made on our stages, and/or resulting from the actions of Global Citizens.

We don't stop campaigning! We continue campaigning on the urgency for commitments to tackle the problems of poverty until the issue is resolved. Through these campaigns, we aim to prove to the world that, together, we can affect enough lives to realize the end of extreme poverty by 2030.

Impact & Accountability: Explaining Our Report

Our Findings: Global Citizen India 2016 generated 25 commitments and announcements, and 4 calls to action for accountability tracking. A summary of current statuses and risk levels follows:



ON TRACK or COMPLETE: commitments that have achieved at least 80 percent of (or even exceeded) the commitment target if complete, or its expected interim progress at the time of the assessment, particularly the 'target lives set to be affected' indicator.

12 commitments and announcements as well as 4 calls to action



IN PROGRESS: commitments that have demonstrated sufficient tangible early progress to indicate they will be deemed on track, pending data confirmation later in the project.

6 commitments and announcements



TOO SOON TO TELL: commitments where Global Citizen India is currently reaching out for monitoring updates.

6 commitments and announcements



PROGRESSING WITH SOME RISK: commitments that have started and show some tangible progress, but do not demonstrate at least 80 percent of expected interim progress at the time of assessment; either without adequate explanation or with explained but manageable risks, where Global Citizen India believes the projects are recoverable and not yet at risk of failing. *1 commitment and/or announcement*



AT RISK OF NOT MEETING TARGET: commitments that have not started and/or are at risk, will not meet their target, are significantly behind their target, have delayed reporting, or have inadequate data quality.


0 commitments and announcements


OVERVIEW STATUS

Commitments and Announcements Made at GCFI 2016 (1)

SDG 4: QUALITY EDUCATION

Digital Education and Smart Classrooms

 HP INDIA
In progress

 CONNECTED TECHNOLOGIES
On track

Sanitation in Schools


 YUVA UNSTOPPABLE
On track

Nutrition for School Children

 PEPSICO INDIA
Too soon to tell

SDG 5: GENDER EQUALITY

Women in the Workforce


 INTERNATIONAL FINANCE
CORPORATION (IFC) BANKING ON
WOMEN GROUP
a) Global Portion – **Too soon to tell**
b) India Portion – **On Track**


 GOOGLE INDIA
On track

 GOVERNMENT OF KARNATAKA
Too soon to tell


SDG 6: CLEAN WATER & SANITATION


Open Defecation-Free India


 MINISTRY OF DRINKING WATER
AND SANITATION
On track

 GOVERNMENT OF MAHARASHTRA (1)
On track


 TOILET BOARD COALITION
In progress

 VIACOM18
On track

 MAYOR OF KANPUR
Too soon to tell

 MAYOR OF UJJAIN
Complete - exceeded

Clean Drinking Water

 MISSION BHAGIRATHA,
TELANGANA
On track

OVERVIEW STATUS






Commitments and Announcements Made at GCFI 2016 (2)

SDG 6: CLEAN WATER & SANITATION (cont'd)






Water Use Efficiency

-  UNITED PHOSPHOROUS LIMITED
In progress

Sanitation & Hygiene Behavior Change

-  GLOBAL INTERFAITH WASH ALLIANCE
On track
-  TATA TRUSTS
In progress
-  RECKITT BENCKISER, USAID AND EY
In progress
-  IDFC BANK
Progressing with some risk
-  HINDUSTAN UNILEVER INDIA
On track

ALL SDGs: SDGs IN INDIA

-  ANDHRA PRADESH: POLICY INCLUSION
Complete
-  MAHARASHTRA (2): HUNGER AND MALNUTRITION
Too soon to tell
-  MAHARASHTRA (3): AFFORDABLE HOUSING
Too soon to tell
-  EARTH DAY NETWORK: ENVIRONMENT
On track
-  TIMES GROUP: SKILL DEVELOPMENT
In progress

OVERVIEW STATUS

SDG Announcements, Calls to Action and Specific Actions on the SDGs

SDG 4: QUALITY EDUCATION

Identity for Children

- CAMPAIGN FOR IDENTITY FOR ALL CHILDREN
Complete & ongoing

SDG 5: GENDER EQUALITY

Breaking Barriers

- SEXUAL CONSENT: #NOMATLABNO
Complete & ongoing

SDG 6: CLEAN WATER & SANITATION

Breaking Barriers (cont.)

- MENSTRUAL HYGIENE MANAGEMENT:
#BOOTOTABOO
Complete & ongoing
- OPEN DEFECATION FREE KERALA
Complete

ALL SDGs: SDGs IN INDIA

Convening Action

PRIME MINISTER NARENDRA MODI
MINISTER AMINA MOHAMMAD
SACHIN TENDULKAR
CHIEF MINISTER DEVENDRA FADNAVIS

ACHIEVING THE SDGs: OTHER DEVELOPMENT GOALS

YOUNG POLITICAL LEADERS
FORMER UN SECRETARY-GENERAL BAN KI-MOON
AMITABH BACHCHAN
BILL GATES
YURI AFANASIEV

Future Focus: Global Trends

Insights for Future Accountability



The start of our community:

2.4 MILLION PAGE VISITS

500,000+ GLOBAL CITIZENS

3,500 LEADERS NOMINATED (see Appendix 1)

Building a community

A community is greater than the sum of its parts. It crowd-sources issues that need addressing, as well as a range of possible solutions. It provides support to voices that need it, and encourages timid voices to join the crowd. A community garners credibility to the cry for change, and inspires those within it: we are moving forward, and together.

Building a community is crucial to the Global Citizen movement in India, as we seek to solve important global issues. We have created a space within the Indian digital realm that discusses, raises awareness and concern about, and collects support for, the UN Sustainable Development Goals. As we look ahead to

the future of our movement, we need to expand this space in size, geography, social media access and scope. The community of Global Citizens is an opportunity for inspiration, exchange, and mutual support. In our future endeavors, we must continue to actively build this community to generate, bolster and convene solutions.

Awareness-Generation

To be able to tackle an issue, one must first acknowledge it exists. Starting conversations around crucial issues or topics that are taboo is an important first step.

To do this, we ran quizzes, posted articles, celebrated success stories and partnered with celebrities on issues such as the Sustainable Development Goals, menstrual hygiene, women in the workforce and Swachh Bharat, among others. As a result of our efforts, Global Citizen India emerged as a significant influencer in the digital space in the two months prior to the Festival. According to the Social Analytics Report conducted by IBM, there was a 32 percent increase in conversations around Water and Sanitation in the period 2 October - 19 November 2016 as compared to the period 15 August - 2 October 2016. This can be attributed to the launch and conclusion of GCFI action journeys and the Global Citizen Festival India itself, as well as the efforts of our partners.

Behavior Change

For change to be long-lasting and impactful, it has to come from within. We, at Global Citizen India, realize that making commitments ►►

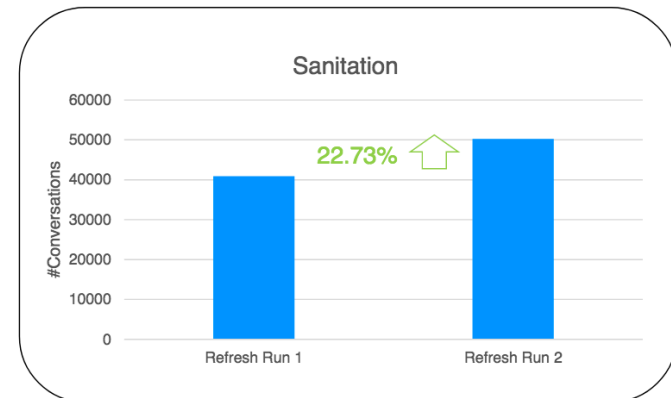
or implementing programs is not enough, as long-lasting and impactful change can only occur when it is ingrained in, and supported by, every member of society. Our actions toward ending open defecation, achieving menstrual hygiene, breaking gender stereotypes, and sexual consent aimed to secure societal behavior change.

The Global Citizen movement took 196,044 actions to advocate for and raise awareness on menstrual hygiene and the issues that surround it. According to the Social Analytics Report conducted by IBM, our hashtag *#BooToTaboo* was widely used by netizens, and conversation around menstrual hygiene on social media increased considerably after the launch of the action journey on this topic. The number of conversations increased from 1,363 to 33,799, a rise of approximately 2,300 percent. Furthermore, according to the report, negative online sentiment about menstruation decreased by more than half due to Global Citizen India's campaigning.

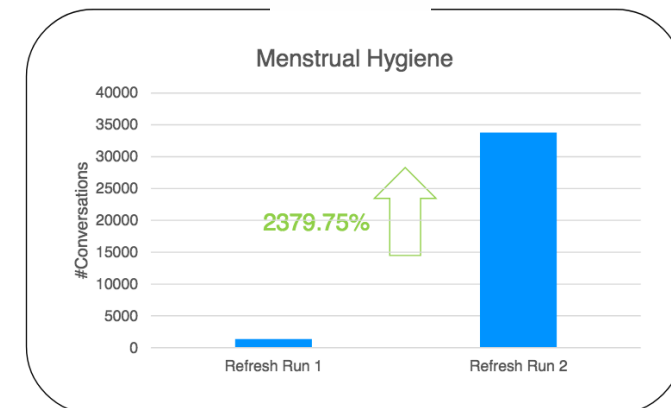
Measuring behavior change is a challenging task, and to measure it on the ground, outside the digital space, is, at present, beyond the scope of Global Citizen India. However, we are greatly encouraged by the positive impact we created around a taboo topic like menstruation. We will be hosting more behavior change campaigns in the future and will be looking at developing tools to measure their impact.

Offline Actions

Global Citizen India is primarily an online social action platform that mobilizes young people toward solving the world's biggest challenges on a large scale, and within a short time frame. Global Citizens across the world can learn about issues, start ►►



IBM



WASH Trend Analysis conducted by IBM over the period August 15 – October 2 2016 (Refresh Run 1); and October 3 - November 19 2016 (Refresh Run 2)

conversations, take action and join our movement.

However, as we launched our action journeys, we realized that there are a large number of young people who also wanted to participate in this movement off-line, by volunteering their time, knowledge and expertise. Such volunteering opens up new opportunities for Global Citizen India, including the possibility of reaching those without easy Internet access, alongside the opportunity for on-the-ground activation.

As a pilot, we organized the Global Citizen Volunteer Day in Mumbai. The idea for the Volunteer Day was to engage urban youth in collecting crucial, empirical data from underserved schools in Mumbai. A total of 914 volunteers gathered to participate in this offline action, in partnership with Green Batti. They surveyed a total of 111 schools, spread over 100 buildings, across 24 wards in Mumbai.

These 111 schools provide education to 58,036 students. Enabled through mobile technology, the 914 volunteers were able to gather real-time photographic data of the infrastructural survey they carried out at the schools. Sanitation facilities, desks, chairs, blackboards and other key infrastructural facilities were counted and documented in order to track what schools require. This information was then compiled into a report which was handed over to Snehal Ambekar, Mayor of Brihanmumbai Municipal Corporation (BMC) for 2014-2017, and Aditya Thackeray, President of Yuva Sena. BMC has agreed to use this citizens report as a framework to deliver change.



Photo: Global Citizens and Global Citizen India team presenting survey findings and report to the Mayor of Brihanmumbai Municipal Corporation and the President of Yuva Sena

4 QUALITY EDUCATION

Crowd at Global Citizen Festival India 2016



ACTIONS TAKEN BY GLOBAL CITIZENS

- 265,000 actions for Quality Education



OVERVIEW OF COMMITMENTS AND ANNOUNCEMENTS

- Digital Education and Smart Classrooms: 2
- Sanitation in Schools: 1
- Nutrition in Schools: 1
- Announcements and Calls to Action: 1



SDG 4 GOALS

- Ensuring that all children complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes;
- Ensuring that all children have access to quality early childhood development, care and pre-primary education so that they are ready for primary education.



1. Digital Education and Smart Classrooms

Commitment Overview

Commitment-Maker: HP INDIA

Commitment:

Rajiv Srivastava, Managing Director, HP India, committed to provide 48 mobile classrooms through an investment of USD 3.6 million (INR 24.8 crores), to result in 15 million people in rural areas of India getting access to quality education and technology over six years.

Commitment Status:
 In progress


Update from Commitment-Maker:

On February 8, 2017, HP India unveiled its first HP World on Wheels (WoW) bus in Gurgaon at an internal launch. Two buses have been deployed and piloted in parts of Haryana. Ten others are under construction and are on track to begin operations by August.

Each 20-seat, IT-enabled, HP WoW bus is a digital inclusion and learning lab, equipped with HP computing and printing equipment, software suites and e-learning tools. The classrooms will allow individuals to gain access to IT literacy programs and connect to different government programs. Each mobile lab is powered by ten high-efficiency solar panels.



The Global Citizen India team visits the HP World on Wheels buses, pictured from the outside (top right) and inside (left & bottom)

Comments from Global Citizen India:

The Global Citizen India monitoring team visited the workshop and saw ten buses in the construction phase. The team also tested one of the two buses that have already been deployed. The initiative is well on track to meet the target to get 12 buses running within a year from November 2016, out of the total target of 48 buses to be delivered over six years.

Commitment Overview

Commitment-Maker: CONNECTED TECHNOLOGIES**Commitment:**

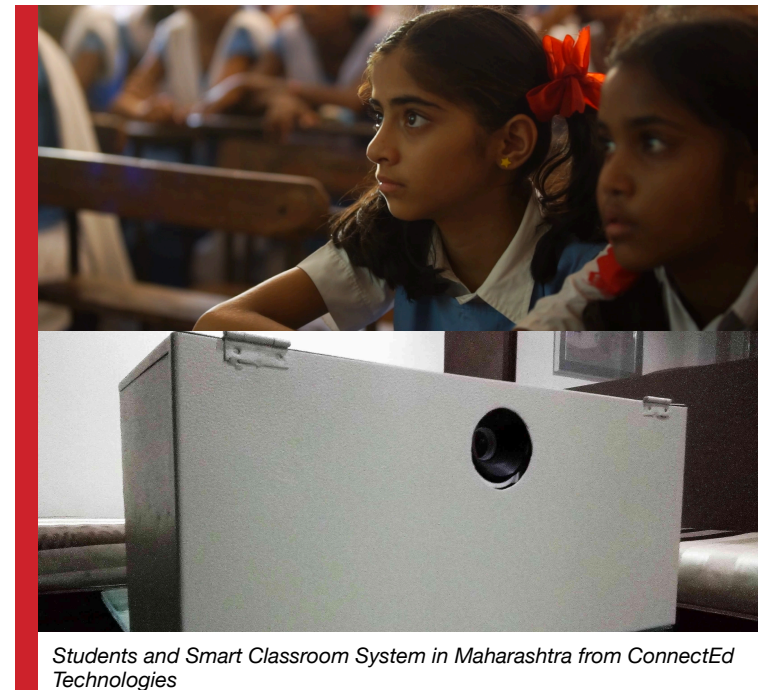
ConnectEd Technologies commits to bringing smart classrooms to 25,000 more students in Maharashtra by the end of 2017. This commitment follows 34,526 actions by Global Citizens on digital education.

Commitment Status:
On track
**Update from Commitment-Maker:**

The commitment was implemented in schools in the Palghar district of Maharashtra with monetary support from DHFL's Corporate Social Responsibility wing.

DHFL supported 11 schools in phase one and 13 schools in phase two, amounting to a total of 24 schools supported. Every standard (grade) has been provided with one solar-powered 'Smart Classroom System,' which is a resistant projection system that works using an Android OS and is bundled with educational content for rural schools.

These schools are high-density secondary schools that function twice a day in the Palghar district.



Students and Smart Classroom System in Maharashtra from ConnectEd Technologies

Comments from Global Citizen India:

Global Citizen India's review of ConnectEd Technologies' commitment found rapid implementation had been achieved, with the infrastructure installment complete nine months before the deadline. The impact on children's learning is ongoing and by the next report, the Global Citizen India monitoring team aims to report on quantitative and qualitative data illustrating how the smart classrooms are benefiting students. The monetary support for the commitment was provided by DHFL through CSR funds.

2. Sanitation in Schools

SANITATION IN SCHOOLS

Commitment Overview

Commitment-Maker: YUVA UNSTOPPABLE

Commitment:

Yuva Unstoppable used its partnership with Global Citizen India to secure corporate support to enable 400,000 more students in schools to get access to better hygiene and sanitation by the end of 2019.

Commitment Status:

On track



Update from Commitment-Maker:

Yuva Unstoppable has already transformed 100+ schools with overall infrastructure upgradation. More than 61,000 children have benefitted from this intervention since the time the commitment was made.

The drinking water facilities, sanitation facilities and other basic school infrastructure was improved in these schools by Yuva Unstoppable with monetary support from organizations including Dishman Pharmaceuticals, Sleepwell, Dabur, and HDFC Life, among others.

"We are truly thankful to Global Citizen India and tGELF. GCFI did set up momentum for our movement and certainly motivated corporate partners to do more for the cause of sanitation and education for all. Because of Global Citizen Festival, our speed has increased and so far we are extremely fired up and ready to fulfill our commitment of upgrading 1,000 schools in next three years. Thank You Global Citizen India for making us the part of constructive Revolution."

- Parth Vasavada, Founding Member of Yuva Unstoppable



Reconstructed water and sanitation facilities in Sultanpur, visited by the Global Citizen India team

Comments from Global Citizen India:

The Global Citizen India monitoring team visited one government school in Sultanpur, Gurgaon, where Yuva Unstoppable has reconstructed the water and sanitation facilities with support from Dabur and Sleepwell Foundation. While on the site visit, the monitoring team found that importance was also given to the maintenance of toilets, aside from infrastructure building. With 61,000 children impacted to date, this commitment has reached 11,000 more children than might be expected at this stage of the project.

3. Nutrition for School Children

Commitment Overview

Commitment-Maker: PEPSICO INDIA

Commitment:

PepsiCo Nutrition Ambassador, chef Vikas Khanna, affirmed that the Quaker Oats Feed a Child program is on track to provide 200,000 meals to children by 2016.

Commitment Status:
Too soon to tell



Update from Commitment-Maker:

Our partners at the Smile Foundation, who were entrusted by Quaker Oats to execute the commitment, have informed us of the progress of the commitment. A Facebook page was created to track this progress (see Sources).

On 18 April 2017, Quaker Oats India extended the initiative (Quaker Oats Feed a Child program) to Chennai.



Beneficiaries of the Feed a Child program

Comments from Global Citizen India:

Global Citizen India's understanding from PepsiCo and Smile Foundation is that the commitment is complete. However, by the next report, Global Citizen India hopes to access the audited report and obtain confirmation of the final number of meals served to children, and if possible the number of children's lives impacted by this commitment, so that we can award an evidence-based status of completion. We also aim to share qualitative evidence of the difference this commitment has made to its beneficiaries.

ANNOUNCEMENTS AND CALLS TO ACTION

IDENTITY FOR CHILDREN

Overview of Call to Action

Call to Action

Global Citizens tweeted to the Minister of Women and Child Development to provide identity for all street children:
 “Congratulations @MinistryWCD @Manekagandhibjp continue your work towards #Identity4all and reaching #EveryLastChild.”

Call to Action:
Complete & ongoing

**Call to Action Details:**

In February, Minister of Women and Child Development, Maneka Gandhi announced a policy framework for children on the streets, called the Standard Operating Procedure (SOP) for the care and protection for children in these situations. What does it mean for the children on the streets? It means an identity for all. The government will provide an Aadhaar identity card, health insurance and a bank account to affected children.

On a pilot basis, about 50,000 street children in Delhi have been selected for Aadhaar card registration. Save the Children aims to cover all such children in five states over the next two years.

“This initiative will help the government to ensure that health education and protection mechanisms are made available to children living on the streets.”

- Maneka Gandhi,
 Minister for Women and
 Child Development



At the launch of the SOP, from left to right: Pragya Vats, Save the Children; Salman, former street child; Dia Mirza, Save the Children ambassador; Swati Kumar, Global Citizen India

Comments from Global Citizen India:

A recent Save the Children survey (see Sources) indicated that over two million children live on the streets in India. Out of the children surveyed, over 79 percent have no form of legal identity. Global Citizen India commends the Ministry for Women and Child Development and the Delhi Government for taking forward this initiative. With support from our partner, Save the Children, we will closely monitor the progress of the pilot program, and its ongoing work toward expanding its implementation in other States.

5

GENDER EQUALITY



ACTIONS TAKEN BY GLOBAL CITIZENS

- 518,000 actions for Gender Equality



OVERVIEW OF COMMITMENTS AND ANNOUNCEMENTS

- **Women in the Workforce:** 3
- **Menstrual Hygiene:** see other commitments in SDG 6
- **Announcements and Calls to Action:** 1



SDG 5 GOALS

- End all forms of discrimination against all women and girls everywhere;
- Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.



Shah Rukh Khan at Global Citizen Festival India 2016

1. Women in the Workforce

Commitment Overview

Commitment-Maker: INTERNATIONAL FINANCE CORPORATION (IFC)

Commitment:

IFC Banking on Women Group representatives Sharmila Hardi, Andrew McCartney and Roshika Singh committed an investment of USD 2 billion (INR 13,600 crores) to promote women entrepreneurship by 2019, including a USD 100 million (INR 680 crores) corpus in India.

Commitment Status: a) Global portion - Too soon to tell; b) India portion - On track



Update from Commitment-Maker:

IFC extended a USD 50 million (INR 340 crores) credit line to YES BANK to lend exclusively to women-owned businesses. It has also extended a grant of USD 500,000 (INR 3.4 crores) toward encouraging women entrepreneurs to go digital, for example, by selling products online, improving their financial access through technology, digital payments and leveraging entrepreneurship training.

IFC is supporting a partner to develop a network of self-employed women to develop a market for off-grid solar products, and a campaign in Rajasthan has reached over 250 villages and 15,000 people. By 2020, the network is expected to expand to 20,000 women distributors.



Women participating in the campaign in Rajasthan

Comments from Global Citizen India:

Global Citizen India has found that IFC has made rapid progress toward furthering their investment in women's entrepreneurship. The focus now is to continue these efforts to strengthen existing programs in India and globally. By investing in women entrepreneurs, especially SMEs, we believe this commitment will further IFC's work to support the twin goals of ending extreme poverty within a generation, and boosting shared prosperity. The Global Citizen India team looks to receive an official update from IFC on the global portion of this commitment by the next report, once IFC's auditing process is complete.

Commitment Overview

Commitment-Maker: GOOGLE INDIA

Commitment:

Rajan Anandan, Vice President of South East Asia and India, reaffirmed Google's commitment to bridge the online gender gap by training women in 300,000 Indian villages (roughly half the number of villages in India) on how to use the Internet by end 2018.

Commitment Status:

On track



Update from Commitment-Maker:

Google is on track to deliver on this commitment, working with partners Internet Saathi, Tata Trusts and Womenwill. As of April 30, 2017 over three million women across 70,000 villages have benefitted from training. Women are trained on the usage and benefits of the Internet, particularly for women, through specially-designed internet cycle carts, which visit areas in villages that women can easily access.



Sarita (pictured in Guruki, Rajasthan) has become a trainer for over 1,300 women. She took responsibility of her family's income generation a decade ago, when her husband's illness prevented him from working. She started tending to the farm and became the primary income earner in the family. Today, she goes from village to village helping women to learn about the Internet. She has used the Internet for farming- and cattle-related information, which has helped her increase her yield by 50%.

Comments from Global Citizen India:

Global Citizen India's monitoring team reviewed the commitment and found that Google India and Tata Trusts have strengthened the reach of the Internet Saathi program. The program updates are widely available on the digital platforms of both organizations; and representatives from each have been very responsive to our team.

By the next report, the Global Citizen India monitoring team hopes to share interviews with Internet Saathi and their communities to understand the qualitative difference this project is achieving on the ground. However, with 70,000 villages reached, this commitment is progressing well and has strong momentum.

Commitment Overview

Commitment-Maker: GOVERNMENT OF KARNATAKA**Commitment:**

RV Deshpande, Minister of Industries, Government of Karnataka, announced a new partnership with WEConnect International to empower one million women through entrepreneurial opportunities and tangible policy change.

Commitment Status:

Too soon to tell

**Update from Commitment-Maker:**

In March, the Karnataka government announced a USD 1.5 million (INR 10.2 crores) Idea2POC (idea to proof of concept) fund. Under this, the Government will provide INR 50 lakhs (USD 73,500) to any woman innovator who is looking for funds for proof of concept validation, certification, and costs in manufacturing pilot devices. Furthermore, women entrepreneurs can participate in an open house, where they will be able to put forward their issues and problems. In his budget speech in March, the Finance Minister reiterated his government's commitment to women entrepreneurship, announcing that a Business Incubator will be established exclusively for women entrepreneurs.



RV Deshpande, Minister of Industries, Government of Karnataka at Global Citizen Festival India

Comments from Global Citizen India:

Global Citizen India understands that tangible steps have been made toward achieving this commitment. However, we look forward to receiving a detailed update on the number of women impacted through these initiatives, to provide an evidence-based assessment of progress toward achieving this commitment. We hope to publish this in our next report, scheduled for November 2017.

ANNOUNCEMENTS AND CALLS TO ACTION

Overview of Call to Action

Call to Action

#NoMatlabNo (“No Means No”): Affirmative consent is the way to go!”
10,644 Global Citizens tweeted in support of sexual consent.

Call to Action:
Complete & ongoing



Call to Action Details:

Many users, including celebrities, provided further explanations of consent in their tweets, including "Silence matlab no," "To consent to one act is not to consent to all acts," and "When it comes to consent, only YES means YES."

Among these celebrities were Bollywood stars Arjun Kapoor, Parineeti Chopra, Ranbir Kapoor and Ayushmann Khurrana; student activist Gurmehar Kaur; DJ and blogger Malini Agarwal (Miss Malini); and Dia Mirza, former Miss Asia Pacific.



Comments from Global Citizen India:

"No means no." This line, uttered by Amitabh Bachchan in his hit 2016 film, *Pink*, made waves in Indian media and sparked discussions about sexual consent across the country. In our #NoMatlabNo action, we sought to expand these discussions by asking Global Citizens to examine their understanding of consent.



6 CLEAN WATER & SANITATION

Sachin Tendulkar at Global Citizen Festival India 2016



THE GLOBAL
EDUCATION & LEADERSHIP
FOUNDATION



ACTIONS TAKEN BY GLOBAL CITIZENS

- 651,000 actions for Water & Sanitation



OVERVIEW OF COMMITMENTS AND ANNOUNCEMENTS

- **Ending Open Defecation:** 6
- **Access to Clean Drinking Water:** 1
- **Water-use Efficiency:** 1
- **Sanitation & Hygiene:** 5
- **Announcements and Calls to Action:** 5



SDG 6 GOALS

- Achieving access to adequate and equitable sanitation & hygiene for all and ending open defecation, whilst paying special attention to the needs of women, girls, and those in vulnerable situations;
- Striving towards universal and equitable access to safe and affordable drinking water for all;
- Striving towards increasing water-use efficiency across all sectors.

1. Ending Open Defecation

Commitment Overview

Commitment-Maker: MINISTRY OF DRINKING WATER AND SANITATION (MDWS)

Commitment:

Parameswaran Iyer, Secretary, Ministry of Drinking Water and Sanitation, committed to make 300,000 villages, 200 districts, 6 states & 2 union territories open defecation free by the next World Toilet Day (19 November), set to affect 120 million people.

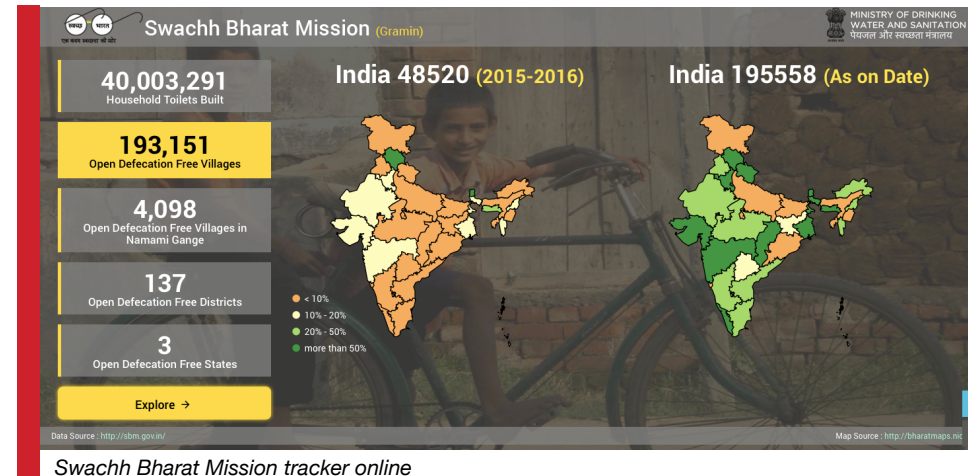
Commitment Status:

On track



Update from Commitment-Maker:

	19 Nov 2016	19 May 2017
Household toilets in rural India	27,000,000	Approx. 40,000,000
ODF villages	120,000	Nearly 200,000
ODF districts	60 districts	137
ODF states	3	Many more States & Union Territories are close to being ODF



Comments from Global Citizen India:

Following review of this commitment, Global Citizen India congratulates the Central Government on its declaration that India is on track to become ODF by 2 October 2019. We are encouraged by Secretary Iyer's endeavor to "have grassroots-level trained and incentivized motivators using interpersonal communication" to further intensify behavior change pre-ODF, and sustainability post-ODF.

Swachh Bharat Mission is a behavior change program, and not one of toilet construction alone. This is crucial given that the cleaning and upkeep of toilets is deeply linked to the caste system and the practice of untouchability. The primary metric of success is Open Defecation Free (ODF) villages, and not just toilets constructed. By the next report we expect to have details on the steps the Government is taking to ensure sustained ODF and minimizing slip-backs.

Commitment Overview

Commitment-Maker: GOVERNMENT OF MAHARASHTRA 1

Commitment:

Following 100,000 Global Citizen India actions, Devendra Fadnavis, Chief Minister of Maharashtra, committed to achieving ODF status by March 2018 for 36 lakh (3.6 million) households with an investment of INR 5,000 crores (USD 735 million), a year ahead of the Swachh Bharat Mission (SBM) Goal. This will affect 27 million lives.

Commitment Status:

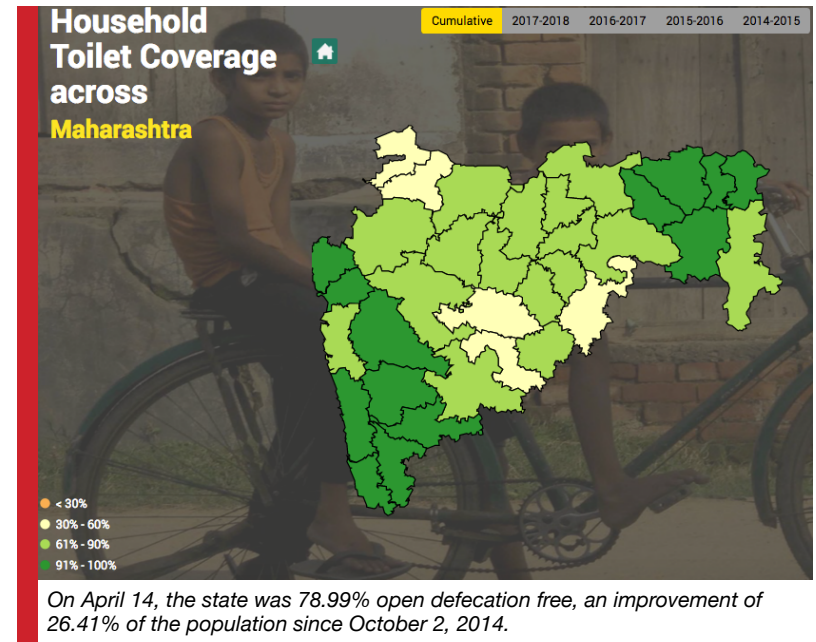
On track



Update from Commitment-Maker:

On April 14, the state was 78.99 percent open defecation-free.

In February, Shri Swadhin Kshatriya, Chief Secretary of Maharashtra, in a meeting with Shri Parameswaran Iyer, Secretary, Ministry of Drinking Water and Sanitation, conveyed that Maharashtra is on track to be declared Open Defecation Free (ODF) by March 2018. The Chief Secretary further stated that the Government of Maharashtra has developed a strong third-party verification system for ODF declarations in the State, with three levels of verification. Multiple cleanliness campaigns such as Clean Offices, Clean GPs, and Clean Schools are also underway in different parts of the State.



Comments from Global Citizen India:

The Global Citizen India monitoring team commends the Chief Minister for his aim to declare Maharashtra ODF one year ahead of the Swachh Bharat deadline, and for including handwashing, community toilets and menstrual hygiene in Maharashtra's implementation of the Swachh Bharat across the state.

While at present, monthly progress is below the 0.88 percent mean increase in population reached that is necessary for the commitment to be achieved on time, our partner, UNICEF Maharashtra, has shared its understanding that this commitment is on track, and the expectation that pace will gather momentum over time rather than incrementally. Based on UNICEF Maharashtra's advice, we award a status of on track.

Commitment Overview

Commitment-Maker: TOILET BOARD COALITION

Commitment:

Toilet Board Coalition (TBC) Members, represented by Cheryl Hicks, Executive Director, TBC, committed USD 15 million (INR 102 crores) for sanitation entrepreneurs & mentorship. TBC's corporate members alone committed to helping over 125 million people gain improved access to sanitation and hygiene by 2020.

Commitment Status:
 In progress


Update from Commitment-Maker:

The 2016 Toilet Accelerator of the Toilet Board Coalition had global impact. Members of the Coalition have invested in the following entrepreneurs/enterprises:

- Laguna Water, Philippines: Last mile distribution of sanitation via Portable Toilet Solutions and innovative financing mechanisms to achieve 100% coverage, to provide Laguna's poorest with access to hygiene and sanitation services.
- Svadha, India: Business operations efficiencies, sales & marketing expertise, yielding a 200% increase in toilet sales.
- Clean Team, Ghana: Collaboration with mobile money experts & PAYG Solar Sector, yielding the first mobile money implementation in sanitation.

In a video update to Global Citizen India in February, Cheryl Hicks, Executive Director of TBC, shared that their toilet accelerator program had shown significant progress since November 2016 in achieving impact by enabling large companies, like Unilever, to invest their business expertise, such as operational efficiency, sales, marketing and finance to help small businesses scale.

Comments from Global Citizen India:

The Global Citizen India monitoring team, in light of its conversation with Cheryl Hicks and a review of the TBC efforts, recognizes the unique solution envisioned by Toilet Board Coalition to address the sanitation problem. Toilet Board Coalition has made a good start on the commitment and we hope the momentum will continue in the years ahead.

By the next report, the GCI monitoring team hopes to have an update on exactly how many lives have been impacted by each of these innovations.

Commitment Overview

Commitment-Maker: VIACOM18

Commitment:

Sudhanshu Vats, CEO, Viacom18 affirmed their commitment to continue supporting the MCGM in an effort to make Mumbai open defecation free by installing sanitation facilities and by amplifying the behavioral change communication aspect of Swachh Bharat Abhiyaan to 500 million Indians, across all its media assets.

Commitment Status:

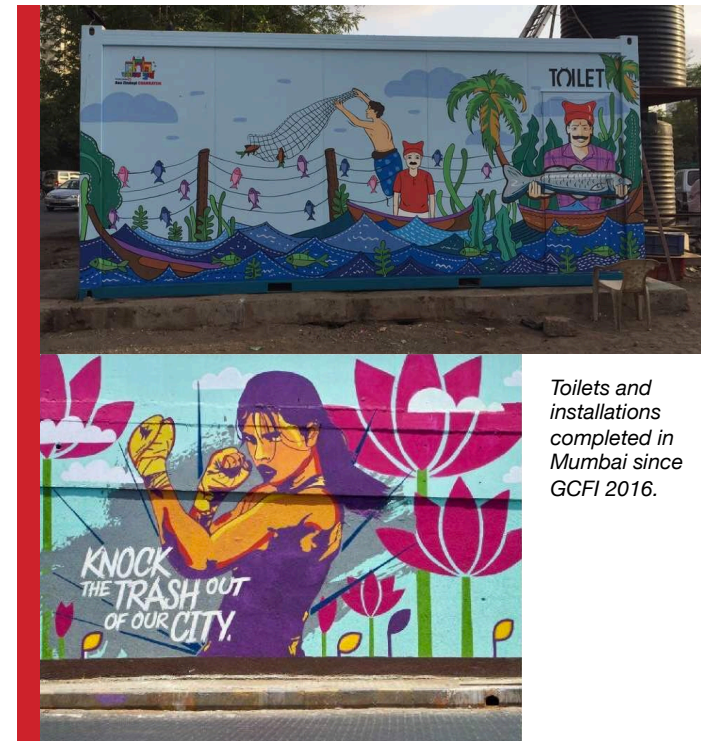
On track



Update from Commitment-Maker:

Viacom has already initiated work on twelve Open Defecation spots in Mumbai and has demonstrated fast progress, with two spots already completed.

The behavior change communication campaign from Viacom18 has begun on toilets and flyovers in urban areas. These graphics are made at locations that are in high-visibility areas. The toilet construction has taken in community slums that cater to a population of 40,000. Viacom18 is also presenting a movie on sanitation called *"Toilet: Ek Prem Katha."*



Comments from Global Citizen India:

The Global Citizen India monitoring team's assessment is that Viacom18 has performed well on both its commitments. The Global Citizen India monitoring team has visited the community toilet complex that Viacom18 has completed in South Mumbai. Many public spaces are being used by Viacom to use innovative ways to communicate the message of a clean India.

The majority of lives set to be affected by this commitment will be impacted once the film has been launched, which Viacom18 is strongly positioned to deliver. We look forward to reporting on its success.

Commitment Overview

Commitment-Maker: MAYOR OF KANPUR

Commitment:

The Mayor of Kanpur, Jagatvir Singh Drona, committed to make Kanpur Open Defecation Free (ODF) by 2019.

Commitment Status:

Too soon to tell



Update from Commitment-Maker:

In Kanpur, the target was to make 110 wards Open Defecation Free (ODF). In the last six months, 69 wards have successfully achieved the target, with support from the Mayor of Kanpur, Mr. Jagatvir Singh Drona and WaterAid.

In November 2016, 10 wards in the city were declared ODF. Kanpur Municipal Corporation, under the leadership and guidance of the Honorable Mayor, prepared to cover the wards in a phased manner. This approach helped to reach out to each ward in a systematic way.



Map of Kanpur by ward. Credit: Maps of India

Comments from Global Citizen India:

The Global Citizen India monitoring team will be in further contact with the local administration to accurately report the progress made on the commitment thus far. The Government of Uttar Pradesh now has greater focus and drive towards making the entire state Open Defecation Free. Kanpur is one among the 30 priority districts that will be made Open Defecation Free by December 2017.

Commitment Overview

Commitment-Maker: MAYOR OF UJJAIN

Commitment:

The Mayor of Ujjain, Meena Jonwal, committed to Ujjain being Open Defecation Free (ODF) by 2017.

Commitment Status:
Complete (exceeded)



Update from Commitment-Maker:

Ujjain Municipal Corporation declared itself ODF on January 1, 2017, which was verified by the Quality Council of India in February 2017.

WaterAid worked towards building the capacity in each ward – through behavior change communication and community mobilization – and followed up regularly through small-scale assessments. Indeed, Ujjain Municipal Corporation was able to construct 6,107 individual toilets against the plan of 5,000. After rigorous planning, any missed households were then added to the list. They also constructed 250 seats/units of community toilets against the same target and 385 seats/units public toilets against the target of 400.



Public toilets supported by WaterAid in Ujjain

Comments from Global Citizen India:

The Global Citizen India monitoring team has received reports from delivery partner WaterAid, confirming Ujjain's ODF status being attained three months ahead of target.

Recognizing the community-led approach of Ujjain Municipal Corporation, the city was praised as the 12th Cleanest City at National Level, and the cleanest city under the West zone, under Swachh Sarvekshan, conducted by the Ministry of Urban Development recently.

We aim to share how attaining ODF status has transformed lives in Ujjain, and how this status will be sustained in the long term, in our November report.

2. Access to Clean Drinking Water

Commitment Overview

Commitment-Maker: MISSION BHAGIRATHA, TELANGANA**Commitment:**

Telangana Minister K T Rama Rao committed to taking potable water to 2 million more families by 2019 with an investment of INR 9,000 crores (USD 1.32 billion) as part of Mission Bhagiratha, providing clean water to every household in the state by 2019.

Commitment Status:**On track****Update from Commitment-Maker:**

28 percent of the overall Mission Bhagiratha has been completed thus far, with an expenditure of INR 12,000 crores (USD 1.76 billion). The Global Citizen India stage secured the pledge of an additional investment of INR 9,000 crores (USD 1.32 billion), and out of this, an additional INR 3,000 crores (USD 441.18 million) have been pledged for the fiscal year 2017-2018. The Government of Telangana has also allocated INR 500 crores (USD 73.53 million) from the AMRUT scheme into this Mission.

Around 335,000 people have been reached thus far, including with the Telangana Water Grid, taking drinking water supply to even the most remote places in the State. The Telangana Water Grid will provide 100 liters of clean drinking water per person in rural households and 150 liters per person in urban households.

In his budget speech in March this year, Finance Minister, E. Y. S. Jagan Reddy, allocated INR 3,000 crores (USD 441.18 million) to this Mission, and announced that “the works under the Mission are progressing well and have gained full speed. The Mission is being implemented with a goal to ensure reach of water from the rivers Krishna and Godavari to all villages by 2017. Thereafter, each household will be provided with piped drinking water. At present drinking water is made available to 5,218,225 families in 24,248 village habitations. In order to reduce the burden on the State Budget, extra-budgetary resources are being mobilized to fund the Mission.”

Comments from Global Citizen India:

The Global Citizen India team recognizes that this commitment was intentionally negotiated with the Government of Telangana to be delivered on the Global Citizen India stage to ensure that citizens could hold the Government accountable with regards to its promise. The commitment is part of Telangana's flagship program, Mission Bhagiratha.

We have awarded a status of “On Track” as the Government has exceeded its committed budgetary allocation at this stage of the project. This project aims to provide water to approximately 25,000 rural habitations and 67 urban habitations. Global Citizen India looks to report on the overall impact figures by the next accountability report, once a third-party evaluation has been completed.

3. Water-Use Efficiency

Commitment Overview

Commitment-Maker: UNITED PHOSPHOROUS LIMITED

Commitment:

Jai Shroff, Group CEO, United Phosphorus Limited, committed to working with one million farmers in the next five years to reduce post-harvest losses, and to work with one million farmers to reduce the water usage in agriculture by 25%.

Commitment Status:
In progress

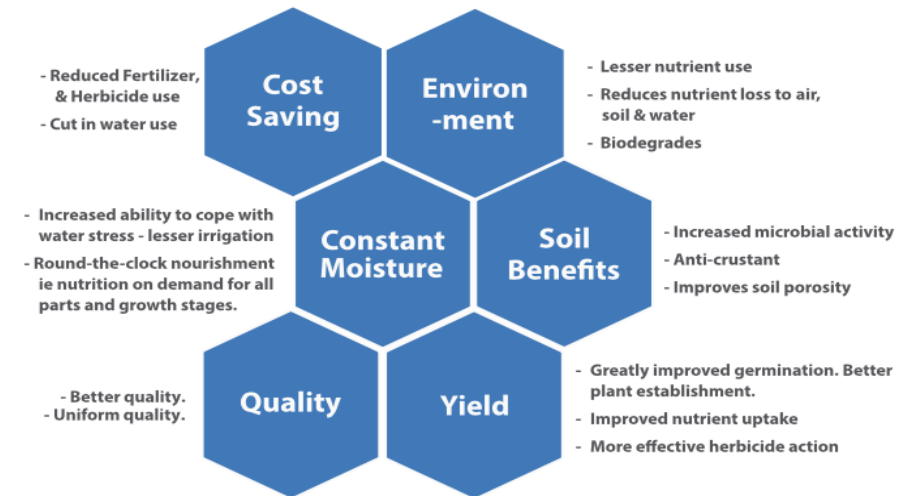


Update from Commitment-Maker:

In the first phase of work, UPL invested significant resources into research and development projects. Through these efforts, UPL has developed a pioneering technology to enhance the agricultural income of farmers across the world called ZEBA. ZEBA is a cornstarch-based granule with the potential to:

- Reduce water consumption by increasing soil's ability to cope with water stress;
- Reduce nutrient loss to water, air and soil;
- Increase microbial activity and improve soil porosity;
- Improve nutrient uptake and germination; and
- Improve crop quality.

Zeba benefits



Innovation of UPL's ZEBA project

7

Comments from Global Citizen India:

The Global Citizen India monitoring team considers this commitment in progress because UPL has developed product-based technology that will reduce the water consumption needs of farmers by 25 percent according to independent research studies. In the next phase, the focus will shift to successful deployment of the technology on the ground, and extending its reach to as many farmers as possible to reach the target of a million farmers and possibly exceed it. Given their current market reach, we are hopeful that the target will be met in the committed timeline. Further details on the impact figures will follow in the next report.

4. Sanitation & Hygiene Behavior Change

Commitment Overview

Commitment-Maker: GLOBAL INTERFAITH WASH ALLIANCE (GIWA)**Commitment:**

By December 2019, to inspire two million people, including 400 faith leaders, to live and act to create a world of improved cleanliness, sanitation & hygiene, in which fresh water flows purely and sustainably for all. This follows more than 43,000 actions by Global Citizens.

Commitment Status:**On track****Update from Commitment-Maker:**

- Inspirational speeches were delivered at the Kalachakra puja at Bodh Gaya, presided by the Dalai Lama, and at the rally for Protection and Preservation of the World's Water Bodies by yogis from 101 countries, among other events;
- Maulana Mahmood Ahmed Madaniji of Jamiat Ulma-E-Hind preached that no marriage ceremony should be conducted by Muslim faith leaders in houses without toilets;
- GIWA's WASH on Wheels Program provided classes for over 4,000 people on sanitation;
- Month-long Padayatra (walking pilgrimage) along the banks of the river Narmada to inspire and engage the millions living along the banks to keep them ODF.



Nomvula Mokonyane, Minister of Water and Sanitation, South Africa (left); Swami Chidanand Saraswati, Founder/Chair of GIWA (center); Aayush Baid, Global Citizen India (right). Photo taken at the 4th International FSM Conference in February 2017 in Chennai.

"We at GIWA are so glad to be part of Global Citizen's great and growing social movement, which is bringing so many hearts and hands together for crucial, life-saving causes such as sustainable water, sanitation and hygiene. GIWA has strongly moved forward on its commitments."

Swami Chidanand Saraswati,
Founder/Chair of GIWA and President of Parmarth Niketan

Comments from Global Citizen India:

Global Citizen India has received an extensive update from GIWA on the programs they have conducted. The Global Citizen India monitoring team attended some of the GIWA events, including the 4th International FSM Conference in February.

The GIWA message has been strong, to join forces to fight a "New Common Enemy" of Open Defecation, Water Contamination and Water Scarcity towards a world where everyone has access to healthy sanitation.

While providing specific data on the numbers reached to date is not possible, it is Global Citizen India's estimate that at least one million have been reached so far, based on the population living on the banks of the River Narmada alone, who were reached through the Padayatra.

Commitment Overview

Commitment-Maker: TATA TRUSTS**Commitment:**

Ratan Tata, Chairman Tata Trusts, committed INR 300 crores (USD 44 million) toward sanitation in India.

Commitment Status:

In progress

**Update from Commitment-Maker:**

As a part of this commitment, Tata Trusts launched the Zila Swachh Bharat Preraks project, in partnership with the Ministry of Drinking Water and Sanitation.

The Zila Swachh Bharat Preraks are consultants who will provide technical and management support to all district headquarters to ensure the districts become open defecation free. This cadre of 600 consultants will be funded and recruited by the Tata Trusts for a period of one year, at no extra cost to the State Government or the Ministry, and will account for a significant percentage of the commitment.



Ratan Tata, Chairman, Tata Trusts, at the launch of the Zila Swachh Bharat Preraks

Comments from Global Citizen India:

Global Citizen India monitoring team recognizes the efforts of 'Tata Trusts' toward sanitation across India. It is working with the government and supporting the vision of a clean India through their expertise.

In the next monitoring report, Global Citizen India seeks to provide beneficiaries' stories highlighting how the commitment is impacting individual lives in various parts of the country.

Commitment Overview

Commitment-Maker: RECKITT BENCKISER, USAID AND EY**Commitment:**

Reckitt Benckiser, USAID and EY, represented by Patty O'Hayer, Ravi Bhatnagar, Idris Diaz and Pinaki Ranjan Mishra, launched The Hygiene Index, a comprehensive monitoring tool to measure the health hygiene initiatives of Indian cities.

Commitment Status:
In progress
**Update from Commitment-Maker:**

The Hygiene Index rates each city and area covered on a scale of five units, across the areas of water, municipal solid waste management, sewerage/septage, toilets, health, and behavior change communication. It relies on primary and secondary data collection, and stakeholder consultations. The primary data has been sourced from the cities' civic bodies and consultations with government officials. This is what has been mainly used to determine each city's performance and rank. Secondary data includes reports and investments in hygiene sectors linked to various CSR activities. As a part of its first phase, the Hygiene Index has been piloted in ten cities: Ahmedabad, Allahabad, Bhopal, Gandhinagar, Nagpur, New Delhi Municipal Council (NDMC), Pune, Raipur, Udaipur and Varanasi.

**Comments from Global Citizen India:**

The policy and advocacy team at Global Citizen India will continually remain in touch with officials at Reckitt Benckiser and partners to receive and provide a final update on the full-fledged launch of the Hygiene Index.

Commitment Overview

Commitment-Maker: IDFC BANK

Commitment:

In response to 25,000 actions by Global Citizens, Gaurav Rajput, Chief Marketing Officer, IDFC Bank, committed to providing 200,000 loans for water and sanitation, worth INR 200 crores (USD 29.4 million) to reach 900,000 people by the end of 2019.

Commitment Status:
Progressing with some risk



Update from Commitment-Maker:

IDFC Bank reported to Global Citizen India that the start date of this commitment was delayed. As a result, it will be some time yet before progress information against this commitment is received.

However, according to our partners at Water.org, this is because of the after-effects of demonetization (a government policy that has affected the functioning of banks). Water.org points out that despite the delay, IDFC Bank's commitment is in progress, and is lending at the household level toward water and sanitation needs.



Comments from Global Citizen India:

Global Citizen India's monitoring team hopes to receive an update from IDFC Bank or its implementation partner, Water.org, by the time Global Citizen India launches the next monitoring report showing progress against the commitment targets.

The demonetization exercise began on November 9, 2016, and is likely to have affected the functioning of IDFC Bank, indicating that the cause for delay was beyond the bank's control. With two and half years remaining to complete this commitment, Global Citizen India believes there remains every likelihood that this commitment not be met on time.

Commitment Overview

Commitment-Maker: HINDUSTAN UNILEVER LIMITED (HUL)

Commitment:

Hindustan Unilever India CEO and Managing Director Sanjiv Mehta committed to reaching one in seven Indians by 2020 with initiatives to improve water, sanitation and hygiene through the programs of their brands including Lifebuoy, Domex and Pureit. This is set to affect the lives of 198 million people.

Commitment Status:

On track



Update from Commitment-Maker:

In the area of health and hygiene, through the WASH (Water, Sanitation, and Hygiene) initiatives, HUL focus on behavior change programs. Some of the home and personal care brands like Lifebuoy (hand-washing program), Domex (improved sanitation) and Pureit (providing safe drinking water) spearhead these behavior change programs across India. Efforts in the area of health and hygiene have reached over 125 million people in India.

HUL has been working for years on the issue of behavior change communication through their products which progressed to the specific commitment at the Global Citizen Festival India that aims to impact 198 million people by 2020.



HUL hand-washing program, 'Help a Child Reach 5'

"The Lifebuoy 'Help a Child Reach 5' on-ground hand-washing behavior change program was started in 2013 in Thesgora, a village in Madhya Pradesh that has one of the highest rates of child diarrhea in India. This program created a significant impact, with mothers reporting reduction in the incidence of diarrhea from 36% to 5%, and 26% more children washing their hands before meals."

Comments from Global Citizen India:

The Global Citizen India campaign helped promote sanitation and behavior change-related messaging created by Hindustan Unilever Limited. The commitment is on track, as 63 percent of the commitment has been met by mid-2017, with 125 million lives impacted to date.

ANNOUNCEMENTS AND CALLS TO ACTION

BREAKING BARRIERS

Overview of Call to Action

Call to Action

"#BooToTaboo: Menstruation shouldn't be stigmatized!" This was a petition to all Chief Ministers to remove the tax on sanitary napkins. To reinforce the action, at Global Citizen Festival India, Poonam Mahajan, Member of Parliament, spoke out on this taboo issue.

Call to Action:
Complete & ongoing



Call to Action Details:

Responding to this petition and Global Citizen actions in 2016, in early March 2017, the Delhi Government announced a drop in tax on sanitary napkins and tampons from 12.5 percent to 5 percent. The campaign was further supported when Member of Parliament Sushmita Dev picked up and boosted our petition against the tampon tax, which has gathered more than 200,000 signatures. In mid-April this year, the campaign was trending on Twitter, urging Finance Minister Arun Jaitley to waive the tax on sanitary napkins by making it a non-luxury item under the GST. "Why is it that beedis, kumkum, bindi, alta and sindur are tax-free, but sanitary napkins and tampons, which are essential to women, aren't?" asked SheSays on Twitter.



Our actions included taking a quiz about menstruation, uploading a selfie on Twitter with menstrual absorbent with the message "I'm not embarrassed to talk about a bloody nose, so why would I be embarrassed to talk about periods? #BooToTaboo", advocating to political leaders for MHM in schools; and, with our partner SheSays, a petition calling for the removal of tax on menstrual hygiene products.

Comments from Global Citizen India:

We ran a sustained campaign to advocate for Menstrual Hygiene Management (MHM) under our hashtag #BooToTaboo, which saw Global Citizens take 196,044 actions advocating for and raising awareness about menstrual hygiene and the issues that surround it. According to the Social Analytics Report conducted by IBM, the number of conversations around menstrual hygiene increased from 1,363 to 33,799 conversations – approximately 2,300 percent. Furthermore, negative online sentiment around menstruation decreased by more than half due to our campaigns. With our partners in New York, we will be taking this campaign further this year, particularly on 28 May, Menstrual Hygiene Day.

Overview of Call to Action

Call to Action

50,000 Global Citizens tweeted @vijayanpinarayi @drthomasisaac Only 1% away! Let's make Kerala ODF by #WorldToiletDay #GoTheLastMile #GlobalCitizenIndia.

Call to Action:
Complete



Call to Action Details:

On November 1, 2016, on the 60th anniversary of the State, Chief Minister Pinarayi Vijayan declared Kerala Open Defecation Free, which includes 14 districts, 152 blocks, 940 Gram Panchayats and 2,117 villages, affecting five million people. In a meeting with tGELF's CEO, Gowri Ishwaran, the Chief Minister acknowledged and appreciated the support and encouragement of Global Citizens and congratulated Global Citizen India on its successful citizen engagement for social change.



tGELF CEO, Mrs. Gowri Ishwaran with Chief Minister of Kerala, Mr. Pinarayi Vijayan

Comments from Global Citizen India:

While planning our ODF campaign strategy, we were informed by our partners at WaterAid that Kerala was 99 percent ODF. The 1 percent of the population without access to toilets consisted of the migrant labor population. We decided to put Global Citizens into action and asked them to Tweet to the Kerala Chief Minister, Former Chief Minister & Finance Minister, congratulating them on their personal commitment to WASH, and for leading Kerala close to the Open Defecation Free target. We urged them to #GoTheLastMile. #GoTheLastMile became one of our most popular hashtags for social change according to the IBM Social Analytics report. With Kerala now declared ODF, this campaign is complete.

Overview of Announcements (1)

**PRIME MINISTER NARENDRA MODI**

The Prime Minister showed his support to the Global Citizen movement to end poverty by reiterating his Government's commitment to a poverty-free India.

He recalled his Government's launch of the Swachh Bharat ("Clean India") Mission two years ago, and the will and commitment of the people having turned this simple cleanliness drive into a revolution today. He stated that in the villages, toilets are being built in the lakhs; in cities, infrastructure for waste management is being readied. The youth have shown the way, and if they so choose, they can build a Swachh Bharat free of all forms of filth in one generation — the filth of waste, the filth of corruption, the filth of terrorism!

At the end of his address, the Prime Minister quoted Bob Dylan: "The times, they are a-changing." Prime Minister Modi called on the youth to seize the moment and become the wheels of change — as the future of India will be shaped by the choices they make and the actions they take.

NIGERIAN ENVIRONMENT MINISTER AMINA MOHAMMED

Amina Mohammed congratulated India on its leadership on ending open defecation. She reaffirmed her country's goal of ending open defecation by 2025, and pledged to work with India to tackle these issues together.

Amina Mohammed has since resigned her post in February 2017, to accept the role of Deputy Secretary-General of the United Nations. Since accepting the role, Amina has been vocal about the need to get behind the UN Sustainable Development Goals, and tweeted in support of safe drinking water on World Water Day on March 22.



Overview of Announcements (2)

SACHIN TENDULKAR (LEFT)

Member of Parliament, former Captain of the Indian Cricket team and UNICEF Ambassador, Sachin Tendulkar used his fame to call on Global Citizens to join him in seeing the achievement of Swachh Bharat (“Clean India”) by taking action to see even more governments and companies work to end open defecation. He reminded the audience that collective action makes a difference to children's lives.

Since then, Sachin Tendulkar has announced that he is set to “adopt” a second village, Donja, in Maharashtra, personally sanctioning more than INR 4 crores (USD 588,000) from his MPLAD fund to secure the development of Donja. This includes a water supply scheme to provide potable water to every household, alongside the construction of sewerage line, a new school, and concrete roads.

**CHIEF MINISTER DEVENDRA FADNAVIS (RIGHT)**

Maharashtra was the host State for Global Citizen Festival India 2016. Chief Minister Devendra Fadnavis welcomed festival-goers to Mumbai, congratulating the young, aspirational and motivated Global Citizens who earned their entry into GCFI through social currency.

The Chief Minister pledged his support to the Global Citizen movement to end extreme poverty, by making three commitments on the GCFI stage: to fight open defecation, to fight malnutrition and to fight poverty. In addition, he promised, personally, to always fight for a corruption-free Maharashtra, as #ShuruaatHoonMain (“It begins with me”).

ACHIEVING THE SDGs IN INDIA: Other development goals

Crowd at Global Citizen Festival India 2016



THE GLOBAL
EDUCATION & LEADERSHIP
FOUNDATION



ACTIONS TAKEN BY GLOBAL CITIZENS

- 403,000 actions for the general achievement of SDGs in India



OVERVIEW OF COMMITMENTS AND ANNOUNCEMENTS

- SDG policy inclusion
- Fighting extreme hunger
- Combatting homelessness
- Environmental sustainability awareness
- Employment prospects



SUPPORTING THE IMPLEMENTATION OF THE SDGs IN INDIA

- The Sustainable Development Goals are deeply interrelated and must be addressed together to address the causes of poverty in India by 2030.

Commitment Overview

Commitment-Maker: GOVERNMENT OF ANDHRA PRADESH

Commitment:

Following 90,000 actions by Global Citizens, Chandrababu Naidu, the Chief Minister of Andhra Pradesh, announced that the state would use the UN Sustainable Development Goals as a policy framework to guide future planning.

Commitment Status:

Complete



Update from Commitment-Maker:

The Honorable Chief Minister responded to the Global Citizen India handle on Twitter from his personal account, reaffirming Andhra Pradesh's commitment to ending extreme poverty. He launched the AP Vision 2029 document that enlists the roadmap laid out by the state to achieve the UN Sustainable Development Goals and monitor the progress made by the state in this regard.



N Chandrababu Naidu ✓

@ncbn



Follow

Thanks @glblctznin for 90,000 petitions. We commit ourselves to attain SDGs, end poverty by 2030: apvision.ap.gov.in/sdg.html #ShuruaatHoonMain

RETWEETS

63

LIKES

267



6:44 AM - 18 Oct 2016



63



267



CM Chandrababu Naidu's official Twitter handle

Comments from Global Citizen India:

With his tweet, Honorable Chief Minister Naidu became the first political leader to respond to the voices of Global Citizens in India on Twitter. With the launch of the very detailed AP Vision 2029 document, the state has demonstrably laid out its ambitious vision to achieve the UN Sustainable Development Goals, as promised, making this commitment complete.

Furthermore, the Government of Andhra Pradesh is making rapid progress toward accomplishing this feat one year ahead of the UN SDG deadline of 2030.



THE GLOBAL
EDUCATION & LEADERSHIP
FOUNDATION

SUPPORTING THE SDGS: HUNGER AND MALNUTRITION

Commitment Overview

Commitment-Maker: CHIEF MINISTER SHRI DEVENDRA FADNAVIS, GOVT OF MAHARASHTRA (2)

Commitment:

Maharashtra's Chief Minister Shri Devendra Fadnavis committed to fighting extreme hunger by improving the nutrition of 98,000 severely malnourished and 9 lakh (900,000) moderately malnourished children in the State with an investment of INR 142 crores (USD 21 million).

Commitment Status:

Too soon to tell



Update from Commitment-Maker:

The Government has relaunched the Village Child Development Centre or VCDC scheme across all 97,287 aanganwadis (rural mother and child care centers). This scheme has been running in some tribal pockets of the state for the last three months. Under the scheme, children suffering from acute malnutrition are enrolled in local aanganwadis and provided six nutritious meals a day for 30 days. Meals consist of khichadi, poha (beaten rice), eggs, and bananas. They are also given supplements of calcium, iron, and folic acid. This special diet daily provides 940 calories of food and 20g of protein to each acutely malnourished child.



CM Devendra Fadnavis

Comments from Global Citizen India:

Global Citizen India is aware that the prevalence of malnutrition in Maharashtra is alarming. Between 2005-2014, Maharashtra had one of the country's most effective state-run nutrition programs, lauded in UNICEF's global nutrition report 2016, and replicated in states around India. However, five years of drought, coupled with the withdrawal of government nutrition schemes in the past two years, has led to a dramatic regional increase in malnutrition. The results of these new initiatives will become clearer in the medium term and Global Citizen India is monitoring them closely.

Commitment Overview

Commitment-Maker: CHIEF MINISTER SHRI DEVENDRA FADNAVIS, GOVT OF MAHARASHTRA (3)

Commitment:

Maharashtra's Chief Minister Shri Devendra Fadnavis committed to fighting extreme poverty by building 10 lakh (1 million) homes for the homeless by 2019 with a pledge of INR 15,000 crores (USD 2.2 billion).

Commitment Status:

Too soon to tell



Update from Commitment-Maker:

Due to procedural wrangles and non-availability of lands, there has been a delay in execution of this project. However, in April, Devendra Fadnavis presided over a special meeting to review the status of Pradhan Mantri Awas Yojana. He asked all divisional commissioners, district collectors and civic chiefs, via video conference, to complete the process of land acquisition, tendering and administrative approvals for the scheme in a time-bound period. He asked the collectors and civic chiefs of 142 cities to submit at least two proposals within a month. Collectors were asked to clear the land proposals as early as possible.

"Following the Chief Minister's intervention we expect to complete the target in a time-bound period. Work for construction of 42,000 houses will be taken up on a war footing, while a proposal for construction of 1.1 lakh (110,000) houses is in pipeline and the housing department will take up proposal of construction of additional two lakh houses in the current year. We are determined to build 20 lakh (2 million) affordable houses by the end of 2022," a senior bureaucrat told Times of India.

Comments from Global Citizen India:

Global Citizen India is hopeful that, following the Chief Minister's personal intervention, this project will now proceed on track. The result of this renewed focus will become clearer in the medium term and Global Citizen India is monitoring them closely.

Commitment Overview

Commitment-Maker: EARTH DAY NETWORK

Commitment:

Sonam Kapoor, on behalf of Earth Day Network, committed to educating ten million youth and one million panchayat women leaders, rural women and girls about the environment and sustainable development by 2026, a commitment with an estimated value of USD 5 million (INR 34 crores).

Commitment Status:

On track



Update from Commitment-Maker:

This commitment will be fulfilled over a period of a decade from its announcement in November 2016, and will be fulfilled by the end of 2026. Between November 19, 2016 and May 17, 2016, Earth Day Network's figures of direct reach, and category-based Facebook page reach amount to:

- 496,000 youth – 50 percent of the 2017 target, and
- 233,024 women leaders – more than double the 2017 target.

To ensure the commitment reaches the youth audience, Earth Day Network has tied up with Kalinga Institute of Social Studies and YES Foundation. For women, Earth Day Network launched 'Healthy Energy' Programs in West Bengal and Chattisgarh, and organized a 'Walk for Water' on March 22, 2017.



Photos of Earth Day Network activities and programs



Comments from Global Citizen India:

Global Citizen India has reviewed a report and additional information from Earth Day Network, covering the first six months of this ten-year initiative. The report shows strong progress, with reach to youth at 99.2 percent of anticipated progress, and 466 percent of anticipated progress toward reaching women leaders already achieved at the six-month mark. For this reason, we consider the commitment on track. The report lists the various activities and partnerships undertaken to achieve the commitment. These activities have taken place across the country and are educating women and youth about environment and sustainable development. In our next report, we aim to share more about the nature of environmental education delivered and the difference that it makes.

Commitment Overview

Commitment-Maker: TIMES GROUP

Commitment:

Vineet Jain, Managing Director, Times of India Group, committed to helping 100,000 people to find jobs by 2020 through skills development and Teach India.

Commitment Status:
In progress



Update from Commitment-Maker:

“At present, Teach India has a center in almost every part of Delhi NCR and Mumbai. In four years’ time, since its inception, the program has reached out to 30,000+ underprivileged youth through its 2,000+ committed volunteers. The initiative, though implemented on ground primarily with partner NGOs, is not limited to them. Teach India is also making an impact through its partnerships with various organizations and institutions, such as the ITIs, Delhi Policy, Tihar Jail and CISF Delhi.”



Teach India program under Times Group

Comments from Global Citizen India:

Global Citizen India received a commitment from Managing Director Vineet Jain to continually support Global Citizen India by tracking the progress of commitments that were made by our political and corporate leaders at the Festival. Global Citizen India looks forward to exploring the measurability and impact of this partnership towards implementing and achieving change in the UN Sustainable Development Goals.

Vineet Jain also called on Global Citizens to join the movement as volunteer trainers for Teach India to help the country be poverty-free.

ANNOUNCEMENTS AND CALLS TO ACTION

Overview of Announcements (1)


YOUNG POLITICAL LEADERS: POONAM MAHAJAN, MILIND DEORA, ADITYA THACKERAY

Three young politicians (Poonam Mahajan, BJP; Milind Deora, INC; Aditya Thackeray, Shiv Sena), from three different political parties, came on stage together to address Global Citizens and show their support for the Sustainable Development Goals transcends political parties.


UN SECRETARY-GENERAL

Via video message, UN Secretary-General Ban Ki-Moon thanked Global Citizens for their commitment, and called their engagement crucial to implementing the UN Sustainable Development Goals.


AMITABH BACHCHAN

On the eve of the Festival, the megastar tweeted, urging everyone to support poverty eradication and Global Citizen India. He further wrote on his blog, ***“This concert being performed for the eradication of poverty in our universe, and for the well-being of the poor! A sense of pride envelops us as we speak about the venture and why not.”*** At the Festival itself, he took to the stage to support gender equality. To the music of the Shillong Choir, he recited a poem from his movie *Pink*, on the issue of sexual consent.

Overview of Announcements (2)

**BILL GATES**

Bill Gates recorded a video message to say he was “delighted” that Global Citizen, in collaboration with the Indian government and partners like the Khemka Foundation, is embarking on a 15-year journey to mobilize millions of young Indians in support of the Sustainable Development Goals.

**YURI AFANASIEV**

"We recognize that eradicating poverty in all its forms is the biggest goal, the greatest global challenge and an indispensable requirement for human progress. As we embark on this collective journey, we pledge that no one will be left behind. When I say “we,” I mean all of us – Indians, Asians, Europeans, Africans, Americans – because we are all Global Citizens.”

1. **HP India, slide 18.** Update in person: Swati Kumar, Head of Campaigns, Global Citizen India, met with Ashish Sahay, CSR Head, HP India at the workshop in Chattarpur, New Delhi on April 25, 2017.
2. **ConnectEd Technologies, slide 19.** In dialogue with ConnectEd Technologies; photo source: Lehar Tawde, Co-Founder, ConnectEd Technologies.
3. **Yuva Unstoppable, slide 21.** In dialogue with Parth Vasavada, Founding Member, Yuva Unstoppable; the Global Citizen Monitoring team, represented by Gayatri Sakhuja visited the school on February 9, 2017.
4. **PepsiCo India, slide 23.** In conversation with PepsiCo India and Smile Foundation.
5. **Call to Action on Identity for Children, slide 25.**
<http://everylifecounts.ndtv.com/lets-shift-needle-chhotus-gudiyas-indias-streets-11921>;
<https://www.savethechildren.in/news/government-releases-policy-framework-for-street-ch>;
<https://www.savethechildren.in/resource-centre/media-coverage/50,000-street-children-in-delhi-to-get-aadhaar-card>.
6. **International Finance Corporation (IFC) Banking on Women Group, slide 29.** In conversation with Roshika Singh, IFC.
7. **Google India, slide 30.** <https://www.google.com/about/values-in-action/internet-saathi/>; <https://hwgo.com/>;
<https://hwgo.com/stories/bujji.html>;
<http://www.tatatrusters.org/article/inside/Tata-Trusts-and-Google-join-hands-to-launch-Internet-literacy-campaign-for-women-in-rural-India-and-their-communities>.
8. **Government of Karnataka, slide 31.** <http://www.cbgaindia.org/wp-content/uploads/2017/03/Budget-Speech-Karnataka-2017-18.pdf>;
<http://techcircle.vccircle.com/2017/03/10/karnataka-govt-announces-1-5-mn-fund-for-women-entrepreneurs/>.
9. **Ministry of Drinking Water and Sanitation, slide 38.**
<http://blogs.economictimes.indiatimes.com/et-commentary/swachh-bharat-picking-up-a-clean-habit/>;
<http://sbm.gov.in/sbmdashboard/>.
10. **Government of Maharashtra 1, slide 39.** <http://sbm.gov.in/sbmdashboard/>;
<http://www.india.com/news/india/maharashtra-to-become-open-defecation-free-by-march-2018-1>.
11. **Toilet Board Coalition, slide 40.** In conversation with Cheryl Hicks, Toilet Board Coalition and <http://www.toiletboard.org/our-impact>.
12. **Viacom18, slide 41.** In conversation with the Corporate Communications team at Viacom18.
13. **Mayor of Kanpur, slide 42.** In conversation with Ankita Bhalla from WaterAid, our implementation partner.

14. **Mayor of Ujjain, slide 43.** In conversation with Ankita Bhalla from WaterAid, our implementation partner.
15. **Mission Bhagiratha, Telangana, slide 45.** Direct communications with Anand Kasula, Project Coordinator, Telangana Fiber Grid (T-Fiber), ITE&C Department, Government of Telangana.
16. **United Phosphorous Limited, slide 47.** In conversation with the UPL Communications Team.
17. **Global Interfaith WASH Alliance, slide 49.** Detailed updates are available at www.WashAlliance.org.
18. **Tata Trusts, slide 50.** In conversation with Tata Trusts team.
19. **Reckitt Benckiser, USAID, and EY, slide 51.** In conversation with representatives of Reckitt Benckiser, USAID, and EY.
20. **IDFC Bank, slide 52.** In dialogue with Vedika Bhandarkar, Water.org and Gaurav Rajput, IDFC Bank.
21. **Hindustan Unilever Limited, slide 53.** <https://www.hul.co.in/sustainable-living/india-sustainability-initiatives/health-and-hygiene/>.
22. **Government of Andhra Pradesh, slide 60.** Official Twitter handle of Shri Chandrababu Naidu; <http://apvision.ap.gov.in/pdf/Vizag%20Summit%20-%20Final%20-01.pdf>.
23. **Government of Maharashtra 2, slide 61.** <https://www.theguardian.com/global-development/2017/jan/09/nothing-to-give-human-cost-malnutrition-maharashtra-india>; <https://scroll.in/pulse/824189/maharashtra-stuttering-nutrition-scheme-keeps-children-alive-but-on-the-edge-of-ill-health>.
24. **Government of Maharashtra 3, slide 62.** <http://timesofindia.indiatimes.com/city/mumbai/pm-modis-low-cost-housing-scheme-flops-in-maharashtra/articleshow/57949971.cms>.
25. **Earth Day Network, slide 63.** Earth Day Network's Report covering November 19, 2016 to May 2017; also, in dialogue with Mrs. Karuna Singh, Country Director, India, Earth Day Network.
26. **Times of India, slide 64.** <http://timesofindia.indiatimes.com/city/mumbai/pm-modis-low-cost-housing-scheme-flops-in-maharashtra/articleshow/57949971.cms>; <http://www.teachindia.net/teach-india/initiative?nocache=true>.

*All images used in the report are taken by the Global Citizen India Monitoring Team or provided by the commitment-maker, unless otherwise credited.
All progress updates and assessment of progress and risk were correct at time of writing, to the best of Global Citizen India's knowledge.*

The Global Education & Leadership Foundation (tGELF) is on a quest to find the future generation of great leaders like Nelson Mandela, Mahatma Gandhi, Martin Luther King, Jr., and Mother Teresa. tGELF's theory of change is that our global challenges are best addressed through empowering the right type of leadership energy, and the organization thus seeks to identify and nurture leadership talent with a deep sense of ethics and altruism.

tGELF's "Join the LEAD Quest" action during the Global Citizen India campaign supported the foundation's efforts in identifying potential leadership talent across India. 1,107 Global Citizens took the action and the foundation received 3,321 nominations of local leaders. Never before in the foundation's history had they received that number of tips of local leaders, who could be future leaders of the likes of Nelson Mandela, Mahatma Gandhi, Martin Luther King, Jr., and Mother Teresa.

The "Join the LEAD Quest" Action:

- Goal: to find exceptional young leaders who embody ethical and altruistic values
- Ages: 17-28
- Great Leadership: as defined by the foundation's four main pillars – Leadership, Ethics, Altruism and Decisive Action
- What the Global Citizens needed to do: nominate three family members, friends, colleagues or acquaintances who embody the core values of great LEADers

What was the purpose of the nominations? The LEAD Quest nomination is being used by tGELF to select a handful of young leaders to join their unique leadership development ecosystem of like-minded individuals who are committed to serving the greater community. tGELF is designing their involvement within its ecosystem of great leadership, where they can learn and grow, and will provide an update on their impact in the next report.

"This is incredible! All these names of promising young leaders – there must be a Gandhi among these nominations!"

Alf Lim, Fellow at The Global Education & Leadership Foundation

"We are so excited to have all these nominations from across India! We have never received such a large number of tips of great leadership potential in such a short time span – this is wonderful!"

Gowri Ishwaran, CEO of The Global Education & Leadership Foundation



ABOUT GLOBAL CITIZEN

We are a social action platform for a global generation that wants to solve the world's biggest challenges. Global Citizens can learn about issues, take action on what matters most and join a community committed to social change. We believe we can end extreme poverty by 2030, because of the collective actions of Global Citizens across the world.

Since 2012, millions of Global Citizens around the world have taken over ten million actions to solve the world's biggest challenges. That's ten million emails, tweets, petition signatures and phone calls targeting world leaders to end extreme poverty by 2030. To date, the actions by our global community, along with our high level advocacy efforts, and with our partners, have resulted in 130 commitments and policy announcements from leaders, including financial aid valued at over USD 30 billion that is set to affect the lives of 1 billion people.

Global Citizen is headquartered in New York, with offices in Canada, Australia and the United Kingdom. The organization was co-founded by Hugh Evans, Simon Moss, and Wei Soo in 2008. The Global Citizen platform was co-founded with Ryan Gall and Riot House in 2012.

In 2016, the Global Education and Leadership Foundation (tGELF) partnered with Global Citizen to make collective strides towards the achievement of the UN Sustainable Development Goals in India. Global Citizen India is headquartered in New Delhi.



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