

# Country-Level Data for India country Outcome XM-DAC-41146-IND\_D\_6.4

OUTCOME IND\_D\_6.4    [XM-DAC-41146-IND\\_D\\_6.4](#)

Advocacy and communications campaign builds momentum and galvanizes key groups and the general public towards support and action

OUTCOME DETAILS

**SDG alignment**

**Impact areas**

 Governance and participation in public life

**Organizational outputs**

 Norms, laws, policies and institutions

**Policy Marker**

GENDER EQUALITY

**Humanitarian Scope**

No

**UN System Function**

- Advocacy, communications and social mobilization
- Capacity development and technical assistance
- Intergovernmental Normative Support

**Outcome Description**

This outcome will focus on advocating and communicating for GEWE

**UN Partners**

UNAIDS

 UNFPA

UNICEF



RESOURCES

\$73.17 K

Planned Budget

\$73.83 K

Actual Budget

PLANNED BUDGET



ACTUAL BUDGET AND SHORTFALL



EXPENSES



Funding Partners

Other resources (Non-Core)/ Funding Partners:



Bill & Melinda Gates Foundation  
\$40,716

TOTAL OTHER RESOURCES (NON-CORE)  
\$40,716

## OUTCOME INDICATOR AND RESULTS

PLAN PERIOD : 2018-2022

### OUTCOME IND\_D\_6.4

B - Baseline

M - Milestones

T - Target

OUTCOME STATEMENT	INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
Advocacy and communications campaign builds momentum and galvanizes key groups and the general public towards support and action	IND_D_6.4A No. Of advocacy and communications campaigns to promote and raises awareness about Beijing+25, GE Forum, and renewed feminist agenda	2021 (Baseline)	0	N/A
		2022 (Target)	2	2

INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
SP_D_0.3.1	(Baseline)	-	N/A
Extent of bias in gender equality attitudes and/or gender social norms among individuals (CO)	2022 (Target)	-	No

- Complementary Indicator :

INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
SP_D_0.4.1	(Baseline)	-	N/A
Number of countries where there has been an increase in the number of women who access services after experiencing violence or discrimination (CO)	2022 (Target)	-	False

- Complementary Indicator :

INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
SP_D_6.3A	(Baseline)	-	N/A
SP 1.3.1: Number of intergovernmental processes where UN-Women has provided substantive inputs to strengthen gender perspectives (Not for country reporting)	2021 (Target)	-	-

## OUTPUT INDICATOR AND RESULTS

### OUTPUT IND\_D\_6.4.1

OUTCOME STATEMENT	INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
Communications campaign promotes and raises awareness about Beijing+25, GE Forum, and renewed feminist agenda	IND_D_6.4.1A	2020 (Baseline)	TBD	N/A
	% increase of social media followers on Twitter, FB, Instagram	2021 (Milestone)	10%	10%
		2022 (Target)	10%	35
Planned Budget: <b>\$141.17 K</b>				

Actual Budget and Shortfall:  
**\$202.51 K**

Shortfall: \$0.00

Expenses:  
**\$203.50 K**



INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
IND_D_6.4.1B	2020 (Baseline)	0	N/A
Number of content produced for GEF	2021 (Milestone)	10	14
	2022 (Target)	10	11

INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
SP_D_0.3.b	(Baseline)	-	N/A
Number of community or organizational level UN Women programmes that address behaviour and/or social/gender norms – using evidence/practice-based methodologies (CO, HQ)	2022 (Target)	-	0

INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
SP_D_0.4.d	(Baseline)	-	N/A
Number of women accessing information, goods, resources and/or services through UNW supported platforms and programs in humanitarian and development settings (CO, HQ)	2022 (Target)	-	3

INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
SP_D_0.5.c	(Baseline)	-	N/A
Number of dialogues, mechanisms, platforms and/or coalitions created and sustained that enable meaningful and safe participation and engagement by gender equality advocates and civil society organizations working on gender equality and women's empowerment, especially women's organizations, in decision-making (CO, RO, HQ)	2022 (Target)	-	2

## STRATEGIC NOTE OUTCOME PROGRESS NOTE

SHOWING DATA OF : **2022**

### **Advocacy and communications campaign builds momentum and galvanizes key groups and the general public towards support and action**

UN Women India's communications approach in 2022 was to maximise outreach through collaborative power, highlighting the core objectives and Action Coalitions of GEF. While online campaigns took lead in advocacy, they were supported and amplified by the Generation Equality Ally group. Public influencers, journalists, private sector, CSO partners, NGO's and various Government ministries joined us in curating conversations, paving way for a gender-equal future. Mixed-medium communication helped us widen our outreach with short and long format videos, Instagram story interactions and Op-Eds. The year 2022 showcased the power of collaboration for UN Women India as its combined outreach of all platforms crossed over 8.6 million organic engagements across Facebook, Instagram, Twitter and YouTube.