

# Formulation of Country Strategy – Christian Children’s Fund of Canada

## Program Background:

India has been on the economic growth trajectory for the past few decades however, a large section of the population continues to remain poor and vulnerable. Despite policies in place, universal quality education, reduction of infant and maternal mortality, and reduction in malnutrition and stunting among children remain huge challenges in our society. Christian Children’s Fund of Canada (CCFC) has been working with communities in India since the past 45 years with a focus on improving the lives of the children, their families and in turn their communities through interventions on health and nutrition, education, water, sanitation and hygiene, and sustainable economic growth. CCFC believes in a multi-stakeholders engagement to address these concerns and hence works in partnership with local organizations, government departments and other stakeholders.

Keeping in mind the SDG goal of inclusion and leaving no one behind, CCFC works towards creating a global community where children and youth, especially girls and young women, are empowered to be agents of change, realize their basic needs, rights and full potential, and be critical stakeholders in any decision-making process. In India, CCFC decided to expand its scope of work and operations to include Tamil Nadu, Andhra Pradesh, and Telangana in 2018.

Change Alliance is partnering with CCFC to support in the evolution and creation of the new Country Strategy for India.

## Processes Undertaken:

The development of the Country Strategy and the Theory of Change for CCFC involved gathering insights and inputs from multiple stakeholders through various consultations and workshops. The deliberations and discussions in these consultations and workshops along with an extensive review of secondary information and various documents contributed to the development of the Country Strategy for CCFC.

- Workshop with stakeholders including NGO partners, thought leaders, subject experts, government representatives and private sector players to analyse the issue of Child Rights and Protection, methodologies and approaches including current policy discourses, and innovative solutions to address these issues.
- Workshop with children to understand their needs, help amplify their voices, and include them in the strategy development process.
- Consultation with corporates, trusts and foundations to understand their priorities on leveraging their funds for social impact could also be formulated in the strategy.
- Theory of Change workshop with CCFC team and other stakeholders.

These multiple workshops and consultations provided different perspectives on the issue of child rights and protection which helped in creating a country strategy that is aimed to be more holistic and geared towards engaging multiple and diverse stakeholders in future.



## **About Change Alliance:**

Change Alliance is a for-profit organisation providing CSR consultancy and other development sector services to both companies and civil society organisations. Our services include end-to-end CSR strategy, design, implementation and management of large programs, in-depth research, baselines and end-term impact assessments, mid-term evaluations, and training and capacity building across sectors and industries. We have expertise and a successful track-record in conducting large-scale research, monitoring and evaluations, trainings, and implementing campaigns especially in education, gender, livelihoods, and climate change. And our 60 years legacy of developmental work, engaging with civil societies across the globe, and working with over 300 partner organisations in India has helped clients reach the remotest corners of the country.

Change Alliance is a wholly owned subsidiary of Christian Aid UK, an international non-profit organisation supporting development and humanitarian work in India for over 60 years.