

Letter of Intent (LoI)
between
Department of Higher and Technical Education, Government of Maharashtra
And
UNICEF Mumbai Field Office (MFO)

'Youth engagement and water stewardship for climate change and water conservation'

This Letter of Intent (LOI) is executed and entered on 14 November at Mumbai, Maharashtra.

The Higher and Technical Education Department under the Government of Maharashtra having its office Mantralaya, Madam Cama Road, Hutatma Rajguru Chowk, Nariman Point, Mumbai 40003, hereinafter referred to as "HTED"

UNICEF (United Nations Children's Fund) an organization under the United Nations working closely with various governments globally established as United Nations International Children's Emergency Fund on 11th December 1946 having headquarters at New York, USA and having its office in Mumbai at B wing, 4th Floor, 215 Atrium, Behind Courtyard Marriott Hotel, Andheri-Kurla Road, Chakala, Andheri East, herein after referred to as "UNICEF"

Whereas:

HTED's aim is to design and foster implementation of higher and technical education through regular and professional educational courses across the state. The HTED implements these courses through its various sections internally. The department provides opportunities for students to engage in and implement the social activities which are part of the courses they learn. The colleges under various universities, NSS and the youth networks are the strengths of the HTED.

UNICEF works across India to save children's lives, help them fulfill their potential and defend their rights. Climate Action and Youth Engagement along with green skilling has been identified as one of the key accelerators of UNICEF's programming for coming years.

National Education Policy 2020, State Climate Action and Adaptation Plan of Maharashtra, Unnat Maharashtra Abhiyan, NAS¹ 2021 and recently launched LiFE² program by Hon'ble Prime Minister clearly encourages young people to take collective action at local level to create an impact in their communities and institutions. As per CEEW 2021 report, Maharashtra is the third most climate hazard state after Assam and Andhra Pradesh and water conservation and climate resilient energy have been identified as key strategic shifts under State Climate Adaptation Action Plan of Department of Environment and Climate Change, GoM.

The need of the hour is to protect the natural resources by promoting behavioral changes coupled with systems changes which would transform the future of water conservation in the state.

¹ National Achievement Survey

² LiFE: Lifestyle for the Environment (LiFE) Movement launched by Niti Ayog and PMO

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Both UNICEF and HTED have expressed willingness to work together to respond to climate change and water conservation by engaging youth. The partnership aims to connect youth students (17-25 years of age) and foster their knowledge as active citizens and change makers in the state on water conservation and climate change.

Following are the broad objectives of the program

- Skill and empower 710,000 youth volunteers in Maharashtra (inc. Mumbai and Pune) from selected Universities³ of Maharashtra by giving them the tools and the confidence to take collective action on water, environment, and sustainability issues in three years in a phased manner
- Support youth volunteers from institutions under HTED to share their ideas, and actions with their communities reaching 2.4 million people across Maharashtra over three years
- Identify young people from institutions under HTED emerging as leaders who can become hyper-local water, environment and sustainability champions & participate in higher-barrier actions like advocacy on national campaigns or water journalism through green clubs in colleges.

UNICEF Mumbai Office along with HTED is proposing to work with youth of Maharashtra (NSS Units, Colleges under universities like Mumbai, SPPU Pune, SRTMU Nanded, SU Kolhapur, Nagpur University and Dr BAMU, other youth networks) —supporting them on a journey to protect our natural resources, respond to the changing climate, and save water. Cities and districts selected are Mumbai, Pune, Palghar, Nagpur, Kolhapur, Thane Aurangabad, Osmanabad, Latur, Jalna, Nagar, Satara and Beed. This selection is strongly linked to the need in the area as well as strength of youth network presence and 60% will be urban youth considering the increasing water footprint in urban areas. The collaboration with the youth shall include recruitment, enrollment, training, action on water conservation in institutions/communities for its amplification, reporting in dashboard through a customized water footprint application, incentives in the form of fellowship, certificates, grades in colleges, green skilling and case studies.

To accomplish the above objective, UNICEF and HTED have mutually agreed to work as below:

- a. To inculcate “water conservation habits” among the youth, UNICEF and HTED will promote and support youth enrollment, training, action on water conservation in institutions/communities for its amplification from colleges of selected Universities.
- b. To establish a Secretariat in Maharashtra (location to be determined on formalisation of the Agreement) to design, plan and implement the program activities; a Partnership with a National level CSO working with different youth organizations and in the water sector to implement hub-spoke model on climate actions to be facilitated through UNICEF support
- c. To monitor and report the water conservation activities, a dashboard through a customized water footprint application shall be developed. It will include recruitment/enrolment database, number of youths and people outreached, activities reporting, and calculation matrix of estimated water saved with graphical and spatial display
- d. To create an enabling environment for youth engagement for water conservation and climate change, the Secretariat, UNICEF, and HTED will be engaged in
 - o Recruiting: NSS Units, Colleges and other Youth Groups active in climate action and water conservation

³ Mumbai, SPPU Pune, SRTMU Nanded, SU Kolhapur and Dr BAMU

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- o Training and Capacity Building; Engagement of State level Partner as Secretariat, local outreach groups experts for training and capacity development, Activation in the form of face-to-face trainings of Master Trainers from Youth groups from all the project districts with the help of local CBOs, NGOs
 - o Conducting sessions of green corners like green job, green skilling, mentoring, storytelling
 - o Convening virtual meeting platforms for large scale online outreach with 3 years multiple License
 - o Demonstrating local level innovations on water saving, green skilling, etc.
- e. To undertake innovation challenges across state on Climate Change and select the three best innovations for upscaling
- f. To amplify through social media and different communication platforms of UNICEF like U Report⁴ for social outreach. The youth engaged in the program shall do community outreach and community engagement to strengthen the ongoing flagships like Jal Jeevan Mission, Catch the Rain Campaign, Sujalam 2.0 under Swachh Bharat Mission etc.
- g. To document success stories the Secretariat will capture and tell stories of selected young people and the actions they have chosen to undertake and amplify their impact through UNICEF's and Maharashtra DGIPR communication channels/platforms
- h. To attract and retain water saving habits, youth shall be incentivized using a range of incentives. These could include recognition events, certificates, providing links to upskilling courses/events, water fellowships, etc.
- i. To create a public opinion about water conservation using platforms like U Report, WhatsApp bot, Community Radio, FM, social media, water journalism, NSS units, existing climate youth forums, etc.
- j. To undertake green audits (water and energy) and implement the recommendations of the audit in the colleges as part of Green Club
- k. To undertake conclaves and conversations around climate change at the State Level and create platforms for interface between policymakers and Climate Champions.

Amendment

The Lol may be amended based on mutual agreement in writing. All amendment(s) or modification(s) to this Lol shall be binding on each party provided the same is/are reproduced in writing and signed by both the Parties.

Effective Date and Duration of this Lol

This Lol shall come into force for all purposes and intents with effect from the date of signing of this Lol and shall remain valid till 3 years, unless either of the parties gives a written notice to the other party of its intentions to terminate the agreement, three months in advance.

Settlement of Disputes and Arbitration

Any disputes, differences between the Parties arising out of interpretation, application or implementation shall be amicably settled/ resolved between the parties through consultation and negotiations. Both

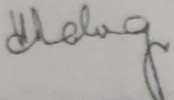
⁴ U-Report is a UNICEF global platform for youth engagement. It is a free tool for community participation, designed to address issues that the population cares about. Once a U-Reporter has followed @UReportIndia on Twitter or Liked U-Report India Facebook Page, polls and alerts are sent via Direct Message and real-time responses are collected and mapped on this site. Maharashtra has 85,000 U Reporters.

Handwritten signatures and initials.

parties understand and acknowledge that this Lol merely constitutes a statement of their mutual intentions and a recital of their discussions in connection with the transactions contemplated by this Lol, and therefore does not constitute a financial or legal binding agreement upon any party under Domestic laws or international law/s.

IN WITNESS THEREOF the Authorized Representatives of the "Parties", hereto have entered into this "MoU" the day and year herein above stated.

Authorized Signatory



Name: Mr Vikas Rastogi, IAS
Designation: Principal Secretary
Higher and Technical Education Department
Government of Maharashtra

Vikas Chandra Rastogi

Principal Secretary

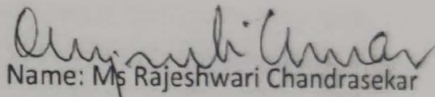
Higher & Technical Education Department,

Witnessed by: of Maharashtra,

Mantralaya, Mumbai - 400 032.

1. Ambaral (A.M. BAWISKAR)
2. B.K. Jain (S.S. KOKATE)

Authorized Signatory



Name: Ms Rajeshwari Chandrasekar
Designation: Chief of Field Office
UNICEF, Maharashtra

Witnessed by:

1. Y. A. Kar
2. Swati Mahapatra



1. Role of each of the organization engaged

| Sr. | Department/Organisation | Roles and Responsibilities |
|-----|---|---|
| 1 | Higher and Technical Education Department, GoM | <ol style="list-style-type: none"> 1. To provide leadership and guidance for effective program implementation. This includes engagement of concerned sections within the department, issuing letters/advisories/directions to the concerned universities, NSS Units and districts, introducing green grading, green clubs, water and energy audit in colleges 2. To provide coordinating support with other line departments like Department of Climate Change and Environment, Urban Development, Water Supply and Sanitation, Education Department, Department of Energy, Water Conservation to involve youth in climate action on water conservation during World Environment Day, World Water Day, World Earth Day, World Ozone Day, National Youth Day, etc. 3. Department shall identify two or more nodal persons from technical education, higher education and NSS coordinator 4. Department along with UNICEF shall work on Scale up plan |
| 2 | UNICEF | <ol style="list-style-type: none"> 1. To engage the National level organization working in water sector and youth engagement through UNICEF'S funding directly 2. To host the U Report and use of technology for amplification 3. To engage agency to create application and dashboard 4. To oversee the secretariat functions and monitor the progress of the program 5. To liaison between the Secretariat and HTED 6. Coordinating joint reviews 7. Documentation for its scalability |
| 3 | Secretariat- UNICEF appointed implementing partner ⁵ | <ol style="list-style-type: none"> 1. To implement the program activities outlined in the program and Lol in close coordination with colleges under selected Universities, NSS Units and district team 2. Activity Monitoring and reporting 3. To update HTED and UNICEF on the progress of the programme |
| 4 | Other Stakeholders e.g. NSS Units, Universities, College, etc. | <ol style="list-style-type: none"> 1. To provide facilitation and youth mobilization support to Secretariat 2. To offer venues and required logistic support for consultations and training 3. To support youth enrolment, registration and training 4. To support in monitoring of the community/institutional outreach and water conservation measures 5. To examine the possibilities of awarding credits in view of National Credit Framework, 2022 |

⁵ Secretariat shall consists of nodal person from HTED, NGO and UNICEF

Proposed Timeline⁶

| Deliverables | Timeline |
|---|--------------------------------------|
| Finalization and Signing of Lol between HTED and UNICEF | By 14 November 2022 |
| Establishment of the program secretariat and program partnership between the sector organization and UNICEF | By 15 December 2022 |
| Mapping/baseline assessment of youth students having access to androids/digital gadgets and internet connectivity | 5 January 2023 |
| State Level Launch event of the program with concerned stakeholders and existing youth networks | 12 January 2023 (National Youth Day) |
| Development of a dashboard through a customized water footprint application | 31 March 2023 |
| Finalizing the training content (modules, ppts, etc.), collaterals, and other relevant materials | 31 March 2023 |
| Initiation of enrolment/recruitment of the youth students | 15 April 2023 |
| Implementation of the training activities | 1 May 2023 onwards |
| Community outreach and community engagement activities | 5 June 2023 onwards |
| Reviews between UNICEF MFO and HTED | Biannually from May 2023 onwards |
| Create a public opinion about water conservation using platforms like U Report, WhatsApp bot, Community Radio, FM, social media, water journalism, NSS youth forums, etc. | 2 October 2023 onwards |

3. Activity Monitoring Matrix

| # | Activities | Year 1 | Year 2 | Year 3 |
|----------|---|--------|--------|--------|
| 1 | Development of campaign concept, content & design collaterals, including mobilization and enrolment | | | |
| 1.1 | Engagement of State level Partner as Secretariat, local outreach groups experts for development of campaign concept, content & design collaterals, including mobilization and enrolment | | | |
| 1.2 | State Level Launch Event with existing Youth networks | | | |
| 1.3 | Mobilization, outreach and screening workshops by local youth groups and CSOs in the form of visits to Colleges, Junior Colleges, Universities, youth action groups to disseminate the program and build an initial cohort of youth champions | | | |
| 1.4 | Development of outreach materials, collaterals including T Shirt, caps, flyers (both AV and printed in multiple languages) | | | |
| 1.5 | Development of self-paced online training with certification | | | |
| 2 | Training and capacity development | | | |
| 2.1 | Engagement of State level Partner as Secretariat, local outreach groups experts for training and capacity development | | | |
| 2.2 | Activation in the form of face-to-face trainings of Master Trainers from Youth groups from all the project districts with the help of local CBOs, NGOs | | | |

⁶ In addition, there would be quarterly review in presence of PS, HTED and CFO-MFO UNICEF

| # | Activities | Year 1 | Year 2 | Year 3 |
|-----|---|--------|--------|--------|
| 2.3 | 3 years multiple License for Zoom for large scale online outreach | | | |
| 2.4 | Sessions of Green corners like green job, green skilling, mentoring, storytelling | | | |
| 3 | Outreach interventions, awareness campaigns and engagement | | | |
| 3.1 | Engagement of State level Partner as Secretariat, local outreach groups experts for outreach, awareness campaigns and engagement | | | |
| 3.2 | Engagement drives for 3 years for cascading trainings and amplification by youth groups, master trainers | | | |
| 3.3 | Amplification through U Report for feedback, and social outreach using different communication platforms of UNICEF | | | |
| 4 | Communication, Knowledge Management, Monitoring & Evaluation | | | |
| 4.1 | Engagement of State level Partner as Secretariat, local outreach groups experts for communication, KM and M&E | | | |
| 4.2 | Development of customized app and dashboard which will include recruitment database, number of youths and people outreached; activities reporting, and calculation matrix of estimated water saved with graphical and spatial display | | | |
| 4.3 | Face to face and online trainings of youth on app-based reporting from all project districts | | | |
| 4.4 | 2 communication moments | | | |
| 4.5 | Final Report with a 5-minute film | | | |

4. Impact Measurement

Measuring the mobilization of youth volunteers:

- Number of volunteers reached via networks in each state
- Pre/post sensitization rapid knowledge test (on a sample basis)
- Volunteer engagement activity (on a sample basis) + case studies

Measuring the impact of mobilization through youth volunteers:

- Targeted youth report water recharge / water saving activities planned and taken by themselves and by the outreach population in an app / dashboard, and periodically update the status. This app will be specially designed for the partnership and will be the same for both states.
- Tracking these indicators in the lifespan of the project and estimate progresses accordingly - This includes simple engineering calculations to estimate the benefits for the environment (e.g. estimated volume of water saved / recharged)
- Doing case studies to highlight best examples of volunteer engagement

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