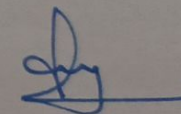


eTools ref no	IND/PCA20241566/SPD20242742-amd/2					
Document Type	Simplified Programme Document					
UNICEF Office	Jaipur					
Organization Name	IIHMR UNIVERSITY					
Programme Title	[Amended] RAJ: Setting up State Centre for Behaviour Science, Rajasthan					
Planned duration	Start date: May 15, 2024					
	End date: Dec. 31, 2025					
Geographical coverage	Rajasthan					
Budget	UNICEF Cash:	8,494,966.00	Supplies:	0.00	Capacity Strengthening Costs:	555,745.00
	Partner Cash:	1,014,800.00	Supplies:	0.00		
						Total: 8,494,966.00
						Total: 1,014,800.00
Total	Currency:	INR				Total: 9,509,766.00

Strategy



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Context:

With its vast population and socio-economic diversity, Rajasthan presents a unique landscape for applying behavioural insights. It faces numerous challenges, including water scarcity, education, health, and gender disparity. Behaviour science, especially Behavioral Insights (BI) and human centred approach have emerged as critical enablers to support the progress in developmental indicators. There are a number of health and development sub indicators pertaining to children rights such as reduction in Maternal and infant mortality, full immunization coverage, gender parity in enrollment of girl children, etc where the state has shown significant progress. Yet the last mile communities continues to practice undesirable behaviours, often resistant to change.

On the other hand a number of indicators show slow progress such as anemia and consumption of IFA tablets & diverse diets, practice of harmful practices such as Child marriage and provision of safe environment in public spaces and home environments for girls and women. In these Behaviours, There are obvious intention and action gaps.

On the supply side, inspite of availability of Funds, Functions, and Functionaries, often the flagship programme is unable to deliver optimally, making it important to nudge the duty bearers to adopt desired behaviours towards enhanced engagement with communities. The relatively restricted community ownership of operation and maintenance of domestic water resources or Solid and liquid waste management is an example. In the bottleneck analysis of the state, 'weak community participation', is identified as a universal barrier. Social perception, biases and low readiness for civic engagement and social ownership is conspicuous across various community platforms for participation. The SBC - Gender strategy includes evidence as a crucial pillar of system strengthening in the quest of results for children.

BI draws findings from psychology, behavioural economics, human-centered design and systems thinking, as an approach and evidence-based problem-solving process to better design, develop and implement public policies. Increasingly countries around the world including the global south are placing behaviour-science and human-centered design at the Centre of development programs.

It is envisaged that taking the evidence-based approach towards programming will ensure customized interventions with a keener understanding of behaviours and motivations of the communities.

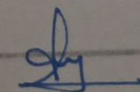
Incorporation of behavioral insights, field evidence and human centered approach into policy-making and programme design can significantly improve the effectiveness and efficiency of public programs and there by better returns on investments at scale. The application of Behaviour insights and behavioural science could be pertaining to challenges of the last mile, specific to a particular group; or even impacting large-scale uptake despite optimal service delivery mechanisms being in place. Integrating these insights represents a critical step toward more people-centered and impactful community engagement of flagship programmes.

In 2023, IIHMR university hosted a MDP on Behaviour insights and Human centered Design approach. The MDP aimed to provide participants with an in-depth understanding of the principles and tools of behavioural insight and human-centered design, and how they can be applied in various settings to solve complex challenges in development programming with special focus on flagship programmes for children. About 50 participants including representatives from various government departments of Rajasthan, including Department of Women Empowerment, NHM Rajasthan, Swachh Bharat Mission Gramin- Jaipur, Atal Bhujal, Water shed, ICDS, SRLM-Jaipur, SIEMAT-Jaipur, Academic Institutions, Various CSOs and development Partners. Participants identified various ongoing challenges to which the Behavioural science approach could be applied as well as areas of further support that will be required in the state of Rajasthan.

Since its inception, the Centre for behaviour Science (CBS) has been collaborating with various government departments and other partners including Department of Health and Family Welfare, State Rural Livelihood Mission, Panchayati Raj Department, Social Justice and Empowerment Department towards strengthening the government programmes for children by

- first, bringing behavioural data and evidence to the table for ensuring greater effectiveness of the investments made by the government and
- secondly, enhancing the capacities of the team to use behavioural data for informed decision making.

Government functionaries in decision-making as well as implementation roles have been part of the conceptualization, problem definition, solution design, prototype design and testing throughout the iterative process. This has helped in increasing the understanding, buy in and skills of duty bearers at various levels. Some of the thematic on which the CBS team has been working on are Maternal Nutrition, responsive parenting package for foster families, prevention of snake bites in desert and tribal districts, demand for education of children with disabilities, review of community interface challenges of Solid and liquid waste management and uptake of health insurance. These Thematics contribute towards the results of our country programme document 2025-27, especially outcomes 1, 2, 3 and 4 and 5. To this end this partnership continues to convene various stakeholders including academia, research organizations, CSOs, various line departments and private players. In addition, it has emerged as a seal of evidence generation and use, knowledge management and expansion and is working towards creating a pool of behaviour science enthusiasts and practitioners through its various capacity strengthening initiatives.



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Implementation Strategy & Technical Guidance:

IIHMR University has established and managed a "Centre for Behavioral Science" (CBS) in Rajasthan, in technical and financial collaboration with UNICEF. The primary objective of the Centre for Behavioral Science at IIHMR is to serve as a knowledge partner, specializing in Behavioral Insights and other evidence. This expertise will be extended to benefit various stakeholders, including the government, civil society organizations, academia, and other partners.

The Centre will support the following:

- Addressing specific challenges/ issues of importance to the state, with focus on child survival, growth and development in a safe enabling environment.
- Understanding unique behavioral patterns, cultural norms, and decision-making tendencies specific to the people of Rajasthan and designing relevant and tailored interventions.
- Implement pilot interventions to test their effectiveness and support scale up of successful initiatives especially in support of key flagship programmes for children.
- Building capacity of government officials and various stakeholders including academia, civil society, pre-service institutions to support an evidence centric culture for decision making and community engagement.
- Anchor knowledge management and exchange amongst various stakeholders and other research institutions

Centre for Behavioral Science unit at IIHMR University will anchor the knowledge and application-centric initiatives based on Behavior science with various state stakeholders, including government, civil society organizations, private players, academia, and various other stakeholders. It will provide the space for the state government and partners to apply BI in research design, provide behavioral science-led technical assistance, capacitate teams with BI tools and processes, engage and advocate to promote BI and perform rapid diagnosis of challenges faced by programs, drive more impactful programming across state priority areas.

The Centre will be headed by a State CBS Lead, an experienced faculty member from within IIHMR with prior experience in applying, teaching, or training behavioral insights, behavior change communication and human-centered design. The State CBS lead will be guided by a Technical Advisory Group (TAG), which will have representation from other departments and centers of IIHMR, government, UNICEF, other state-level BIUs, partners, CSOs, etc.

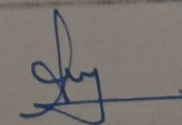
Initially, the State CBS Lead will be assisted by two full-time and dedicated resources, a State Programme Manager and a Programme Officer. The three will form the core team of the CBS. As the workload and number of projects increase, additional Programme Officers will be hired. In addition to the core team, CBS will hire Research and Field Associates on a project basis. They will be hired from the university's pool of students, affiliated scholars, and networks to assist with research and field-related aspects.

In the first two years of its inception, UNICEF's support will lay the foundation for CBS's operations. The focus during this period will be on building expertise, developing insights, and establishing a robust functional frame for the Centre. As the project progresses into its second year, CBS will enhance its focus towards self-sustaining measures. By the third year of the project, the Centre for Behavioral Science at IIHMR University will transit towards self-reliance in a phased manner. During this phase, IIHMR University will begin to take the financial liability of CBS. CBS will actively seek and undertake external projects funded by the government and other partners. With the UGC approved University status they have been recipients of government resources in the past and this legacy will be further strengthened for funded projects on BI evidence building, especially from departments of Health, social justice, livelihood mission etc to name a few. This transition plan is designed to ensure the sustainability and continued impact of the Centre beyond the initial support provided by UNICEF.

In keeping with the research credentials of IIHMR University, understanding of the local context, experience in leading developmental research across Rajasthan, and collaborations/ partnerships with the state government, IIHMR University will source, deliver, and advocate for CBS projects. The current programme document is for year 1 of the partnership and will be reviewed for further extension to year 2.

In the upcoming period, the Centre will include the prioritization of evidence generation for informing the PiP of Department of Panchayati raj and Rural Development along with the ongoing projects with other line departments and other stakeholders. The new project will apply Behaviour science based approach towards garnering greater ownership and action by Panchayati Raj Functionaries On

Ensuring Sustained ODF Plus In Gram Panchayats.



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Capacity Development:

Institutional capacity strengthening of the government cadres and decision-makers, and knowledge management of government and partner linkages, especially for women and child-centric challenges under various flagships will be undertaken by the Centre for Behavioural Science at IIHMR University. Designing and leading seminars and trainings with key stakeholders and developing a community of practice/ knowledge exchange hub will be done. CBS will also initiate the process of holding regular seminars and training sessions for introducing the concepts and application of CBS to state officials, frontline workers, and partner organizations. Capacities to network and build alliances with other non conventional partners, to take the core purpose forward will also be built. Taking this initiative for further intensification, CBS will engage towards building the institutional capacities of pre service and inservice institutions of key departments.

Other Partners involved:

Centre for Behavioural Science at IIHMR University, will be supported by UNICEF India during its founding years. Centre for Behavioural Science will work in close coordination with various Departments of State government. Capacity Enhancement on CBS Concepts and applications will be done by Govt partners, civil society organizations, private players, and academia. Partnership and collaborations will be sought with other academic and research organisations on a issue specific need basis

Other Document Details:

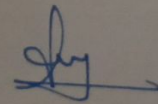
Justification for NO COST EXTENSION

Justification for NO COST EXTENSION This partnership is effectively contributing to establish the high quality benchmark technical support that UNICEF is committed to. In keeping the spirit of 3C4EC. The partnership is effectively anchoring collaboration and convenorship with government and stakeholder for realizing SBC interventions at scale. A range of initiatives have been rolled out with organizations - Government, Private and developmental which have a significant impact on the lives of local communities, especially children and women. What started with one project on Maternal nutrition, the Centre for Behaviour science, IIHMR University is currently pursuing 5 simultaneous projects with diverse stakeholders. At least 3 out of these have the ownership of the local state government and are aligned to government funded PIPs. (These Projects pertain to Maternal Nutrition, (outcome 2) responsive parenting Package for foster families (outcome 4) and Solid and liquid waste management (outcome 5) They have also become the seat of knowledge sharing and learning by hosting a range of capacity enhancement initiatives that create a viable and enabling environment for Behavioural evidence informed decision making. However, given that this was the first year of operation some teething challenges in the first few months led to delays in onboarding well qualified and motivated HR. Also the Design agencies took time to fall in step with the new ways of approaching the designs of prototypes. The delays during design phase of the pioneer project have been addressed with constructive intervention from SBC Delhi team members and we are in a position to move forward. This no cost extension will ensure continuity of work on the above mentioned projects that have been taken up in partnership with government and other stakeholders and bring contextualized field tested solutions to the table, while other funding opportunities fructify for enhanced sustainability. It will also strengthen the roots of a BIU in the state which will strengthen the governments community engagement initiatives systemically. In this light of the above mentioned strategic role of CBS the no cost extension until 31 August stands justified and recommended. The total approved PD value was INR 7,299,614.90 (UNICEF Contribution). Period extended from 14th May 2025 to 15th August 2025. Funding SC180082; grant expiry 31/12/2027

Data Processing Agreement: No

Activities involving children and young people: No

Special Conditions for Construction Works by Implementing Partners: No



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Gender Rating: Significant

Given the nature of issues, women centric components, gender transformative solutions will be at the core the work of the centre. Gender is a deep-seated structural causal issue at the very root of various challenges in Rajasthan. Its is often necessary to step away from gender neutral / gender blind programming and take deeper cognizance of the behavioural issues that limit and adversely affect various members of the gender continuum. Behavioural nudges that tend to push the boundaries and naturally enable a level playing field can lead to larger more sustained changes in gender-based norms. The center will ensure a gender lens to all the challenges explored and find solutions that capture the voice and participation of women and other deprived categories of the gender spectrum and nudge the community members for a gender equitable reality.

Equity Rating: Significant

The equity agenda is center stage to the behavioural science approach. In Rajasthan where, equity challenge is multilayered and intersectionality of caste, class, geographic disparities, tend to complicate the development progress, an unpacking of the behavioural response and development of customized , contextual solutions can show the way for sustained results. The sticky resistant pockets where desired behaviours are yet to find footing are the focus areas for the centre's endeavour . People from the target communities will be engaged with full participation in solution building processes. Hence, equity is at the core of the mission, as it strives to eliminate disparities in access to resources, opportunities, and outcomes.

Sustainability Rating: Significant

As an academic institution IIHMR university is well placed to integrate an applied behaviour science lens in the perspectives and capacity enhancement initiatives of the future development professionals through an enhanced Curricula. The University is an expert institution and also engages with a range of professionals for in service training and will include the behaviour science-based approach in the professionals in the field at various levels. The proven effectiveness of behaviour science-based approaches in enhancing policy and program outcomes makes a convincing case for their sustainability in Rajasthan. The established success in various contexts suggests that the model is well-suited to contribute significantly to the effectiveness and impact of policies and programs in Rajasthan. Strategies, policies and programmes powered by behavioural evidences will be able to drive a sustained change in the state, ensuring better progress of flagship programmes for children and women in the state.

IIHMR university has a plan for sustaining this initiative beginning by end of forty-eight months. A mapping of other financial resources and funding partners who shall take the initiative forward has been drawn and a plan in place to attain financial self-reliance by the CBS. A TAG committee will provide oversight to the work and an a bi annual review of financial and technical sustainability and progress will be undertaken

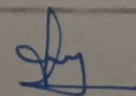
Risk & Proposed Mitigation Measures:

Social & Environmental: The core design of the research/intervention will be built in such a way that it involve community leaders, influencers, and representatives from the very planning process. consultative, non confrontational dialogic approaches will be employed. Leverage existing networks and partnerships to build trust within the community.

Operational: critical stakeholders will be identified and their involvement prioritized to streamline the process. Communication with stakeholders well in advance to inform them and Clearly outline the purpose, agenda, and expected outcomes to ensure they are adequately prepared will further contribute to operational streamlining along with regular review of progress

Organizational: Proactively address potential delays in recruiting a skilled workforce and assess the availability of skilled resources within the organization who could be temporarily reassigned to the project

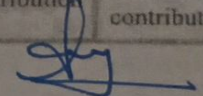
Safety & security: Collaboration with local organizations and community leaders, entities to establish trust and gain insights into the local context. Leveraging existing networks for support in navigating challenges unique to hard-to-reach areas. Equipping the team with the skills to navigate challenging situations while prioritizing the safety and dignity of community members.



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Workplan Result					
Result statement	Performance indicator/s	Location	Baseline	Target	Means of Verification
SOCIAL AND BEHAVIOUR CHANGE	7.3.2. Number of UNICEF-supported states that contribute to evidence and knowledge management on social and gender norm change using applied behavioural science				
Output 1 State has a functional Centre for Behaviour Science available	# Centre has a mutually agreed vision document and annual plan of action	Rajasthan	0	1	partner report
	# Centre has a biannual multistakeholder review of progress	Rajasthan	0	2	partner report and Minutes of meeting
Output 2 State has BI based evidence and recommendations available from 1 district	# Report with recommendations from 1 pilot project under the Centre for Behavioural Science available for dissemination	Rajasthan	0	1	recommendation report
Output 3 In Rajasthan, stakeholders have capacity to create and use evidences for human centric programming	# Multistakeholder capacity enhancement events organised to enhance capacity of stakeholder on applied behaviour science	Rajasthan	0	8	training and event reports
	# Number stakeholder trained on applied behaviour science including Behaviour insights, human centred design	Rajasthan	0	150	training and event reports
	# Dissemination of secondary analysis based evidence reports on child rights centric issues	Rajasthan	0	2	partner report
	# Analysis of ongoing curricula for integration of beh science content completed with recommendations	Rajasthan	0	1	recommendation for revision in curricula
	# No of Government Line departments whose capacities enhanced for use of behavioural data in programming	Rajasthan	0	3	Government letters/orders, PIP proposals, reports

Workplan Budget					
Result Level	Result/activity	Timeframe	Total (CSO + UNICEF)[INR]	CSO contribution	UNICEF contribution


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Prog. Output	SOCIAL AND BEHAVIOUR CHANGE Output 1 State has a functional Centre for Behaviour Science available		5,910,213.00	826,000.00	5,084,213.00
Activity	Act 1 Recruitment and onboarding of CBS resources	2024 Q1, 2024 Q2, 2024 Q3, 2025 Q4, 2025 Q5, 2025 Q6, 2025 Q7	5,910,213.00	826,000.00	5,084,213.00
Prog. Output	SOCIAL AND BEHAVIOUR CHANGE Output 2 State has BI based evidence and recommendations available from 1 district		1,374,954.00	0.00	1,374,954.00
Activity	Act 2 Short term resources for Pilot Project	2024 Q1, 2024 Q2, 2024 Q3, 2025 Q4, 2025 Q5, 2025 Q6, 2025 Q7	1,374,954.00	0.00	1,374,954.00
Prog. Output	SOCIAL AND BEHAVIOUR CHANGE Output 3 In Rajasthan, stakeholders have capacity to create and use evidences for human centric programming		943,254.00	0.00	943,254.00
Activity	Act 3 Organise Monthly Seminars & Workshops	2024 Q1, 2024 Q2, 2024 Q3, 2025 Q4	943,254.00	0.00	943,254.00
Prog. Output	Effective and efficient programme management		725,600.00	188,800.00	536,800.00
Activity	In-country management & support		377,600.00	188,800.00	188,800.00
Activity	Operational costs		348,000.00	0.00	348,000.00
Activity	Planning, monitoring, evaluation, and communication		0.00	0.00	0.00
Sub-total for programme costs			8,954,021.00	1,014,800.00	7,939,221.00
Capacity Strengthening Costs			555,745.00		555,745.00
Total Cash budget			9,509,766.00	1,014,800.00	8,494,966.00

Supply Contribution Plan

Provided by	Item	No. of units	Price/unit	Total Price
				0.00
Total supply Cost				

Others

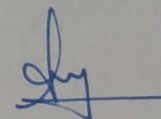
Partner non-financial contribution	Partner will bring in the multisectoral expertise, and research data bases and partnerships with other organizations on the table.			
Cash Transfer modality	Direct Cash Transfer, Reimbursement			
Activation Protocol	None			

Signatures and date


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CSO Authorized Officer: Signature: <i>D. P. R. Sodani, President</i> Date: <i>D. P. R. Sodani</i>	UNICEF Authorized Officer: Dennis Christian Larsen, Chief Social & Behavior Change Signature: <i>Dennis Larsen</i> Date: 13-Aug-2025
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Signatures and date			
Date Uploaded	Document Type	Document	Invalid



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eTools ref no	IND/PCA20241566/SPD20242742				
Document Type	Simplified Programme Document				
UNICEF Office	Jaipur				
Organization Name	IIHMR UNIVERSITY				
Programme Title	RAJ:Setting up State Centre for Behaviour Science, Rajasthan				
Planned duration	Start date: May 15, 2024 End date: May 14, 2025				
Geographical coverage	Rajasthan				
Budget	UNICEF Cash:	7,299,614.90	Supplies:	0.00	Capacity Strengthening Costs: 477,544.90
					Total: 7,299,614.90
	Partner Cash:	849,600.00	Supplies:	0.00	
					Total: 849,600.00
Total	Currency:	INR			Total: 8,149,214.90

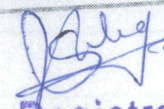
Strategy

Context:

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It is envisaged that taking the evidence-based approach towards programming will ensure customized interventions with a keener understanding of behaviours and motivations of the communities. Incorporation of behavioral insights, field evidence and human centered approach into policy-making and programme design can significantly improve the effectiveness and efficiency of public programs and there by better returns on investments at scale. The application of Behaviour insights and behavioural science could be pertaining to challenges of the last mile, specific to a particular group; or even impacting large-scale uptake despite optimal service delivery mechanisms being in place. Integrating these insights represents a critical step toward more people-centered and impactful community engagement of flagship programmes.

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Implementation Strategy & Technical Guidance:

IHMR University proposes establishment and management of a "Centre for Behavioral Science" (CBS) in Rajasthan, in technical and financial collaboration with UNICEF. The primary objective of the Centre for Behavioral Science at IHMR is to serve as a knowledge partner, specializing in Behavioral Insights and other evidence. This expertise will be extended to benefit various stakeholders, including the government, civil society organizations, academia, and other partners.

The Centre will support the following:

- Addressing specific challenges/ issues of importance to the state, with focus on child survival, growth and development in a safe enabling environment.
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 - Building capacity of government officials and various stakeholders including academia, civil society, pre-service institutions to support an evidence centric culture for decision making and community engagement.
 - Anchor knowledge management and exchange amongst various stakeholders and other research institutions
- Centre for Behavioral Science unit at IHMR University will anchor the knowledge and application-centric initiatives based on Behavior science with various state stakeholders, including government, civil society organizations, private players, academia, and various other stakeholders. It will provide the space for the state government and partners to apply BI in research design, provide behavioral science-led technical assistance, capacitate teams with BI tools and processes, engage and advocate to promote BI and perform rapid diagnosis of challenges faced by programs, drive more impactful programming across state priority areas.

The Centre will be headed by a State CBS Lead, an experienced faculty member from within IHMR with prior experience in applying, teaching, or training behavioral insights, behavior change communication and human-centered design. The State CBS lead will be guided by a Technical Advisory Group (TAG), which will have representation from other departments and centers of IHMR, government, UNICEF, other state-level BIUs, partners, CSOs, etc.

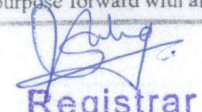
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In the first two years of its inception, UNICEF's support will lay the foundation for CBS's operations. The focus during this period will be on building expertise, developing insights, and establishing a robust functional frame for the Centre. As the project progresses into its second year, CBS will enhance its focus towards self-sustaining measures. By the third year of the project, the Centre for Behavioral Science at IHMR University will transit towards self-reliance. During this phase, IHMR University will undertake the financial liability of CBS. CBS will actively seek and undertake external projects funded by the government and other partners. This transition plan is designed to ensure the sustainability and continued impact of the Centre beyond the initial support provided by UNICEF.

In keeping with the research credentials of IHMR University, understanding of the local context, experience in leading developmental research across Rajasthan, and collaborations/ partnerships with the state government, IHMR University will source, deliver, and advocate for CBS projects. The current programme document is for year 1 of the partnership and will be reviewed for further extension to year 2.

Capacity Development:

Institutional capacity strengthening of the government cadres and decision-makers, and knowledge management of government and partner linkages, especially for women and child-centric challenges under various flagships will be undertaken by the Centre for Behavioural Science at IHMR University. Designing and leading seminars and trainings with key stakeholders and developing a community of practice/ knowledge exchange hub will be done. CBS will also initiate the process of holding regular seminars and training sessions for introducing the concepts and application of CBS to state officials, frontline workers, and partner organizations. Capacities to network and build alliances with other non conventional partners, to take the core purpose forward with also be built.


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Other Partners involved:

Centre for Behavioural Science at IIHMR University, will be supported by UNICEF India during its founding years. Centre for Behavioural Science will work in close coordination with various Departments of State government. Capacity Enhancement on CBS Concepts and applications will be done by Govt partners, civil society organizations, private players, and academia. partnership and collaborations will be sought with other academic and research organisations on a issue specific need basis

Other Document Details:

None

Data Processing Agreement: No

Activities involving children and young people: No

Special Conditions for Construction Works by Implementing Partners: No

Gender Rating: Significant

Given the nature of issues, women centric components, gender transformative solutions will be at the core the work of the centre. Gender is a deep-seated structural causal issue at the very root of various challenges in Rajasthan. Its is often necessary to step away from gender neutral / gender blind programming and take deeper cognizance of the behavioural issues that limit and adversely affect various members of the gender continuum. Behavioural nudges that tend to push the boundaries and naturally enable a level playing field can lead to larger more sustained changes in gender-based norms. The center will ensure a gender lens to all the challenges explored and find solutions that capture the voice and participation of women and other deprived categories of the gender spectrum and nudge the community members for a gender equitable reality.

Equity Rating: Significant

The equity agenda is center stage to the behavioural science approach. In Rajasthan where, equity challenge is multilayered and intersectionality of caste, class, geographic disparities, tend to complicate the development progress, an unpacking of the behavioural response and development of customized , contextual solutions can show the way for sustained results. The sticky resistant pockets where desired behaviours are yet to find footing are the focus areas for the centre's endeavour . People from the target communities will be engaged with full participation in solution building processes. Hence, equity is at the core of the mission, as it strives to eliminate disparities in access to resources, opportunities, and outcomes.

Sustainability Rating: Significant

As an academic institution IIHMR university is well placed to integrate an applied behaviour science lens in the perspectives and capacity enhancement initiatives of the future development professionals through an enhanced Curricula. The University is an expert institution and also engages with a range of professionals for in service training and will include the behaviour science-based approach in the professionals in the field at various levels. The proven effectiveness of behaviour science-based approaches in enhancing policy and program outcomes makes a convincing case for their sustainability in Rajasthan. The established success in various contexts suggests that the model is well-suited to contribute significantly to the effectiveness and impact of policies and programs in Rajasthan. Strategies, policies and programmes powered by behavioural evidences will be able to drive a sustained change in the state, ensuring better progress of flagship programmes for children and women in the state.

IIHMR university has a plan for sustaining this initiative beginning by end of forty-eight months. A mapping of other financial resources and funding partners who shall take the initiative forward has been drawn and a plan in place to attain financial self-reliance by the CBS. A TAG committee will provide oversight to the work and an a bi annual review of financial and technical sustainability and progress will be undertaken


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Risk & Proposed Mitigation Measures:

Social & Environmental: The core design of the research/intervention will be built in such a way that it involve community leaders, influencers, and representatives from the very planning process. consultative, non confrontational dialogic approaches will be employed. Leverage existing networks and partnerships to build trust within the community.

Operational: critical stakeholders will be identified and their involvement prioritized to streamline the process. Communication with stakeholders well in advance to inform them and Clearly outline the purpose, agenda, and expected outcomes to ensure they are adequately prepared will further contribute to operational streamlining along with regular review of progress

Organizational: Proactively address potential delays in recruiting a skilled workforce and assess the availability of skilled resources within the organization who could be temporarily reassigned to the project

Safety & security: Collaboration with local organizations and community leaders, entities to establish trust and gain insights into the local context. Leveraging existing networks for support in navigating challenges unique to hard-to-reach areas. Equipping the team with the skills to navigate challenging situations while prioritizing the safety and dignity of community members.


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Workplan Result					
Result statement	Performance indicator/s	Location	Baseline	Target	Means of Verification
SOCIAL AND BEHAVIOUR CHANGE	7.3.2. Number of UNICEF supported states that contribute to evidence and knowledge management on social and gender norm change using applied behavioral science				
Output 1 State has a functional Centre for Behaviour Science available	Centre has a mutually agreed vision document and annual plan of action	Rajasthan	0	1	partner report
	Centre has a biannual multistakeholder review of progress	Rajasthan	0	2	partner report and Minutes of meeting
Output 2 State has BI based evidence and recommendations available from 1 district	Report with recommendations from 1 pilot project under the Centre for Behavioural Science available for dissemination	Rajasthan	0	1	recommendation report
Output 3 In Rajasthan, stakeholders have capacity to create and use evidences for human centric programming	Multistakeholder capacity enhancement events organised to enhance capacity of stakeholder on applied behaviour science	Rajasthan	0	8	training and event reports
	Number stakeholder trained on applied behaviour science including Behaviour insights, human centred design	Rajasthan	0	150	training and event reports
	Dissemination of secondary analysis based evidence reports on child rights centric issues	Rajasthan	0	2	partner report
	Analysis of ongoing curricula for integration of beh science content completed with recommendations	Rajasthan	0	1	recommendation for revision in curricula

Workplan Budget					
Result Level	Result/activity	Timeframe	Total (CSO + UNICEF)[INR]	CSO contribution	UNICEF contribution
Prog. Output	SOCIAL AND BEHAVIOUR CHANGE Output 1 State has a functional Centre for Behaviour Science available		4,389,600.00	849,600.00	3,540,000.00
Activity	Act 1 Recruitment and onboarding of CBS resources	2024 Q1, 2024 Q2, 2024 Q3, 2025 Q4	4,389,600.00	849,600.00	3,540,000.00


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Prog. Output	SOCIAL AND BEHAVIOUR CHANGE Output 2 State has BI based evidence and recommendations available from 1 district	904,470.00	0.00	904,470.00
Activity	Act 2 Short term resources for Pilot Project 2024 Q1, 2024 Q2, 2024 Q3, 2025 Q4	904,470.00	0.00	904,470.00
Prog. Output	SOCIAL AND BEHAVIOUR CHANGE Output 3 In Rajasthan, stakeholders have capacity to create and use evidences for human centric programming	1,888,000.00	0.00	1,888,000.00
Activity	Act 3 Organise Monthly Seminars & Workshops 2024 Q1, 2024 Q2, 2024 Q3, 2025 Q4	1,888,000.00	0.00	1,888,000.00
Prog. Output	Effective and efficient programme management	489,600.00	0.00	489,600.00
Activity	In-country management & support	141600	0.00	141600.00
Activity	Operational costs	348,000.00	0.00	348,000.00
Activity	Planning, monitoring, evaluation, and communication	0.00	0.00	0.00
Sub-total for programme costs		7,671,670.00	849,600.00	6,822,070.00
Capacity Strengthening Costs		477,544.90		477,544.90
Total Cash budget		8,149,214.90	849,600.00	7,299,614.90

Supply Contribution Plan

Provided by	Item	No. of units	Price/unit	Total Price
Total supply Cost				0.00

Others

Partner non-financial contribution	Partner will bring in the multisectoral expertise , and research data bases and partnerships with other organizations on the table.
Cash Transfer modality	Direct Cash Transfer, Reimbursement
Activation Protocol	None

Signatures and date

CSO Authorized Officer: Signature:  Date: 10/5/24	UNICEF Authorized Officer: Signature:  Date: 9 May 2024	Rushabh Hemani, Officer-in-Charge, UNICEF Office for Rajasthan
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Signatures and date			
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