

Communication Unit - 2021 Annual Work Plan**Annual Work Plan 2021 : Cover Page**

Project Title Communication and Outreach
Project Number (Award ID) 00109147
Project Number (Atlas Output ID) 00108547 - Activity 1
Implementation Modality Direct Implementaiton
Implementing Partner UNDP
Start Date 01-Jan-18
End Date 31-Dec-21
LPAC Meeting date NA

Vision Statement for the strategic area / CPD Pillar

To develop and increase outreach, advocacy and visibility of UNDP India's work around the SDGs as well as to amplify UNDP's branding through integrated social media engagements, thematic campaigns, media partnerships and celebrity onboarding.

Overall results description for 2021

The key result areas are focused on the following deliverables:

1. Ensuring strategic visibility to promote UNDP's work and position on core issues, such as climate change, livelihoods, and gender.
2. Crowdfunding campaigns highlighting key UNDP priorities and calling for donation for project focus areas.
3. Streamline CO communications in convergence with project teams and state teams, to integrate campaigns and joint advocacy initiatives.

Contributing Outcome (UNSD / CPD) and Indicator/s (refer signed multi-year prodoc)

NA

CPD Output(s) and Indicator (s) (refer signed multi-year prodoc)

NA

Gender marker (refer signed multi-year prodoc)

2

Multi-year Project Budget Details (as per signed Prodoc)

Total Resources Required	\$				3,27,180.00
Total Resources Allocated	\$				3,27,180.00
		Core - 04000	Fund code 0084	Government	In-Kind
	\$	3,04,500.00	\$ 22,680.00		
USDXXX					

Project Budget and Expenditure

Total Project Budget (Prodoc budget)	Prior year Expenditure	Exp 2018	Exp 2019*	Expense 2020	Budget 2021
USDXXX	USDXXX	\$ 77,391.00	\$ 1,15,684.00	\$ 1,16,566	\$ 3,27,180.00

Note: Prior year exp applicable to projects that started prior to 2018. Pls indicate total exp for all prior years.

Total outstanding commitments upto 2020- USD 23,656



Nadia Rasheed

COMMUNICATION UNIT, UNDP INDIA									
Activity Plan for 2020									
Expected Annual Project Outputs	Planned Expenditure				Total Budget (USD)	Budget Account code	Funding Source core 04000	Fund source 8000	Responsible Party Name
	Q1	Q2	Q3	Q4					
Staff Management cost - HR cost	\$ 28,257	\$ 28,257	\$ 28,257	\$ 28,257	1,13,026	71400	1,10,000	3,025.00	
Output 1: Maintaining and ensuring quality, consistency, and adherence to UNDP corporate standards in disseminating information shared on public domains and through engagement of key stakeholders	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	10,000.00	71400	10,000.00		UNDP
Indicators: (i) Development and roll-out of communication strategy for 2021 to increase UNDP CO visibility and strengthen its position as a partner of choice (ii) Management of digital media channels through engagement of partners, influencers, to promote UNDP's key priorities. (iii) Designing & development of communications assets to amplify UNDP's work and branding, in line with global guidelines.	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	30,000.00	71300	30,000.00	10,000.00	UNDP
Gender Marker: 2	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	10,000.00	74200	10,000.00	0	UNDP
Targets: (i) 2021 Communication Strategy developed and rolled-out, in convergence with project and state teams. (ii) Five million new followers/visits ensured across all UNDP India digital media channels (iii) Designing and development of 10 communications assets on corporate priorities. (iv) 15 international and regional media stories, interviews, op-eds by RR and DDR on core issues.	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	20,000.00	74200	20,000.00	0	UNDP
Output 2: Ensuring awareness, outreach, advocacy and visibility around UNDP India's work around the SDGs.	\$ 8,750.00	\$ 8,750.00	\$ 8,750.00	\$ 8,750.00	35,000.00		35,000.00	6,974.00	UNDP
Indicators: (i) Number of campaigns planned & implemented on key issues and projects to leverage support and commitments on UNDP's priority issues. (ii) Number of advocacy and outreach initiatives, events and collaborations led or supported to promote UNDP's work around the SDGs (iii) Number of media stories, blogs, op-eds, interviews published, broadcasted on UNDP India and its work (iv) Number of knowledge products, advocacy packages, media kits, press releases developed and dissemination, in collaboration with Government, donors, private sector partners, institutions and media. v. UNDP India corporate film and brochure to be developed.	\$ 11,250.00	\$ 11,250.00	\$ 11,250.00	\$ 11,250.00	45,000.00	72705	45,000.00		UNDP
Baseline: 3 campaigns; 50 media stories	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	10,000.00	72135	10,000.00	0	UNDP
Target: (i) Six thematic campaigns on priority issues planned and implemented. (ii) Lead or support six advocacy initiatives for promoting the SDGs (iii) Four crowdfunding campaigns implemented to engage 50 million audiences and raise USD 50,000. (iv) At least 100 media stories, blogs, op-eds, interviews across print, electronic & digital channels published, broadcasted, et al. (v) At least six communication products developed and disseminated. V. UNDP India corporate film and brochure developed and disseminated.						72135			
Gender Marker: 2									
Output 3: Strengthen internal communications & build capacities of teams and units, based on the need of the projects and office priorities.	✓	✓	✓	✓	Funds from concerned projects			0	UNDP
Indicator: (i) Number of bulletins, management updates shared with RBAP and global teams for featuring in bulletins, reports and campaigns (ii) Number of meetings organized with communications colleagues and state teams (iii) Number of in-house/online trainings organized for teams/colleagues on specific communication tools/skills. Baseline: 0			✓		NA	72705	0	0	UNDP
Target: (i) 12 key updates, achievements shared with RBAP and global teams (ii) 6 trainings (online/face-to-face) organized for all staff.						72705			
Gender Marker: 2									
Output 4: Strategic Communications support to promote UNDP's post-COVID vision and work, in partnership with Ministries, other UN agencies, CSOs and media partners.	✓	✓	✓	✓	Funds from concerned projects				UNDP
Indicator: (i) Communication strategy and plan developed and rolled out (ii) Number of subject matter experts, influencers and partners engaged for campaigns, live chats, media engagements (iii) Number of positive stories and achievements highlighted from the field on ongoing COVID & post-COVID work published (iv) Number of media stories/interviews/op-eds published or broadcasted on UNDP's support for COVID-19 recovery.	5,000.00	5,000.00	5,000.00	5,000.00	20,000.00	74210	20,000.00	0	UNDP
Baseline: 5 subject matter experts; 25 positive stories; 25 media interviews/features.						72135		0	
Target: (i) At least 10 subject matter experts, influencers and partners engaged on COVID-19 communications (ii) At least 25 positive stories from the field shared on social media channels and included in media interviews (iii) At least 25 media stories, interviews, radio programmes, TV mentions, op-eds, broadcasts/published on COVID & post-COVID.								0	0
Gender Marker: 2									
DPC						64300	12325		
DPC	543.75	3,625.00	3,625.00	3,625.00		74500	2175	0	
Total					1,80,000		3,04,500	20,000	
						64300 - 5%(85%)		850	
						74500-55(15%)		150	
						Total		21,000	
						75100 - 8%		1680	
						Grand Total		22,680	