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| PUBLIC INTERNATIONAL LAW |
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UNICEF

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Acknowledgement

The success and final outcome of this project required a lot of guidance and assistance from many people and we are extremely privileged to have got this all along the completion of our project. All that is done only due to such supervision and assistance.

Our respect and thank Dr. Vaishali Thakur for providing us an opportunity to do the project work on UNICEF and giving us all support and guidance which made me complete the project duly. We are extremely thankful to her for providing such a nice support and guidance, although he had busy schedule managing the corporate affairs.

We are thankful to and fortunate enough to get constant encouragement, support and guidance from parents who encouraged us in successfully completing our project work.

Muskan Garg

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Introduction

The **United Nations Children's Fund** (**UNICEF)** is a United Nations (UN) programme headquartered in New York City that provides humanitarian and developmental assistance to children and mothers in developing countries. It is a member of the United Nation Development Group.

The **United Nations International Children's Emergency Fund** was created by the United Nations General Assembly on 11 December 1946, to provide emergency food and healthcare to children in countries that had been devastated by World War Ⅱ The Polish physician Ludwik Rajchman is widely regarded as the founder of UNICEF and served as its first chairman from 1946. On Rajchman's suggestion, the American Maurice Pate was appointed its first executive director, serving from 1947 until his death in 1965. In 1950, UNICEF's mandate was extended to address the long-term needs of children and women in developing countries everywhere. In 1953 it became a permanent part of the United Nations System, and the words "international" and "emergency" were dropped from the organization's name, making it simply the United Nations Children's Fund, retaining the original acronym, "UNICEF"

UNICEF relies on contributions from governments and private donors, UNICEF's total income for 2015 was US$5,009,557,471. Governments contribute two-thirds of the organization's resources. Private groups and individuals contribute the rest through national committees. It is estimated that 92 per cent of UNICEF revenue is distributed to programme services. UNICEF's programmes emphasize developing community-level services to promote the health and well-being of children. UNICEF was awarded the Nobel Peace Prize in 1965 and the Prince of Astrius Award of Concord in 2006.

Most of UNICEF's work is in the field, with staff in over 190 countries and territories. More than 200 country offices carry out UNICEF's mission through programmes developed with host governments. Seven regional offices provide technical assistance to country offices as needed.

UNICEF's Supply Division is based in Copenhegen and serves as the primary point of distribution for such essential items as vaccines, antiretroviral medicines for children and mothers with HIV, nutritional supplements, emergency shelters, family reunification, and educational supplies. A 36-member executive board establishes policies, approves programmes and oversees administrative and financial plans. The executive board is made up of government representatives who are elected by the United Nations Economic and Social Council, usually for three-year terms.

Structure

Each country office (190 countries) carries out UNICEF's mission through a unique programme of cooperation developed with the host government.

This five-year programme focuses on practical ways to realize the rights of children and women. Regional offices guide this work and provide technical assistance to country offices as needed.

Overall management and administration of the organization takes place at headquarters, where global policy on children is shaped.

Guiding and monitoring all of UNICEF's work is a **36**-member Executive Board made up of government representatives.

They establish policies, approve programmes and decide on administrative and financial plans and budgets.

Executive Board’s work is coordinated by the Bureau, comprising the President and four Vice-Presidents(Total 5), each officer representing one of the five regional groups.

These five officers, each one representing one of the five regional groups, are elected by the Executive Board each year from among its members, with the presidency rotating among the regional groups on an annual basis.

As a matter of custom, permanent members of the Security Council do not serve as officers of the Executive Board. Office of the Secretary of the Executive Board supports and services the Executive Board. It is responsible for maintaining an effective relationship between the Executive Board and the UNICEF secretariat, and helps to organize the field visits of the Executive Board

Promotion and Fund raising

In the [United States](https://en.wikipedia.org/wiki/United_States), [Canada](https://en.wikipedia.org/wiki/Canada) and some other countries, UNICEF is known for its "Trick-Or-Treat for UNICEF" programme in which children collect money for UNICEF from the houses they [trick-or-treat](https://en.wikipedia.org/wiki/Trick-or-treating) on [Halloween](https://en.wikipedia.org/wiki/Halloween) night, sometimes instead of candy.

UNICEF is present in 191 countries and territories around the world, but not involved in nine others ([Bahamas](https://en.wikipedia.org/wiki/Bahamas), [Brunei](https://en.wikipedia.org/wiki/Brunei), [Cyprus](https://en.wikipedia.org/wiki/Cyprus), [Latvia](https://en.wikipedia.org/wiki/Latvia), [Liechtenstein](https://en.wikipedia.org/wiki/Liechtenstein), [Malta](https://en.wikipedia.org/wiki/Malta), [Mauritius](https://en.wikipedia.org/wiki/Mauritius), [Monaco](https://en.wikipedia.org/wiki/Monaco), and [Singapore](https://en.wikipedia.org/wiki/Singapore))

Many people in [developed countries](https://en.wikipedia.org/wiki/Developed_countries) first hear about UNICEF's work through the activities of one of the 36 [National Committees for UNICEF](https://en.wikipedia.org/wiki/List_of_UNICEF_National_Committees). These [non-governmental organizations](https://en.wikipedia.org/wiki/Non-governmental_organization) (NGO) are primarily responsible for [fundraising](https://en.wikipedia.org/wiki/Fundraising), selling UNICEF greeting cards and products, creating private and public partnerships, advocating for children's rights, and providing other support. The [US Fund for UNICEF](https://en.wikipedia.org/w/index.php?title=US_Fund_for_UNICEF&action=edit&redlink=1) is the oldest of the national committees, founded in 1947.

On 19 April 2007, [Grand Duchess Maria Teresa of Luxembourg](https://en.wikipedia.org/wiki/Grand_Duchess_Maria_Teresa_of_Luxembourg) was appointed UNICEF Eminent Advocate for Children, in which role she has visited Brazil (2007), China (2008) and Burundi (2009).

In 2009, the British retailer [Tesco](https://en.wikipedia.org/wiki/Tesco) used "Change for Good" as advertising, which is trademarked by UNICEF for charity usage but not for commercial or retail use. This prompted the agency to say, "it is the first time in Unicef's history that a commercial entity has purposely set out to capitalise on one of our campaigns and subsequently damage an income stream which several of our programmes for children are dependent on". They went on to call on the public "who have children’s welfare at heart, to consider carefully who they support when making consumer choices".

**UNICEF Kid Power**

Started in 2015, Kid Power is a division of UNICEF that was created as an effort to involve kids in helping other kids in need. UNICEF Kid Power developed the world’s first Wearable for Good called Kid Power Bands which is a kids’ fitness tracker bracelet that connects to a smartphone app. The app lets users complete missions, which counts total steps and awards points. The points then unlock funding from partners, which is then used by UNICEF to deliver lifesaving packets of therapeutic food to severely malnourished children around the world.

**Trick-or-Treat UNICEF box**

Since 1950, when a group of children in [Philadelphia](https://en.wikipedia.org/wiki/Philadelphia), [Pennsylvania](https://en.wikipedia.org/wiki/Pennsylvania), donated $17 which they received on Halloween to help post-World War II victims, the Trick-or-Treat UNICEF box has become a tradition in [North America](https://en.wikipedia.org/wiki/North_America) during the fall. These small orange boxes are handed to children at schools and other locations before 31 October. As of 2012[[update]](https://en.wikipedia.org/w/index.php?title=UNICEF&action=edit), the Trick-or-Treat for UNICEF campaign has collected approximately [CAD](https://en.wikipedia.org/wiki/Canadian_dollar) 91 million in [Canada](https://en.wikipedia.org/wiki/Canada) and over [US$](https://en.wikipedia.org/wiki/United_States_dollar)167 million in the U.S.

**Corporate partnership**

To raise money to support its Education and Literacy Programmes, UNICEF collaborates with companies worldwide – international as well as small- and medium-sized businesses.

Since 2004, the organization has been supported by [Montblanc](https://en.wikipedia.org/wiki/Montblanc_(company)), working collaboratively to help the world's children getting better access to education.[[31]](https://en.wikipedia.org/wiki/UNICEF#cite_note-31)

According to *Vaccine News Daily*, [Merck & Co.](https://en.wikipedia.org/wiki/Merck_%26_Co.) partnered with UNICEF in June 2013 to decrease maternal mortality, [HIV](https://en.wikipedia.org/wiki/HIV) and [tuberculosis](https://en.wikipedia.org/wiki/Tuberculosis) prevalence in [South Africa](https://en.wikipedia.org/wiki/South_Africa). Merck's programme "Merck for Mothers" will give US$500 million worldwide for programmes that improve health for expectant mothers and their children

In May 2010, [Crucell N.V.](https://en.wikipedia.org/wiki/Crucell) announced an additional US$110 million award from UNICEF to supply its [pentavalent](https://en.wikipedia.org/wiki/Pentavalent_vaccine) pediatric vaccine [Quinvaxem](https://en.wikipedia.org/wiki/Quinvaxem) to the developing world.

**Corporate Social Responsibility**

UNICEF works directly with companies to improve their business practices, bringing them in line with obligations under [international law](https://en.wikipedia.org/wiki/International_law), and ensuring that they respect children's rights in the realms of the marketplace, workplace, and the community. In 2012, UNICEF worked with Save the Children and The [United Nations Global Compact](https://en.wikipedia.org/wiki/United_Nations_Global_Compact) to develop the Children's Rights and Business Principles and now these guidelines form the basis UNICEF's advice to companies. UNICEF works with companies seeking to improve their [social sustainability](https://en.wikipedia.org/wiki/Social_sustainability) by guiding them through a due diligence process where issues throughout their supply chain, such as [child labour](https://en.wikipedia.org/wiki/Child_labour), can be identified and actions to ratify them are put in place.

Corporate Partners

* [IKEA FOUNDATION](http://unicef.in/CorporatePartner/1/IKEA-FOUNDATION)
* [EXIDE](http://unicef.in/CorporatePartner/2/EXIDE)
* [Oxford Bookstore](http://unicef.in/CorporatePartner/3/Oxford-Bookstore)
* [BARCLAYS](http://unicef.in/CorporatePartner/4/BARCLAYS)
* [Johnson & Johnson](http://unicef.in/CorporatePartner/5/Johnson-Johnson)

And many organisations and individuals are there.

**Girl Star**

The Girl Star] project is a series of films which documents stories of girls from the most disadvantaged communities across five northern states in India who, through via education, have managed to break socio-economic constraints to make a success of their lives and become self-sufficient. These young women have grown to become role models in their communities, inspiring younger girls to go to school and continue their education. They have selected professions from the most conventional such as teaching and nursing, to the most unconventional like archery, bee-keeping, often entering what has traditionally been a man’s domain.

**Sponsorship**

On 7 September 2006, an agreement between UNICEF and the Spanish Catalan [association football](https://en.wikipedia.org/wiki/Association_football) club [FC Barcelona](https://en.wikipedia.org/wiki/FC_Barcelona) was reached whereby the club would donate 1.5 million Euros per year to the organization for five years. As part of the agreement, FC Barcelona will wear the UNICEF logo on the front of their uniform. This was the first time a football club sponsored an organization rather than the other way around. It was also the first time in FC Barcelona's history that they have had another organization's name across the front of their uniform.

In January 2007 UNICEF struck a partnership with Canada's national [tent pegging](https://en.wikipedia.org/wiki/Tent_pegging) team. The team was officially re-flagged as "UNICEF Team Canada", its riders wear UNICEF's logo in competition, and team members promote and raise funds for UNICEF's campaign against childhood HIV-AIDS. When the team became the 2008 tent pegging world champions, UNICEF's flag was raised alongside the Canadian flag at the games, the first time in the history of international Grand Prix equestrian competition that a non-state flag has flown over the medal podium.

The Swedish club [Hammarby IF](https://en.wikipedia.org/wiki/Hammarby_IF) followed the Spanish and Canadian lead on 14 April 2007, also raising funds for UNICEF and displaying the UNICEF name on their sportswear. The Danish football club [Brøndby IF](https://en.wikipedia.org/wiki/Br%C3%B8ndby_IF) participated in a similar arrangement from 2008 to 2013.

Australian [A-League](https://en.wikipedia.org/wiki/A-League) club [Sydney FC](https://en.wikipedia.org/wiki/Sydney_FC) announced they would also enter into a partnership with UNICEF raising funds for children in the [Asia-Pacific region](https://en.wikipedia.org/wiki/Asia-Pacific), and would also display the UNICEF logo for the remainder of the [2011-12 A-League](https://en.wikipedia.org/wiki/2011-12_A-League) season.

Race driver [Jacques Villeneuve](https://en.wikipedia.org/wiki/Jacques_Villeneuve) has occasionally placed the UNICEF logo on the #27 [Bill Davis Racing](https://en.wikipedia.org/wiki/Bill_Davis_Racing) [pickup truck](https://en.wikipedia.org/wiki/Pickup_truck) in the [NASCAR](https://en.wikipedia.org/wiki/NASCAR) [Craftsman Truck Series](https://en.wikipedia.org/wiki/Craftsman_Truck_Series).

In [Botswana](https://en.wikipedia.org/wiki/Botswana), UNICEF has funded the development of new state-of-the-art HIV/AIDS education for every schoolchild in Botswana from nonprofit organization [TeachAIDS](https://en.wikipedia.org/wiki/TeachAIDS).

UNICEF recently announced a landmark partnership with [Scottish](https://en.wikipedia.org/wiki/Scotland) club [Rangers F.C.](https://en.wikipedia.org/wiki/Rangers_F.C.) UNICEF will partner the Rangers Charity Foundation and have pledged to raise £300,000 by 2011.

In 2010, UNICEF created a partnership with [Phi Iota Alpha](https://en.wikipedia.org/wiki/Phi_Iota_Alpha), making them the first Greek Lettered Organization UNICEF has ever worked with. In 2011, Phi Iota Alpha raised over $20,000 for the Tap Project and the Trick or Treats for UNICEF Campaign.

In 2013, they agreed a contract with Greek association football champions [Olympiacos F.C.](https://en.wikipedia.org/wiki/Olympiacos_F.C.) who will don the organization's logo on the front of their shirts.

***UNICEF uses innovative approaches to better the lives of children. The examples below represent just a glimpse of the more than 270 innovative projects by UNICEF offices around the world tackling problems dealing with health, HIV/AIDS, nutrition, water and sanitation, education, protection, emergencies and other needs. The main areas of focus are real-time data, infrastructure.***

Fundamentally, UNICEF Innovation work has a focus on providing access to information, opportunity, and choice to the world's most vulnerable populations.  This is a description of some of the projects that illustrate that focus.

The space between young people and power structures has fundamentally changed, and we believe that only by innovating in our work can UNICEF be truly prepared for the future. We see this change coming in many forms:

1. We know that real-time data will drive more decisions than anything else (not always for good) - that decisions, which are in any case not made on specifics of data, will be increasingly driven by trends of real-time "user" behavior.

Example: [UReport Uganda empowers young people to work with community leaders to affect positive change](http://unicefstories.org/2014/05/20/ureport-connecting-young-people-to-government/) ([RapidSMS/RapidPro family](http://unicefstories.org/2014/05/20/rapidsms/" \t "_blank)).

1. A different picture of the world is emerging through mapping and the ability to "see" things that were previously hidden or obscured. Young people are becoming empowered to map the world around them – and these representations are new. In Kosovo, young innovators [mapped their microbus routes](http://unicefstories.org/2014/05/12/prishtina-bus-transportation/) with open source technology - making the invisible, or hard-to-describe, readily apparent.
2. There is a new ability for young people to connect to each other and counsel each other (through technology) that allows them to share and scale their own solutions, without "top down" or more traditional information flows.  This impacts how UNICEF and our partners disseminate information - and, importantly, shows us the need for being an agent of transfer, moving ideas from one geography to another.   
     
   Example: [UReport Zambia provides 24/7 counseling services on HIV and STIs to adolescents and youth](http://unicefstories.org/2014/05/16/ureport-providing-counseling-services-on-hiv-and-stis/) ([RapidSMS/RapidPro family](http://unicefstories.org/2013/08/20/new-rapidsms-website-launched/" \l "http://unicefstories.org/2014/05/20/rapidsms/" \t "_blank)).
3. This "south-south" rapid transfer of ideas - sometimes excluding traditional development actors - means that we have to be able to share knowledge and possibilities in new and open ways.  It means a changed role for large institutions – and increased need to create the pathways for idea transfer rather than the ideas themselves.   
     
   Example: [RapidFTR, an app for reuniting families in disaster situations](http://unicefstories.org/2014/05/20/rapidftr-2/) (coming from South Sudan, Uganda, and going to the Philippines).  
     
   This means that not only do young people increasingly have a voice, but that voice can be used for change. Example: [Voices of Youth Maps empowers young people by training them to digitally map and participate in the improvement of their neighborhoods](http://unicefstories.org/2014/05/20/digital-mapping-technology-to-reduce-disaster-risks/).
4. These types of global collaborations rely on new techniques for working together. The tools we have at our disposal, in 2016, can allow us to create the largest change-engine in the world - and power that through the energy and needs of young people.

Example: [Global Design for UNICEF Challenge, an academic competition, gives students the opportunity to come up with innovative solutions to pressing development problems](http://unicefstories.org/2014/02/26/building-the-next-generation-of-global-innovators/).

1. In order to build this machinery, we embrace open source ideas. Open source is the single biggest idea of this generation. It fundamentally changes how intellectual property can be used for global innovation for children. It creates public goods that can be adapted and scaled by anyone – and that have business models around them that can still foster entrepreneurship and profit.   
     
   Example: [MobiStation, a solar powered school in a suitcase, provides access to quality learning content 24/7](http://unicefstories.org/2014/05/20/mobistation/) (China/Uganda Honghe partnership).

**UNICEF’s work in rural water supply and sanitation Children and Water, Sanitation and Hygiene**:

the Evidence The links to child health Surviving diarrhoea is the largest single hurdle facing young children. In countries with high child mortality rates, diarrhoea accounts for more deaths in children under five years of age than any other cause of death – more than pneumonia and more than malaria and HIV/AIDS combined. Globally, more than one-fifth of under-five deaths are caused by diarrhoea, and in some countries the proportion of child deaths due primarily to diarrhoea is as high as 44 per cent. Worldwide, 1.6 million of children die from diarrhoea per year; some 4,500 child deaths every single day. The largest single cause of these deaths is an unsafe and unhygienic environment: over 90 per cent of diarrhoeal deaths are attributed to poor hygiene, sanitation, and unsafe drinking water.

Although still very high, diarrhoea mortality rates are now less than half what they were in 1980. However, there has been no parallel decrease in diarrhoea morbidity rates over past decades. Children in developing countries still have an average of four to five bouts of diarrhoea each year. This represents a massive burden of disease. Children weakened by frequent diarrhoea episodes are more likely to be seriously affected by malnutrition and opportunistic infections (such as pneumonia), and they can be left physically and mentally stunted for the rest of their lives.

The only way to reduce the burden of repeated diarrhoea episodes and related serious long-term health consequences is through improved water, sanitation and hygiene (specifically: improved hygiene practices, the use of toilets or latrines, and the use of safe drinking water). Estimates based on the assessment of rigorous impact studies now show that water, sanitation and hygiene interventions can reduce the burden of diarrhoeal diseases by at least 42 per cent. Interventions that focus on improving hygiene practices seem to have the greatest impact.

Water, sanitation and hygiene are also directly linked to other diseases, including schistosomiasis, trachoma and hookworm disease. When diarrhoea and other directly related diseases are taken into account, current WHO estimates show that poor water, sanitation and hygiene account for approximately 4 per cent of all deaths globally (16% for under fives) and 5.7 per cent (13% for under fives) of the total disease burden. Due to the importance of the long-term developmental impairment of diarrhoea morbidity, the total disease burden may, in fact, be double this.

However, these estimates do not take into account diseases in which the links to water, sanitation and hygiene are less direct and thus more difficult to calculate, including malaria, filariasis and HIV/AIDS. Unhygienic environments and poor hygiene practices result in chronic diarrhoea, which is a leading cause of death in people living with HIV/AIDS and is associated with further depression of the immune system and an increase in opportunistic infections. Safe water is essential in areas where HIV-positive mothers use infant formula as a breast milk substitute and as part of an overall treatment, care and support package for people living with HIV/AIDS. In Uganda, for example, improved quality and storage of drinking water was shown to significantly reduce both the frequency and severity of diarrhoea episodes among persons living with HIV.

Neonatal disorders – another major killer of children – are also closely linked to hygiene. Clean delivery practices by birth attendants – including hand-washing and the use of clean instruments and delivery surfaces – has the potential to prevent over 400,000 neonatal deaths a year, or 4 per cent of all under-five child deaths.

There is emerging evidence that good hygiene practice can reduce the spread of acute respiratory infections, responsible for approximately 1.75 million child deaths (15% of total deaths) every year.

3

While to date attention on ARIs has focused on appropriate treatment, recent studies have given strong indications that hand-washing may be able to significantly reduce transmission of these diseases. A 2005 study in Karachi, Pakistan found that children younger than five years in households that received plain soap and hand-washing promotion had a 50 per cent lower incidence of pneumonia than children in control areas.

Finally, the current estimates of the disease burden attributed to water, sanitation and hygiene do not take into account diseases that are directly linked but for which no estimates are available on their impact on child mortality and morbidity rates. The two most important of these diseases are arsenicosis and fluorosis. These two diseases alone, both of which are caused by wide-scale contamination of water supplies, affect over 100 million people worldwide. The links to education There is an increasing body of evidence showing that improving water, sanitation and hygiene in both communities and schools can have a significant impact on enrolment levels, on the ratio of girls to boys in schools, on educational achievement and on the quality of education.

Water availability in households is an important factor in the enrolment, attendance and drop-out rates of children. In areas where safe water sources are distant, girls are often obliged to miss school to help fetch water. This is most often seen in African countries with low water coverage rates, but the correlation has also been documented in countries in Asia, the Middle East and Latin America. When water access is improved in communities, school enrolment rates have been shown to increase: in Tanzania, India, Bangladesh and other countries, by up to 15 per cent. Back-to-school campaigns in countries in transition are especially dependent on water supplies. Teachers are hesitant to relocate to communities without a reliable and safe source of water.

Illness caused by poor sanitation and hygiene conditions in communities can also have a significant impact on education. Helminth infections – including roundworm, hookworm and schistosomiasis – affect about 400 million school-aged children a year. These parasites aggravate malnutrition and retard children' s physical and mental development. Helminth infections have been shown to have a significant negative impact on school attendance and on learning ability. Other diseases, including diarrhoea, can have similar effects. Improvements in sanitation and hygiene in communities – along with de-worming in schools – increase school attendance in countries throughout the world.

There is also evidence that a lack of clean and private sanitation and washing facilities in schools discourages girls from attending school full time and forces some to drop out altogether. This becomes more pronounced as girls reach puberty and privacy and security concerns become more important. UNICEF supports programmes that focus on providing girl-friendly sanitation and washing facilities in schools to address this. Much is yet to be done – in some countries in Africa and Asia as few as 10 per cent of schools have adequate and separate sanitation facilities, while student-to-latrine ratios can be as high as 150:1.

Programmes that combine improved sanitation and hand-washing facilities and hygiene education in schools can improve the health of children for life and can promote positive change in communities. Teaching children the importance of hand-washing and other good hygiene habits promotes increased knowledge and positive behaviour change, provided that the schools have an adequate number of safe toilets and sufficient water for washing. In some cases the results are dramatic: UNICEF-supported school-based hygiene education projects in China and Nigeria have reported increases of between 75 per cent and 80 per cent in hand-washing with soap amongst students. When school-based programmes are designed in a coordinated way with wider community programmes, children can be helped to become ‘agents of change’ – to pass on the health and hygiene information learned at school to family and community members – leading to benefits for the entire community.

4

The links to sustainable development There is a growing awareness by decision makers in governments and stakeholder institutions that water, sanitation and hygiene are critical for ensuring sustainable development and reducing poverty. This recognition is based on a better understanding of the links between water, sanitation and hygiene and the economic and social development of communities and nations.

Poor hygiene, sanitation and water exacerbates poverty in many ways. The burden of disease caused by unsafe and unhygienic environments results in reduced productivity and elevated health-care costs. In a recent study, WHO estimates that if everyone had access to basic water and sanitation services, the health sector would save over US$11 billion in treatment costs and people would gain 5.5 billion productive days per year due to reduced diarrhoeal disease.

The burden of fetching water from distant sources and travelling to sanitation facilities outside the home takes time away from productive activities, child-care, education or leisure. UNICEF data shows that in rural sub-Saharan Africa, people (mainly women) spend an average of just under half an hour for each trip to a water source. Since in most cases several trips are made per day, this represents a significant amount of time lost. And because poor hygiene, sanitation and water reduce education enrolment and achievement levels, it has serious long-term economic and social consequences. In a 2003 study linking poverty to deprivation faced by children (including shelter, water, sanitation, health, nutrition, education and information), poor sanitation and water supply were second only to inadequate shelter as the most important causes of absolute poverty.

The consequences of poor water, sanitation and health affect women and girls the most. It is usually women and girls who fetch the water and who care for the children and other household members who fall sick from water-related diseases. Distant or non-existent sanitation facilities have greater health and safety repercussions for women than for men, and girls are affected the most by poor water and sanitation facilities in schools. Improvements in hygiene, sanitation and water can help reduce the drudgery that contributes to gender inequities, and have the potential to improve the status of women within the family and community.

The use of safe and sustainable supplies of water are essential not only for health and well being, but also for industry, agriculture and the livelihoods of households, communities and nations. There is increasing recognition that household demand for water goes much further than simple domestic use. Water is used for a range of small-scale productive activities including backyard gardening, livestock keeping, micro-enterprise that often represent a critical part of the livelihoods of the poorest.

Available water supplies are under threat worldwide. Due to poor management, over-use, pollution and other factors, there is less safe water available to meet the needs of more people. Competition for water is now the norm, increasingly at the local level pitting community members against each other, and it is often the poor – poor households, poor farmers and poor communities – who do not get their share. The result is increased hunger and poverty. The UNICEF Programme Experience UNICEF works in more than 90 countries around the world to improve water supplies and sanitation facilities in schools and communities, and to promote safe hygiene practices. UNICEF sponsors a wide range of activities and works with many partners, including families, communities, governments and like-minded organizations. In emergencies UNICEF provide relief to communities threatened by disrupted water supplies and disease. All UNICEF water and sanitation programmes are designed to contribute to the MDG targets for water and sanitation: to halve, by 2015, the proportion of people without sustainable access to safe water and basic sanitation.

5 .The experience, expertise and credibility built over 40 years of working with governments and communities gives UNICEF a unique position in the sector. Lessons learned in UNICEF-supported WASH programmes 1. Effective targeting of activities requires high-quality, disaggregated information. 2. Inter-sectoral approaches maximize impact. 3. Household water security is dependent on the good management and equitable distribution of the freshwater environment. 4. Water quality must be assured. 5. Hygiene behaviour change is a key factor for improved health. 6. Sustainability depends on decentralized authority, resources and expertise, with adequate central support. 7. An enabling policy environment and adequate funding are prerequisites for going to scale. 8. UNICEF must work with partners, within national frameworks of support. 9. Preparedness and coordination are key prerequisites for an effective response in emergencies 10. Reaching the poor and addressing gender inequities requires priority attention and specific techniques. UNICEF support for WASH

Three packages of support

I: Strategies of support for 60 priority countries (a comprehensive package)

1. Promoting a balanced national WASH programming framework UNICEF encourages a three-pronged approach including the provision of water supply and sanitation services, complemented by the promotion of improved hygiene behaviour and supported by an enabling policy environment.

2. Supporting inter-sectoral approaches Maximum child survival and development benefits are realized when hygiene, sanitation and water programmes are coordinated or integrated with other sectoral programmes. UNICEF works in several different sectors precisely because inter-sectoral approaches have a greater impact on child survival, development and protection.

3. Providing catalytic and continuous support for scaling up sustainable WASH programmes Targets will be met only when national sector programmes are significantly scaled up, and UNICEF will prioritize support activities that contribute to this. However, increased coverage without improved sustainability is not true scaling-up, and UNICEF will actively work to identify and promote models to improve the sustainability of WASH services.

4. Supporting community management through effective decentralisation processes UNICEF supports measures that help create strong institutions at the intermediate level (municipal, district, province, etc.), since they are critical to supporting community managed service provision, which is in turn essential to the sustained scaling up of WASH coverage.

5. Promoting safe and sustainable water supplies through improved water resources management UNICEF and its partners in the WASH sector have a responsibility to promote and support measures to protect the freshwater resource base.

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6. Focusing on sanitation, water quality and hygiene at the household level There is increasing evidence that a greater focus on the household level increases the effectiveness of sectoral programmes, especially in the areas of sanitation, water quality and hygiene promotion. UNICEF promotes affordable, safe household latrines, supports technology development in the area of household water treatment, and programmes that seek to improve key household hygiene practices, esp. hand-washing with soap.

7. Addressing a child’s right to health and education through the provision of WASH in schools UNICEF is committed to ensuring that all children have access to high quality water and sanitation services at school, and the benefit of hygiene education. School-based WASH activities represent an opportunity to directly address a child’s right to both education and health.

II: Strategies for countries in crisis and transition (emergencies) 1. Support to national emergency preparedness planning. 2. Coordination of UN and NGO emergency response programmes (as the Inter-Agency Standing Committee designated lead agency for WASH in emergencies). 3. Acceleration and adaptation of existing programmes to rapidly and efficiently respond in emergency situations. 4. Ensuring that emergency response inputs during emergencies reinforce best practices in the sector and contribute to national priorities as defined by government, UNICEF and partners.

III: Strategies for all other countries where UNICEF works (the basic package) 1. Advocacy and technical support for improving hygiene awareness and promoting behaviour change. 2. Technical support for water quality. 3. Development of emergency preparedness plans for WASH. 4. Support to national monitoring for achievement of MDG target 10. Guiding Principles In all its work – within and outside the WASH sector – UNICEF is guided by a set of core principles and approaches. The following seven guiding principles are most important for the WASH sector.

1) Human rights-based approach to programming UNICEF-supported WASH programmes have always contributed to the realization of a child’s right to water, and to survival and development. However, a human rights-based approach to programming goes further. In a rights-based approach, the aim of all programme activities is to contribute directly to the realization of one or more human rights, and human rights principles should guide all phases of the programming process. In addition, programmes should explicitly contribute to the development of the capacity of duty-bearers to meet their obligations and of rights-holders to know and claim their rights. There are five key human rights principles that guide UNICEFsupported WASH programmes: (1) universality and non-discrimination; (2) best interests of the child; (3) participation; (4) indivisibility and interdependence; and (5) accountability.

A rights-based programming framework for hygiene, sanitation and water not only helps to ensure the fulfillment of rights, it improves the effectiveness of UNICEF inputs in the sector. There are many examples of this, including: • Greater participation of women and young people in water and sanitation committees ensures that these committees make better decisions and ultimately become more effective; • Participation of children in the design of school facilities helps to improve acceptance and usage rates, and thus minimizes wastage of inputs on poor designs;

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• Carrying out duty-bearer and rights-holders analyses not only contributes to the fulfillment of rights, it helps to identify new stakeholders who can contribute skills and resources towards improving sector programmes; • Identifying marginalized and vulnerable populations ensures that resources are directed where they have the greatest impact; • Collecting and disseminating evidence that shows how the rights to survival and development are dependent on improved water, sanitation and hygiene promotion services can help to increase the allocation of funds to sectoral programmes.

2) Working in-country, with governments Government, at both the national and intermediate level, is UNICEF’s principal partner in country activities. UNICEF uses its resources to strengthen governments to more effectively meet the demands of people to their right for high quality, sustainable WASH.

UNICEF increasingly focuses on the development of government capacity at the intermediate level, complementing support at community and national levels.

UNICEF has a more substantial presence at the country level than any other external support agency working in the sector. This continuing in-country presence allows UNICEF to maintain its unique role as trusted advisor to government.

3) Working with partners to develop innovative approaches and leverage resources UNICEF uses its position as a lead WASH agency to encourage greater coordination and collaboration, improve knowledge management, use and sharing and actively leverage resources for the sector.

UNICEF works with a wide range of sector partners, including governments, other UN agencies, bilateral agencies, development banks, international and local NGOs, civil society organizations and the private sector. Given the complexity of WASH, the need for balanced strategic and programmatic approaches, and the enormity of the challenge posed by meeting the MDG targets for water supply and sanitation, working alone is not an option.

UNICEF develops and works within partnership frameworks for WASH, including sector-wide approaches (SWAps) and joint UN programming initiatives. These aim to capitalize on the different competencies and resources of each contributing organization.

4) Gender Women and girls have a special role in WASH, as the main providers of domestic water supply and sanitation and maintainers of a hygienic home environment. UNICEF strives for the full involvement of women, particularly in decision making roles, in all supported WASH activities.

In much of the world, women and girls are traditionally responsible for domestic water supply and sanitation, and maintaining a hygienic home environment. As managers at the household level, women also have a higher stake in the improvement of services and in sustaining facilities. Effective programmes recognize this by ensuring that women (and where relevant children) are directly involved in the planning and management of water supply and sanitation programmes, and that hygiene promotion interventions are specifically designed to reach women and girls.

A human rights-based approach dictates that UNICEF-supported programmes should ensure that women’s participation goes beyond tokenism – that women do not simply participate but begin to assume a level of decision-making authority consistent with their central role in household WASH. This requires innovative approaches that challenge negative gender stereotypes and empower women

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with the knowledge and tools to take on new roles. It also requires active monitoring of the role of women in UNICEF sponsored WASH activities.

The special water- and sanitation-related needs of women and girls must be considered in WASH programmes supported by UNICEF. Security and privacy issues related to the location and design of water and sanitation facilities is one area where special attention is required, as is the need for taking into account menstrual hygiene in the design of facilities and of hygiene education programmes.

5) Pro-poor approaches Meeting the rights of the poor to WASH is at the heart of UNICEF’s mission. UNICEF undertakes concerted efforts on advocacy for the rights of the poor, the development of improved povertyspecific approaches, and improved monitoring and mapping to identify and effectively target the poor.

Focusing attention and resources on the poor is both an imperative of a human rights-based approach to programming and a sound strategy for increasing the impact of sectoral inputs on child survival and development. National policies and legislation backed up by effective regulatory mechanisms that favour the poor are a necessary starting point and already exist in some countries. But actually reaching the poor with improved services also requires the tailoring of interventions to their needs, priorities and capabilities.

Reaching the poor also assumes that it is possible to know who the poor are and where they live within the community. As countries come close to meeting the MDGs and coverage levels rise, the need for more detailed and better mapping of poverty and of the needs and demand of the poor will become increasingly important. This is because, as broad coverage increases, it is increasingly the poor, and disproportionately women and children, who will fall into the gaps between the larger programmes. As the easier to reach parts of the population are dealt with it will increasingly be the rural and urban fringes that will continue to see high levels of lack of service. These populations need to be reached, not only because their rights as humans demand it, but because they can act as pockets for communicable diseases that at times of stress break out into the wider population. Accurate and effective sub-national mapping of demand and needs is therefore crucial.

UNICEF has traditionally focused on rural areas, as these were where the worst poverty and greatest challenges to providing WASH were found. However, with continuing rural-urban population movement, and the growth of peri-urban areas and slums, more and more of the poor are now found outside rural areas. UNICEF’s primary target is poor children, and the poor generally, wherever they are found. In situations where UNICEF can make meaningful WASH contributions in urban areas, it will take up the challenge of supporting programmes for the urban poor (see Section IV (c) for more information).

6) Evidence-based advocacy and programme design In all its work, UNICEF seeks to ensure that programme designs are based on the best available information and knowledge, and will ensure that advocacy is based on rigorously analyzed evidence.

UNICEF has amassed a wealth of organizational experience through the implementation and assessment of long-standing programmes of support in numerous countries around the world. The context-specific lessons learned from this organizational experience at the country level is a key resource for improving programmes, both those supported by UNICEF and by its partners. At the same time, there is an increasing body of evidence from the research and scientific community that points the way towards different and improved approaches to programming for child survival and development. UNICEF will make full use of research-based and local empirical evidence in both the design of supported programmes and in advocacy with other sector stakeholders.

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7) Learning-based approaches guided by effective knowledge management UNICEF is using its role as a sector leader to encourage an open, enquiring and learning based approach to providing WASH services to the poor. It will also support the consolidation of quality sector knowledge, both nationally and globally.

An improved knowledge base at global and national level is essential to achieving the WASH MDGs, as is the capacity to apply it. Locally valid solutions can only be created by locally acquired knowledge, gained through active experimentation and learning. Sometimes this learning can be catalyzed by the introduction of existing information from other countries or regions. Sometimes it has to be created locally from scratch. In all cases, once knowledge has been created and validated within a country it is critical that it not be lost – systems must be created to ensure that knowledge is consolidated, managed and disseminated.

UNICEF supports the consolidation and use of knowledge about best practice in providing the poor with sustainable WASH services. Where it has the means and a comparative advantage it will seek to support sector learning platforms in the identification of priority national knowledge needs, and in filling these needs through activities funded both by UNICEF and other external support agencies. In addition it will use its global network of country offices as a means of channelling and sharing relevant information and knowledge globally.

Facilities

**UNICEF World Warehouse**

The old UNICEF World Warehouse is a large facility in [Denmark](https://en.wikipedia.org/wiki/Denmark), which hosts UNICEF deliverable goods as well as co-hosts emergency goods for [United Nations High Commissioner for Refugees](https://en.wikipedia.org/wiki/United_Nations_High_Commissioner_for_Refugees) (UNHCR) and the [International Federation of Red Cross and Red Crescent Societies](https://en.wikipedia.org/wiki/International_Federation_of_Red_Cross_and_Red_Crescent_Societies) (IFRC).

**UNICEF Innocenti Research Centre**

The UNICEF [Innocenti](https://en.wikipedia.org/wiki/Ospedale_degli_Innocenti) Research Centre in [Florence](https://en.wikipedia.org/wiki/Florence), [Italy](https://en.wikipedia.org/wiki/Italy), was established in 1988. The centre, formally known as the International Child Development Centre, has as its prime objectives to improve international understanding of issues relating to children's rights, to promote economic policies that advance the cause of children, and to help facilitate the full implementation of the United Nations [Convention on the Rights of the Child](https://en.wikipedia.org/wiki/Convention_on_the_Rights_of_the_Child) in industrialized and developing countries

**Controversies**

**Adoption program**

UNICEF has a policy preferring orphanages only be used as temporary accommodation for children when there is no alternative. UNICEF has historically opposed the creation of large-scale, permanent orphanages for children, preferring instead to find children places in their (extended) families and communities, wherever possible. This has led UNICEF to be skeptical of international adoption efforts as a solution to child care problems in developing countries; UNICEF has preferred to see children cared for in their birth countries rather than be adopted by foreign parents.

Major news outlets such as US News have asserted UNICEF's intervention when giving large cash payments to developing countries can lead to a cessation of international adoptions until all of its recommendations are in place, and have even labeled UNICEF a "villain" for the extent of its negative impact on orphans. Elizabeth Bartholet and Paulo Barrozo have written in this context, encouraging adoption protocols to take on a more child-centric viewpoint.

**Infant mortality**

One concern is that the child [mortality rate](https://en.wikipedia.org/wiki/Mortality_rate) has not decreased in some areas as rapidly as had been planned, especially in Sub-Saharan Africa, where in 2013 "the region still has the highest child mortality rate: 92 deaths per 1000 live births".and that "Globally, nearly half of under-five deaths are attributable to undernutrition."

In 2005, [Richard Horton](https://en.wikipedia.org/wiki/Richard_Horton_(editor)) editor-in-chief of [*The Lancet*](https://en.wikipedia.org/wiki/The_Lancet), editorialized that "over 60% of these deaths were and remain preventable" and that the coverage levels for these interventions are "appallingly low in the 42 countries that account for 90% of child deaths".

Conclusion

UNICEF is appealing for almost US$1.4 billion to assist millions of children, women and men by providing them with nutritional support, health care, water, sanitation, learning spaces and materials, protection services, shelter and information.

UNICEF works in some of the most challenging environments in the world to deliver results for millions of children and women threatened by natural disasters or complex emergencies.

UNICEF’s mission is to remain focus on these five priorities all over the world in all circumstances including conflicts, war, natural disasters, emergencies and also in times of peace.

UNICEF believes that their action can give all children the best start in lives so that they all can have better future. Some countries in the world still have bad culture that not allow girl go to school. In this case, UNICEF plays very important roles that help promote girl's education to ensure that they can at least complete primary school. To help them can attend schools, they will be able to be better citizens, and better parents to their societies and families.

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