UN Millennium Campaign partners, Family Planning Association of India, Oxfam India and World Vision India reiterate the urgency of achieving the Millennium Development Goals

~United Nations Millennium Campaign in association with Whypoll launches results of Pan- India Survey on Urban Perception on Poverty

~ Survey conducted across 28 States and 38 Cities with over 5000 urban Indians polled

NEW DELHI, 07th September, 2010: United Nations Millennium Campaign in association with Whypoll, India's only not-for-profit foundation dedicated to building a platform for active citizen feedback on governance, launched the results of the first-ever pan-India Survey on urban India's perception on poverty. With around 5,000 respondents in 38 cities across 28 states, this is the largest-ever study of urban perception of poverty conducted in India. This is the first time Whypoll and the UN Millennium Campaign have analysed the mindset of the urban Indian about poverty.

With only two weeks left for the high-level Indian delegation to visit New York from 20-22 September for the United Nations MDG Review Summit, this Survey serves as a crucial point of reference.

The launch of the Survey results was followed by presentations of heart-wrenching testimonials and studies pertaining to MDG 4 (Child Mortality) and MDG 5 (Maternal Health) respectively by the Family Planning Association of India and World Vision India. The Millennium Campaign planned and conceptualized a comprehensive platform for sensitizing and assessing the mindset of the media to help accelerating achieving the MDGs.

Mr. Hindol Sengupta, Founder, Whypoll said: Hindol Sengupta, Founder, *Whypoll, India's first institution dedicated to public opinion analysis on governance said: "We have always talked about the apathy of urban Indians towards the poor, towards the rural masses. But there had never been a concrete study on the attitude, the mindset of urban India on poverty. That's why we at Whypoll thought of doing this seminal survey across 38 cities, 28 states and with 5,000 respondents. Our idea at Whypoll is to do a two-pronged approach in promoting the MDGs. the first being conducting pan-India surveys to reach out to common man and second being organizing lectures and debate series to bring best minds of India like Shashi Tharoor, Gurcharan Das, Mani Shankar Aiyar etc. to talk about MDGs."*

Ms. N Srimati, Executive Director, FPAI said: *"Awareness building and service delivery are two major challenges in tackling the issues of sexual and reproductive health and rights. Women should be able to make well-informed choices along with male involvement with respect to their own health. Also, it is extremely important for the government to increase public spending on health to 3% from the current 1.1% so as to enable significant progress. FPAI, established in 1949 in Mumbai is a premier national voluntary organization, accredited member of the of the International Planned Parenthood Federation (IPPF), a global service provider and a leading advocate of sexual and reproductive rights for all."*

Anjali Sen, regional director, South Asia regional office of IPPF also attended the roundtable.**Mr. Reni Jacob, Director-Advocacy, World Vision India said:** *"Child death is the greatest human rights violation in the world but as a country, we are not taking it seriously, even though 5000 children die every day. If this is the way things progress, the country's growth will soon be stunted. The irony is that even though many states have budgets for development work, they are not able to fully utilize them. At World Vision, we have a campaign called "Child Health Now" running in seven states to tackle child mortality and remove barriers to health access".*

Ms. Moutushi, Director – Advocacy, Oxfam India, said: *"It is of major concern to us to note that while the country has registered 8-10% annual rate of growth over the last few years, the development indices have either stagnated or registered only marginal improvements. Economic and social disparities have*

consistently grown and urgent attention needs to be given now to bridge this development divide if India plans to remain in its accelerating growth trajectory. Oxfam India firmly believes that the key to solving this problem lies in promoting an inclusive model of growth in the country. This will be possible only when there is renewed energy and commitment to ensure that all MDG targets are effectively met by 2015".

KEY MESSAGES OF THE UN MILLENNIUM CAMPAIGN
Breakthrough Action plans: We expect the Government of India to actively participate the MDG Review Summit with clear MDG Breakthrough Action Plans. These "Breakthrough Plans" should include approaches for scaling up and sustaining successful strategies and approaches, explore innovative approaches to reaching the targets and design appropriate, relevant and specific strategies and interventions based on specific needs and circumstances.
Localising the MDGS: MDGs must be mainstreamed and integrated into national and regional development plans; capacities of local authorities must be enhanced to prioritise MDGs and increase access to information and engagement between citizens and local authorities
Accountability: These plans must incorporate a strong focus on addressing accountability on the issue of MDGs for all. We should have a clear message and plan for holding National and local government to this commitment and we should articulate this loudly and often. Citizens will be monitoring their governments and holding them accountable for their commitments over the next five years.
Inequality: The MDGs are for everybody. We will not accept inequality in any area be it gender, spatial, ethnic (including the rights of Scheduled Tribes, Nomadic Tribes, minorities and Dalits) or in relation to persons with disability.
MDGs Are Achievable: Much progress has been made in the last decade and most MDGs are still achievable, as long as policies and implementation mechanisms that are accountable to the poor are in place. In states and region where governments have done the right thing, success has followed. If this expands and continues there is no reason why these successes cannot be repeated over the next five years.
2010 is not the beginning of a "new and uncertain" voyage towards the MDGS: Rather, it is the "refueling' point on a voyage that has been ongoing for ten years - more than long enough to have seen that the MDGs work. The next five years are the final leg on that journey, what is needed is not a new set of plans, but implementation of clear plans to reach the originally agreed destination by 2015, building on the learning's of the first decade.
Power of the People: Citizens, as primary beneficiaries, must have a voice in tracking and monitoring the delivery systems and ensuring that they receive their entitlements under the various government programmes.