

# ADRA INDIA

## IN ASSAM







**Above:** ADRA India continues to empower women and adolescent girls by supporting them through the Sanitary Napkin Unit under the Fresh Hope for Girls Project

# ADRA India in Assam

## An Overview

ADRA India has been actively engaged in Assam since 2018, implementing an array of impactful projects focused on community well-being. The interventions encompass child health and hygiene initiatives, including polio and routine immunization support, Water, Sanitation, and Hygiene (WASH) interventions in schools and villages, livelihood interventions for women and youth, and health programs for adolescents in tea gardens.

The organization employs innovative strategies, such as infotainment vans, to maximize outreach and has collaborated extensively with stakeholders, including the National Health Mission (NHM), tea garden management, and various government and non-government departments. Notably, ADRA India's efforts extend beyond health, addressing critical issues such as Child marriage, Tobacco control, Maternal health, Mental health, Child labor, and Sexual and Reproductive health.

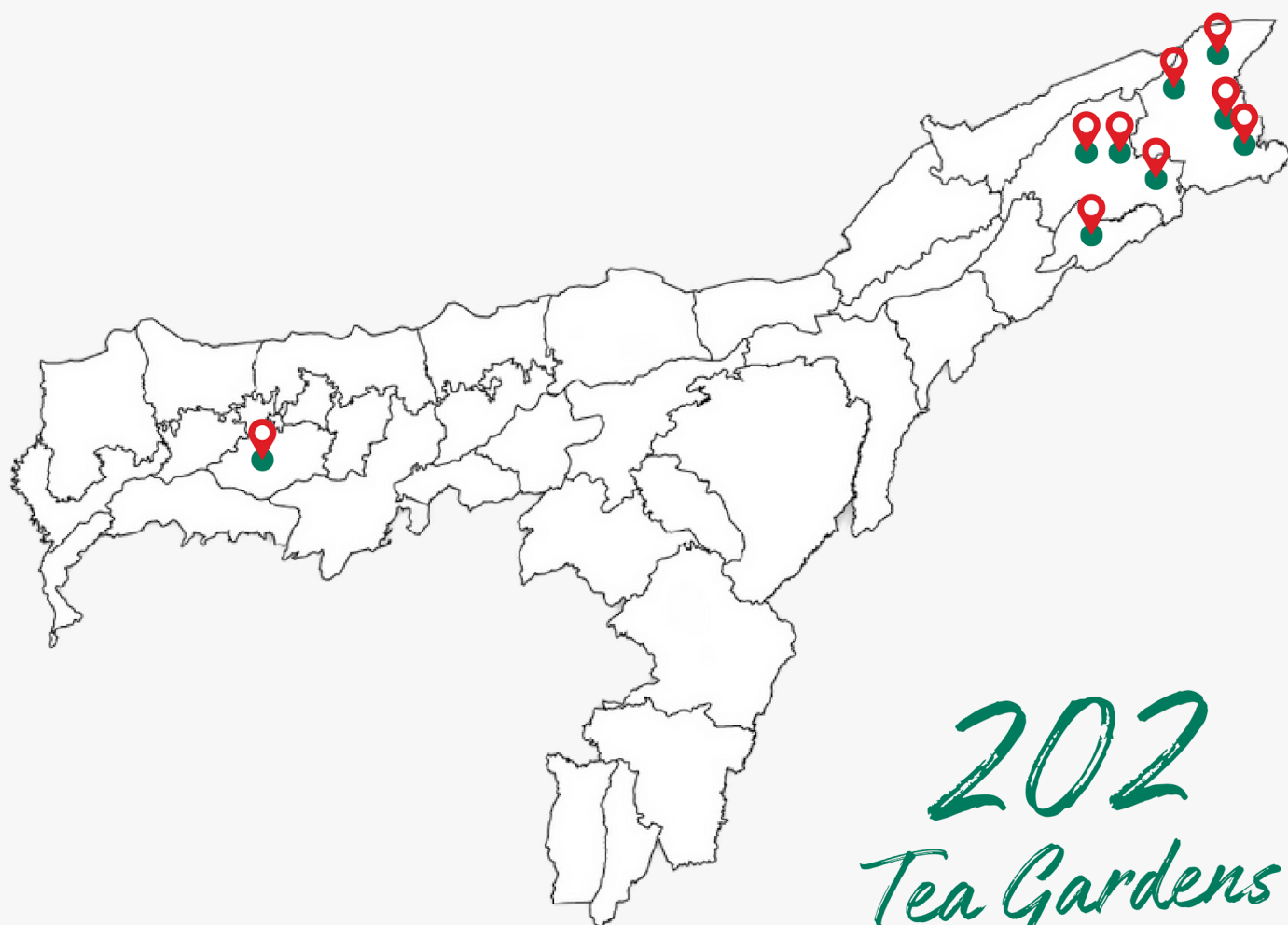
The organization's holistic approach involves empowering women and adolescent girls through education and sustainable livelihoods. ADRA India has played a pivotal role in enhancing women's menstrual health by establishing a Sanitary Napkin Unit. This initiative provides livelihood opportunities to local women, sustainable sanitary solutions, and actively works to destigmatize menstruation in the community. In response to emergencies like the COVID-19 pandemic, ADRA India has been proactive in supporting tea gardens with vaccination drives, health worker capacity building, and mental health initiatives.



**Right:** The Infotainment Van- lovingly called the 'Lal Gaadi' continues to make an impact on communities by raising awareness on topics such as vaccination and more.



# ADRA Intervention Areas 2021-2023



*Lahowal*  
**Block**

*Tengakhat*  
**Block**

*Guujan*  
**Block**

*Hapjan*  
**Block**

*Charaideo*  
**District**

*Barpeta*  
**District**



**We focus on:**



WASH



Mental Health



Immunization



Adolescents



Community  
Mobilisation



Support to  
Government



COVID-19 Support



Menstrual Health



Livelihood



Maternal & Child  
Health



**Above:** ADRA Staff and volunteers team up with ASHA workers to raise awareness of menstrual hygiene and health

**Left:** ADRA routinely holds programs to promote women's health, and to protect children through vaccination

**Below:** An ASHA worker holds up a Sanitary napkin that was produced at the ADRA supported Sanitary Napkin Unit







*Above: ADRA Staff and ASHA worker meet with a tribal community to speak on health*

## Projects

### 2018

- **Assam Childhood Immunization and WASH Improvement Project**

#### **Assam Childhood Immunization & WASH Improvement Project:**

The project focused on three vital elements for community well-being. It strengthened child health through dedicated polio and routine immunization support, ensured improved hygiene and water access in schools through WASH interventions, and implemented health programs for adolescents in tea gardens. Innovative methods, like an infotainment van, amplify outreach, while collaboration with stakeholders enhances the project's effectiveness for sustainable positive outcomes in the community.

### 2019

- **Assam Childhood Immunization and WASH Improvement Project**
- **Fresh Hope Project**

#### **Fresh Hope Project:**

The Fresh Hope for Girls Initiative in Assam's Tea Gardens empowers women and adolescent girls through health education and sustainable livelihoods. It creates hygiene-related jobs, implements ACCHE (Adolescent Club for Communication for Health and Education for Reproductive Health), provides financial literacy to SHG women, and executes the HEROS (Handwashing Education for Restoration of Overall Health) Program.

Notably, the initiative has empowered eight SHG women, generated extra income for 150+ women and men, and reached over 20,000 women and adolescents, demonstrating its impactful strides for holistic community well-being. It has also enabled the formation of 215 ACCHE Clubs to date.



# 2020

- Assam Childhood Immunization and WASH Improvement Project
- Fresh Hope Project
- Rapid Humanitarian Assistance to Vulnerable and excluded Communities impacted by COVID-19 and flooding in Assam
- EM21-43
- EM21-40
- CGPP COVID-19 response

## Rapid Humanitarian Assistance to Vulnerable and excluded Communities impacted by COVID-19 and flooding in Assam

The project was initiated to ensure the survival and recovery of the marginalized and excluded communities affected by monsoon floods in 2020 across Barpeta and Goalpara Districts of Assam.

## EM21-43: Combating COVID-19 vaccine hesitancy through participatory community sensitization and engagement and access to livelihood opportunities in tea gardens of Assam and Garo hills of Meghalaya

An emergency project, EM21-43 supported 60 tea gardens in Dibrugarh and Tinsukia. The project supported the formation of Community Action Groups and the engagement of youth to aid during COVID-19, boosting vaccination drives. Collaborating with the National Health Mission and the government's mental health initiatives, the project built health worker capacities and conducted extensive awareness campaigns through an infotainment van.

## EM21:40: Strengthening Institutional Preparedness and Creating Community Awareness on Prevention and Management of COVID-19

An emergency project, it aided 28 tea gardens in Charaideo district. It formed Community Action Groups and engaged youth to support during COVID-19, enhancing vaccination drives. Collaborating closely with NHM and mental health, the project built health worker capacities and conducted extensive awareness campaigns, including miking through an infotainment van. Additionally, hospitals in Tinsukia were developed into COVID-19 speciality hospitals.

## CGPP COVID-19 response

Supported by USAID, this emergency project benefited 60 tea gardens in Dibrugarh and Tinsukia, specifically Lahowal, Tengakhat, Guijan, and Hapjan blocks. ADRA India formed Community Action Groups and engaged youth to aid during the pandemic, intensifying vaccination drives. Collaborating with NHM, the project enhanced health worker capacities, conducted awareness through an infotainment van and deployed 60 Mobilisation Mitras across intervention tea gardens. In addition, ADRA undertook COVID-19 response support for Routine immunization and capacity building.



**Above:** ADRA India's Infotainment van spread awareness on COVID-19 and Vaccination through Audio and Visual messages that were specially catered to the Tea garden workers



# 2021

- Fresh Hope Project
- EM21-43
- EM21-40
- CGPP COVID-19 response
- EM 23-029
- CGPP Polio project

## EM 23-029: Promotion of COVID-19 appropriate Behaviour, a precautionary dose of COVID-19 vaccine in CGPP areas of UP and Assam.

This emergency project supported 60 tea gardens in Dibrugarh and Tinsukia, focusing on Lahowal, Tengakhat, Guijan, and Hapjan blocks. Under it, ADRA India formed Community Action Groups and engaged youth to enhance vaccination drive coverage, strengthen Routine Immunization sessions, and collaborate closely with. The project also initiated capacity building, and extensive awareness campaigns through an infotainment van, and deployed 60 Mobilisation Mitras. Additionally, it prioritized emergency preparedness through community strengthening, involving youths and CAGs, while providing mental health training to all Mobilisation Mitras.

## CGPP Polio project

CGPP Polio Project, supported by USAID, benefited 60 tea gardens in Dibrugarh and Tinsukia, including Lahowal, Tengakhat, Guijan, and Hapjan blocks. Under the project, ADRA India formed Community Action Groups and engaged the youth to enhance dose coverage, promote Routine Immunization sessions, and strengthen the capacity of health workers. The project conducted extensive awareness through miking and an infotainment van, and deployed 60 Mobilisation Mitras, supporting Supplementary National Immunization Days (SNIDs).

# 2022

- Fresh Hope Project
- EM21-43
- EM21-40
- CGPP COVID-19 response
- EM 23-029
- CGPP Polio project
- Assam Floods Relief & Response

## Assam Floods Relief & Response

ADRA India, along with its consortium partner Caritas India supported vulnerable communities affected by the seasonal floods in Assam. The initiative was supported by the European Civil Protection and Humanitarian Aid Operation (ECHO). The consortium reached out to 11,479 households in 33 Villages in Barpeta and Cachar Districts of Assam.

The project focused on the sectors of food security and WASH and provided Unconditional Cash Transfers to vulnerable people, besides mitigating the risks of post-flood public health hazards through public health promotion, menstrual hygiene management, rehabilitation of WASH facilities and provision of a hygiene kit.

# 2023

- Fresh Hope Project
- EM21-43
- EM21-40
- CGPP COVID-19 response
- EM 23-029
- CGPP Polio project



*Above: ADRA India continues to reach out to communities in remote locations to raise awareness on health and wellbeing*

## Special Initiatives

### Institutional Support to Mohkhuli Hospital, Tinsukia

**Right:** ADRA India's banners at the entrance to Mohkhuli Hospital share information on health and hygiene



ADRA India played a pivotal role in supporting NHM's Mohkhuli Hospital during the peak of the COVID-19 pandemic. ADRA's intervention facilitated the transformation of the hospital into a dedicated COVID-19 speciality centre, providing much-needed critical COVID-19 care equipment and ensuring comprehensive care during a critical period. Today, the hospital continues to provide vital services not only to COVID-19 patients but extends its support to all others in need.

### The 'Fresh Hope for Girls' Initiative

**Right:** Adolescents participating in a program organised by the Fresh Hope for Girls project



The Fresh Hope for Girls Project stands as a pioneering and sustainable model intervention in collaboration with Assam State Rural Livelihood Mission (ASRLM), evolving into a community-led intervention. Through its model Sanitary Napkin Unit, the project has not only provided direct employment to eight SHG women, it has also created additional earning sources for 150 individuals, including both women and men. This innovative initiative not only secures livelihoods but also extends its impact to over 21 thousand women and adolescents. By producing high-quality and affordable sanitary pads, the project addresses critical health and hygiene needs in the region, exemplifying a holistic approach towards empowerment and well-being.



## Technical Partnership with ASRLM

**Right:** ADRA India team and the ASRLM team with the signed MOU



ADRA India signed an MOU with the state government's ASRLM, becoming technical partners in the revival and care of sanitary napkin production units in Assam. With this partnership, we aim to create sustainable livelihood opportunities for women, ensure access to affordable and hygienic sanitary napkins and promote health and hygiene. ADRA India already has a fully operational Pad Unit and is ready to launch a second one.

## Addressing Mental Health Challenges Amid the COVID-19 Pandemic

**Right:** Actors perform a play in a traditional style. These plays connect with viewers and are easily understood as the performances are in format that is familiar to them



The COVID-19 pandemic was an unprecedented global crisis, causing widespread mortality, morbidity, economic losses, and prolonged social isolation for billions. People faced severe mental issues due to the pandemic. People living in backward communities faced further struggles as the topic of mental health is either non-existent or considered taboo. Therefore, people facing issues could not openly discuss them with anyone or seek help. To address this, the District Mental Health Project Tinsukia, in collaboration with ARDA India, organised psychosocial support, screening, and counselling sessions in eight tea gardens across four blocks of Tinsukia District.

Awareness programs were conducted through street plays and awareness camps on depression and suicidal tendencies were also organized. These plays, performed in full dress and local language, were strategically planned to reach areas with minimal gatherings due to the ongoing pandemic. ADRA India staff mobilized a total of 346 participants, with 77 individuals identified as having acute mental health issues during screening.





Subsequently, these individuals received treatment at the Civil Hospital of Tinsukia, with 44 of them being actively followed up by ADRA India staff to monitor their progress. Notably, 81.81% of the total screened population received treatment for mental health distress.

In commemoration of World Mental Health Day, a bike rally was organized on October 10, 2021, in collaboration with the department.

The rally aimed to create awareness in the district, with 84 participants highlighting mental health issues through slogans and hoardings. The comprehensive initiatives undertaken underscored the substantial impact of COVID-19 on mental well-being and the importance of proactive mental health support.

## Collaborations



**Above:** ADRA India teams often visit the tea garden workers at their gardens to share information while they work or when they rest

ADRA India works closely with the government of Assam, supporting several initiatives of the NHM and ASRLM in its intervention areas. ADRA has secured 17 minor fundings from NHM, Assam, addressing diverse health issues in Dibrugarh, Tinsukia, and Charaideo districts. This collaborative initiative has extended support to 202 tea gardens and villages, emphasizing community health and well-being through various minor projects and interventions.

ADRA India also collaborates with the Tea Garden Management to work in harmony for the well-being of the tea garden communities. The heartening acceptance of ADRA by the community underscores the organization's integral role, akin to a trusted family member, in shaping a healthier and more resilient community.



## Donors



*Justice.  
Compassion  
Love*

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