

Sustaining Hope

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ADRA India's Newsletter

January-March 2024



NEW INITIATIVES

Photos of the Quarter



Himachal Pradesh Disaster Risk Reduction (HPDRR)

Early Recovery support to flood-affected population through livelihood restoration and enhancing disaster preparedness in Himachal Pradesh.

In January 2024, ADRA initiated a new project in collaboration with Aktion Deutschland Hilft focusing on the State of Himachal Pradesh, targeting areas impacted by the 2023 landslide and flood disasters. Covering three districts of Solan, Kullu, & Shimla and encompassing 30 rural villages (10 per district) as well as three urban locations affected by the disasters, the project aims to bolster local disaster preparedness and response capabilities. The project team, established in January 2024, includes a Project Manager, three District Coordinators, an MIS Assistant, seven Community Mobilizers, and a Finance and Admin Assistant. Key highlights of the project include an orientation session for the team on project components and disaster concepts, along with the formation of Village Disaster Management Committees (VDMCs) in 23 villages and the successful completion of 23 Participatory Vulnerability and Capacity Assessments (PVCAs). The project has already reached a significant number of beneficiaries across different age groups in Shimla and Solan districts, showcasing its early impact and commitment to community engagement and empowerment.



PHAMNEK

Project PHAMNEK, launched to address the needs of refugees and asylum seekers in Bengaluru, Karnataka, focuses on enhancing their protection, inclusion, and well-being. In Partnership with UNHCR, ADRA India is implementing the project with the aim to facilitate access to essential services, documentation, and livelihood opportunities, ensuring their rights and dignity are upheld. Through various initiatives such as Gender-Based Violence (GBV) awareness, healthcare services, vaccination drives, sensitization meetings, and collaboration with NGOs for livelihood support, the project strives to empower refugee communities and improve their living conditions. Between January and March, ADRA India established a (GBV) committee in Dasarahalli settlement, a general health check-up for Rohingya children facilitated by Diya Ghar NGO, a polio vaccination drive for 81 children in three settlements. A total of 14 displaced people have been identified for vocational training. Additionally, the operation of a Community-Based Flexible Learning Space in Thirumenahalli Settlement has commenced, catering to 27 school-going children.

Impact 2023



\$3.43

million used towards creating a positive change



2 Million lives impacted



17 projects implemented across India

SPOTLIGHT ON CGPP



Felicitation event of Mobilization Mitras in UP



U-WIN roll-out Workshop in UP



Awareness generation through mobile van screening

Uttar Pradesh

- In January 2024, a felicitation event was held across three districts in Uttar Pradesh to honor 71 MMs. This event honoured their accomplishment of reducing the number of **"zero-dose" children in the CGPP catchment areas from a concerning 7% to less than 1% in just nine months.**
- More than 200 Community Action Group (CAG) members were oriented by Block Mobilization Coordinators (BMCs) in developing emergency preparedness plans, resulting in draft plans from 27 villages.
- ADRA India's staff provided hands-on training to all 224 ASHAs and 58 ASHA supervisors, updating area maps and communication plans.
- ADRA India conducted capacity-building meetings with CAG members, enabling their training of government frontline workers, and supported the state's UWIN application rollout, assisting 127 Auxiliary Nurse Midwives (ANMs) with real-time data entry.

Assam

- Successfully mobilized 99% of beneficiaries for polio vaccinations during National Immunization Day (NID) through booth sessions and house-to-house visits, with support provided to government officials and awareness rallies conducted in intervention tea gardens.
- Conducted ASHA and ASHA Sanginis meetings across all four blocks, along with Mobilization Mitras (MM) review meetings, and participated in six BTF meetings and four District Task Force (DTF) meetings across both districts. Refresher training for BMCs on emergency preparedness tools was conducted at the district level.

Partnership with government:

- Conducted community meetings on mental health in collaboration with the District Mental Health Society, Tinsukia.
- Organized awareness rallies in tea gardens on Rabies, as a joint effort with the government.
- Received modest funding from National Health Mission (NHM), Tinsukia, to promote awareness of health-seeking behaviors among the tea garden community.

EMERGENCY RESPONSE

ADRA India Provides Support to Tamil Nadu Flood Victims



After heavy floods wreaked havoc in Tamil Nadu, ADRA India swiftly mobilized its team to provide immediate support. In January, after evaluating the damage, ADRA India decided to respond at two taluks that were heavily affected. ADRA India reached out to affected people in Srivaikuntam and Eral in Tuticorin district, where we the organisation provided essential Hygiene kits to 1272 households. This initiative was a joint effort with local government officials, ensuring a coordinated and impactful response to support those in need.

SPOTLIGHT ON FRESH HOPE PROJECT



ADRA INDIA INAUGURATES NEW SANITARY NAPKIN UNIT IN ASSAM

ADRA India, in partnership with Assam State Rural Livelihood Mission (ASRLM), successfully launched a second Sanitary Pad making Unit (SPU) in Tinsukia, Assam. The aim of this initiative is to provide employment to the rural women of Assam while also providing affordable, high-quality sanitary napkins to the vulnerable communities of Assam. A secondary goal of the initiative is to spread awareness about period hygiene among communities where menstruation or talking about it is still considered a taboo. Due to lack of awareness and accessibility, girls and women are forced to use leaves, rags and dirty clothes, which can prove dangerous to their health.

The ADRA India team held a two-day training program to educate the staff on production methods, who will make the sanitary napkins.

ADRA India already has a fully functional SPU, which has been operational in Assam since 2019. A second SPU will help the organization fulfill its goal of reaching more women. Initially the sanitary pad production unit only dealt with sanitary pads. Gradually, the unit has evolved to produce more items including:



- **Ultra-Thin Sanitary Pad:** Our state-of-the-art automatic machine efficiently produces 15 to 20 pieces of sanitary pads per minute in XL size, priced at Rs. 36/- per pack.
- **Regular Sanitary Pad:** Produced in the same XL size, our semi-automatic machine ensures superior quality at an affordable cost of Rs. 29/- per pack. This machine has a daily output of 100 to 120 pads.
- **Emergency Sanitary Pad:** Specifically designed for vending machines, our emergency pads are available for orders of 500 pieces at Rs. 5/- each.
- **Vending Machine:** Introducing the latest addition to Hazelbank Sanitary Pad Production Unit – the "Sakhi" brand vending machine. These machines dispense sanitary pads alongside cushioning the menstrual waste.
- **Cushion:** To minimize waste, we recycle raw material to produce cushions, supporting livelihood generation. Traditional handloom materials are used for cushion covers, lending a unique identity to our product line.

In March, Hazelbank Sanitary Napkin Unit, in partnership with ADRA India, successfully delivered a total of four pad vending machines. Three of these machines were delivered to Lakhimpur College and the girls' hostels in Lakhimpur, while the remaining one was delivered to Janata High School in Duliajan, Dibrugarh.

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#ADRAIndiaShorts



Pulse Polio Immunization Drive

on March 3, 2024, Health departments conducted a Nationwide Pulse Polio Immunization drive to vaccinate children under 5 with the help of trained volunteers and organizations like ADRA India. ADRA India was a part of this initiative in Uttar Pradesh and Assam, supporting the government's efforts to raise awareness and mobilize families to ensure their children receive the vaccine.

Polio-Free India

10 years ago today, India was declared Polio Free, thanks to the collective efforts of many organizations, including ADRA. ADRA India's teams in Uttar Pradesh and Assam celebrated this milestone by hosting events in schools and communities where we worked hard to vaccinate children.



Republic Day Celebration

India celebrates its Republic Day on January 26. ADRA India's team in Tamil Nadu celebrated the occasion with participation from 150 students from Anna Nagar School, community members, Joint Action Committee (JAC) members, and school staff. The event featured patriotic activities like pledge-taking and flag hoisting. Indian Preamble pamphlets were distributed to enhance students' understanding of the Constitution.

Post-Cyclone Health Camp

On March 16, 2024, a "Special Health Screening Camp – Post Cyclone" was held at Panchayat Union Primary School in Thiruvallur District. Organized by the Nicola Foundation and Cauvery Hospital, with support from the RISE II Project Team, the camp provided medical services to 155 beneficiaries of all ages, addressing various health concerns such as knee pain, breathing difficulties, skin irritations, fever, and cold symptoms. The camp provided general health check-ups, diabetes screenings, and ECG tests.



Mushroom Cultivation Training Helps Women Start Small Business



ADRA's PACE (Poverty Alleviation and Community Empowerment) team collaborated with INDSETI-Indian Bank to organize a mushroom cultivation training session in Kalpattu village, Tiruvallur District.

The training program, organized in February, saw the participation of 20 beneficiaries. The training covered technical cultivation techniques, and practical exercises involved preparing the substrate, inoculating spawn, and monitoring growth conditions.

After the training, participants felt confident to initiate their alternative livelihood activities. The initiative was appreciated by government staff who purchased mushroom products, with around 22 kgs sold in past two months!

CELEBRATING WOMEN

Impact Story: Gauri Goshai's Journey from Adversity to Advocacy



A 25-year-old Gauri Goshai received recognition from the District Administration of Dibrugarh and the Social Welfare Department on Women's Day, who acknowledged her outstanding contributions to society. Gauri is associated with ADRA India as a Mobilization Mitra from Muttuck Tea Estate in Lahowal Block. Gauri's life turned upside down when her family decided to arrange her marriage right after completing her 10th grade. However, Gauri had different aspirations; she yearned for education and independence.

Refusing to succumb to societal norms and familial pressure, Gauri courageously stood her ground. Working odd jobs and tirelessly saving every rupee, Gauri managed to fund her education. Despite facing numerous obstacles, including financial constraints and societal scepticism, she pursued her education with dedication.

In June 2021, Gauri Goshai embarked on a new chapter in her life by joining ADRA India as a Community Mobilizer. Due to her hardwork and dedication, she was quickly promoted as a Mobilization mitra. She was an active member of ADRA India's ACCHE club (adolescent club), where she participated in numerous activities to understand mensuration, education, etc. Joining ADRA India, Gauri found a platform to channel her passion for community development. With her deep-rooted empathy and firsthand understanding of the struggles faced by marginalized communities, she became a voice of her community

Gauri played an active role in mobilizing her community for COVID-19 vaccination and offered significant assistance to her tea gardens during the pandemic's peak. Initially as a CM and later as an MM, she extended support in Routine Immunization (RI) sessions, providing invaluable aid to frontline workers. Through close collaboration with healthcare professionals, Gauri organized crucial awareness sessions, aiming to equip community members with essential knowledge. These efforts helped bridge the gap between healthcare providers and the communities they serve, ensuring accurate information reached those most in need.

Beyond her assigned duties, Gauri advocated for child rights and spearheaded various development initiatives within her community. Whether it was ensuring access to education for underprivileged children or advocating for women's empowerment, Gauri was at the forefront, driving change and inspiring others to join her cause. Gauri's story continues to inspire countless others to break free from the shackles of societal norms and strive for a better tomorrow.

ADRA India Celebrates Women's Day Across India



ADRA India celebrated International Women's Day with the women who inspire us every day. Our offices organized meetings and fun activities to recognize the efforts of the women we work with. The project teams in Assam, Uttar Pradesh, and Tamil Nadu celebrated women's day with its intervention communities such as tea garden communities, nomadic communities and brick kiln workers, and honoured the indispensable roles of female frontline health workers like ASHAs, Anganwadi Workers, ANMs, Community Mobilizers, and MMs. The celebration included activities like games, folk performances, and discussions to engage and empower these women, highlighting their daily achievements. Local governance and bodies like the Panchayati Raj Institution and Community Action Group were actively involved in enabling community interaction. In Tamil Nadu, Dr. Gracy, Founder of Caring Heart Foundation, was a guest speaker, enriching the event with her motivational words and personal story. The organizing team also honored community mobilizers with the "Pen Shakti" award, recognizing their vital role in the project's success



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45, Kusum Marg, Block H, DLF Phase 1, Sector 26, Gurugram, Haryana, 122002



ADRAINDIA1



ADRA INDIA



ADRA.INDIA



COMMUNICATIONS@ADRAINDIA.ORG