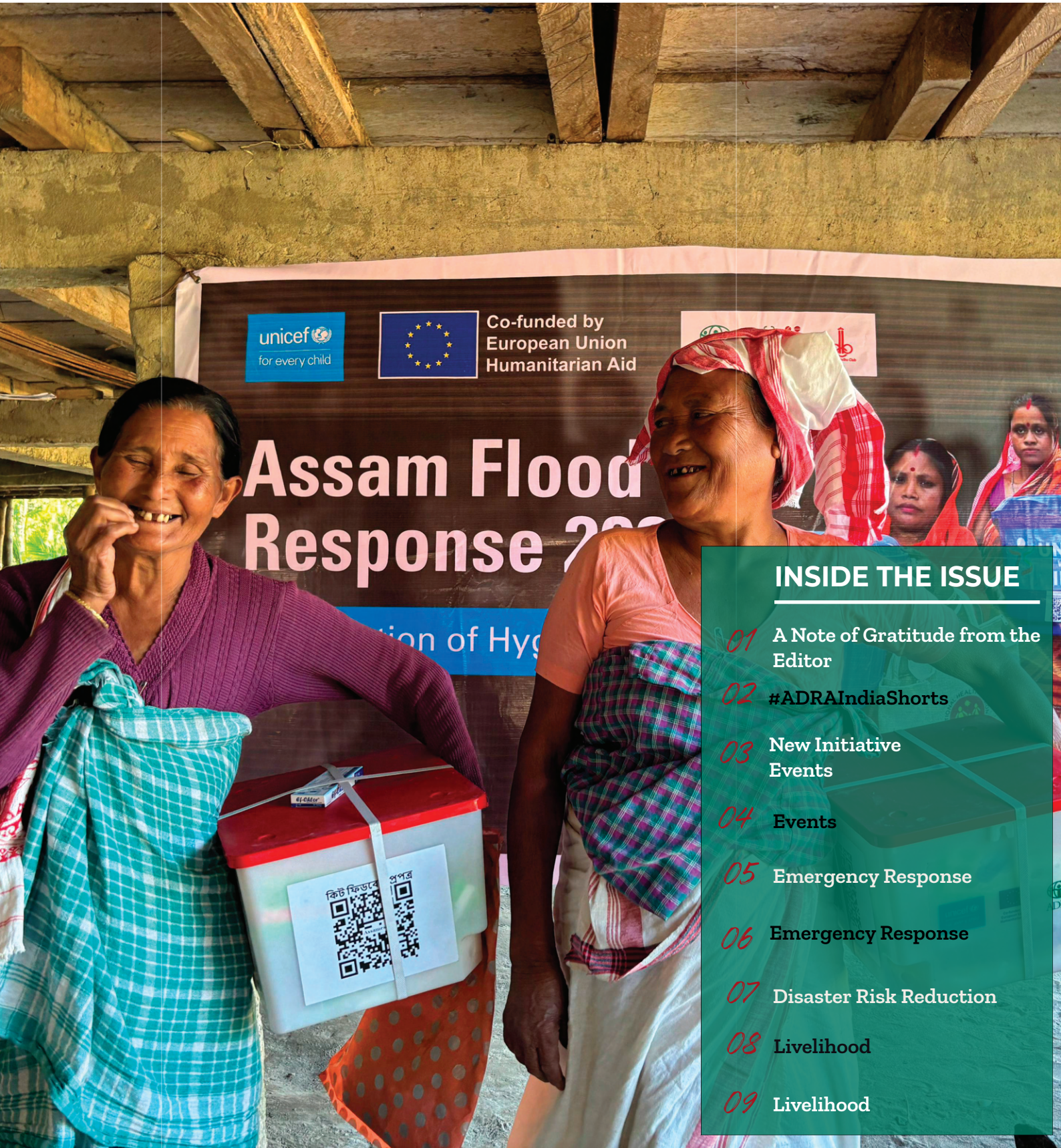


# Sustaining Hope

*ADRA India's Quarterly Newsletter*



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## COVER

**A Note of Gratitude from the Editor**

Dear Partners, Stakeholders, Donors, and Team ADRA,

As 2024 draws to a close, we at ADRA India reflect with gratitude on a year of impactful work and shared progress. Each milestone we've achieved is proof of your support, collaboration, and belief in our mission.

Together, we have responded to humanitarian crises, empowered communities through health and resilience initiatives, and advanced efforts for gender equality and climate action. Your contributions—whether through resources, expertise, or trust—have enabled us to reach countless lives across India, providing not just aid but hope and opportunity.

We are especially proud of the partnerships that have strengthened our work. From engaging local communities to navigating challenges with sensitivity and innovation, your commitment has been the cornerstone of our achievements.

To our staff: your dedication and tireless efforts have been extraordinary. In every response, every campaign, and every quiet moment of service, you have embodied ADRA's values.

As we look ahead to 2025, we are excited to continue this journey together, building on the foundation of this year's successes. With your continued partnership, we aim to expand our reach and deepen our impact in the years to come.

Thank you for being part of the ADRA family. Wishing you a new year filled with hope, purpose, and shared accomplishments.

Trisha Mahajan  
Communications Manager

**2024 in Numbers***1.7 MILLION*

People reached through  
our programmes

Projects implemented across

*12 STATES**27 PROJECTS*

Implemented across India  
in 2024



# #ADRAIndiaShorts



## Mock Drills in Schools: Enhancing Disaster Preparedness

ADRA India's HPDRR project conducted mock drills and awareness sessions in Shimla and Kullu to teach students and staff critical disaster response skills. Led by experts, the sessions trained 500 students and 30 staff members in first aid, CPR, and casualty care through practical demonstrations, ensuring schools are better prepared for emergencies.

## Portable Kitchen Gardens for Food Security

ADRA India distributed 200 grow bags to 40 households in Yenambakkam and Anna Nagar, helping families start kitchen gardens at home. Grow bags are durable fabric containers used for planting vegetables, fruits, and herbs. They allow better root aeration, drainage, and mobility compared to traditional pots. In Yenambakkam, where residents face possible relocation, portable grow bags ensure gardens can move with them, offering food security and stability.



## Spreading Awareness on Menstrual Hygiene

From October to December 2024, the Hazelbank and Guijan Sanitary Pad Production Units actively promoted Sakhi Sanitary Products through Cluster Level Federation (CLF) meetings, awareness sessions at the ITI girls' hostel in Guijan Block, and participation in the Saras Mela in Dibrugarh. These efforts increased awareness of menstrual hygiene and introduced Sakhi pads to SHG women and stakeholders across Assam. Between October and December, the SPU produced 1080 pads and was able to sell 436 pads.

## Training Field Workers on Combating Antimicrobial Resistance

During World Antimicrobial Awareness Week (Nov 18–24), the PRECISE project trained field-level veterinary workers in Baksa on AMR and livestock care. The two-day session, held in collaboration Saudarvitta Veterinary Dispensary, covered the importance of vaccination, and managing antimicrobial use in livestock farming to reduce the health risks associated with the spread of antimicrobial-resistant bacteria.



## ADRA India's Strategy Meet

ADRA India's strategic meeting was conducted over three days to address key organizational goals, identify growth opportunities, and align the teams on the overall business strategy for the upcoming fiscal year. Led by Frank and Elaine from the ADRA Asia Regional Office, the session focused on critical topics including market trends, internal performance, resource allocation, and risk management. The meeting concluded with a unified understanding of the company's strategic direction for the upcoming year. Key takeaways included a focus on innovation, efficient resource utilization, and clear, measurable outcomes for success.



## NEW INITIATIVES



### **BRIDGE-UP (Boosting demand for routine immunization and reducing zero dose children in 15 districts of Uttar Pradesh)**

The project aims to system strengthening and capacity building of frontline workers and community-based platforms including local influencers to promote routine immunization and other primary healthcare behaviours by focusing on poor-performing ASHA/urban areas, identifying left-out and hesitant families and working with government systems and community platforms to address vaccine hesitancy and boosting demand generation for routine immunization.

The project is being implemented in partnership with UNICEF. Other than UNICEF, ADRA established partnership and did networking with the other health partners such as WHO, UNDP, JSI, CHAI and Government health department .

Implementation Areas: 772 high priority ASHA areas of 60 blocks of 15 districts of Uttar Pradesh.

Project Duration: 1st August 2024 to 31st Jan 2026

The project formally commenced on August 1, 2024. Subsequently, ADRA recruited 11 CSO coordinators and 75 Cluster Coordinators for its 15 target districts. To kick-start the implementation phase, ADRA conducted a three-day induction training for the newly recruited CSO coordinators and cluster coordinators (CCs), which took place from November 18 to December 6, 2024, in four different batches.

## EVENTS

### **ADRA India's Participation in ADRA's Emergency Response Training (ERT) in Nepal**

Between October 21-29, 2024, ADRA Network conducted a comprehensive Emergency Response Training (ERT) in Nepal. Two members of ADRA India were part of the training. The training focused on enhancing the capacity of ADRA's global and regional teams to respond effectively to humanitarian crises. It covered key topics such as international humanitarian laws, disaster management coordination, rapid needs assessments, emergency relief distribution, and community resilience building. Participants engaged in practical exercises, including mock disaster scenarios, to improve their response times and coordination. This training aimed to strengthen ADRA's regional emergency preparedness and ensure a well-coordinated, rapid response to future emergencies.



### **Heart Health and Digital Detox: A Wellness Webinar**

ADRA India hosted a staff-well being webinar on "Insurance Wellness: Heart Health". Ms. Monica Gupta, a Rajyoga practitioner, brand storyteller, and digital strategist, conducted the insightful webinar. The session focused on steps to protect and enhance cardiovascular well-being, highlighting the benefits of a digital detox. Participants explored techniques to reduce social media usage and learned practical ways to start detoxing for better mental and heart health.

## EVENTS

**ADRA India at Delhi Metro's Daan Utsav**

ADRA India partnered with Daan Utsav and the Delhi Metro Rail Corporation (DMRC) to set up visibility stalls at key metro stations across Delhi. Strategically located at high-footfall areas like Hauz Khas, INA, and MG Road, these stalls aimed to raise awareness about ADRA India's initiatives and inspire meaningful conversations about giving back to society.

Daan Utsav, celebrated annually from October 2nd to 8th, is India's largest festival dedicated to promoting kindness, generosity, and community spirit. It encourages individuals, organizations, and communities to come together in acts of giving, fostering a culture of empathy and social responsibility.

Volunteers and staff engaged commuters with an interactive activity, inviting them to write positive messages encouraging women. This simple yet impactful initiative, designed to take just a few seconds of their time, successfully involved passersby without disrupting their routine. The stalls featured vibrant banners and concise information about ADRA India's work, creating an appealing and informative setup.



**ADRA India's stall at Daan Utsav**



**ADRA Asia at APMCDRR**



**ADRA's booth at IFCCI Conclave**

**ADRA India at the IFCCI CSR Conclave and Awards**

On November 14, 2024, ADRA India participated in the Indo-French Chamber of Commerce & Industry (IFCCI) CSR Conclave and Awards, a premier platform for corporate leaders, CSR professionals, and NGOs to connect.

ADRA India showcased its impactful projects through a dedicated kiosk during the networking session. The stall featured engaging visuals and concise project descriptions, while staff members actively interacted with attendees to discuss potential collaborations. The event provided an excellent opportunity to highlight ADRA India's work, engage with corporate stakeholders, and explore partnerships within the CSR ecosystem.

**ADRA India's Participation in ICVA's 2024 Regional Humanitarian Partnership Week**

In December, ADRA India attended International Council of Voluntary Agencies' (ICVA) Regional Humanitarian Partnership Week 2024 in Bangkok, Thailand. The event focused on empowering local solutions in humanitarian efforts, highlighting the significance of inclusive partnerships, innovative strategies, and community-led initiatives to address pressing global challenges. Key topics included climate action, humanitarian diplomacy, faith-based innovations, and equitable financing strategies.

**ADRA at the Asia Pacific Ministerial Conference on Disaster Risk Reduction (APMCDRR)**

In October 2024, ADRA participated in the Asia Pacific Ministerial Conference on Disaster Risk Reduction (APMCDRR), hosting an exhibition booth on behalf of the Asia Regional Office (ARO). ADRA India was part of the ARO team. The event brought together governments, disaster management experts, development organizations, and civil society to discuss strategies for reducing disaster risks and building resilience in the Asia-Pacific region.

ADRA's booth showcased key initiatives, including community-based disaster risk reduction (DRR) programs, anticipatory action, and forecast-based financing, which drew significant attention. Visitors engaged with multimedia presentations, received printed and digital resources like the ARO Capacity Statement and AA position paper, and explored opportunities for collaboration.

ADRA also actively participated in high-level sessions on resilience, climate adaptation, risk governance, gender inclusion, and regional cooperation. Networking efforts included discussions with government representatives, UN agencies, and NGOs to align DRR strategies and foster partnerships.

# EMERGENCY RESPONSE

## ADRA India's Emergency Flood Response in Assam

Assam experienced its sixth consecutive flood starting in July 2024, marking another chapter in its ongoing battle with natural disasters. This year's floods, exacerbated by torrential rains in neighboring Arunachal Pradesh, have severely impacted 29 districts, up from 12 in previous years. Rivers like the Brahmaputra and Burhi Dihing breached danger levels, inundating areas such as Sasoni, Naharkatiya, and Dibrugarh. Over 2.39 million people, including 540,965 children, were affected, with 526,328 individuals forced to seek refuge in 577 relief camps. The floods destroyed over 63,490 hectares of crops, leaving thousands without homes or livelihoods.

The immediate challenges were staggering: ensuring access to food, clean water, and medical care for vulnerable groups, including children, pregnant women, and the elderly. Waterborne disease outbreaks loomed large as floodwaters contaminated key water sources. Rescue teams from the National and State Disaster Response Forces worked tirelessly, evacuating over 8,300 individuals despite widespread infrastructure damage. With forecasts of continued heavy rainfall, the urgency for coordinated relief efforts and sustainable recovery measures has never been more critical.

## Empowering Flood-Affected Communities through Financial Assistance

In response to the floods, ADRA India launched an emergency intervention in four highly affected locations in Dibrugarh district: Tarajan Tea Estate, Sonali Majdur, Dihing Koibarata Gaon, and Kawoimari NC Gaon. The project supported 402 households (1447 individuals, including 371 children) through financial assistance. This strategic approach empowered families to address urgent needs such as food, shelter repairs, medicines, and essential supplies, ensuring immediate relief during a critical time.

Implementation was driven by a collaborative effort involving local authorities, community leaders, and district stakeholders to identify the most vulnerable households. A baseline survey informed the intervention, prioritizing families with extreme vulnerabilities. Women were given preference in receiving financial assistance to enhance their role in household decision-making. Despite logistical challenges like damaged infrastructure, ADRA's efficient planning enabled an expanded reach by adding 50 households to the original target of 352 households. This initiative not only provided critical relief but also strengthened community resilience through strategic resource allocation and inclusive implementation.



## WISH Project: Transforming Lives Through Emergency WASH Support

This quarter, the WISH project brought much-needed relief to flood-affected communities in Assam's Dibrugarh, Barpeta, and Morigaon districts. Focusing on providing emergency water, sanitation, and hygiene (WASH) support, the project reached 6,630 people, including 2,475 children and 212 individuals with disabilities. Over 1,500 families received hygiene kits, and 4,500 households were supported with water purification tablets, ensuring access to safe water and essential sanitation. Through 27 awareness sessions, the team engaged 750 children and community members, emphasizing the importance of hygiene practices. A significant milestone was the activation of 30 Water User Committees, previously non-operational, which now play a critical role in ensuring sustainable water management.

Key activities this quarter included a comprehensive WASH needs assessment, training workshops for team members, and strategic collaboration with the District Disaster Management Authority (DDMA) and Public Health Engineering Department (PHED). These partnerships have been pivotal in enabling smooth implementation and resource mobilization. As WISH progresses, it continues to restore dignity and safety to families affected by the floods, creating a foundation for healthier, more resilient communities.

# EMERGENCY RESPONSE

## ADRA India's Emergency Response in Kerala: Restoring Livelihoods and Supporting Disaster Recovery in Wayanad

In the wake of the devastating landslides and floods of 2024, ADRA India has launched comprehensive interventions in Wayanad, Kerala, to rebuild livelihoods and support vulnerable families. Spanning two key projects, the initiatives address both immediate relief needs and long-term economic stability across the panchayats of Noolpuzha and Meppadi.

### Quarterly Progress: Empowering Communities Through Livelihood Assistance

Launched in October 2024, the livelihood assistance project focuses on strengthening economic resilience for 50 disaster-affected households.

**Community-Led Approach:** Livelihood committees formed in Noolpuzha and Meppadi have enabled participatory decision-making. A needs assessment identified 20 beneficiaries in Noolpuzha for livestock support.

**Strategic Partnerships:** Collaborations with the Kerala Animal Husbandry Department, local veterinary clinics, Krishi Vigyan Kendra (KVK), and the Additional Skill Acquisition Programme (ASAP) provided technical inputs and skill-building opportunities.

**Future Plans:** Livestock distribution, training in feed and health management, and skill-based assistance for 30 beneficiaries in Meppadi will ensure sustainable income-generation opportunities.

### Emergency Response: Supporting Immediate Needs

Between September and November 2024, ADRA India provided critical relief to disaster-hit households.

**Financial Assistance:** Unconditional cash transfers (UCTs) empowered 148 families to address urgent needs such as food, education, and healthcare.

**Non-Food Items (NFIs):** Hygiene kits and bedding were distributed to 65 households to improve post-disaster living conditions.

**Enhanced Coordination:** Partnerships with the Inter-Agency Group (IAG), Panchayati Raj Institutions (PRIs), and the Go-NGO Coordination Desk ensured efficient and dignified aid delivery aligned with Sphere standards.

### Looking Ahead: Building Resilience

As part of its integrated approach, ADRA India will distribute livestock, conduct training sessions, and organize market linkages to improve livelihoods. Ongoing collaborations with local authorities and technical experts will strengthen project sustainability while addressing the unique needs of women-headed families, daily wage earners, and migrant workers.



# DISASTER RISK REDUCTION

## DMRC Inauguration at Salogra Panchayat, Solan

On October 23, 2024, the Disaster Management Resource Center (DMRC) was inaugurated in Salogra Panchayat, Solan under ADRA India's Himachal Pradesh Disaster Risk Reduction (HPDRR) Project. This initiative is a significant milestone in enhancing disaster preparedness and resilience in Himachal Pradesh. The event drew over 60 attendees, including local officials, community members, and key stakeholders.

Mrs. Usha Sharma, Mayor of Solan, inaugurated the center and praised ADRA India's impactful role in disaster preparedness. Mrs. Saroj Chauhan, Pradhan of Salogra Panchayat were also present at the event along with ADRA India's team.

ADRA India's team emphasized the DMRC's role in equipping communities to manage disasters effectively. The event highlighted the DMRC's potential to provide resources, training, and community engagement for disaster readiness.



## Empowering Communities Through Livelihood Kit Distribution

ADRA India's Himachal Pradesh Disaster Risk Reduction (HPDRR) project, in collaboration with Aktion Deutschland Hilft, is helping disaster-affected communities rebuild livelihoods in Shimla, Solan, and Kullu districts. Between October and December 2024, 62 farm-based livelihood kits and 54 skill-based livelihood kits were distributed, addressing both agricultural recovery and skill enhancement.

### Farm-Based Kits

ADRA India, along with National Rural Livelihood Mission, gave farm kits to 62 farming households. The farmers received important tools like brush cutters, sickles, pipes, plant cutters, and garden rakes. These tools will help them farm sustainably and improve their efficiency, which will support food security in the community.

### Skill-Based Kits

Aimed at supporting skilled trades, 54 kits for plumbing, carpentry, electrical work, and more were distributed.

These initiatives equip vulnerable communities with tools to restore and sustain livelihoods, showcasing ADRA India's commitment to resilience, recovery, and long-term sustainability.





# LIVELIHOOD

This quarter, the RISE Project focused on equipping communities in three intervention villages with tools and knowledge to improve their livelihoods and strengthen their resilience through financial literacy, livelihood support, and child protection initiatives.

## Financial Awareness and Capacity Building:

- Conducted sessions on essential documentation, saving and credit options, and awareness about predatory lending practices.
- Organized community awareness meetings on safe financial products across three intervention villages.

## Community Mobilization:

- Formed and sensitized Self-Help Groups (SHGs) and School Management Committees (SMCs) in the villages.
- Participated in SMC and Grama Sabha meetings to encourage community involvement.

## Livelihood Support:

- Selected 15 beneficiaries from Anna Nagar for a poultry farming initiative.
- Conducted case analysis studies among community members for the poultry business.
- Distributed 200 grow bags to 40 beneficiaries in Anna Nagar and Yenambakkam.
- Oriented communities on poultry farming and kitchen gardening with inputs from experts and government officials.

## Collaborations and Expert Support:

- Engaged with INDESETI, Manonmani Trust, Caring Heart Foundation, and other experts for technical guidance and support.

## Education and Child Protection:

- Provided school uniforms to children in all three villages to ensure uninterrupted education.
- Organized a capacity-building session on child safety and the POCSO Act to raise awareness about children's protection.

## The Transformative Impact of the NILA Self-Help Group

The establishment of the NILA Self-Help Group (SHG) has brought transformative changes to its members' lives in Anna Nagar. Formally registered with a cooperative society bank, the SHG facilitated access to credit, financial literacy programs, and capacity-building activities. Collectively, the group secured ₹3,90,000, with each of the 13 members receiving ₹30,000 to invest in small businesses or meet essential needs like debt repayment, education, or home repairs.

Four women from the SHG transitioned from daily wage earners in jasmine gardens to entrepreneurs by leasing land for jasmine cultivation, supported by ADRA's guidance and planned training from the Horticultural Department. Other members like Suguna and Veeramma used their loans to rebuild their homes, replacing unsafe mud structures with sturdy thatched houses, providing their families with much-needed security and peace of mind.

Lakshmi and Sindhu utilized their loans to manage family milestones and repay debts, improving their financial and emotional well-being.

Through these initiatives, the NILA SHG has empowered its members to achieve financial stability and self-reliance, transforming their lives and fostering a sense of hope and progress within the community.

These initiatives have provided new livelihood opportunities, contributing to both personal growth and community economic development.



## LIVELIHOOD

**Transforming Livelihoods Through Dairy Farming: The PRECISE Project in Assam**

In Assam's Baksa district, the PRECISE project, launched in April 2024, is empowering 956 rural dairy farmers to enhance food security, improve livelihoods, and promote gender equality. Over its three-year span, the project aims to transform dairy farming practices through capacity building, access to advanced Artificial Insemination (AI) services, and strengthened partnerships with local cooperatives and veterinary agencies.

This quarter saw significant progress. A baseline survey across 2,700 households led to the identification of 956 target beneficiaries, who were organized into 40 Farmer Interest Groups (FIGs). These groups, comprising both men and women, foster collective learning and action. Partnerships with Assam's Department of Animal Husbandry, local milk cooperatives, and the International Livestock Research Institute (ILRI) further bolstered the initiative.

Key activities included advanced training on livestock health, milk hygiene, AI techniques, and the One Health approach, benefitting over 96 stakeholders. Gender inclusion was emphasized through training 10 gender champions, while community awareness meetings helped secure widespread support.

With AI services improving cattle productivity and strong community engagement, the PRECISE project is already delivering tangible benefits. By integrating expertise, innovation, and local partnerships, it is paving the way for economic stability, food security, and equality for Assam's dairy farming families.

**Provision of Individual Livelihood Assistance Program**

In Guruvoyal village, Tiruvallur District, Tamil Nadu, ADRA India's Poverty Alleviation and Community Empowerment (PACE) project introduced the "Provision of Individual Livelihood Assistance" program. Designed to help families generate additional income through goat farming, the initiative distributed goats to 25 individuals. Each household received one female adult goat, one male kid, and one female kid. These beneficiaries, already trained in goat farming techniques, are now equipped to utilize livestock as a stable income source.

The event marked a collaborative effort, with local Panchayat officials and ADRA staff joining the distribution ceremony to show their support for the community. Additionally, the project has built a partnership with the Tamil Nadu Animal Husbandry Hospital, which offers regular guidance on goat farming, disease prevention, and vaccination schedules, ensuring the sustainability of this intervention.



On October 19 and 25, 2024, the project expanded its focus to environmental sustainability by organizing awareness and capacity-building sessions in Guruvoyal and Kalpattu villages. Mr. G Francis Benedict, a circular economy expert, conducted the training, covering key topics like solid waste management, waste segregation, biogas awareness, vermicomposting, and upcycling waste materials. These sessions empowered 50 community members with practical knowledge to reduce waste and protect the environment, fostering sustainable practices at the grassroots level.



**Aktion  
Deutschland Hilft**  
Bündnis deutscher Hilfsorganisationen

## भूस्खलन के दौरान क्या करें ?



यदि आप भूस्खलन में रहते हैं, तो यथाशीघ्र उस स्थान को खाली करने का प्रयास करें।



बड़े फरशों के असामान्य रूप से टूटने या लुढ़कने के प्रति सचेत रहें।



नदी या चैनल में पानी पर नज़र रखें। पानी के स्तर में वृद्धि या रंग का ताफ़ से कीचड़युक्त होना चिंताजनक हो सकता है।



मलबे या भूस्खलन के रास्तों से दूर रहें।



नदी-माली की साफ़ रखने की कोशिश करें।



असामान्य आवाज़ें जैसे कि पहलू टूटना या फर्श खिसकने की आवाज़ें सुनें।



घर में फर्नीचर या सड़क पर वाहन से अधिक अपने जीवन की प्राथमिकता दें।



अपने आवश्यक दस्तावेज़ और कीमती सामान अपने साथ ले जाएं।



सड़क पर कीचड़ या मलबे के अतिप्रवाह पर नज़र रखें।



अपने परिवारियों को इस आपदा के बारे में जागरूक करें।



State Emergency Operation Centre 1070  
Emergency Services 108.112  
Police 100  
Fire 101  
CID Control Room 0177-2622408

District Emergency Operation Centre 1077  
IGMC Hospital 0177-2803073  
Indus Hospital 0177-2941401  
Traffic Police 0177-2652217  
PCR 0177-2621714



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Justice  
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