

SUSTAINING HOPE

ADRA India's Newsletter

October- December 2025



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Photo: PRECISE Project | Assam

Introduction

The last quarter of 2025 was a perfect reminder of how communities lead and don't just participate when given space. Whether it was local institutions in Punjab fixing what floods had broken, women in Assam turning skills into income, or local committees in Tamil Nadu fighting for a girl's right to continue her education, this period was defined by people stepping up for themselves.

From health workers using household objects to break vaccine hesitancy, to youth groups in Himachal confronting substance use, the change came from within the communities, not from outside interventions. Our role was to stand behind them and remove barriers, share tools, and back their decisions.

This newsletter brings together stories of that shift and what resilience looks like when it grows at the community level.

Humanitarian Response

Restoring Schools after Floods | Punjab

ADRA India supported the recovery of flood-affected government schools in the Dera Baba Nanak block of Gurdaspur district, Punjab, through the Support for Emergency Welfare and Assistance in Punjab (SEWA) project, which was enabled by CSR support from Bridgestone.

Severe flooding had damaged school infrastructure and disrupted education for hundreds of children, particularly those from marginalised families who lost essential learning materials. In response, SEWA facilitated the distribution of 585 education kits, enabling children to resume their studies, while also strengthening school sanitation infrastructure. Three handwashing stations were constructed, and twelve school toilets were repaired and rehabilitated, restoring access to safe and functional facilities.



These interventions directly benefitted 697 school children in total, improving health, hygiene, and well-being, while supporting the safe resumption of schooling. By addressing both education and sanitation needs, the project helped restore dignity for students and strengthened the resilience of schools in some of the most affected villages.

The quality and relevance of the interventions were acknowledged by local authorities, including the Sub-Divisional Magistrate of Batala, who noted the careful identification of priority schools and the excellent standards of the rehabilitation work.

Through our projects like SEWA, ADRA India continues to support communities in moving from immediate flood recovery towards longer-term resilience, ensuring that children can return to safe learning environments and pursue their education.



12

School Toilets Repaired

697

Students Benefitted

Cyclone Montha Response | Andhra Pradesh

When Cyclone Montha struck the coastal belt of Andhra Pradesh, it left behind a trail of destruction. It disrupted livelihoods, destabilised fragile housing structures, and pushed already vulnerable fishing communities into deep uncertainty. Families whose daily survival depends on the sea suddenly found themselves without shelter, without income, and without clarity on what recovery would look like.

Across shoreline villages, the cyclone's force was devastating. Huts made of hay, bamboo, palm leaves, and grass were reduced to piles of debris. Roofs were torn off in the storm. Rainwater streamed in, turning sandy floors to mud. Boats, the backbone of many communities, were battered or swept away by the tides. For nearly two months after the cyclone, fishermen were warned to stay ashore, leaving hundreds of households with no way to earn a living.

Recognising the urgent need for flexible and immediate support, ADRA India launched a targeted humanitarian response through Unconditional Cash Transfers (UCTs). A total of 653 households across Bapatla (320) and Kakinada (333) districts received ₹3,000 each, directly transferred to their bank accounts. This cash assistance allowed families to prioritise their most urgent needs based on their own circumstances. For some, repairing damaged shelters was critical. For others, restoring fishing equipment took priority. Many needed to replace essential household items ruined by rain.

The UCT model placed dignity at the centre of the response. Direct bank transfers ensured quick access, reduced delays, and gave families autonomy in decision-making. In contexts where income is uncertain and savings are almost non-existent, even a modest but timely transfer can prevent families from falling deeper into debt or distress.

The flexibility of the cash transfer proved especially important for women-headed households and families living in fragile, informal housing. Beyond material support, families reported renewed confidence. The assistance arrived at a time of deep uncertainty, and timely humanitarian action helped stabilise households at a critical moment.

653 **1978**

Households supported

People Reached



Nakka Subbulu's Story

A widow and mother of three, Subbulu survives on a highly irregular income earned through her youngest son's fishing work. The family lives in a hut made of grass and fragile materials, with no secure flooring or proper sleeping arrangements. When Cyclone Montha struck, their roof was completely ripped off and their shelter partially collapsed. With fishing suspended for nearly two months, the family lost its only source of income.

The ₹3,000 cash transfer enabled Subbulu to immediately purchase tarpaulins to cover her damaged hut. She also replaced essential utensils destroyed by rainwater, bought ration supplies, and invested in fishing nets so her son could resume work once sea conditions improved.

For Subbulu, the assistance prevented further financial distress. It allowed her to avoid borrowing money and provided a sense of stability during one of the most difficult periods of her life.

Livelihood

PRECISE | Assam

During the quarter, the PRECISE project strengthened rural livelihoods in Baksa district, Assam, by addressing fodder availability, animal health, and inclusive community engagement.

A major milestone was the establishment of a community demonstration and seedling farm and three community fodder gardens managed by Farmer Interest Group (FIG) members. These gardens introduced diverse fodder varieties not locally available, improving access to reliable feed.

Animal health interventions included biosecurity training for 87 farmers and the vaccination of approximately 700 cattle from 410 households across 13 villages against Foot-and-Mouth Disease. A part-time veterinary doctor provided technical support, ensuring timely guidance and care.

Gender inclusion remained central. 405 community members participated in activities during the 16 Days of Gender Activism, opening conversations on shared responsibility and recognition of women's labour. These shifts are reflected in women farmers who now confidently manage livestock and support peers, with growing acknowledgement from their families and communities.



SCORE | Assam

Between October and December 2025, the SCORE project in Dibrugarh and Tinsukia districts of Assam moved decisively from training to income generation.

Mushroom cultivation, goat rearing, nursery activities, and women-led sanitary pad enterprises began delivering tangible returns. Over 2,600 packets of sanitary pads were sold, supported by a confirmed government order, while nursery growers recorded early market sales. In total, 488 direct beneficiaries were reached.

Rwitika's Story

The project's commitment to inclusion is reflected in the journey of Rwitika, a Self-Help Group member who has worked with the Hazelbank sanitary pad production unit since the COVID-19 period. A person with a disability, Rwitika has consistently been one of the most committed and hardworking members of the unit, contributing actively to production and supporting her team with quiet



determination. With guidance from the SCORE project team, she learned about the disability certification process and was supported in completing it.

In the last quarter of 2025, she successfully received her disability certificate, enabling her to access government welfare schemes that further strengthen her social and economic security. “I take care of the packaging and handling work myself because I want to stand on my own feet”, Rwitika shared.

Through the SCORE project, ADRA India continues to support market-linked livelihoods that prioritise dignity, inclusion, and resilience.

“My vision is limited, but my will is not.”
- Rwitika

PACE | Tamil Nadu

The PACE project in Tiruvallur district saw communities step confidently into leadership roles. VDCs, SHGs, and youth champions independently managed livelihoods, accessed government schemes, and addressed local challenges.

During the quarter:

- 75 women strengthened access to social protection
- 25 beneficiaries improved poultry management
- 115 beneficiaries strengthened goat-rearing practices

A key development this quarter was the project’s convergence with government schemes, particularly the Udhayam registration system, which supports the formalisation of small businesses. Through this process, tailoring and mushroom cultivation enterprises were officially registered, opening access to loans, training, branding, and market linkages. In Kalpattu Panchayat, this marked the first time individuals were formally registered under the scheme, enabling legal compliance and long-term growth.

As one VDC member from Guruvoyal shared, “Previously, we didn’t know that we could ask for anything. When meetings happened, we stood outside listening. Now, we write a petition, we know what we need, and they listen.”

RISE | Tamil Nadu

The RISE II project marked a defining shift as communities took ownership of both livelihoods and education outcomes. During the quarter, RISE II supported tangible progress across livelihoods and education:

- 9 active SHGs with collective savings exceeding ₹3.74 lakh, strengthening household financial resilience
- 106 women actively engaged in SHG leadership and decision-making
- 30+ livelihood micro-enterprises initiated, alongside 30+ households supported through poultry and cattle-based livelihoods
- 152 students supported through educational kits and career guidance, reinforcing pathways beyond secondary education



75
Women Strengthened Access to Social Protection

25
Beneficiaries Improved Poultry Management

115
Beneficiaries Strengthened Goat-rearing Practices



Prasanna's Story

This collective confidence is powerfully reflected in Prasanna's journey. Prasanna aspired to continue her studies beyond Class 10 and pursue her interest in History. However, her admission to Class 11 was initially denied due to an incorrect assumption that a minor eye squint constituted a visual disability requiring formal certification. Despite her academic readiness, this misunderstanding threatened to end her education.

What followed was a demonstration of community ownership in action. The community-led Joint Action Committee, formed under the RISE II project, intervened immediately. They supported Prasanna and her family in approaching the District Welfare Department for the Differently Abled, where officials confirmed that she did not have a visual disability, only a minor, correctable issue. When hesitation persisted at the school level, the JAC coordinated further advocacy with local leadership and facilitated a medical examination at a recognised eye hospital. The ophthalmologist's report confirmed normal vision, with spectacles prescribed for one eye.

Armed with clear medical validation and sustained follow-up, the community successfully secured Prasanna's admission to Class 11. ADRA India supported the process by covering her admission fees, ensuring that financial constraints did not become another barrier.

Livelihood and education outcomes under RISE II are not isolated successes. They are the result of communities gaining the confidence, skills, and collective strength to act for themselves. By placing ownership in the hands of people, RISE II is enabling families not only to earn and learn, but to shape their own futures with dignity.



Health & Awareness

BRIDGE UP | Uttar Pradesh

During the December 2025 Tika Utsav, the BRIDGE UP project worked with the Health Department across 15 districts of Uttar Pradesh to reach zero-dose children and vaccine-avoiding families.

Through street plays, miking, influencer engagement, and interpersonal communication, the project directly reached 328 vaccine-avoiding families, leading to the immunisation of 380 zero-dose children. Beyond direct engagement, the project had an indirect reach of 36,870 people, reflecting the wider community-level impact of sustained awareness-building and public messaging during the campaign period.

Sustained follow-up ensured continuity, with 1,152 children fully immunised and 670 completing their immunisation schedules.

The impact of trust-based communication is evident in communities such as Mania village, where families had previously refused vaccination due to deep fear, misinformation, and lack of trust. Through simple, culturally appropriate communication and repeated engagement, fear gradually turned into confidence. Vaccination was accepted, and families who once resisted immunisation began encouraging other households to protect their children as well.

328

Vaccine-avoiding Families Reached

1,152

Children Fully Immunised

380

Zero-dose Children Immunised

36,870

People Indirectly Reached



Impact Story: How One ASHA Worker Transformed a Village

In Mania village of Ghazipur district, ASHA worker Mansura Devi faced a challenge that had defeated every traditional approach. For years, 27 families refused all vaccinations, fearing their children would fall sick. Their children were classified as zero-dose and vaccine-avoiding beneficiaries, the hardest group to reach.

Everything changed when Mansura received training under UNICEF's Zero-Dose Reduction programme through ADRA India, where she learned a simple but powerful communication method using two water glasses and a mug. With this everyday demonstration, she showed families the difference between a vulnerable, unprotected child and one shielded by vaccines.

The visual clarity broke through generations of fear.

During a community meeting, the demonstration sparked an immediate shift. Families who had long resisted immunization finally understood. Twenty out of the 27 children were vaccinated, an impressive 74% success. More importantly, former skeptics became advocates, encouraging others to also vaccinate their children.

Backed by coordinated efforts from district officials, frontline workers, and village committees, Mansura's success became a model for community-led health transformation. What began as resistance turned into resilience, proof that trust, empathy, and the right tools can change everything.



IMEP-III | Mizoram

The Intensified Malaria Elimination Project – III (IMEP-III) reached a turning point this quarter, moving from set-up to stable implementation across Lawngtlai, Lunglei, Mamit, and Siahia districts.

Consistent field presence enabled the project to reach 3,500-4,500 people. Among them were 350-450 individuals presenting with fever, whose symptoms could easily have gone unnoticed. Instead, they were identified early, followed up closely, and guided through diagnosis and treatment, helping prevent complications and reduce the risk of onward transmission in high-risk areas.



Close coordination with 70-90 frontline health workers and 20-25 district officials strengthened reporting and response.

As one block-level health coordinator shared, “Earlier, people would ignore a fever or wait at home. Now, they inform us quickly, and we can guide them for testing and treatment.”

A key highlight of the quarter was the identification and engagement of Community Action Groups (CAGs) as local partners for malaria prevention and response. Comprising community volunteers and local influencers, these groups are supporting fever reporting, spreading awareness on early testing and treatment, and assisting follow-up in hard-to-reach areas. By anchoring surveillance and prevention efforts within the community, CAGs are strengthening trust, local ownership, and the sustainability of malaria elimination efforts.



HimHealth | Himachal Pradesh

The Himhealth project in Shimla district marked a shift from isolated awareness to collective community action against substance abuse.

During the quarter, 1,050 students, 150 youth, 50 parents, and 54 frontline workers engaged in prevention activities addressing substance use and mental health. Open discussions, role plays, and public pledges strengthened resilience and early help-seeking.

The impact is reflected in the experience of Gautam (name changed), a Class 11 student who chose to quit smoking after an awareness session helped him recognise the risks early.

“We learned how substance use affects our studies and how to help someone who needs support,” shared Pallavi, a student from Shimla.

Short, modular awareness sessions emerged as a practical innovation, enabling schools and colleges to integrate prevention into limited timeframes.



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Compassion
Love

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