

# TATA FLOOD RELIEF PROGRAMME- ASSAM

Report on Activities Undertaken



# TATA Floods Response Programme

## Walking the Talk – TATA Disaster Response Values\* in Action!

We want to do 'good.'

Our disaster response teams will be adequately qualified, trained and oriented so as to be effective in the aftermath of a disaster.

We will be responsible in our use of resources.

We will try to focus our response upon the worst affected by the disaster.

We will leverage the expertise and capabilities within the group to develop innovative solutions to problems faced by disaster-affected communities.

We want to contribute towards building long term resilience amongst beneficiaries, and know that this is happening.

We will seek to work with other groups and entities so as to best serve the interests of the affected communities.

Our interactions with affected communities will maintain their dignity.

We will be religion blind and politically neutral.

We will be accountable for our activities and policies to those who support us with resources, and to affected communities we work with.

# TATA Floods Response Programme



Assam experiences floods recurrently, the situation this year, however, had escalated into a major disastrous scale, not witnessed since 2004. With heavy early rains starting right from the last week of April and continuing till the end of July; floods had create havoc in a total of 22 districts. Further, due to prolonged duration of the flood, many areas were under water for over months.



The worst affected districts - Jorhat, Darrang , Bongaigaon, Dhemaji, Golaghat, Goalpara , Lakhimpur and Sonitpur. Approximately a total of 3374 villages have been affected. Large number of NDRF, SDRF and India Army personal were pressed into action to helped the district administration in evacuating the affected population to safe places. As per Government records 517 relief camps have been established by various agencies and over 2.30 lakhs poor and vulnerable are taking shelter in these camps



# TATA Floods Response Programme

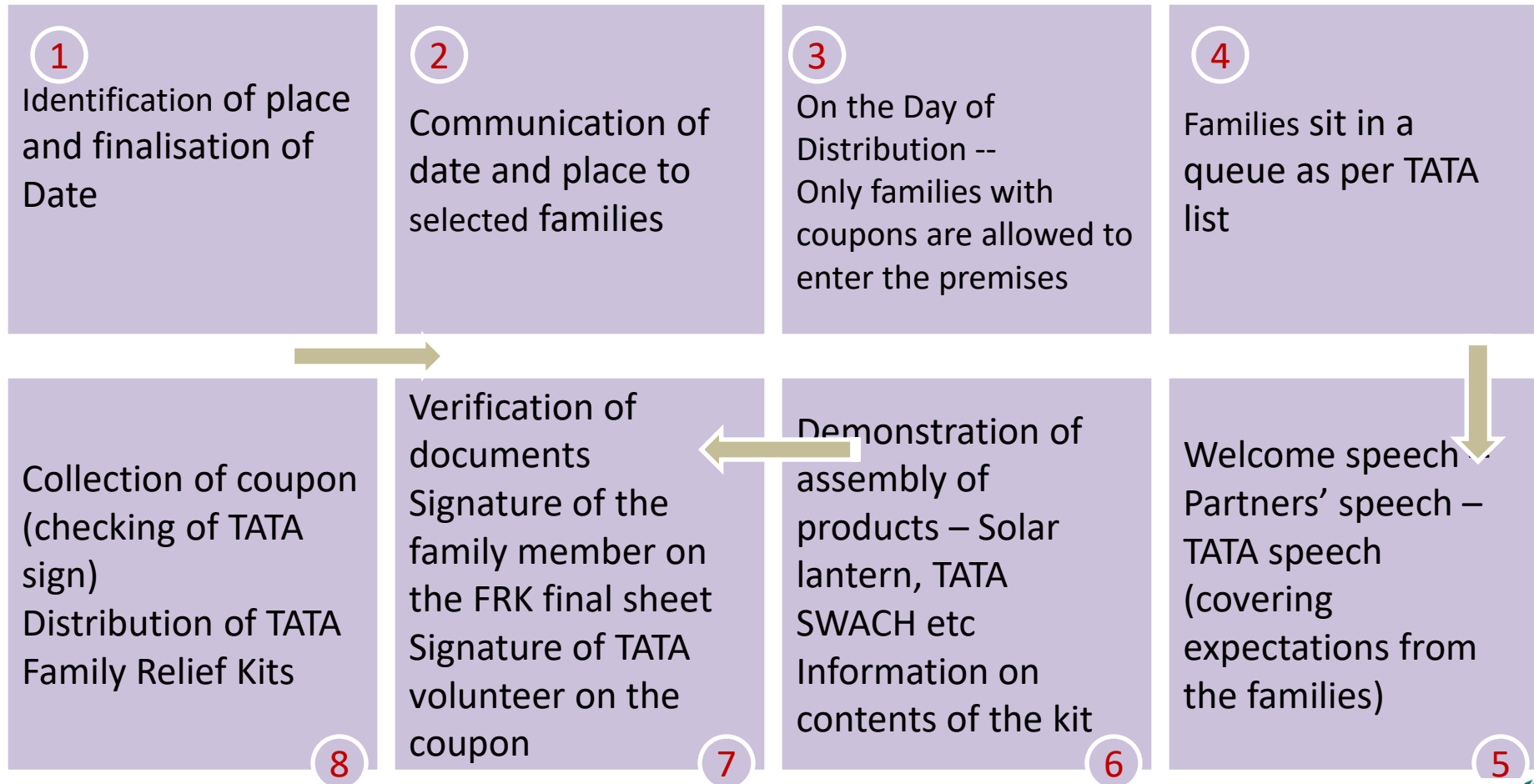
## Flood Relief Kit\* : Selection Process

TATA group will be reaching out to 1000 most affected – poorest families with the distribution of Family Relief Kits.



# TATA Floods Response Programme

## Process of Distribution of Flood relief kits ( FRK)



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# TATA Floods Response Programme Assam

1<sup>st</sup> Phase

17<sup>th</sup> August – Oct 1 , 2016

# TATA Floods Response Programme Road Map

4<sup>th</sup>  
August,  
2016

- First meeting with stakeholders- Tata Companies, NDRF and ANT NGO
- Identification of most affected locations namely- Lakhimpur, Dhemaji and Golaghat
- Sharing of past experience from Chennai floods, Nepal Earthquake, Jammu & Kashmir floods, Uttarakhand floods and drought relief work in Maharashtra
- Decision was taken that as Amalgamated Plantations have resources in the Golaghat area work will be started form Golaghat Area.
- Team from Amalgamated plantations, Indian Hotels and Tata Trust to meet DC Golaghat District to apprise the relief work to be done by Tata Group

# TATA Floods Response Programme Road Map

17th  
August,  
2016

- Team comprising of APPL , Tata Trust and Indian Hotels has met DC Golagaht.
- Proposal for Tata Swach water filters and Solar lamps have been forwarded to Tata Chemicals and Tata Power.
- The procurement committee comprising of APPL and Indian Hotels working on the materials required for the Relief Kit .
- Formal proposals have been mailed to 22 Group companies.



# TATA Floods Response Programme Road Map

25th

August,  
2016

- Finalization of Kit. Media contact and Funds status was discussed along with a follow up on earlier points

# TATA Floods Response Programme Road Map

12th

Sept

2016

- Location finalized
  - Phase I- Khumtai & Bokakhat Sub divisions of Golaghat District
  - Phase 2- Lakhimpur-Dhemaji districts.
- Total families to cover – 2000
- For Khumtai-Bokakhat area, Surajit Neog will visit to the sites on 20<sup>th</sup> Sep 2016
- Tentative date of relief distribution :
  - First Phase-End of Sep 2016 to be finished before 1<sup>st</sup> Oct 2016.
  - Second Phase- To commence in the 2<sup>nd</sup> fortnight of Oct 2016.

# TATA Floods Response Programme Road Map

29<sup>th</sup>  
Sept,  
2016

- Packing of 950 kits completed.
- Some material got damaged in transit. The same was replenished by the estate. 1000 kits packed.
- Banners reached by evening, frames were made by diffloo TE.
- Additional volunteers arranged from estates from the neighbouring district.
- Food arrangements for the volunteers arranged by the Mgr diffloo TE.
- Lorries arranged, kit loaded.

# TATA Floods Response Programme

## Flood Relief Kit



# TATA Floods Response Programme

## Flood Relief Kits Distribution

### Phase 1- Day-1



30th

Sept,  
2016

- Teams left by 5.30am for the site.
- Accessibility to the remote villages had to be undertaken by foot or bikes.
- Material was taken till the last road head (fair weather road)
- Distribution commenced around 10.30 am.
- Process commenced very smoothly.
- 3 local channels were covering the distribution, News time, Assam news, Pratidin. They interviewed the recipient families.
- In the 2nd half lot of people from other villages, almost 500- not covered under the distribution, collected and demanded the relief kit

# TATA Floods Response Programme

## Flood Relief Kits Distribution

### Phase 1- Day-1



30th

Sept,  
2016

- The crowd became rowdy and it was decided to discontinue the distribution for the day. Although the local police was available, we didn't want to take a chance.
- The teams left the site by 3.30 pm.
- 295 kits were distributed.
- Mr. Surajit Neog and a few volunteers met the Gaon burras and the district flood relief distribution officer in the village to discuss the days development. They were requested to use their influence over the villagers to facilitate trouble free distribution ops.
- Local channels have given a very positive coverage in the evening telecast, on the distribution ops. The media and recipient families appreciated the groups initiative, particularly the items included in the list - these are very useful for rehabilitation

# TATA Floods Response Programme



## Flood Relief Kits Distribution Phase 1- Day-1



Demonstration on use of items in the kit

First beneficiary of the day



Beneficiaries after receiving the kit

Collection of coupon before distribution



Display of Relief Kit



# TATA Floods Response Programme



## Flood Relief Kits Distribution

### Phase 1- Day-1



Loading and transportation Relief Kit



Organized distribution of relief kit





# TATA Floods Response Programme

## Flood Relief Kits Distribution

### Phase 1- Day-1



Distribution in progress



Display of coupons

# TATA Floods Response Programme



## Flood Relief Kits Distribution Phase 1- Day-1



Volunteers



Systematic process of collecting the kit



Demonstration of fitting and usages of Tata Swach Filters

Site of disbursement



Bamboo bridge to access the village.



# TATA Floods Response Programme



## Flood Relief Kits Distribution

### Phase 1- Day-2

30th

Sept,  
2016

- Distribution ops commenced at 10.30am. Crowd was much disciplined.
  - Last night's rain made accessibility difficult. The distribution site had to be shifted in a field under trees.
  - By mid day 616 kits were distributed.
  - This subdivision has almost 10000 families effected by recent floods. 80%of these families are below poverty level.
- Total numbers of relief kits distributed – 911.

# TATA Floods Response Programme

## Flood Relief Kits Distribution Phase 1- Day-2



Distribution of relief kits



# TATA Floods Response Programme

## Flood Relief Kits Distribution

### Phase 1- Day-2



Volunteers from the villagers helping the team during distribution



Change in site of distribution due to the incessant heavy rains

# TATA Floods Response Programme

## Flood Relief Kits Distribution

### Phase 1- Day-2



Interacting with beneficiaries



District administration helping during the distribution



Helping a woman to lift the kit

# TATA Floods Response Programme

## Flood Relief Kits Distribution

### Phase 1



### Special Moments



A happy beneficiary

A happy beneficiary



# TATA Floods Response Programme

## Media Report



### टाटा घराने ने सीएसआर के तहत बांटी बाढ़ प्रभावितों के बीच सामग्री

गुवाहाटी, 30 सितंबर (खबर संवाददाता)। टाटा घराने ने अपनी कॉर्पोरेट सामाजिक जिम्मेवारी (सीएसआर) के तहत असम में बाढ़ राहत कार्यक्रम शुरु किया है। इसके तहत टाटा ग्रुप की विभिन्न कंपनियां अपने संसाधनों के तहत असम के बाढ़

प्रभावितों के बीच राहत सामग्री बांट रही हैं। राहत सामग्री में अत्यावश्यक शौच सामग्री, स्वास्थ्य, स्वच्छता संबंधी सामग्री आज बोकाखात महकमे के कुमारागांव चारीआली में वितरित की गयी। ब्रह्मपुत्र नद के किनारे रहने वाले चार-चापरियों में यह सामान वितरित किये गये। इनमें भकत चापरी, रंगामाटी, गुसाइचापरी, बाकुलीचापरी शामिल हैं। लगभग एक हजार परिवारों के बीच सामान बांटे गये हैं। इन सामानों में टाटा स्वच्छ वाटर फिल्टर यूनिट, सोलर लैंप, तॉपॉलिन की चादरें और बेलचे शामिल हैं। टाटा की जिन कंपनियों ने सीएसआर कार्यक्रम के तहत हिस्सा लिया, इनमें टाटा एआईजी इंश्योरेंस, टाटा पावर, एपीपीएल फाउंडेशन, ताज पब्लिक सर्विस वेलफेयर ट्रस्ट, सिप्ला फाउंडेशन शामिल हैं।

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# TATA Floods Response Programme

## Media Report



**में फैकल्टी**  
**योजन**

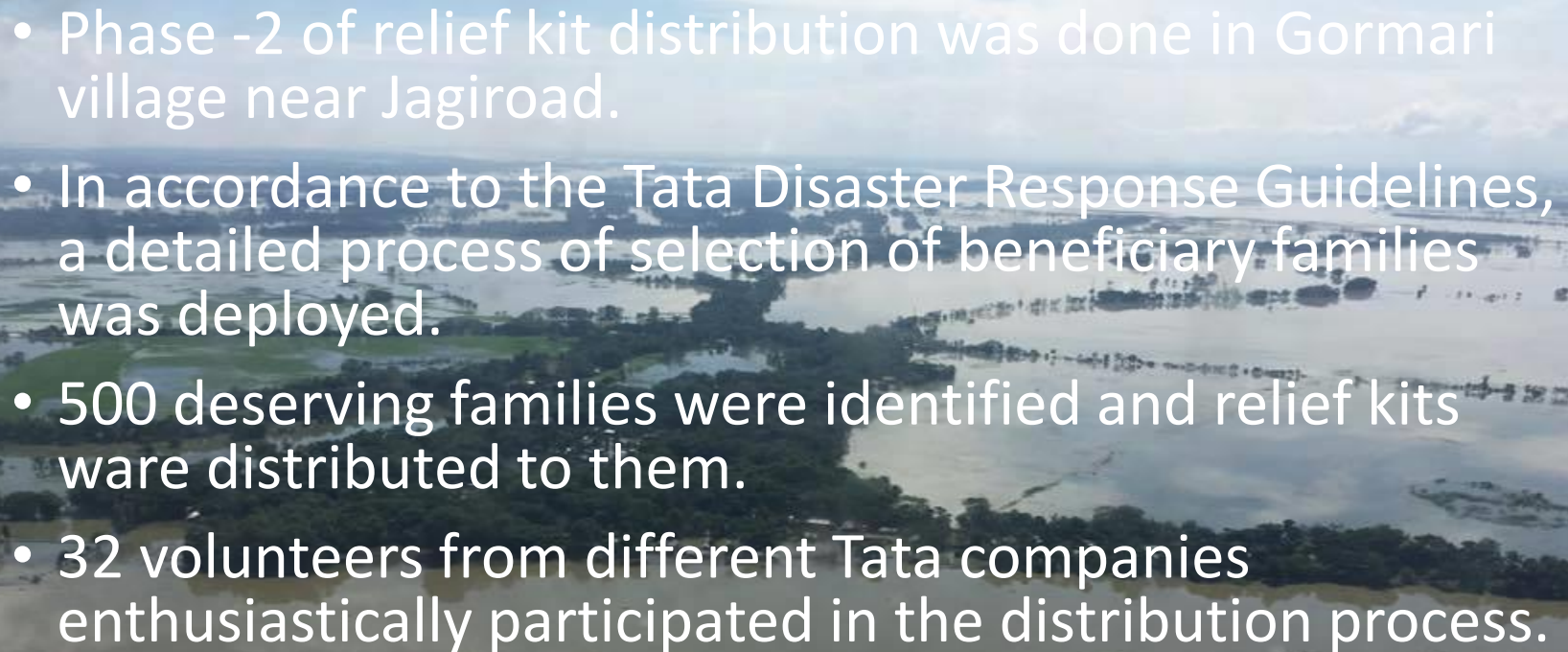
र (खसं.) । द  
पनी सेक्रेटरीज  
तत्वावधान में  
भागार में आज  
त्र स्थानों के  
कल्टी मीट का  
या । बैठक में  
फैकल्टियों को  
नी एक्ट 2013  
की गयी । दूसरी  
एनई चेप्टर की  
ो सभागार में  
तीय संगोष्ठी का  
। मालूम हो कि  
पनी सेक्रेटरीज  
गी राष्ट्रीय पेशेवर  
गठन सांसद के  
एक्ट, 1980  
रेज के पेशे के  
रने हेतु गठित

**गांधी जयंती की पूर्व सं**  
**पर कामरूप मेट्रो प्रशा**  
**का सफाई अभियान**

गुवाहाटी, 1 अक्टूबर (ख.सं.) । स्व  
अभियान के अधीन गांधी जयंती की पूर्व  
आज कामरूप (मेट्रो) जिला प्रशासन के त  
में महानगर की शरणीया पहाड़ी स्थित ग  
परिसर में सुबह 7-30 बजे तक सफाई  
आयोजित किया गया । इस अभियान  
(मेट्रो) जिले के उपायुक्त डॉ. एम अंग  
विकास आयुक्त वर्षाली शर्मा समेत जि  
के कई शीर्ष अधिकारी शामिल थे । रा  
के स्वास्थ्य, जन स्वास्थ्य अभियांत्रिकी  
साथ ही राष्ट्रीय स्वास्थ्य अभियान, गु  
निगम के सहयोग से यह अभियान चल  
गांधी मंडप के पश्चात कामरूप (मेट्रो  
उपायुक्त कार्यालय, आवर्त भवन औ  
अतिथिशाला में भी यह सफाई अभिया  
गया । कल गांधी जयंती के मौके पर जन  
साफ-सफाई को लेकर जागरूकता पै  
लिए यह अभियान चलाया गया ।

टाटा ग्रुप की ओर से बोकाखात महकमे में बाढ़ प्रभावित लोगों के बीच राहत सामग्री बांटी जा रही है ।

## Phase-2 of Relief Operation. Gormari Village-Jagiroad

- Phase -2 of relief kit distribution was done in Gormari village near Jagiroad.
  - In accordance to the Tata Disaster Response Guidelines, a detailed process of selection of beneficiary families was deployed.
  - 500 deserving families were identified and relief kits were distributed to them.
  - 32 volunteers from different Tata companies enthusiastically participated in the distribution process.
- 
- An aerial photograph showing a vast area of land completely submerged in floodwater. The water is a murky, brownish-grey color. In the foreground, there are some small, dark green trees and patches of land that are partially submerged. The background shows a hazy horizon under a cloudy sky.



Verification of beneficiaries and Coupons distribution. 500 families covered by 3 volunteers.



# Glimpses from the Relief Efforts

## Phase 2



Loading and transportation Relief Kit



Checking of Coupons



People Queuing up for Coupon Verification



First beneficiary of the day

# Glimpses from the Relief Efforts

## Phase 2



Volunteers



Kit loaded on cycle



Site of disbursement



Beneficiaries carrying the Kit

# Glimpses from the Relief Efforts Phase 2.



Distribution in progress



Beneficiaries after receiving the kit



Volunteers helping Beneficiaries

## Glimpse and Media Report

# জাগীৰোডত টাটা গ্ৰুপৰ ১ কোটি টকাৰ সাহায্য বিতৰণ

প্ৰতিদিন বিশেষ সংবাদ, জাগীৰোড, ২৪ ডিচেম্বৰ :  
দেশৰ অগ্ৰণী ঔদ্যোগিক প্ৰতিষ্ঠান টাটা গ্ৰুপে ২২  
ডিচেম্বৰত জাগীৰোড সমষ্টিৰ গড়মাৰী গাঁও পঞ্চায়তৰ  
বান ক্ষতিগ্ৰস্ত পাঁচ শতমিক পৰিয়ালৰ মাজত এক  
কোটিৰো অধিক টকাৰ সাহায্য সামগ্ৰী বিতৰণ কৰে।  
গাগলমাৰী গাঁৱৰ খেলপথাৰত অনুষ্ঠিত এখন সভাত  
জাগীৰোড সমষ্টিৰ বিধায়ক পীযুষ হাজৰিকা উপস্থিত

থাকে। লগতে টাটা গ্ৰুপৰ শীৰ্ষ বিষয়া বজ্জিত বৰঠাকুৰ,  
হৰ্বীকেশ ভাগবতী, অৰুণজ্যোতি বৈশ্য, অপসু ঘোষ,  
বিজয় ডুবুৰেকে ধৰি বহুকেইগৰাকী বিষয়া উপস্থিত থাকে।  
এই সাহায্য সামগ্ৰীৰ ভিতৰত আছে ছ'লাৰ লেম্প, পলী  
ফিল্টাৰ, তিৰ্পাল, একোখনকৈ বেলেচা, কম্বল, অঁঠুবাৰু  
ধৰি প্ৰয়োজনীয় ঘৰুৱা সামগ্ৰী। প্ৰতিটো পৰিয়ালে ওঠৰ  
হেজাৰ টকাৰ সাহায্য সামগ্ৰী লাভ কৰিছে।

# Phase-3 of Relief Operation.

## Rongaghora Village-Komtai



- Phase -3 of relief kit distribution was done in Rongaghora village near Komtai.
- In accordance to the Tata Disaster Response Guidelines, a detailed process of selection of beneficiary families was deployed.
- 600 deserving families were identified and relief kits were distributed to them.
- 30 volunteers from different Tata companies enthusiastically participated in the distribution process.



# Glimpses from the Relief Efforts



## Phase 3- Day-1 & 2



Verification of beneficiaries and Coupons distribution. Around 600 families covered on 2 days by 4 volunteers.

**TATA SUSTAINABILITY GROUP**



# Glimpses from the Relief Efforts

## Phase 3- Day-3



Checking of Coupons



People Queuing up for Coupon Verification



First beneficiary of the day



Beneficiaries after receiving the kit

# Glimpses from the Relief Efforts

## Phase 3- Day-3



Loading and transportation Relief Kit



Distribution of relief kit



# Glimpses from the Relief Efforts

## Phase 3- Day-3



Distribution in progress



Display of water filter assembling process

# Glimpses from the Relief Efforts

## Phase 3- Day-3



Volunteers



Kit loaded on cycle



Site of disbursement



Beneficiaries carrying Kits on Cycle

# Glimpses from the Relief Efforts

## Phase 3- Day-3



Distribution in progress



Beneficiaries after receiving the kit



Volunteers helping Beneficiaries



Thank you



\* Please contact Mr Deepak Modi (Convener, Tata Disaster Response Programme for NE) for more details @ Mobile – 09435137472, Email - [deepak.modi@amalgamated.in](mailto:deepak.modi@amalgamated.in)

# Feedback on Flood Relief undertaken at Kumtai, Bokakhat





**Mr. Soilen Regon ( Chairman Tribal Development Board, Bokakhat).**

(He was involved in both the phases of distribution of flood relief kits at Komtai.)

- ***“ I feel that the flood affected families have immensely benefitted from the relief kit provided to them. I thank the Tata Organization for their helping hand and would request for more such assistance in days to come and cover all families of this region who are facing the wrath of flood every year.”***



## Mr. Rintu Duwara -Press Reporter Khobor & Assam Talks

***“ I have personally seen and again while interviewing the beneficiaries it clearly transpired that the relief kit materials was of great utility for the flood affected families , most significantly every one appreciated the high quality of the relief material . It is for the first time that any organization has distributed such good quality of materials. I on behalf of the resident request Tata Company to take such activities in future also for the welfare of the people. The work which the Government should have initiated has been done by the Tata Group”***



## Mr.Dharmeswar Nara & Other Beneficiaries

The beneficiaries were very happy and enthusiastic when they spoke to us on the utility of the kit. All items of the relief kit were proudly displayed by them .

***“ All the items in the kit were of great assistance . We have used the tirpals to make temporary shelter , in the absence of electricity the solar lights were very beneficial. With this light our children could study for exams etc. The water filter was of great use to get potable water to drink. This helped in restricting water borne diseases”***



## Mrs. Loni Borpatragohain , Circle Officer

The circle officer helped us and ensured that the law and order was maintained.

*“I am very happy that such useful items were distributed amongst the flood affected families. However, there were some complaints from some ends on non receipt of materials which could have been covered in next phase of distribution. On behalf of the district admin I thank the organization for their helping hand”*



# Feedback from the Volunteers



- It was an excellent feeling to see the families in the villages proudly using the relief kit items provided to them.
- The rechargeable solar lights were an instant success as this was very useful for the students preparing for their board exams.
- The affected village communities wanted more of such assistance in future as some people missed getting the relief kit.
- The people in general thanked the TATA group for taking an initiative of this nature.





# ONE TATA Response

Core Committee	Deepak Modi (Convener) - APPL Kr Krishan Kant Aggrawal – Indian Hotels Partho Patwari – Tata Trusts
Project Manager	Surajit Neog (APPL)
Donor Organisations	Tata Sons Tata AIG Tata Chemicals Tata Power IHCL - Taj Trust Cipla Foundation
Volunteers	Ginger Hotels APPL Vivanta by Taj

# ONE TATA Response

## Volunteers, Resources and Leadership

### Volunteers

- Amalgamated Plantations
- Vivanta By Taj
- Cipla Foundation
- Ginger Hotels

### Resources

- Tata AIG
- Tata Sons
- Tata Chemicals
- Tata Power
- IHCL - Taj Trust
- Cipla Foundation
- Amalgamated Plantations & TGBL have contributed directly to the CM Flood relief fund

Contributed  
to relief kits

### Leadership

- Amalgamated Plantations
- Vivanta By Taj
- Cipla Foundations

# TATA Floods Response Programme

## ONE TATA Team



# Volunteers

<b>Amalgamated Plantations-</b> <ul style="list-style-type: none"><li>• Neel Patir</li><li>• Arvind Kapoor</li><li>• Sanjay Sharma</li><li>• Rituraj Borkakati</li><li>• Pratiya Pandit</li><li>• Udan Saharia</li><li>• Hira Paswan</li><li>• Deep Jyoti Dutta</li><li>• L Ahmed</li></ul>	<b>Amalgamated Plantations-</b> <ul style="list-style-type: none"><li>• Abhimanyu Singh</li><li>• Kunal Sarmah</li><li>• Dr. M. Majumdar</li><li>• Utpal Lahkar</li><li>• Mukta Jyoti Baruah</li><li>• Anthony</li></ul>	<b>Ginger Hotels</b> <ul style="list-style-type: none"><li>• Diamond Brahma</li><li>• Utpal Burman</li><li>• Subodh</li><li>• Prabin Tariff</li></ul>	<b>Vivanta By Taj</b> <ul style="list-style-type: none"><li>• Rohit</li><li>• Ranju Bhattacharya</li></ul>	<b>Cipla Foundation-</b> <ul style="list-style-type: none"><li>• Janardhan Pakhare</li></ul>
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# THANK YOU

