



ASSAM
FLOODS DISASTER
RESPONSE
PROGRAMME





TATA CAPITAL
Count on us

TATA COMMUNICATIONS



IHCL



Distribution of relief kits by APPL and local volunteers in Cachar district

Foreword

Floods are a regular phenomenon in Assam. The river Brahmaputra gets flooded almost every year causing floods in districts across the Brahmaputra valley. However, for the districts across the Barak Valley in the southern parts of Assam, the impact of floods is comparatively low.

In 2022, the severe impact of the floods was seen in the southern districts of the Barak Valley and Cachar was one of the worst affected districts. Therefore, to support the affected communities in coping with the devastation, relief provisions, and assistance in recovery activities, the Assam Floods Response Programme 2022 was undertaken by the Lead Company – Amalgamated Plantations Pvt. Ltd.

It is my pleasure to share with you the detailed programme report of the One Tata Assam Floods Response Programme 2022. This report encompasses the various dimensions of the response from funding to

volunteering and the challenges faced during this period along with the associated solutions. Before proceeding into the nitty-gritties of the response, I would like to take a moment to thank each of the Tata companies who came forward to support the response.

I also wish to express my heartfelt gratitude to the Assam State Disaster Management Authority (ASDMA), 39 Assam Rifles, District Disaster Management Authority – Cachar, Inter-Agency Group (IAG) lead by the Deshabandhu Club, our implementation partner-APPL Foundation, the core volunteers, the Project Manager, the Procurement Officer of Tata Disaster Response Cadre and the Tata Sustainability Group (TSG) for their continued guidance towards successful completion of the project. I also thank Patarkandi Rice & Oil Mills for providing warehouse space and all agencies that supported this endeavour.

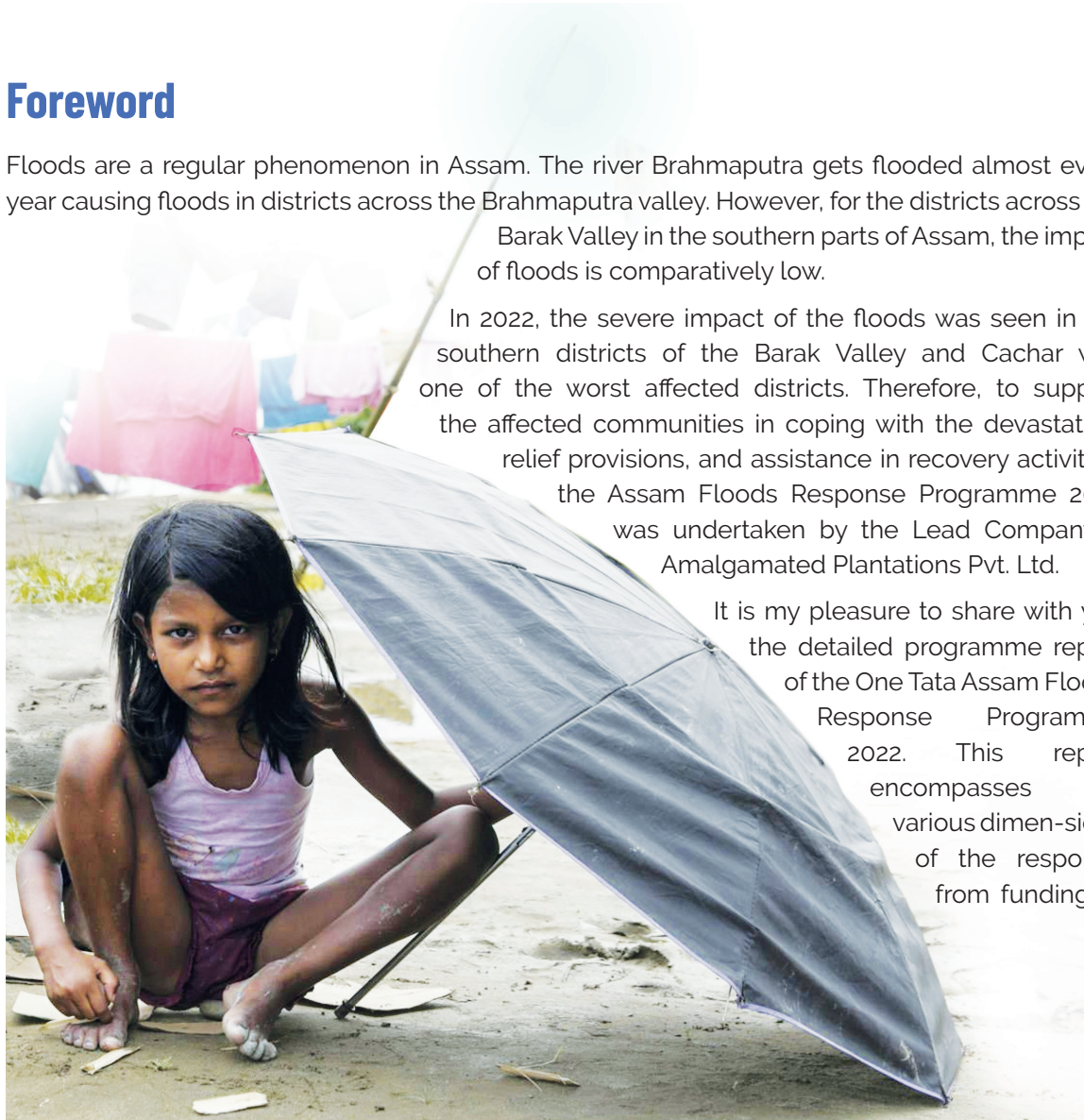
The unconditional support that we have received for carrying out the relief work is the hallmark of humanity. This journey has been immensely fulfilling. I believe that the philosophy of giving back to the community has been reflected through this response.

With the humanitarian principles of humanity, neutrality, impartiality, and independence, the group responded to the situation and aided the flood-affected people. I feel that we should advocate a more focused approach towards preparedness of our response systems for the future if the need so arises.



Vikram Singh Gulia

MD & CEO, Amalgamated Plantations Pvt Ltd.



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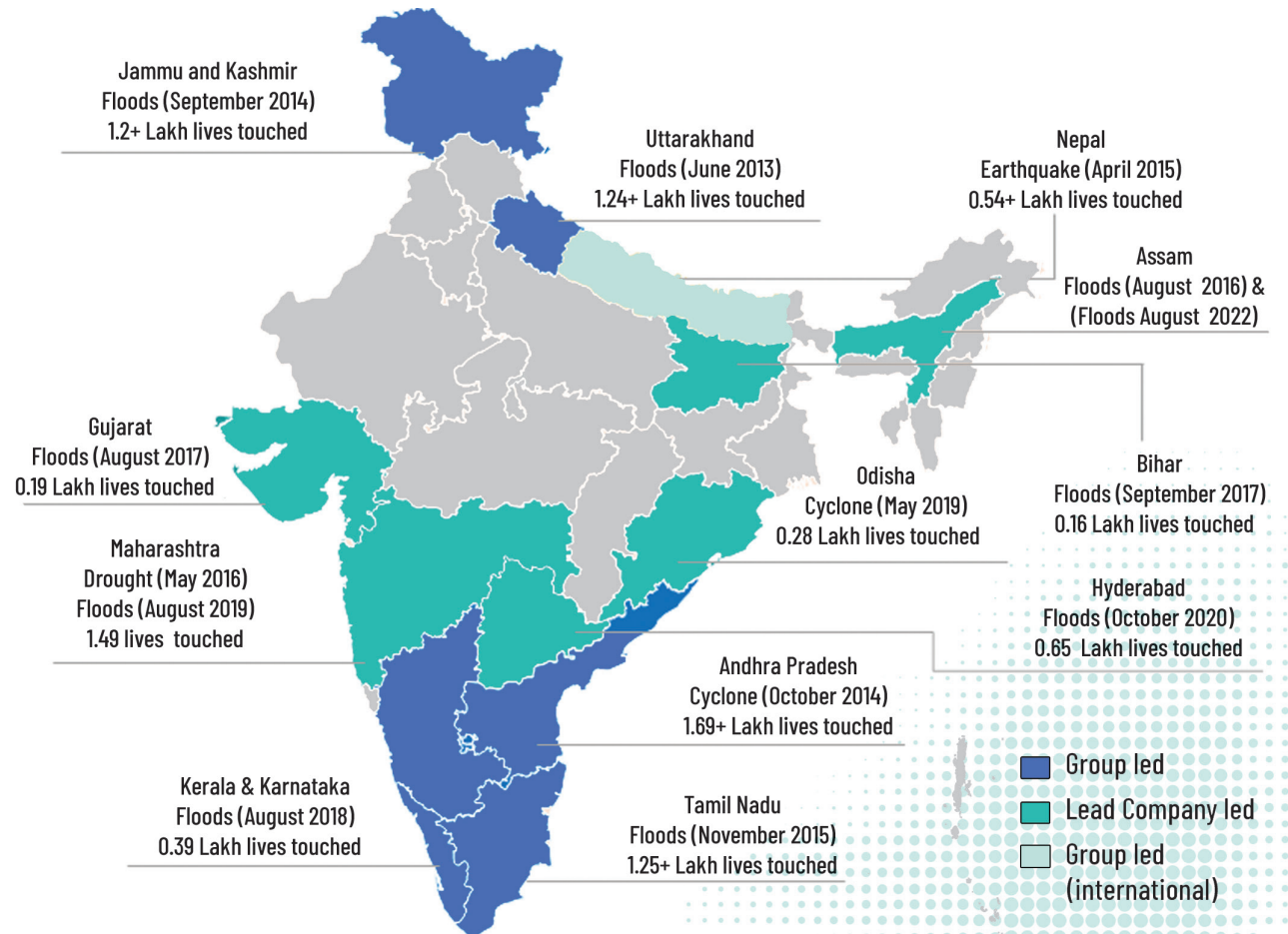


One Tata Disaster Response

The Tata Disaster Response programme (constituted by the Tata Group in 2014 as possibly the only corporate philanthropic Disaster Responses in the country) is managed by Tata Sustainability Group (TSG) on behalf of Tata Community Initiatives Trust (TCIT) focuses not only on immediate relief in the aftermath of a disaster, but also on longer term rehabilitation. TSG has built a cadre of project managers and procurement officers from 20 Group companies who are ready to be deployed in any response. Under the Disaster Response programme, the group has had more than 15 responses across J & K, Uttarakhand, Assam, Bihar, Odisha, Andhra Pradesh, Tamil Nadu, Kerala, Karnataka, Maharashtra, Gujarat, and Nepal, positively impacting the lives of 12.9 lakh people through its relief and rehabilitation efforts. Institutionally the team is also strengthening the preparedness work with the state disaster response platform networks in the states.



12.9+ Lakhs lives touched through relief and rehabilitation support



Floods in Assam



Women along with her child walks through flood water



34 Districts
Affected due
to Flood



11 Districts
Affected due
to Landslide



89,21,056
Population
Affected



9,737
Villages
Affected



98,451
Person
Evacuated



Relief Camps: **3,984**
Relief Distribution
Centers: **5,689**
Inmates: **7,42,242**



House Damage
Fully - **18,262**
Partially - **1,21,731**



51,818
Animal Death/
Washed Away



2,40,096.74
Crop area
(Ha.)

Ref: Situation Report, MHA, 7th July 2022

Fury of floods



Aerial view of floods in Assam



Women and children being rescued to safe locations



Communities being moved to relief camps from villages and towns

Impact of floods in Cachar District, Assam

Barrak Valley



Highest rainfall in ten years
(251.20 mm)

780 villages

affected in 05 revenue circles

3,984 relief camps

7.42 lakh people

were displaced from their homes



Cachar experienced worst floods after several decades. Embankment breaches across 42 locations in Katigorah, Silchar and Sonai revenue circles caused Silchar town and more than 780 villages to be inundated

Due to water logging and damage to housing more than 2.6 lac people took shelter in 570 relief camps

Transportation network was severely damaged due to water logging, roads and rail services came to a standstill

8,455 kucha, 2,180 pukka houses were fully damaged, and 84,500 houses were

partially damaged. Farmers lost crops twice and stored grains damaged were spoilt due to leaking roofs

1.63 lac animals and cattle reported dead and disruption of supply of essential services further added to the suffering. In many villages people are forced to drink flood water or water collected from rains

The floods swept away homes and inundated farmlands, forcing families to seek shelter on higher ground and temporary flood shelters, while power cut made life miserable

Loss of animals like cattle, goat, sheep, poultry impacted livelihood of families

The floods left communities marooned, triggering a humanitarian crisis. A needs assessment was carried out by Tata Sustainability Group in Barpeta district affected by the Brahmaputra River and Cachar district situated in Barak valley in south of Assam. The Group decided to respond in remote areas of Cachar.

With APPL as the Lead Company in the project, the team coordinated closely and regularly with various government counterparts including the Assam State Disaster Management Authority, 39 Assam Rifles unit the District Administration of Cachar and local civil society organisations to ensure response is aligned with needs and requirements of the affected communities.

One Tata Disaster Response in Assam



The company level One Tata response was institutionalized by APPL Foundation. The plan was for relief phase support and covered the priority sectors of shelter, and essential household items to help families in Cachar district for an early recovery. 43 villages covering Borkhola, Kalain, Kathigora, Palonghat and Salchapara blocks were provided support by the Group.

Project dates	
Commencement Date	5th August'22
Completion Date	31st December'22

The relief phase impacted



1,200
families



6,000
lives touched

Tata Group of Companies and Employee Contributions

- APPL
- Indian Hotels Company Ltd
- Tata Communications
- Tata Capital
- Tata Consultancy Services
- Tata Power
- Tata Projects
- Tata Steel
- Titan

Pledged Financial
Support of

₹ 1.2
Crores



One Tata Response - Villagers re built their houses with CGI sheets

Core Committee & Response Management Team

The core committee was to authorize all appeals and financial efforts for the response, approve all external formal arrangements including response projects, determine the delegation of power, and oversee the response activities.

Core Committee members

Mr. Sanjay Dutta

General Manager,
Amalgamated
Plantations Pvt. Ltd
Convener

Mr. Shirang Dhavale

General Manager,
Tata Sustainability
Group
Member

Mr. Jayanta Das

General Manager,
IHCL
Member

Disaster Response Cadre

The project manager (to lead the emergency response project on the field) and procurement officer (to support purchases, logistics and warehousing) were deployed from the disaster response cadre.

Project Manager & Procurement Officer

Mr. Sumedh Patil

Project Manager
TSG

Mr. Tileswar Majhi

Procurement office
APPL



Tata team interacting with 30, Assam Rifles at relief distribution site

Core Volunteers

The volunteers were selected and deployed from various Tata companies and were shortlisted based on field requirements. They worked hard in difficult circumstances and helped in the relief operations. 24 volunteers (19 males and 5 females) representing 6 Tata companies clocked 2022 volunteering hours.

Volunteers from Tata Companies

APPL | IHCL | Tata Consultancy Services | Tata Power Company | Tata Projects | Tata Steel

Family needs assessment

The needs of the community affected by the disaster were evaluated, with a focus on vulnerable groups such as children, women, elderly, and daily wage laborers. Families were in need of shelter. The volunteers also reached out to families with special needs, elderly people, severely ill, and women-headed households.

Disaggregated data were collected, analyzed to understand and address the diverse needs, risks and vulnerabilities of the communities.

Families were in need of roofs for shelter and for protecting their grains and basic essentials. Other requirements were water filters, basic household items to restart lives. Women and adolescent girls shared their basic needs for hygiene and sanitary materials.



Women share their experiences of floods

Kit Contents



Shelter Kit

CGI Sheet 800 mm x 8 feet (0.35 mm Thick) - 9 no. in a bundle.

Relevance: Repair of roof & wall material Setting up of new room/extension for rehabilitation.



Household Kit

Stainless Steel Water Purifier 20L with Ultra-filtration (Gravity) Relevance Providing clean drinking water to family members. Reducing susceptibility of diseases.



Cooking Utensils

consisting of anodised aluminium Kadai (cooking pan) - Non-magnetic stainless steel, 5 Glasses, 5 Plates, 2 Serving Spoons Assisting in restarting kitchens.



Blankets

As bedding material got damaged in floods, blankets provided protection from upcoming winters.



Washable menstrual hygiene cloth

3 pieces - Supporting menstrual hygiene.

Beneficiary identification and selection process

The disaster response team, together with representatives from local NGO and the community volunteers from the Gram Panchayat surveyed the villages for beneficiary identification based on selection criteria, data collection, and validation of beneficiary lists from flood-affected wards of each Gram Panchayat.

Core volunteers and local representatives were trained on selection criteria, data collection prior to the survey. The team conducted several meetings with DDMA to facilitate this activity and ensured its timely completion.



Tata volunteers undertaking survey in floods affected villages

Procurement and Logistics

Procurement

The procurement officer ensured market rates were used to achieve value for money and transparency. APPL provided full support for procurement and logistics to ensure all beneficiaries received high-quality kits.

Logistics and warehouse management

In order to ensure the smooth transition and safe storage of goods, a warehouse was identified in the field location to store all the kits supplied by the vendor. Before the day of distribution, a requisition was made to the responsible logistics personnel based on the number of planned beneficiaries for the distribution. The goods were transported to the distribution site on – or just before – the day of distribution. Stock registers were maintained to track the inflow and outflow of goods in the warehouse, and tallied to waybills. Goods were handled safely in the warehouse and at the distribution site to avoid any loss or breakage.

Delivery Arrangements

The team ensured the timely delivery and distribution of supplies and essential household items to affected populations.

Key strategies that worked:

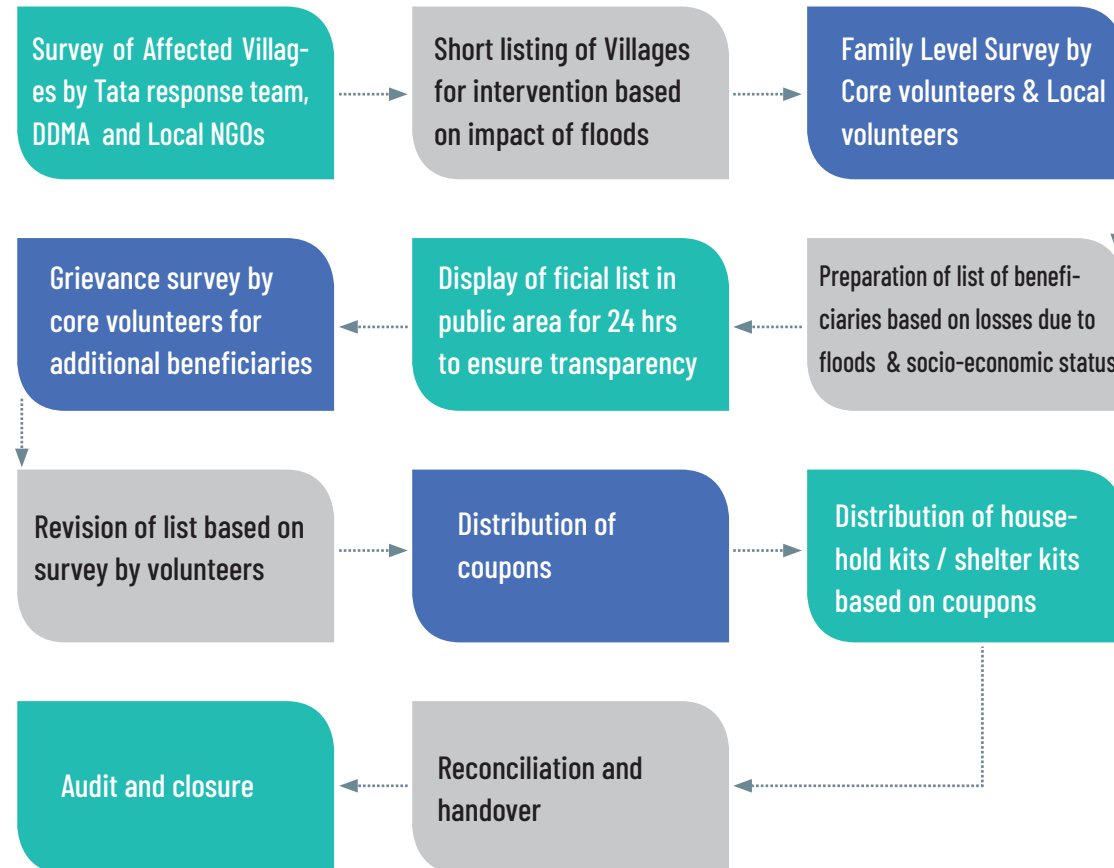
- Deployment of workers who were involved in warehousing and materials handling ensured timely packing of household kits. Warehouse management team had helped to locate & hire experienced workers.
- Team of One Tata Volunteers were deployed to verify the quality and quantity of the relief materials received at the distribution site.



Tata volunteers preparing for distribution of relief material

Relief Distribution

A step-by-step approach was undertaken based on the standard operating procedure (SOP) for the entire process starting from identification of areas of intervention till distribution of kits. The process adopted for relief distribution is given below:



Ensuring transparency to affected populations

Chaspaan

Final list of selected beneficiaries were displayed in public area within the community 24 hrs prior to the distribution to ensure transparency and addressing grievances from affected communities. It reduced the chances of duplication of beneficiaries and reach the beneficiaries being targeted for relief.

Coupon System

Distributing Coupons instead of directly delivering relief kits, ensured crowd control and greatly limited the incidence of conflict between volunteers and the locals.

APPL Foundation is honoured to provide all support to One Tata Group initiative for the flood affected communities in Assam

**Amitava Sen, Managing Secretary,
APPL Foundation**



Assessment of damage post the floods by Tata volunteers

Right to life with dignity



Humanitarian assistance ensured individual his or her dignity

Close to homes of recipients, so easily accessible and easy transport materials back.



Safety and security support by 39, Assam Rifles unit



Participation and support of local communities



Block wise distribution details

Block	Household Kits	Shelter Kits
Borkhola	227	214
Kalain	114	138
Katigorah	206	249
Palonghat		28
Salchapra	247	213
Grand Total	794	842



Core committee member distributing relief kits



Woman happy to receive the warm blankets



Women awaiting to rebuild her damaged house with new CGI sheets



Tata volunteers preparing stock for distribution



Demonstration of safe menstrual hygiene management by Tata volunteers



Anil Rae and his wife repairing their damaged house

Case Story

Anil Rae is an elderly resident of Village Hierbond – 1 Cachar. He lives with his spouse, a son and daughter-in-law. His son work as farm labourer and his family is dependent on agricultural activities for their livelihoods. He had constructed the house with locally available mud and bamboos with tin roofs.

During floods of 2022, Anil Rae and his family were severely affected. They lost most of their household items. Walls were damaged due to water logging. As the tap water service was not available in the village, they were dependent on wells for drinking water. However, during floods even the local ponds and wells that were sources of drinking water were filled with mud and debris. With plastic sheets the family collected rain water for drinking. Coming back to normalcy was a dream. His son decided to migrate to other villages in search of livelihood and sustenance. Both Anil and his wife lost all hope.

The disaster response team assessed the situation and the family was provided with both household and shelter kit. The family had no words to express their sigh of relief. Anil said with teary eyes 'my sincere gratitude to Tata family for providing the support'.

Fostering Collaborations

Tata Group partnered with Assam State Disaster Management Authority (ASDMA) and District Administration, Cachar. The team also worked with local NGOs like the Deshbandhu Club that had strong knowledge of local dynamics and had gained the trust and acceptance of local communities. 100 local volunteers and Tata Group's disaster response teams provided a tailored and contextualized response.



Rohan Kumar Jha, IAS, Deputy Commissioner, Cachar (Silchar)

"On behalf of District Administration, Cachar, I thank you from the core of our heart, every Cachar resident is thankful to the team and Tata group"



Col Akash Kumar, Commanding Officer 39 Assam Rifles

"Tata is not just a brand for me, Tata is a purpose and that cause and the purpose has to be supported, it would be a moral responsibility for anybody in my place to ensure that the reach out happens; I was more inclined to support because of the place of response, families targeted and the modus operandi was right"



"Together we can do better for our community"

Flood in Assam this year (2022) were devastating and unprecedented. Looking at the widespread damage due to the floods and reaching out to the worst affected villages was an uphill task of our volunteers. I feel proud to be associated with our dedicated volunteering team who stood up to the challenge and did a commendable job to ensure that we reach up to the worst affected families. The door-to-door survey helped us to understand the actual requirement, which has helped in identification and address the needs of the worst affected communities.

We are grateful to all the companies who has contributed to this disaster response and help the community as a whole. I am taking opportunity to express our gratitude to TSG for consistent support and guidance right from planning till distribution of relief material to the affected families.



Sanjay Kumar Dutta, Convenor, Assam Floods Disaster Response Programme, GM, APPL

Voices from the Field



"This experience will mould me the best version of Somnath. I feel good whenever I think of the moments when I saw smiles on the faces of beneficiaries. I cherish those days with a sense of gratitude. I became enriched with activity and planning."

Somnath Dey, TCS



"It was tough to work 9 am to 8 pm in field under the sun & moist environment near Bangladesh border almost with limited food, which we are not used to. Faced agitation (huge crowd) in Natanpur village near Bangladesh border. BSF personnel also had some say for villagers. I managed to handle it peacefully."

Kumar Pratim Das, Tata Power



"On personal scale, I got to see how lives of people are affected differently because of the calamity and I got a real understanding of challenges faced by local population to make their ends meet. Professionally, it is going to help me understand effective management of resources."

Puja Kumari, Tata Steel



"When i visited the villages I saw people struggling for their basic needs. They had lost everything only hope. I felt happy to provide a tending hand in difficult times".

Anjali Mandal, Tata Steel



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