

# Rebuilding India



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Habitat For Humanity India Quarterly Newsletter  
July – September 2019

Year Four  
Issue Three

## EDITORIAL

Habitat India has added many feathers to its cap in the financial year (FY) 2018-19, gaining recognition for its innovative approach towards addressing shortfall in the housing ecosystem. Aid and International Development Forum's Asia Innovator Award, Ketto India's Best International NGO Award and Mahatma Awards for Social Good are some of the honours that were bestowed upon us.

Over the past few years, we have carried on the momentum to build solutions like youth engagement, advocacy and skills training around the issues of housing, sanitation and housing ecosystem, making it possible to affect and impact over

**49,44,681** individuals across the country in **FY 2018-19**.

We could not have done this without your support!

As we begin our new Financial Year 2019-20, we are reminded of our strategic goal – to serve 51 million individuals by 2022.

During this festive season, we look forward to your continued support to light up the lives of families in need of decent shelter.

In partnership,  
**Rajan Samuel**  
Managing Director  
Habitat for Humanity India

### CREDITS

#### Creative Team

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### COPYRIGHT

Habitat for Humanity India

*“We have been living in No. 2 Balichapori gaon for a decade. Every year, we face floods but this time, the whole village was submerged and we were totally helpless. We lost our utensils and my granary was ruined. We are thankful for the kit provided by Habitat India, which will help us get started again, and lighten our burden.”*  
- *Punu Loying, Jorhat, Assam*



## INDIA FLOOD RESPONSE

The monsoon of 2019 saw several states in India inundated by massive floods and landslides.

Assam, Mizoram, Bihar, Maharashtra, Karnataka, Kerala, Uttar Pradesh were the most affected. With the death toll pegged at over 700 and almost 14 million individuals displaced, the families in these states are struggling to manage life in the wake of losing their loved ones, along with their homes and possessions. Habitat for Humanity India is serving the affected families in these states.

### Phase 1: Immediate Relief

Families served (as on 19<sup>th</sup> September 2019): **45,234** families.

**Assam:** 1123 Humanitarian Aid Kits, and 9000 relief kits have been distributed in the first phase.

**Bihar:** 10825 Hygiene Kits were distributed to flood-affected families in 7 districts.

**Maharashtra:** Distributed 1232 Humanitarian Aid Kits, 4022 Hygiene Kits.

**Karnataka:** 889 families received Humanitarian Aid Kits and 10,000 families received Hygiene kits.

**Kerala:** 885 families received Humanitarian Aid Kits, 8088 Hygiene Kits and 170 Conditional Cash Transfer.

Celebrities Jacqueline Fernandez, Priyamani, Urmila Kothare, Smita Jaikar have shown support to Habitat's disaster response work in the wake of these floods.

Families served  
**5,41,376**

Individuals served  
**26,24,517**

Homes built and repaired  
**3,91,598**

Sanitation units built  
**11,20,655**

People served through S2S coalition  
**3,06,67,903**

People served through DRRR  
**5,25,155**

Individuals trained under CBDRM  
**36,439**

Volunteers  
**80,10,145**

Number of States  
**26**

You can also make a difference. Donate to Habitat for Humanity India's Disaster Response efforts on [www.habitatindia.org](http://www.habitatindia.org)

You can also partner with Habitat India as per the CSR Policy of your company. Do write to Shweta Naik on [shwetan@hfhindia.org](mailto:shwetan@hfhindia.org)

**WATER WAY  
TO ROLL!**

**NO MORE CARRYING THE POT OF WATER,  
JUST ROLL IT ALONG!**



Today's youth are tomorrow's leaders. Students of the Hill Spring International School, Mumbai lived up to this phrase when they partnered with Habitat for Humanity India. 68 students from grade 8, 9 and 11 volunteered to provide water

wheels for women living in rural Maharashtra.

The students started a crowdfunding campaign on a web portal Fuel A Dream. The 30-day crowdfunding campaign had each

student voluntarily engaging in advocacy and fundraising, reaching out to friends, families, parents and school faculties. The campaign ended up collecting INR 34,04,815 overachieving the goal of INR 13,60,000.



*"Our goal is to create change-makers and leaders who will make a difference to the community. Crowdfunding allows them to do that. The initiative to provide water wheels to women in rural Maharashtra is something that has a clear and tangible outcome. Our students were aligned to the cause and used crowdfunding to make a massive social impact," says Nalini Pinto, Principal, Hill Spring International School, Mumbai.*



This photograph is from Habitat India's Water Wheel dedication ceremony in Maharashtra and is used for representational purpose.

*The funds raised will be used to provide over 1000 families with water wheels in Nagpur, Yavatmal and Nanded district. This will ensure ease of access to water for the families and will ease the burden off women and girls.*



*"Women in rural Maharashtra walk several miles daily carrying pots of water. I took part in Habitat for Humanity India's Water Wheels campaign to help bring a change in their lives. I definitely did not anticipate that I would raise this much. But I am glad that over 150 women will be supported through this campaign. I would love to take this up in the future too," says Neysa Shivedansani, an 8th grade student. She topped the leaderboard by raising INR 3,83,100 - the highest amount raised by a student in the campaign.*



*"Advocating for the Water Wheels has made me realize how fortunate I am. I was moved by how every person I spoke to acted with such a sense of responsibility and compassion. It is so empowering to know that even as children we can contribute to the greater good now," says Veda Sanghvi who raised INR 2,42,100.*



*"Crowdfunding for Habitat for Humanity was a lot of fun and I learned a lot. I was really happy to contribute to a good cause. It was joyful to see how people had many questions and wanted to help with the cause. In the end, I crossed my goal by a big margin and it felt really good," says Shiveka Jain, who raised INR 1,63,000.*

## DRIVING FOR A CAUSE



Habitat for Humanity India is participating in the Mahindra Open Drive (MOD), a two-day festival of music and specially curated food to be held in Goa on 8th and 9th November. It also encourages those who are attending to support a cause through the sale of their ticket or through crowdfunding.

Habitat India is rallying supporters

*“Merely talking of change is not enough. Creating a workable, social impact solution in the form of water wheels will not only free women from the drudgery of transporting heavy utensils over long distances but will also ensure that women remain healthy and girls do not have to miss school,” said Pooja Bedi, Actress and Habitat for Humanity India Brand Ambassador.*

You can support her here:



to advocate for the education of girls and menstrual hygiene through its ‘Stay at School’ campaign, and for the elimination of head-loading among women in rural India through the ‘Water Wheels’ campaign.

Actress, talk show host and columnist Pooja Bedi has pledged to participate in the Mahindra Open Drive to support this campaign.



## 7<sup>TH</sup> ASIA PACIFIC HOUSING FORUM

The India edition of the 7th Asia Pacific Housing Forum (APHF7) was hosted on 18th and 19th July 2019 at India Habitat Centre, New Delhi with the theme ‘Powering Collaboration for Housing Ecosystem’.

344 delegates and 78 speakers gathered together to discuss solutions to the critical issues of affordable housing, sanitation and disaster response.

Mr. K. Chakravarthy, General Manager, National Housing Bank, Mr. Rajan Samuel, Managing Director, Habitat India and Ms. Vimla Devi, Habitat homeowner launched the **India Housing Coalition** to create collaborative space for stakeholders by promoting convergence of resources and skills.



Habitat India launched the **Umbrella Campaign** with Maryam Mujahid from Good Samaritan School, New Delhi. Maryam spoke eloquently about the campaign’s 5P agenda (Protect, Pack, Plan, Proceed and Place) covering the 5 things one should do when a disaster strikes.



A highlight of APHF7 was the Habitat for Humanity India **Innovation and Impact Awards 2019** in recognition of individuals and institutions who have brought lasting social impact through innovation in housing, sanitation and disaster response.

## HABITAT INDIA'S STAFF IS ALSO ADVOCATING AND FUNDRAISING THROUGH THE MAHINDRA OPEN DRIVE. YOU CAN SUPPORT THEM BELOW:

Support MOD Tribe Chief Jagdish Peswani's (Sr. Director - Resource Development) Stay at School Campaign.



Support Mohan D'Souza's (Director - Individual Fundraising) Water Wheels Campaign.



Support Kajal Verenkar's (Assistant Manager - Resource Development) Stay at School campaign.



To learn more about the Mahindra Open Drive festival, scan this code.



*“Homes are not just concrete structures. They hold dreams and desires. Our homes must incubate people's dreams and aspirations.” - Rajan Samuel, Managing Director, Habitat for Humanity India*

To know more about the award winners and APHF7, please visit [www.housingforumindia.org](http://www.housingforumindia.org)



## IN CONVERSATION WITH MR. SUMANTH CIDAMBI (DIRECTOR – KKR INDIA FINANCIAL SERVICES PRIVATE LIMITED)

Mr. Sumanth Cidambi, Director - KKR (Kohlberg Kravis Roberts) India Financial Services Private Limited, is participating in the Tata Mumbai Marathon 2020 on behalf of Habitat India. An avid runner and ultramarathoner, Mr. Cidambi is the first Indian to cross the Atacama Desert in Chile, considered as one of the most brutal deserts in the world while participating in one of the most arduous running events in the world - four desert ultramarathons across the Atacama in Chile, Sahara in Egypt, Gobi in China and Antarctica.

### What inspired you to begin your journey with running and marathons, especially ultramarathons?

**Sumanth Cidambi:** I was diagnosed as diabetic when I was 34, brought on by several years of a reckless lifestyle, disorderly eating habits and a poor sense of healthy living. Along with proper nutrition, exercise became a must to keep my blood sugar levels in check. I am also inherently introverted and feel uncomfortable in large groups of people. So team sports don't necessarily excite me. Running is

inherently a solitary sport and I took to it immediately. An hour of running on weekdays, usually two, three or four hours on a weekend affords me the luxury of time to be with my thoughts and introspect.

When I turned 40, I looked for a bigger challenge beyond the regular marathon, which is when I signed up and started running in ultramarathons. So, over a journey of 15 years, I first started small – 1km walks initially – to 250km ultramarathons today. What started as a necessity for safeguarding my

health, is now my lifestyle sport of choice.

### You have extensive experience in the corporate world – what made you aware of social issues, such as supporting Habitat for Humanity India?

**Sumanth Cidambi:** There really is no one instance or event that I can pinpoint to and say, "That's what made me (more) socially conscious." With the benefit of working in stable environments over many years and participating in CSR activities, as well as living in a residential community that is active in terms of social outreach, such awareness is bound to arise. For example, in our own community, we have children who volunteer on weekends to teach English to children from poorer families in our neighborhood.

### Please do tell us about what inspired you to run in the Tata Mumbai Marathon 2020 to help girls stay at school.

**Sumanth Cidambi:** People who know me know that I am obsessed with running. When I was approached to support the cause of helping young female Indian students stay at school, I was very happy to volunteer. The overriding thought was "Hey, I get to run a marathon and also get to support a good cause – primary education of girls." This made sense to me!

### What draws you specifically to this cause? Could you explain your journey which culminated in your support to Habitat India?

**Sumanth Cidambi:** A few thoughts

come to my mind. Firstly, knowledge dispels ignorance. Access to knowledge is through systematic education. Secondly, I strongly believe in the concept and practice of equity – meaning, the fairness and equality in treatment of everyone, including access to resources. A good education is one such resource.

I believe it is shameful and very sad that a girl in a rural school is discriminated against or finds herself in a situation where such education is made inaccessible to her, whether by default or by design, merely because she doesn't have access to a separate toilet or because she lacks the resources and counselling to help her navigate her first period.

Habitat India's Stay at School campaign addresses this gap in a thorough manner. It is a holistic direct outreach program comprising 1-1 counselling, supply of hygiene kits as well as construction of toilets in schools.

The approach addresses the taboo issue of menstruation from many angles and helps comprehensively alleviate the fears and stigma that surround this.

I consider myself very privileged to be an ambassador for this worthy cause!

### How do you think better sanitation in schools, counselling and hygiene kits will help girls as they struggle with the fear and shame attached

### to menstruation?

**Sumanth:** A lot of the fear and shame of these girls arises from ignorance and not knowing "how" to take care of themselves when they experience their periods. Counselling removes the ignorance. The hygiene kits help these girls take better care of themselves. Separate toilets reinforce their right to basic privacy as well as help protect them from unsanitary and unsafe conditions.

Mr. Sumanth Cidambi is running to raise awareness of menstrual hygiene and its impact on the reproductive and overall health of young school-going girls. He has pledged to raise INR 25 lakh for Habitat for Humanity India. You can support his campaign here:



## VOICES FROM THE FIELD



Sandhya Devi, Rohini Sector 27, Delhi

*“Habitat for Humanity built this beautiful house with us. It is a dream come true. My children don’t let me work now. With this home, I have finally found peace. Now, I spend my free time knitting and looking after the house,” says Sandhya.*

“There were many nights I went off to sleep with only tomatoes in my stomach. They were vegetables leftover from the groceries I sold at the market. With my children Ashok, Santosh, Munni, and Kiran to take care of, I had no money to support my family leave alone money for a decent home,” says Sandhya Devi.

Sandhya Devi was among the thousands of families relocated from the slums of Kirti Nagar. To rehabilitate them, a small plot of land was allotted in Rohini (Delhi).

There Sandhya put together mounds of bricks to build a temporary wall. She built the roof with the little savings she had.

She had separated from her alcoholic husband who returned to their native in Bihar. 10 years since their mother’s separation, Sandhya’s children Santosh (28) and Ashok (21) now work at a mall in Dwarka bringing in much-needed income to run the family. But it was still never enough and they were still living in the ramshackle structure.

When Bank of America and Habitat India joined hands to provide housing for families with special needs in Delhi, Sandhya was among the 30 families identified as future homeowners. Habitat helped Sandhya and her family to build a new home equipped with a room and kitchen in the ground floor, and a room with a toilet on the upper floor. Her house was completed in December 2018 and Sandhya moved in with her family in the month of January 2019.

*“If there is one thing that can immediately help individuals and families break the shackles of poverty and set them on a path to improved health, better education, long-term success, and career advancement – it is owning a home. I am sure this is the beginning of a better life for each one of them. We are honored to have Habitat for Humanity as our partner in this remarkable journey,” says Richard F. Farrand, Chief Operating Officer, Global Business Services, Bank of America.*

## HABITAT INDIA BAGS THE MAHATMA AWARD FOR SOCIAL GOOD



Habitat for Humanity India has been awarded with the Mahatma Award for Social Good for having demonstrated excellence and the highest standards of ethical conduct, integrity, civic and social responsibility. The Mahatma Award is presented annually to individuals and organizations for their outstanding performance in a wide range of categories ranging from social work, public service, impact investing, corporate social responsibility and sustainable business practices.

*Rajan Samuel, Managing Director of Habitat for Humanity India received the award from Smt. Rajashree Birla at the award ceremony on 1st October, 2019.*

## HABITAT FOR HUMANITY INDIA CHARITY GOLF TOURNAMENT 2019

In 2018, Habitat for Humanity teamed up with the Asian Tour as their Sustainable Development Partner, to bring the need for decent housing closer to the hearts of the golfing community in the region and the rest of the world. In continuation of the theme of Golf for Humanity, Habitat India is organizing the second edition of its Charity Golf Tournament at the Willingdon Sports Club in Mumbai on 6th December 2019.

### WANT TO KNOW MORE ABOUT GOLF FOR HUMANITY? SCAN THE QR CODES BELOW!



**Habitat India Charity Golf Tournament 2019:** You can register for the second edition of our charity golf tournament taking place on 6th December 2019 at the Willingdon sports Club, Mumbai.



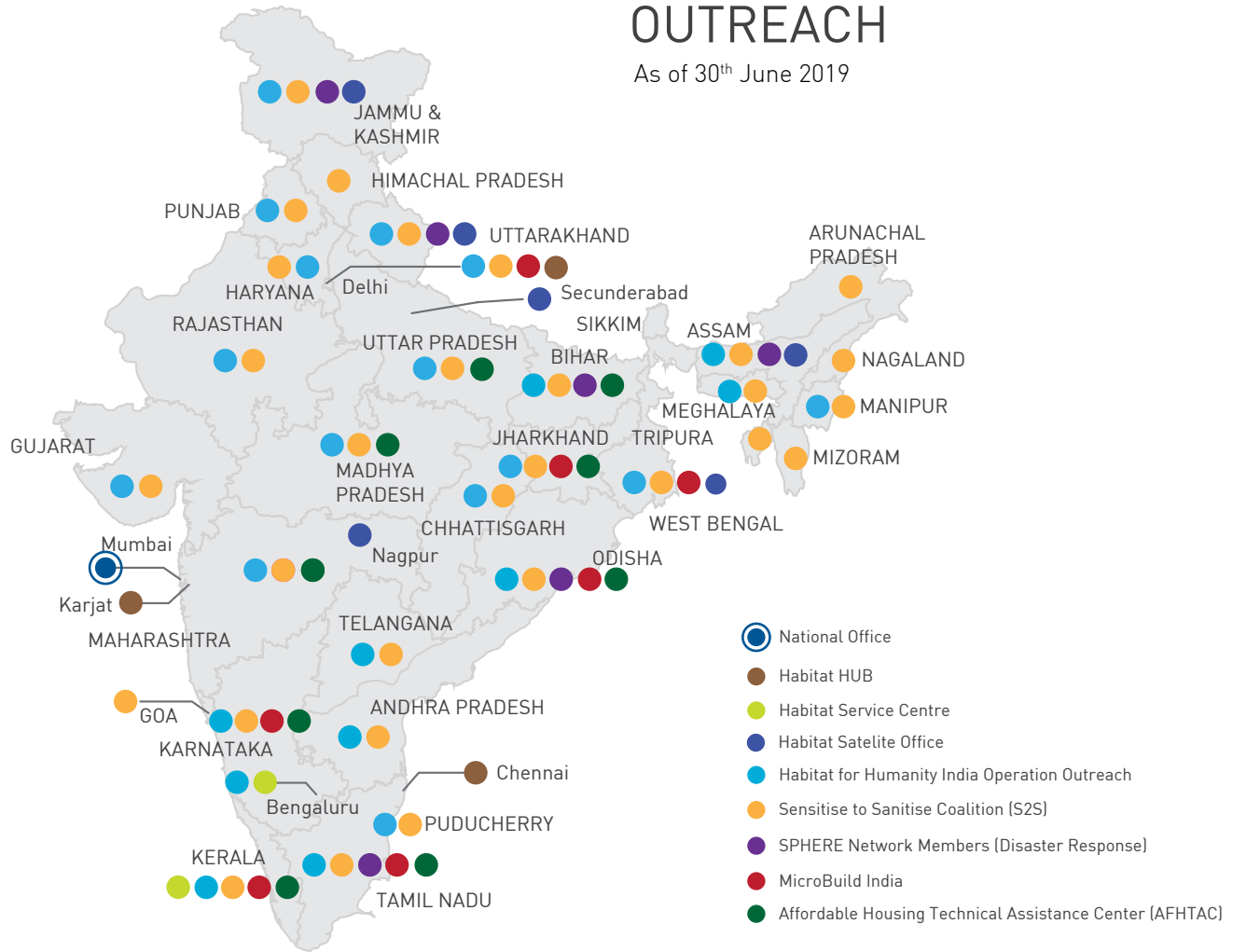
**Golf for Humanity:** We are proud to present the second edition of the Habitat for Humanity Charity Golf Tournament 2019. Watch this video for a glimpse of our inaugural tournament.



**Habitat India at the Take Solutions Masters 2018**

# OUTREACH

As of 30<sup>th</sup> June 2019



Habitat for Humanity India is certified by CRISIL with a highest 1-A rating.

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