



# RUN WITH HABITAT. BUILD WITH HABITAT.

A Habitat for Humanity India  
Publication on Marathons  
July 2018 – June 2019



[www.habitatindia.org](http://www.habitatindia.org)






## ABOUT HABITAT FOR HUMANITY INDIA

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity began in 1976 as a grassroots effort. The housing organization has since grown to become a leading global nonprofit working in more than 70 countries.

In India since 1983, Habitat for Humanity has supported more than 35 million people to build or improve a place they can call home. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower.

**TO LEARN MORE, DONATE OR VOLUNTEER, VISIT [www.habitatindia.org](http://www.habitatindia.org)**

 Families Served  
**6,75,038**

 Individuals Served  
**32,92,827**

 Homes built and repaired  
**4,71,152**

 Sanitation units built  
**23,06,411**

 People served through S2S coalition  
**3,23,79,233**

 People served through DRRR  
**9,17,628**

 Funds Leveraged through Government (FY18-19)  
**INR 119.58 CR**

 HYL B Engagement  
**1,06,05,743**

 States and union territories  
**26**

(As on 31th March, 2020) | DRRR: Disaster Risk Reduction and Response, HYL B: Habitat Young Leaders Build | S2S: Sensitise to Sanitise)

## RUNNING FOR A CAUSE

Every year, thousands of runners participate in marathons across the country – some of them run as individuals, students from schools across the country, and some of them corporate teams. Many run on behalf of NGOs across the country, standing for different causes.

Habitat for Humanity India is participating in these marathons alongside individuals, corporate teams and schools who believe with us, that everyone deserves a decent place to live. In the year from July 2019 to June 2020, Habitat India participated in three marathons across 3 cities – Mumbai, Delhi and Kolkata.

Over 520 runners ran in the following marathons in support of housing, sanitation and disaster risk reduction and response initiatives in the country.

### **Airtel Delhi Half Marathon 2019**

– 20th October 2019

### **Tata Steel Kolkata 25K Run**

– 15th December 2019

### **Tata Mumbai Marathon 2019**

– 19th January 2020

### **TCS World 10K Run 2019**

(scheduled to be held in Bangalore has been pushed to November 2020 due the COVID-19 pandemic.)

A total of 12 corporate teams, one Change Champion, 6 Individual Champions, 75 young leaders from schools, plus many other individuals ran for Habitat India, in support our vision to build a world where everyone has a decent place to live.

We thank teams from Geberit India and Fire Eye Cyber Security for joining us for the TCS World 10K Run to be held in November 2020.





## THANK YOU FOR BUILDING A BETTER WORLD

We thank you for running with us towards a world where everyone has a decent place to live. Through your generous support, we raised enough to empower and rebuild lives of families from vulnerable communities.

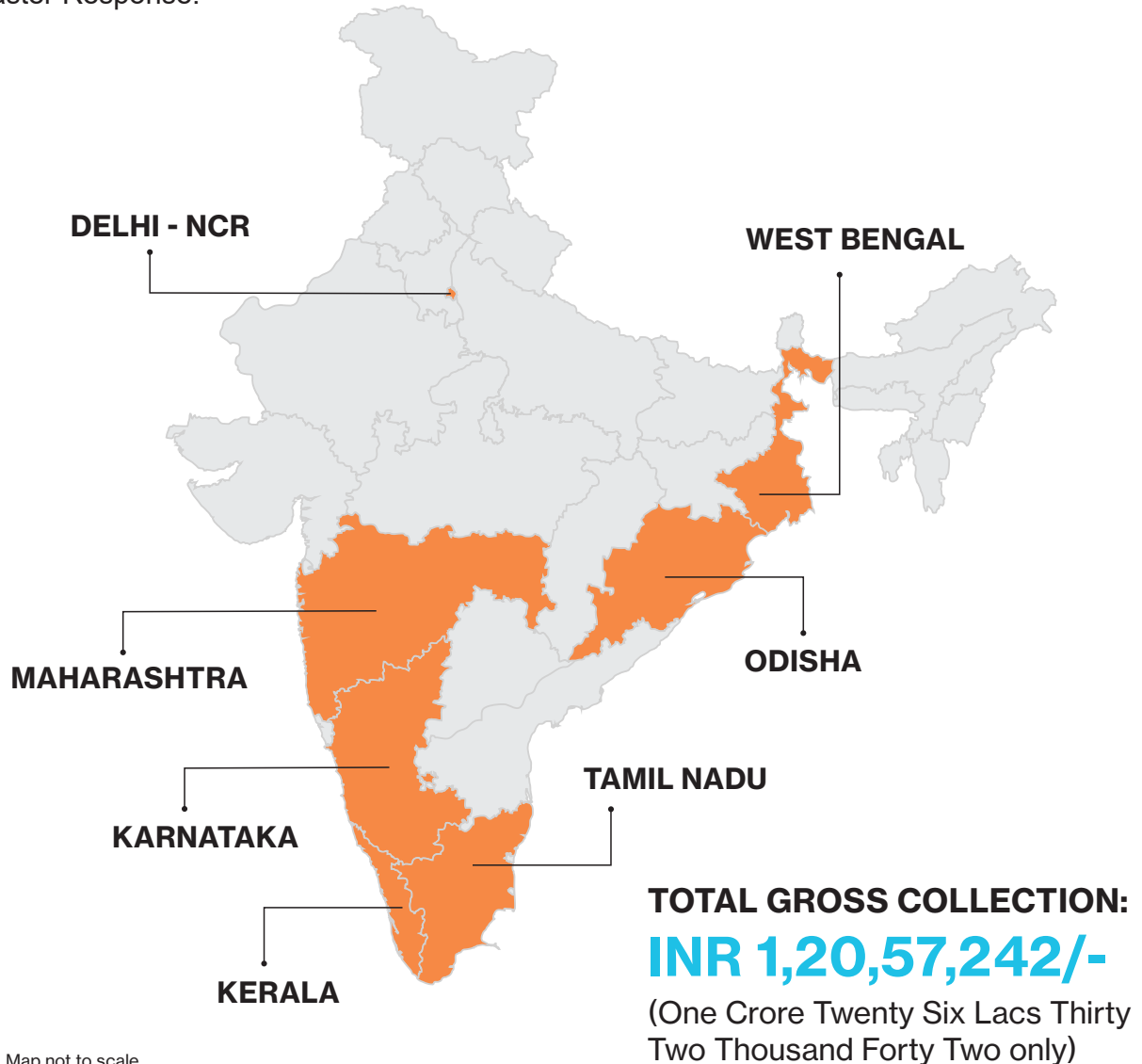
### CORPORATE PARTNERS 2018-19



### EDUCATIONAL INSTITUTIONS 2018-19

- Billabong High international school, Andheri, Mumbai, Maharashtra
- Billabong High international school, Malad, Mumbai, Maharashtra
- Goldcrest International School
- Lodha World School, Palava, Maharashtra
- Smt.Sulochana Singhania School
- HFS International School
- The Universal School, Ghatkopar, Mumbai, Maharashtra
- Pathways School, Noida

The funds raised through the marathons made a significant impact on the lives of families who belong to the vulnerable communities. The projects were slated to provide solutions for Housing, Sanitation, Water Wheels distribution to have access to clean water and Disaster Response.



## RUNNERS BUILD

Getting an opportunity to meet and build a home alongside a future Habitat homeowner is an extremely fulfilling experience.

The Runners Build is part of Habitat India's Volunteer Program, for all runners who have supported the organisation. In addition to an enriching and fulfilling volunteering experience with your team, you also get a

change to make a significant impact on the life of a family in need of decent home and access to clean and safe water sanitation facilities.

In return, participants receive a certificate from Habitat India for their participation in the Runners Build.

Scan this code to learn more about the program:



## TESTIMONIES FROM THE RACE TRACK

“The marathon is the main reason we chose to partner with Habitat this year. Habitat for Humanity is a name familiar to us - especially John Abraham's participation at volunteer builds. Not all our employees are professional runners but we have an enthusiastic team, and out 41 participants 40 of them who participated in the Tata Mumbai Marathon ran for the first time.

Messe Frankfurt aligns with the cause, to provide housing as a solution to the underprivileged, because we host many

exhibitions related to building technologies, LED lighting and so on. We see this as an opportunity to partner with Habitat India projects that light up villages, roping in manufacturers and lighting companies Messe Frankfurt works with, not only with funds and volunteering.





Personally, I loved the Runners Build, purely because I got to see amazing teamwork as we built a house together. Also, it is touching to see the family we are building with is proactively involved, with their neighbours helping them out. I can feel and see the

community coming together which we usually do not see in the city. I believe today is a Saturday well spent.”

- **Winston Pereira,**  
**General Manager – Messe Frankfurt**

**Li & Fung India was delighted to partner with Habitat India) to participate in the Airtel Delhi Half Marathon 2019.**

“Habitat India is a non-profit organization that builds homes and sanitation units for low-income, marginalized families. Our partnership aimed to raise funds and support families in need of decent homes and proper sanitation. Colleagues were a part of all race categories at the Airtel Delhi Half Marathon 2019 from the Great Delhi Run (5 kms), Champions with Disability-CWD (3.5 kms) and the Half Marathon (21 kms).

“It was an opportunity for us to make a difference to people’s lives. Along with this, it was an effort to work together to empower ourselves to a healthy lifestyle. We were encouraged by the response from our India team who participated in large numbers. The feedback we have received is encouraging and there is sense of accomplishment among all of us whilst fulfilling our One Family mandate of Happiness, Communities, Health and Well Being.”

- **Team Li & Fung India**



## TATA MUMBAI MARATHON 2020 CHAMPIONS

### CHANGE ICON

#### Sumanth Cidambi

Director, Kohlberg Kravis Roberts India

I was diagnosed with diabetes when I was 34 years old and took up running as a cardiovascular exercise. This is the first time, I turned into a fundraiser and raised money for charity through the Tata Mumbai Marathon, a fundraising initiative for Habitat India. Indeed, it was a wonderful and enriching experience for me.

The whole process of having a goal set for myself of raising INR 25 lakhs was exciting and I was elated to have achieved the same for a cause Habitat India and I believe in.

I believe it very sad that a girl child 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. I am honoured to have the opportunity to raise money for this cause.

## CHANGE INVESTOR



**Piyush Khullar**

**Raised: INR 5,72,562**

## CHANGE MAKER

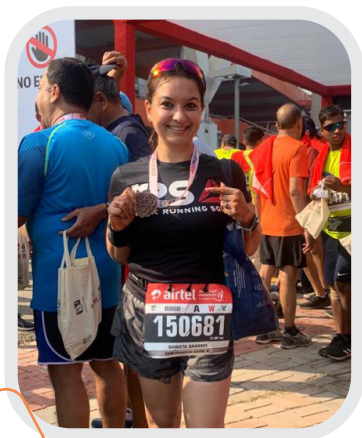


**Shloka Nath**

**Raised: INR 2,00,000**

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## AIRTEL DELHI HALF MARATHON 2020 CHAMPIONS



## CARE CHAMPION SILVER

**Shweta Sharma**

**Raised: INR 1,22,712**

"Being from Delhi, I have always seen lots of homeless people spending their night on roads and always wanted to help. Habitat for Humanity has given me this opportunity to contribute to the cause. Combined with raising funds through runs, it was indeed a pleasure combining my fitness with social well-being of masses. My first experience with Habitat for India had been exhilarating and I would like to continue contributing till I can."



## CARE CHAMPION SILVER



**Justin Jebakumar**  
**Raised: INR 1,12,415**

## HIGHEST FUNDRAISING MILLENNIAL CHAMPION

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A Millennial Champion is an individual under the age of 21 years who has taken up the challenge to raise a minimum of INR 50,000 through fund raising for a chosen non-profit.

**ADITI SOMESHWAR** (Student Pathways School, Gurgaon)  
**Raised: INR 2, 29,301**



“Be the change you wish to see in the world is a phrase I’ve heard very often from family, teachers and friends. The Airtel Delhi Half Marathon gave me the opportunity to truly make a difference in the community. From raising funds to support Habitat India to raising awareness for millions of people in our country that do not live in adequate housing.

The funds will be focused on helping Mahabubi Desai in Belagavi, Karnataka, whose house was destroyed as a result of the 2019 in August 2019. I truly enjoyed campaigning for Habitat India and cannot wait to be associated with them yet again.”

## THANK YOU FOR CHANGING LIVES WITH US!

We thank you for running in the Tata Mumbai Marathon 2020. Your generosity has enabled us to change lives across India.

### TATA MUMBAI MARATHON 2020

SR. NO.	NAME	Category	Funds raised	School Name
1	Ananya Hingorani	Fundraiser Gold	105502	The Gateway School of Mumbai
2	Saniya Sanas	Youngleader	89303	Billabong High International School, Malad
3	Austin Sharma	Youngleader	75000	Universal High School, Dahisar
4	Shruti Patil	Youngleader	75000	Universal High School, Dahisar
5	Aryan Verma	Youngleader	75000	Rajhans Vidyalyaya
6	Prisha Bohra	Youngleader	75000	Gopi Birla Memorial School
7	Bhavya Shah	Youngleader	75000	Gopi Birla Memorial School
8	Aashmak Khobragade	Youngleader	75000	B K Birla Public School
9	Rachit Rambhia	Youngleader	75000	Gopi Birla Memorial School
10	Kaustubh Pawaskar	Youngleader	75500	The Universal School (IB)
11	Shivansh Tiwari	Fundraiser Silver	50000	Vivekanand English High School
12	Karan Mali	Fundraiser Silver	50000	Vivekanand English High School
13	Heth Thakkar	Fundraiser Bronze	34700	Smt. Sulochanadevi Singhanian School, Thane
14	Keerthan Iyengar	Fundraiser Bronze	17002	The Gateway School of Mumbai
15	Ahana Sinha	Fundraiser Bronze	17500	Goldcrest International School



16	Priyanka Negi	Fundraiser Bronze	13500	Billabong High International School, Malad
17	Vaadar Gupte	Fundraiser Bronze	28021	Lodha World School, Palava
18	Megha Jain	Fundraiser Bronze	10701	Goldcrest International School
19	Icy Jain	Fundraiser Bronze	10501	Goldcrest International School
20	Sahil Thopte	Fundraiser Bronze	10000	Goldcrest International School
21	Nikhila Panyam	Fundraiser Bronze	24001	Lodha World School, Palava
22	Mohammad Petiwala	Fundraiser Bronze	10300	Billabong High International School, Malad
23	Yuvraj Yadav	Fundraiser Bronze	15001	Goldcrest International School
24	Paarth Sood	Fundraiser Bronze	10500	Goldcrest International School
25	Bhuvanesh Purohit	Fundraiser Bronze	15000	Lodha World School, Palava
26	Ritika Pandey	Fundraiser Bronze	15000	Lodha World School, Palava
27	Rajeshwari Yadav	Fundraiser Bronze	15000	Lodha World School, Palava
28	Dhairya Mathur	Fundraiser Bronze	22499	Lodha World School, Palava
29	Krishna Tiwari	Fundraiser Bronze	29900	HFS International
30	Priyanka Acharya	Fundraiser Bronze	11000	HFS International



## THANK YOU FOR CHANGING LIVES WITH US!

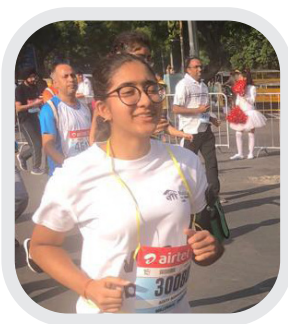
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We thank you for running in the Airtel Delhi Half Marathon 2019. Your generosity has enabled us to change lives across India.

### AIRTEL DELHI HALF MARATHON 2019

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#### Millennial Champion



**Aditi Someshwar**  
**Raised:**  
**INR 2,29,301**

(Pathways School,  
Gurgaon)

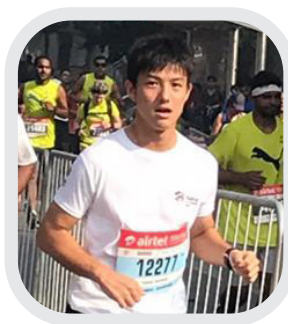
#### Millennial Champion



**Suryaveer Singh**  
**Raised:**  
**INR 1,69,000**

(Modern School,  
New Delhi)

#### Millennial Champion



**Toma Ogawa**  
**Raised:**  
**INR 53,000**

(Pathways School,  
Gurgaon)



## MARATHOME: RUN AT HOME AND SUPPORT HABITAT FOR HUMANITY INDIA

The first ever Home Marathon during India's COVID-19 lockdown – Marathome – was organised in support of Habitat India on 12th April, 2020. More than 100 runners took part and donated for the cause. The second edition took place on 1st May 2020 and 50 runners participated.

Would you believe it if someone told you they ran a marathon virtually within the four walls of their home, or on the terrace?

The idea germinated during the early days of the lockdown. After an initial few days of laziness, we all took to working out from home, but didn't see how we could get a run in. We tried running at home, around the house and in the corridors, and saw that we could easily fit a distance run at home. This is exactly what happened during the first edition of the Marathome on 12<sup>th</sup> April 2020.

We had more than 100 participants from all ages and parts of the country running at home, and raising support for Habitat for Humanity India's work distributing Hygiene and Family Essential Kits to low income families struggling through the COVID-19 pandemic.

The poster for the first Marathome event is titled "MEET THE PACERS" and features a background image of a runner. It lists the following details:

- Sunday 12th April 2020**
- Time- 6:00pm IST**
- Join from home through Zoom**
- Marathome** (The Home Marathon)

The pacers are listed by distance:

- 2 KM:** Ankit Kini, Sahaj Mehta
- 5 KM:** Sapna Agarwal, Mahesh Ahuja
- 10 KM:** Abhijeet Sethi, Prashant Patil
- 21 KM:** Sanjay Upreti

Logos for "WATERWISE Alkaline Water Machines" and "Habitat for Humanity India" are also present.

Post this great success, we organized the second edition of the Marathome on Labour Day! On May 1, 2020 to salute our front – line warriors fighting Covid-19 across India and more than 100+ runners registered for the second edition and around 54 actually run at home to mark the day and raised donations for the support of Habitat India Covid-19 response work.

## SUCCESS STORIES

### Mahabubi Desai Belagavi, Karnataka

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The monsoons last year in Karnataka reported at least 11 dams at maximum storage capacity levels. Due to this, the water was released along the Krishna River basin and there were floods in several districts in the state. Around 40,690 people were evacuated and took shelter in relief camps.

Amongst the most affected 6 districts, Belgavi was the worst affected as per reports on 8th August 2019. Belgavi, earlier known as Belgaum, is located in North Karnataka. The land is rocky and the people here dwell in tile roof huts, which are not safe. Most families have small fields growing corn and millet, depending on daily wages to make a living.

Habitat India reached out to Mahabubi (45), wife of late Dastir Desai, who passed away 8 years ago. Mahabubi now looks after her five remaining family members by surviving



on the produce from a small piece of land that she owns, and the daily wages she makes as a porter for additional income.

During the floods in Belgavi, Mahabubi's dilapidated hut was completely destroyed, and the family didn't have a place to sleep safely at night.

With the support of the local gram panchayat, our donors and marathon champions who raised funds, Habitat India was able to help Mahabubi rebuild her life.

Now, Mahabubi and her family live in a decent home, a dream fulfilled! Not only does the family have decent shelter, but access to safe and permanent housing has given her dignity among in the community.

**"I express my gratitude to the donors and Habitat India for the support provided to me and my family. Owning a permanent shelter was a dream, which has come true!" said Mahabubi Desai.**



## Radha

Pallipuram, Cherai, Kerala

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Radha (50) lives in the small town of Pallipuram, Cherai, Kerala with her 3 sons and nephew. She lost her husband a couple of years back. She battles to look after her family every day and it has not been easy for her at all. The family lived in a shanty for the last 15 years, as their old house was demolished to build a new house but due to improper paper work, they were finally left with nothing.

Her second son, who had a heart surgery 10 years back, has been diagnosed with epilepsy and memory loss. Finding the money for his treatment every month is a herculean task for Radha. She also looks after her nephew, who is handicapped and is orphaned as he lost his parents. On 16<sup>th</sup> August 2019, as the level of floodwater began to rise, Radha with her family were forced to leave their temporary home of plastic sheets to take shelter in a nearby school converted into a relief camp.



After returning post 4 days, all she could find were bits and pieces of their old home.

This left the family devastated because now they had to put everything together again in need of basic shelter. Habitat India stepped in to support Radha and build a disaster-resilient new home with her.

**“I never thought we would be lucky enough to get a new house as I had lost all hope of constructing a house by myself. I was very concerned for my son’s health as we were living in an unhygienic condition for many years. I have never had the opportunity to sit back and relax in the last 15 years. Now, I can. I feel happy and relieved in this new house. I’m content to watch my sons be happy. Thank you Habitat for Humanity India!” says Radha.**

## Mayammal

Keelalinjipattu, Cuddalore, Tamil Nadu

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Mayammal (52) and Kasinathan (60) have lived in Keelalinjipattu, Cuddalore for many years.

Every year before monsoons they had to replace the thatched roof in their old home with a new one to prevent leakage from the rains. They also had to cover the roof with plastic sheets so that rain water did not seep into their hut, and that was definitely not the best condition and sustainable way for them both to live.

The couple earns a living by working as daily wage labourers on agricultural land. Since, they didn't have children, all they dreamed of was having a proper shelter. But they couldn't afford to build one, due to lack of savings and the resources to do so.

Today, Mayammal and Kasinathan are proud owners of their well-constructed home with



support and assistance from Habitat India. It has altered the way of living for this couple and they are filled with gratitude for the generosity of our supporters who helped us build this home.

**“Living in the hut was extremely unsafe as snakes and scorpions entered our house often. During monsoon, the conditions were unbearable. Habitat India’s generous support has transformed our lives completely and I am proud to have a new concrete home,” said Mayammal.**



## Sulochana Das

Rajkanika, Kendrapada, Odisha

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Sulochana lives in a small village called Mathasahi in Kendrapada district, Odisha. Unfortunately, Sulochana lives with a physical disability which makes her life complicated.

With the disability growing with her age, she was soon unable to walk anymore. Sulochana had to give up on her education as the school was far away, and there was no sanitation facilities in the school as well.

“I quit my studies and started looking for a job so that I could contribute to household income. There were no provisions for any skill development training in the village, so that I could have been trained and be self-employed. Now, I am dependent on my parents and my younger sister,” said Sulochana.

Every day Sulochana and her family members walked with a bucket of water in hand, in search of a secluded place to relieve themselves. Because of her disability, Sulochana was confined to using the backyard.



Habitat India conducted a workshop on Safe Sanitation Practices in Mathasahi, which Sulochana had the chance to attend. She began to understand the importance of safe sanitation and hygiene practices. Sulochana's mother also began to convince the family about the importance of constructing a sanitation unit within the premises of their home. Being aware of the social stigma also associated with Sulochana's disability, her mother decided to take a step to provide a dignified life for her.

She became a member of the local self-help group and eventually was able to build a latrine for the family, with technical help from Habitat India, keeping in mind Sulochana's challenges.

**“The building of the toilet has not only made it convenient for me to use, but has also changed my perspective. Now I look at life with hope.”**  
**said Sulochana**

## Shibu Sarkar

### Nuthunpara, West Bengal

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Water is the key to life. Millions of women in rural India walk many kilometers a day to get water from a distant source like a river, lake or pond. They do this by carrying pots or vessels on their heads and make multiple trips. This takes up all their time, creates health issues and leads to unnecessary stress.

Senco Gold came forward to support 42 families with water wheels in order to improve the health and hygiene of families. This reduced the drudgery of water collection for these 42 selected families. The distribution of the water wheels were carried out in Nuthunpara village in Taldi, West Bengal.

Shibu Sarkar (27) is one of the 42 women who received the water wheel, a resident of the village Nuthunpara. She and her husband both are daily wage labourers and she also works as a domestic worker in the local area.

**“I am so happy to receive the water wheel from Habitat India and I would like to extend my sincere heartfelt thanks to the Senco Gold as well for providing the funds and supporting my family,” says Shibu.**



Every day of her life, Shibu had to leave her house early in the morning to fetch drinking water with the pot she carried on her head. The closest source to fill water is 2 kms away from her home, and she covered the distance early so that she could save time instead of waiting in a long queue.

The water wheel solved this problem as it's easy to wheel and reduces the physical pain of carrying water.

The water wheel has impacted the 42 families to lead a happier life by reducing stress and bringing joy to the women in these families.

## Messe Frankfurt support vulnerable tribal families

Dahanu, Maharashtra

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Many families living in Dahanu, Maharashtra, live in traditional houses made of thin wood, cow dung and mud. The houses lack stone foundation and do not provide complete protection to these families, especially during monsoon. Most of these tribal families continue to live in

these conditions because the community is financially weak and unable to construct houses that will keep them safe.

Messe Frankfurt has generously contributed to support these vulnerable tribal families, in partnership with Habitat India, through the construction of five homes.



**The construction has been initiated and will be completed with a hand over ceremony by the end of year 2020. The project is currently on hold due to the COVID-19 pandemic, and will resume post clearance from the local authorities.**





## PROJECT OVERVIEW

### SHELTER INTERVENTION

#### New Houses Constructed – 319\*

\*includes 100 homes constructed for disaster-affected families in Kerala, Karnataka and Tamil Nadu.

#### Locations

##### Karnataka

(Coorg, Bangalore, Haveri, Belgavi)

##### Kerala

(Kottayam, Ernakulam, Thrissur)

##### Maharashtra

(Wardha, Osmanabad, Amaravati, Yavatmal, Nashik, Raigad)

##### Tamil Nadu

(Cuddalore, Kanchipuram, Thanjavur, Vellore, Chengalpattu)

##### West Bengal

(South 24 Parganas, Durgapur)

##### Odisha

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#### HOUSE REPAIR AND RENOVATION – 443

#### Locations

##### Karnataka

(Belgavi)

##### Tamil Nadu

(Chengalpattu)

##### Maharashtra

(Sangli)

##### Kerala

(Ernakulam, Idukki, Kottayam, Thrissur)

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#### HOUSING SUPPORT SERVICES – 292

#### Locations

Kerala (Ernakulam)

Maharashtra (Pune)

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### WASH INTERVENTION

Individual Household Latrines – 1,823

School Sanitation Units Built – 19

Community Sanitation Units Built – 7

#### Locations

Odisha

Maharashtra

Assam

Rajasthan

## OTHER COMMUNITY FACILITIES – 61

Including school repairs, solar light installations, digital education program systems and community halls

### Locations

**Maharashtra** (Pune, Palghar)

**Gujarat**

**Tamil Nadu**

**Kerala**

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## DISTRIBUTION OF NON-FOOD ITEMS – 72,490

### Locations

**Assam**

**Bihar**

**Karnataka**

**Kerala**

**Maharashtra**

**Mizoram**

**Odisha**

**West Bengal**

## WATER WHEELS – 7146

### Locations

#### **Maharashtra**

(Amaravati, Beed, Yavatmal, Gondia, Nagpur, Nanded, Pune, Palghar, Raigad)

#### **Dadra and Nagar Haveli**

(Silvassa)

#### **West Bengal**

(Murshidabad)

## COVID 19 RESPONSE – 1, 13,080

Habitat India distributed 1,13,080 Hygiene and Family Essential Kits to vulnerable families across 17 states during the period March to June 2020.



## MEDIA COVERAGE

### Priyamani to raise funds for education of girls

**M**ultilingual film actress Priyamani will be running a marathon in Bengaluru to raise funds for girls' education and sanitation.

She will be running the TCS World 10K Marathon on May 19 in support of NGO Habitat for Humanity India.

Priyamani has partnered with the NGO to create awareness on safe sanitation and menstrual hygiene for girls under the campaign -- "Stay At School".

"The school drop-out rate for girls is drastically rising owing to lack of toilets and knowledge of menstrual hygiene. Lack

**Priyamani has partnered with an NGO to create awareness on safe sanitation and menstrual hygiene for girls under the campaign -- "Stay At School"**

of access to basic sanitation facilities can be a traumatic experience for girls especially during menstruation period and have an adverse impact on their health," Priyamani said in a statement.

The "Drona" actress says as a concerned citizen and a woman, she feels it is her duty and responsibility to focus attention on this issue.

"By participating in the marathon I am taking a step forward in helping the girls stay in school," she added.

Talking about the initiative, Rajan Samuel, Managing Director, Habitat for Humanity India said: "Every year, more than 23 million girls drop out of school after reaching puberty". "The major reason for the high dropout rate is lack of hygienic sanitation facilities in the school... We aim to create awareness and ask more people to support the cause."

IN THE NEWS



### Exec ran, raised ₹55L for 25 farm widows' homes

Vijay.Pinjarkar  
@timesgroup.com

**T**hree months after Sudhir Shenoy, chief executive officer (CEO) of Dow India and member of NGO Habitat for Humanity India's (HHI) advisory committee, ran his 51st marathon at Tata Mumbai Marathon 2019 and raised Rs 55 lakh to build 25 homes for farmers' widows in Morshi in Amravati district, he laid the first brick at Ashtegaon in Morshi.



Residents of Ashtegaon village in Amravati's Morshi taluka honour Sudhir Shenoy on Tuesday

"The marathon was on January 20. I completed half the race (21km). The funds were raised from my friends, family and other professional contacts and networks. This is my personal initiative and not a corporate one," said Shenoy (49).

"My husband committed suicide due to financial burden. It has been a traumatic experience. He died once, but I die every day. I have to live and be strong for my children," said Vaishali Mahalla, who is building a home in partnership with HHI as part of this project.

More than 12,000 farmers have committed suicide due to agrarian crisis in Maharashtra. These farmers leave behind

distraught widows and kids, many having no roof over their head. To help these women be on their feet, HHI has partnered with several farmers families across Maharashtra. Over the last three years, HHI has built homes for 140 distressed families in Osmanabad, Amravati, Washim and Yavatmal districts. The approximate home area is 300sqft and costs around Rs 2 lakh each. The subsidy varies somewhat based on individual situation. The home owner brings in some (10-15%) sweat equity at least.

"It is the solemn duty of every like-minded citizen to help the widows of deceased farmers rebuild their lives. We need to roll out concrete financial inclusion initiatives for women

who continue to remain the most vulnerable section of the population in rural areas. Social organizations and corporate sector need to synergize their efforts and resources to ensure maximum financial outreach and economic security for marginalized populations in the country," said Shenoy.

"It is heartening to see how one person can create a ripple effect. Through his support Shenoy has proved to be a true champion. His dedication and belief in HHI's work will enable us to build strength, stability and self-reliance for the families of these 25 widows in Amravati district," said Rajan Samuel, managing director, HHI.



## Running to keep girls at school

MULTILINGUAL film actress Priyamani will be running a marathon in Bengaluru to raise funds for girls' education and sanitation.

She will be running the TCS World 10K Marathon on May 19 in support of NPO Habitat for Humanity India.

Priyamani has partnered with the NPO to create awareness on safe sanitation and menstrual hygiene for girls under the campaign "Stay At School".

"The school drop-out rate for girls is drastically rising owing to lack of toilets and knowledge of menstrual hygiene. Lack of access to basic sanitation

facilities can be a traumatic experience for girls especially during menstruation period and have an adverse impact on their health," Priyamani said in a statement.

The *Drona* actress says as a concerned citizen and a woman, she feels it is her duty to focus attention on this issue.

"I am taking a step forward in helping the girls stay in school," she added.

Talking about the initiative, Rajan Samuel, the managing director of Habitat for Humanity India, said: "We aim to create awareness and ask more people to support the cause." | IANS



Priyamani

## Mum exec raises ₹55L for farm widows

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Nagpur: Sudhir Shenoy, chief executive officer (CEO) of Dow India and member of NGO Habitat for Humanity India's (HHI) advisory committee, ran his 51st marathon at Tata Mumbai Marathon 2019 and raised ₹55 lakh to build 25 homes for farmers' widows in Morshi in Amravati district.

On Tuesday, Shenoy laid the first brick at Ashategon in Morshi and interacted with the families who have partnered with HHI to build a place they can call home.

Over the last three years, HHI has built homes for 140 distressed families in Osma-



Sudhir Shenoy laid the first brick in Morshi and interacted with the families of farm widows

nabad, Amravati, Washim and Yavatmal districts in Maharashtra. The approximate home area is 300 sq ft and costs around ₹2 lakh each. The subsidy varies somewhat based on individual situation. The home owner brings in some 10-15% sweat equity at least.

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## 'Duty of every citizen to help farm widows'

► Continued from P 1

Sudhir Shenoy, chief executive officer (CEO) of Dow India said, "The marathon was organized on January 20. I completed half the race (21km). The funds were raised from my friends, family and other professional contacts and networks. This is my personal initiative and not a corporate one."

"My husband committed suicide due to financial burden and extreme stress. It has been a traumatic experience. He died once, but I die every day. I have to live and be strong for my children and for my family," said Vaishali Rajesh Mahalla, who is building a home in partnership with HHI as part of this project.

More than 12,000 farmers have committed suicide due to agrarian crisis in Maharashtra. These farmers leave behind distraught wives and children, many having no roof over their head. To help these women be on their feet, HHI has partnered with several farmers families across Maharashtra.

Widows in India are highly stigmatised, particularly in rural areas, where they are re-



To help distraught women get back on their feet, HHI has partnered with several farmers families across Maharashtra

garded as unlucky. Many are subjected to abuse, kicked out of their home, denied food, and blamed for their husbands' deaths, said Shenoy.

"It is the solemn duty of every like-minded citizen to help the wives of deceased farmers rebuild their lives. We need to roll out concrete financial inclusion initiatives for women who continue to remain the most vulnerable section of the population in rural areas. Social organizations and corporate sector need to synergize their efforts and resources to ensure maximum financial outreach and economic security for marginalized popula-

tions in the country," he said.

"HHI remains committed to helping farmers' families live a life of respect and dignity. It is heartening to see how one person can create a ripple effect. Through his support, Shenoy has proved to be a true champion. His dedication and belief in HHI's work will enable us to build strength, stability and self-reliance for the families of these 25 women in Amravati district. We can all come together to make a difference, in pursuit of a world where everyone has a decent place to live," said Rajan Samuel, managing director, HHI.

## CITY READ

### Students participate in awareness campaign

Eight schools and around 250 employees from six corporates participated in the TCS10 K Marathon in support of Habitat for Humanity India. The main objective of the participation was to increase awareness and funds to ensure that every girl can stay in school in the state. In total, ₹8,46,927 was raised from the eight schools by spreading awareness about the Stay at School campaign in and around their locality and school, etc.

Join the movement on Habitat's official social media platforms to read the latest news and updates.



89,727  
Likes



3,323  
Followers



4,273  
Followers



361  
Subscribers



1,098  
Connections

## HABITAT INDIA COVID-19 RESPONSE



COVID-19 pandemic has engulfed the entire world. Rapid spread and lack of vaccines has made it difficult to curtail the disease. As a safety measure, the Government of India announced nationwide lockdown with an aim to flatten the curve.

Amidst the lockdown, people who are affected the most are those living in vulnerable conditions who have no safety net to fall back on. Though the Government is taking commendable measures to reach out to the vulnerable families, the need is immense.

Habitat for Humanity through its Pathways to Permanence strategy is placing the families on a path to a durable, permanent shelter and shelter eco-system related solutions. The Pathways to Permanence strategy for COVID-19 Response focuses on 'prevention' in the first phase, 'protection' in the second phase and 'recovery and reconstruction' in the third and final phase. In the first phase of prevention, Habitat India supported families living in vulnerable conditions with Hygiene and Family Essential Kits, Conditional Cash Transfers, Behaviour Change Communication and by setting up Habitat Care Centers. The kits were necessary to tackle the shortages of home essentials as a part of our immediate relief phase.

With an aim to support the vulnerable families, 5 schools partnered with Habitat India and started fund raising campaigns through online portals like Ketto. With the combined support from the school students, individual supporters and corporate partners, Habitat India was able to serve more than 8 million individuals by providing them with hygiene and family essential kits, conditional cash transfers, behavior change communication and by setting up Habitat Care Centers across 20 states in India.



Habitat India is moving ahead with its Pathways to Permanence Strategy into Phase II and Phase III towards creating a safety net with financial inclusion for marginalized families in India. We also hope to build back and build resilience with a community-led approach to impact the bottom of the pyramid. We are committed to impacting poverty and development through housing as a bridge between livelihood and life.

With the Pathways to Permanence strategy in post COVID-19 response, Habitat for Humanity India aims to impact 2 million people.



# RUN TO REBUILD LIVES!

For participation please get in touch  
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**Habitat for Humanity India is certified by CRISIL with a highest 1-A rating.**

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