



# REBUILDING KERALA

One Year Report on  
Kerala Flood Response







**We build strength, stability, and self-reliance through shelter.**



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## MESSAGE FROM MANAGING DIRECTOR

The Global Climate Risk Index 2020 reported that India paid the highest price for the effects of climate change with 2,081 deaths due to natural calamities in 2018 alone, as evidenced from the floods that wreaked havoc in Kerala last year.

Caught in this are families who live in poor housing conditions, making them vulnerable to the extreme weather

conditions faced by the country with increasing regularity. Thanka Dasan is part of one such family, who suffered losses in the floods of August 2018 in Kerala. I was moved by how she lost her husband during the floods, not having a proper burial ground to bury him in and living without a home to go back to, as her house crumbled after being underwater for several weeks. I am happy to share that thanks to your support, she and her family now have a home from which they can rebuild their lives. Her disaster-resilient house, handed over in June 2019, withstood the September 2019 floods this year with neighbours finding refuge in her home. We are humbled to be a part of such transformational stories.

And we believe that it is you – our corporate partners, individual partners, local partners, volunteers and supporters – who made this possible. Over 1000 donors contributed to our rebuilding efforts in Kerala. Amazon has been an incredible partner over the years, especially in Kerala. Through its Amazon Cares program, we received relief materials from India and Boston, USA that enabled us to reach out to affected families in the first weeks of the floods. I want to acknowledge the contribution made by Paul Thomas of ESAF Group. It was thanks to the heavy lifting done by him and over 2000

ESAF volunteers, that we were able to distribute relief materials to 1,16,956 families in the early phase. Xavier Institute of Management and Entrepreneurship (XIME), Kochi were also instrumental in this endeavour. I thank Dr. Mercia Selva Malar for inspiring XIME and its students to actively participate in the relief work.

Partnership is the cornerstone of our work in Habitat, and Kerala is a perfect exhibition of synergy through collaboration. The model of Public Private People Partnership has borne tremendous results in our post-disaster rebuilding intervention in the state. It owes a lot to the guidance of Shri. Pinarayi Vijayan, the Chief Minister of Kerala. We are equally grateful to Shri. V D Satheeshan - MLA, North Paravoor and Shri. Anwar Sadath - MLA, Aluva.

Many thanks are due to leading film actress and Habitat India's brand ambassador Jacqueline Fernandez who led the 'Jacqueline Builds' campaign for rebuilding Kerala, and to actress Shwetha Menon for giving voice to the need for decent shelter in the country. We also thank actor Kunal Kapoor for lending his support to the cause.

We are grateful towards all our corporate partners without whose support we could not have impacted more than 1,50,000 families.

I want to thank you for your support, and I am confident that we will continue to partner in this worthy cause of building a resilient Kerala.

In Partnership,

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











# ABOUT HABITAT FOR HUMANITY INDIA

Habitat for Humanity India's vision is a world where everyone has a decent place to live. Anchored by the conviction that safe and affordable housing provides a critical foundation for breaking the cycle of poverty, Habitat India works with low-income, marginalized families to build homes, provide housing-related services and raise awareness for adequate housing and sanitation.

The core area of Habitat's work in India is:

- Decent Shelter
- WASH (Water, Sanitation and Hygiene)
- Disaster Risk Reduction and Response

Established in 1983 in Khammam, Telangana, Habitat India serves over 33.6 million people across 26 states by building decent homes, sanitation facilities and providing relief during disasters.

**Disaster Risk Reduction and Response:** Natural disasters disrupt the lives of thousands of people in India every year. Through Habitat's Disaster Risk Reduction and Response program, and with the help of volunteers, donors and local partners, we are able to provide relief intervention, shelter assistance, education, and permanent housing solutions to the affected individuals and families.

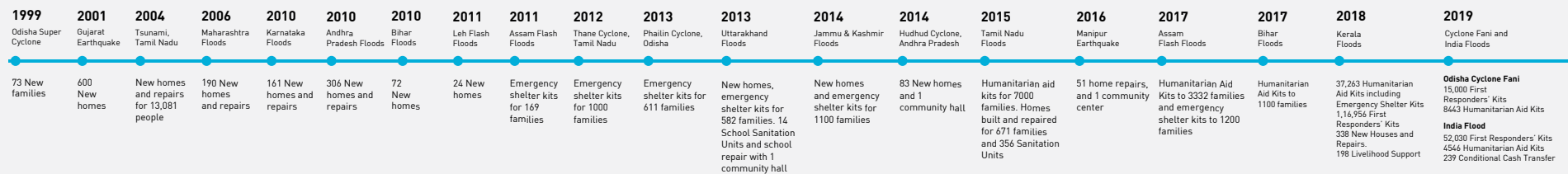
**Pathways To Permanence:** Habitat believes that safe, reliable shelter provides the foundation from which post-disaster assistance can begin to re-emerge. Habitat's Pathways to Permanence strategy enables individuals and families to take the necessary steps in taking back control of their lives following a tragedy through support for sanitation, livelihoods and permanent disaster-resilient housing.





## Habitat for Humanity India's work in Disaster Risk Reduction and Response

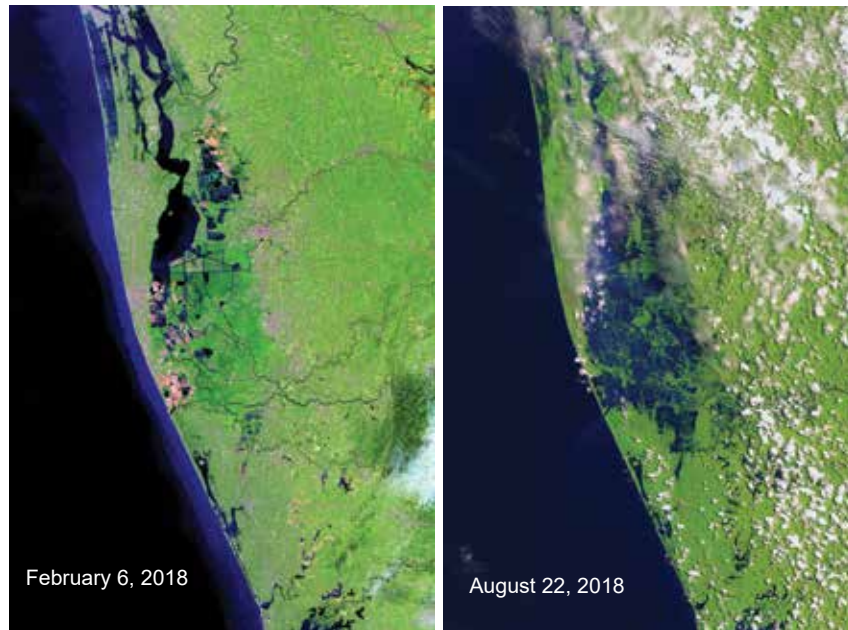
### OUR RESPONSE TO DISASTERS OVER THE YEARS



## KERALA FLOOD RESPONSE 2018

Kerala received an abnormally high rainfall from the first week of June to mid-August 2018. The water levels in several reservoirs and dams were near full capacity due to heavy rainfall in their catchment areas. Another severe spell of rainfall started from the 14<sup>th</sup> of August and continued till the 19<sup>th</sup> of August, resulting in disastrous flooding as water was released from 35 of the 54 dams in the state, flooding all its 14 districts. Over 483 people lost their lives and 14 went missing. About 1 million people were severely affected, mainly from the districts of Idukki, Wayanad, Pathanamthitta, Kottayam, Palakkad, Ernakulam, Thrissur and Alappuzha.

Habitat for Humanity India was among the first organizations to mount a large scale relief intervention in the aftermath. With the support from our partners, Habitat India provided First Responders' Kits to 1,16,956 families, and Humanitarian Aid Kits including Emergency Shelter Kits to 37,263 in the first phase. Through our Pathways to Permanence strategy, Habitat India implemented relief programs (First Responders' Kit, Humanitarian Aid Kit, Emergency Shelter Kit), Conditional Cash Transfer, Transitional Shelter, WASH (Water, Sanitation and Hygiene) Support, Livelihood Restoration, building or repairing homes and Housing Support Services.



NASA Earth Observatory images of Kerala before and after the flood.

DISTRICT	PEOPLE AFFECTED
Thiruvananthapuram	356
Kollam	3998
Pathanamthitta	33841
Alappuzha	76610
Kottayam	40120
Idukki	10630
Ernakulam	158835
Thrissur	52167
Palakkad	626
Malappuram	6918
Kozhikode	468
Wayanad	6792
Kannur	120
Kasargode	13
<b>Total</b>	<b>3,91,494</b>



## **PATHWAYS TO PERMANENCE**

Together, poverty and inadequate housing create a kind of slow-motion disaster, one that Habitat for Humanity has been helping to reverse for more than 30 years.

But sometimes bad fortune comes much, much faster.

In seconds an earthquake, tornado, flood or storm can obliterate a city or village, leaving death and dislocation in its wake. Low-income families in substandard housing are always among the most vulnerable.

Habitat India has been working with disaster-affected communities in the country, providing both immediate assistance and the promise of a safe, stable home to return to when the crisis has passed.

We call our approach “Pathways to Permanence” because the best way to assist families standing in the path of both kinds of disaster — fast and slow — is to find lasting solutions to their shelter needs. So much follows from that: better health, access to education, stronger communities, thousands of lives turned toward peace and promise.









# PATHWAYS TO PERMANENCE

## PHASE I - IMMEDIATE RELIEF

Habitat India mobilised to facilitate relief and recovery operations for affected families hitting the ground on 20<sup>th</sup> August 2018. The intervention was multi-pronged, aimed at ensuring that basic needs were met through Humanitarian Aid Kits and First Responders' Kits, to aid in clean-up for those returning to their homes through Habitat Tools Banks, Water Filters to avert the risk of water-borne diseases and Conditional Cash Transfers to plug unmet gaps.





# PHASE I - IMMEDIATE RELIEF

## 1. FIRST RESPONDERS' KIT

In the aftermath of the floods in Kerala, Habitat for Humanity India and Amazon India activated a wishlist from products sold in Amazon India portal. Relief materials bought and donated by individual donors at the Amazon portal were shipped directly to the Disaster Response Team base in Thrissur. These items consisting blankets, utensils and hygiene kits were unpacked, assorted and packaged by over 900 volunteers to make a First Responders' Kit. These kits, distributed to 1,16,956 families in 13 districts of Kerala, were crucial in mitigating the outbreak of waterborne diseases post the first few weeks of the floods.

### AMAZON INDIA AND HABITAT FOR HUMANITY INDIA PARTNERSHIP

Habitat India's relationship with Amazon India began in 2016 through provisioning of its orphan inventory for Habitat homeowners and school-children.

Later, Amazon and Habitat collaborated to respond to major disasters across the country, making available Amazon's reach and substantial logistics network. During major disasters, Amazon activates a donation page in its portal enabling Habitat India to accept monetary as well as gift-in-kind donations. The partnership enables Habitat India to deploy its response team on the ground in the immediate aftermath of any major disasters.

In the aftermath of the Kerala floods of 2018, Amazon mobilised relief material worth INR 30 crore helping 1,16,956 flood-affected families recover from the devastation.

Habitat India also received 1000 Livestraw Family 2.0 water filters from Amazon.com, Inc. These water filters manufactured by Swiss company Vestergaard can remove guinea worm larvae from contaminated water. With assistance from the local administration, Habitat India identified Anganwadi rural child-care centres in the flood-hit areas and distributed the water filters to help stave off water-borne disease among vulnerable children.



## 2. HUMANITARIAN AID KITS AND EMERGENCY SHELTER KITS

Basic essentials required for daily household chores such as buckets, utensils, bed sheets, blankets along with hygiene essentials such as soaps, sanitary napkins, water filters make up the Humanitarian Aid Kit. Tarpaulin, nylon wires, saws and hammers make up the Emergency Shelter Kit. Supported by our corporate and institutional partners 37,263 families were impacted through this intervention.

## 3. HABITAT TOOLS BANK

Habitat Tools Banks were in service in the districts of Ernakulam and Palakkad to clean houses and wells in the months following the floods. Each Tools Bank, located in Gram Panchayats for optimum use and monitoring, made three sets of cleaning kits available for families returning home from the relief camps:

1. **Cleaning hardware consisting a suction pump, jet spray, generator set, spades.**
2. **Cleaning support consisting bleaching powder and cleaning phenyl.**
3. **Safety accessories consisting gloves and gumboots.**

## 4. CONDITIONAL CASH TRANSFER

Habitat India undertook this initiative of making Conditional Cash Transfers to 308 families to be used for house cleaning, purchase of utensils, repair of vehicles, purchase of books for the children, minor repair of homes, repairs of electrical appliances damaged in the flood. Families provided supporting invoices for funds received.



*Volunteers unloading Humanitarian Aid Kits at Aluva, Ernakulam*



When hit by a flood, hurricane, tsunami or earthquake, we leave everything behind to save our lives. In the aftermath, we are left desolate and deprived of even the basic necessities we require for day to day life.

Habitat for Humanity India's Humanitarian Aid Kit is filled with essential items that support and provide for families who have nothing else to depend on.


We are providing these kits to 10,000 families who are affected by the Kerala floods of 2018.

<https://habitatindia.org/>




The diagram shows the following items in the kit:

- Hygiene Kit
- Tarpaulin Sheets
- Nylon Rope
- Water Filter
- Kitchen Set
- 3 Sleeping Mats
- Bucket
- 3 Blankets



It is estimated that more than 3,90,000 houses are affected by the 2018 floods in Kerala. Many homes are intact, but filled with slush and damages to furniture that make the house uninhabitable. Habitat for Humanity India is setting up Tool Banks in severely affected areas to support families in cleaning their houses so that they can move back safely. Each Tool Bank will be located in Gram Panchayats for optimum use and monitoring.

One Tool Bank will comprise three sets of cleaning kits, each of which include the following:



**Cleaning Hardware**  
This consists a suction pump, jet spray, generator set, spades, rakes and various similar cleaning hardware.

**Cleaning Support**  
This consists bleaching powder and cleaning phenyl alongside other items that support hygiene.

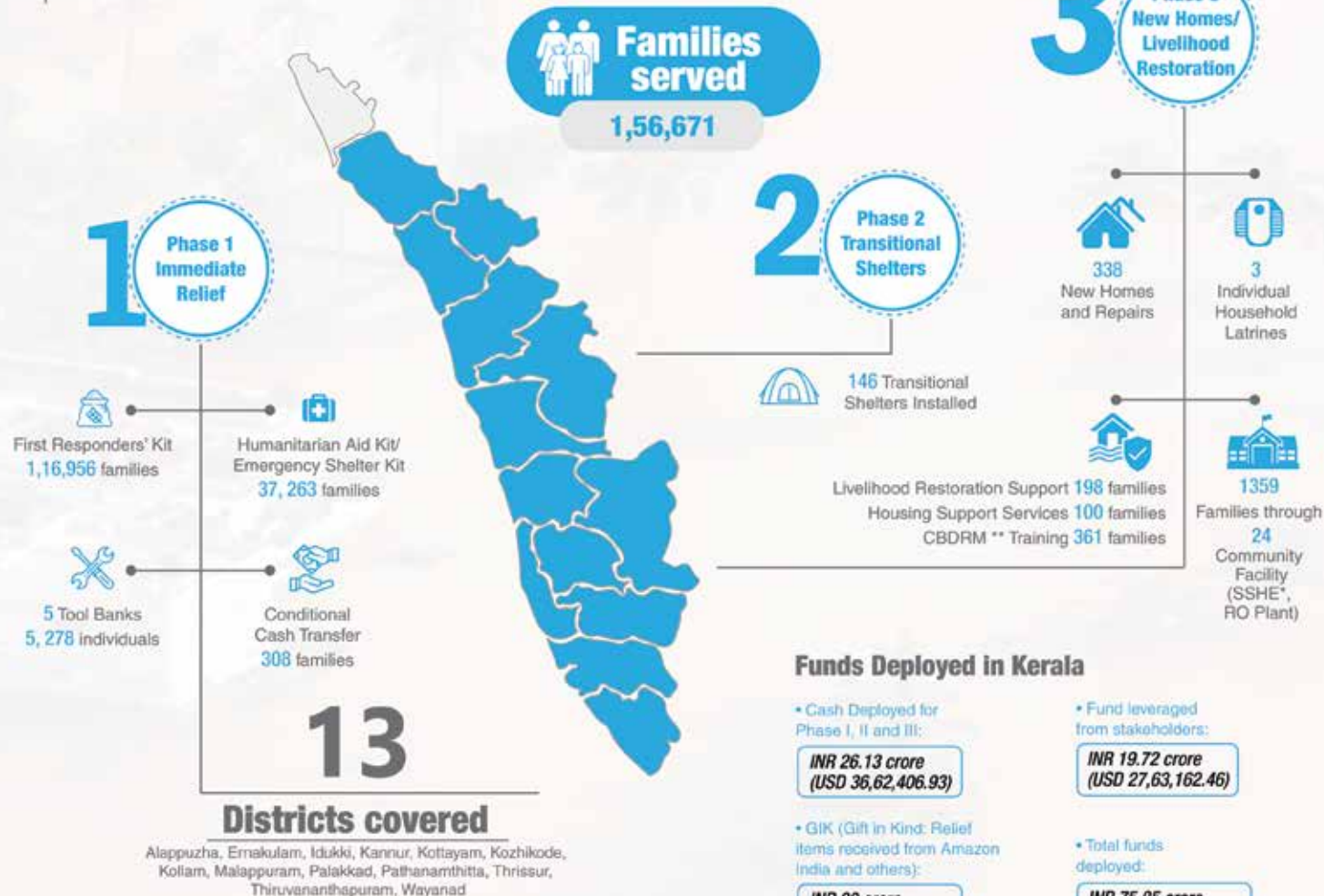
**Safety Accessories**  
Gloves, gum boots and raincoats ensure each individual is protected from potential hazards.

<https://habitatindia.org/>

*Habitat India's Disaster Response appeal for Humanitarian Aid Kits | August 2018*

# REBUILDING KERALA 2018

as per GMT data of December 2019



\* School Sanitation and Hygiene Education \*\*Community-Based Disaster Risk Management





*Kochumon's  
wife, his  
parents and  
children at  
their home in  
Alappuzha*



## PHASE I: IMMEDIATE RELIEF

### KOCHUMON

*Alappuzha*

The low-lying Kuttanad region covering the two districts of Alappuzha and Kottayam, famous for its serene backwater and paddy fields is 10 feet below sea level. People living in this region are familiar with floods. In fact, this flood-like situation spread across the basin is what makes Kuttanad a hotspot for tourism and the cultivation of rice.

Kochumon (39) and Soniyamma, (33) parents to 2 children have seen many floods before. They tried to brave the flood like they did every monsoon, even when their neighbours were evacuated earlier. On 16<sup>th</sup> August, when the water was knee-high, they went out to build sand-banks unaware of the huge volume of water released from dams upstream. Their two children and Kochumon's parents were still asleep, when all of a sudden the water rose rapidly breaking through their hastily made embankment. The water had risen up to their bed when the family decided to evacuate leaving their clothes behind, expecting to retrieve them when they returned the next day.

That did not happen as the situation deteriorated with every passing hour. The family waded through water that was already up to their chest. They moved to a nearby church where they sought refuge for the night. Early in the morning, they were evacuated on a boat.

When they returned home after eleven days in the camp, they found their house damaged. All their furniture, clothes, and utensils were lost. In this difficult time, the family received Humanitarian Aid Kits from Habitat India.

Marvelling at the elaborate items provided in the Humanitarian Aid Kit, Soniyamma said, "I appreciate the thoughtfulness in the assembly of this kit because it has all the essentials required to get by when everything has been lost. The water filter is a god-send, especially because the water here is still contaminated. We are really thankful for this."

### PHASE II - TRANSITIONAL SHELTER


Work on Transitional Shelters started on 10<sup>th</sup> September in Wayanad in collaboration with the local government administration and local NGO partner Project Vision as a part of Phase II. These shelters made with locally available roofing materials are accompanied with a sanitation unit - a toilet adjacent to the shelter. They are built by volunteers for families allotted by the District Administration in collaboration with the Panchayat. The work is completely done by volunteers. The responsibility for electrification of the shelters was taken up by the government. 146 Transitional Shelters have been handed over to families.



*Prototype of a Transitional Shelter*



*Transitional Shelter inaugurated at Wayanad by  
Panchayat President Mr. Mohanan*



*Zeenat in the completed Transitional Shelter. 146 such shelters were handed over to families in Wayanad*

*"I was living in a shelter made of tarpaulin sheets for years. After sunset, I would go to sleep at my parents' house out of fear for my security. This shelter and toilet will give me some relief as I wait to build my own house," said Zeenat, a single mother of 3 children."*



## MUTHOOT AASHIYANA

An Initiative of   
**Muthoot  
M George Foundation**

*Rajeswary and  
Subramanian  
Ikkaraparambil with  
their daughters,  
Divya, Diya and  
Didiya* ▶





## PHASE III - DISASTER-RESILIENT HOMES

In the last week of September 2018, Habitat India began the construction of disaster-resilient homes in the districts of Alappuzha, Thrissur and Ernakulam as a part of our permanent reconstruction effort. The first disaster-resilient Habitat home was completed within 55 days and was handed over to Rajeswary and Subramanian in Annamanada, Thrissur in December 2018. With considerable support from our donors and volunteers, Habitat has built 47 new houses and repaired 291 houses.

### RAJESWARY AND SUBRAMANIAN

*Annamanada, Thrissur*

Rajeswary and Subramanian Ikkaraparambil live on the banks of the Chalakkudy River in Thrissur, Kerala with their three daughters, Divya, Diya and Didiya. Subramanian worked as a daily wage labourer while Rajeswary worked as a domestic help in the neighbourhood. When the floods hit Kerala in August 2018, water from the Chalakkudy river changed its course and flooded their house damaging the ancient structure. The family barely survived the wrath of nature. However, they lost their home. They spent a month in the shelter camp set up by the government, dreading to

return to the damaged structure they used to call home. With support from neighbours, the family set up a temporary shelter until they could figure out a way to start reconstructing their home. Habitat India started the Phase III intervention of rebuilding disaster-resilient homes for families like Rajeswary's. Conscious of the critical role of decent shelter in accelerating flood recovery, the construction that started on 30<sup>th</sup> September was completed in 55 days, 20 days earlier than the target of 75 days.

***"After the floods we were not sure whether we will be able to rebuild a new house. And now within a few months, I have a home; better than our previous home. It is a relief to get back to my 'chakkara veedu' - home sweet home."***

*Rajeswary, Thrissur*

### PHASE III - LIVELIHOOD RESTORATION

There are very few things that explain Kerala's rich culture as well as the Aranmula kannadi (mirrors) and Chendamangalam handloom. Crafted and woven by skilled craftsmen, the mirrors and sarees have earned the Aranmula and Chendamangalam communities the UNESCO GI tag.

In the ensuing floods, many communities lost all their tools and means of livelihood. Habitat India supported 18 families from the Aranmula kannadi community who lost their tools. 64 weavers and their families in Chendamangalam, Ernakulam received support to restore the livelihood of the handloom weavers by provision for the purchase and repair of looms, procuring yarn and other raw materials. 74 farmers in Ernakulam received livelihood support and income generation support was given to 50 families in Mundar.

#### MURUKAN R.

*Aranmula, Pathanamthitta*

Murukan is a mirror craftsman living on the bank of Pamba River in Aranmula, Pathanamthitta with his wife and two children. He painstakingly crafts an average of 60 mirrors per month. This is the sole source of income for the family. In early August 2018, he had increased his mirror production as there was the usual surge in demand from tourists who visit Aranmula during Onam celebrations for the famous "Uthirittathi Vallomkali" snake boat race.

But everything came undone as the monsoon rains led to floods. His tools and mirrors were all lost.

"The water was over 10 feet off the ground. It was unexpected and so sudden. We did not have time to move our tools, raw materials and machinery. Everything was swept away by the river. My workshop was fully destroyed," says Murukan. 45 finished mirrors each INR 10,000, were lost in the floods.


"In this terrible situation, the support from Habitat was a big relief for me. I was able to get back on my feet and restart my work soon enough," says Murukan.

*"In this terrible situation, the support from Habitat was a big relief for me. I was able to get back on my feet and restart my work soon enough."*

*Murukan  
crafting a new  
set of mirrors  
with the new  
tools received  
from Habitat*







*“This is a “punarjeevanam” – like I have been brought back to life. I never expected this kind of support from anybody. And we are so thankful.”*

◀  
Rasika working  
with her new  
looms

## **PHASE III - LIVELIHOOD RESTORATION**

### **RASIKA C.**

*Chendamangalam, Ernakulam*

Rasika C. is a 60-year-old weaver from Chendamangalam making living with her old wooden handloom. She lives with her husband and her daughter who is expecting a child. She had been stocking up her finished products to sell during the Onam festival hoping to make enough surplus money to support her future grandchild.

On August 15<sup>th</sup> 2018, flood water entered her house and remained for more than a week. When the water drained out completely, she was devastated to see the amount of destruction caused to the machinery and weaving material.

“I was heartbroken. We saw no way back from that. For some time we thought of approaching one of the handloom societies for work for daily wages. But help came right on time.”

With support from Habitat India, Rasika along with 63 other weavers in Chendamangalam received support through new looms and weaving material.

“This is a “punarjeevanam” – like I have been brought back to life. I never expected this kind of support from anybody. And we are so thankful,” says Rasika.





*Habitat staff at the construction site with homeowners who received support through HSS*



## **PHASE III - HOUSING SUPPORT SERVICES**

As a part of the Phase III intervention in Kerala, Habitat India in collaboration with the local councillor's office, launched a pilot Housing Support Services initiative in North Paravoor, Ernakulam district. The initiative christened Surakshita Koodorukkum Keralam (SKK) was announced by the District Collector, Ernakulam to support the Government of Kerala's 'Rebuild Kerala' and LIFE (Livelihood Improvement and Financial Empowerment) mission at the grassroots level. It ensures displaced families receive adequate support in rebuilding their homes through construction and non-construction services.

### **1) Non-construction Services:**

**Access:** Habitat staff work out of the councillor's office, reaching out to homeowners and handholding them through the process of application, documentation and following up on the disbursement of funds.

**Training:** Financial literacy training is conducted to inculcate skills and knowledge for the families, to make informed and effective decisions with their financial resources.

### **2) Construction Technical Assistance:**

**Design Services:** Construction design services are provided to families, ensuring that government approved construction designs meet the needs of the family or the condition of the available plots.

**Timely Monitoring:** Post the disbursement of funds, constructions are monitored regularly, documenting the progress and intervening with solutions in a timely manner, to enable families to obtain completion certificates and then occupy the houses.

Over 100 families in the North Paravoor Municipality of Ernakulam have availed Habitat's Housing Support Services.

## **KRISHNA KUTTY**

*North Paravoor, Ernakulam*

As the flood waters receded Krishna Kutty, his wife Sarala, and the entire family returned home to discover their house completely damaged. Krishna works as a caretaker. His son Saneesh is the main breadwinner in the house, driving an auto rickshaw to make a living.

The local councillor nominated Krishna's family to be covered under the Rebuild Kerala project of the Government of Kerala. Post the approval, the Housing Support Services (HSS) team worked with the family, handholding them to negotiate the myriad of documentation

and procedural requirements. Saneesh's friend Kannan is a mason and pitched in with his skills and labour. The HSS team drew up the house plan, coordinating with the family and government departments to facilitate the prompt approval. Site visits and timely monitoring by uploading the progress at the Rebuild Kerala portal ensured that the instalments of the subsidy got disbursed well on time.

As the house is completed Sarala says, "We had lost all hope. But now I have started dreaming again."

*"We had lost all hope.  
But now I have started  
dreaming again."*



*Krishna Kutty, Saneesh  
and Sarala in front of  
the completed house*





*CBDRM session in progress in Idduki District*

## PHASE III - COMMUNITY BASED DISASTER RISK MANAGEMENT

Habitat is reaching out to at-risk communities and is actively engaged in the identification, analysis, treatment, monitoring and evaluation of disaster risks in order to reduce their vulnerabilities and enhance their capacities. This strategy ensures that people are at the heart of decision making and implementation of disaster risk management activities.

The program designed to facilitate capacity building and empower local communities to address their longer-term vulnerabilities, thus building community resilience. This, in turn, prepares them to respond to any hazard.

The exercise used participatory rural appraisal tools, with different stakeholder groups providing perspective on issues related to hazards and their impact on the community. Through a socio-

economic mapping exercise, groups were instructed to record the impact of past and possible future hazards on the social, cultural, environmental, economic and individual life in their community.

The community groups also discussed and recorded the resources and capacities that could be used to respond.

The whole process was participatory with each group taking transect walks through the village to re-familiarize themselves with resources, landmarks and hazard-prone areas. These were translated into hazard vulnerability maps. The findings of the four different groups of stakeholders (women's self-help groups, men, youth, and other vulnerable people) were brought together by a committee, with representation from each group to design the village hazard and vulnerability scenario.

## DR3 KERALA REVIEW - INDEPENDENT EVALUATION TEAM HEADED BY WAYNE BACALE, INTERNATIONAL LABOUR ORGANIZATION

In the month of June 2019, an independent evaluation team headed by Wayne Bacale, Monitoring and Evaluation Lead, International Labour Organization accompanied by Rose Angom, Senior Coordinator – Projects and Technical Support, RedR India and Joy Abraham, Director – Program Design Monitoring and Evaluation, Habitat for Humanity India conducted a mid-term qualitative study of the Kerala Flood Response 2018, with the objective of:

- 1. Assessing the relevance, effectiveness and efficiency of project response and implementation;**
- 2. Documenting the facilitating and hindering factors during implementation that influenced project outcomes;**
- 3. Capturing lessons learnt and recommendations.**

Given are excerpts from the Evaluation Report – Review of Kerala Flood Response Project by Wayne Bacale, Rose Angom and Joy Abraham.

### RELEVANCE

The project effectively responded to the urgent need and priorities of the communities. In doing so, the project has provided the community with a secure, stable foundation to build a better future.

Housing designs were effectively tailored to local climatic and topographical conditions. The content of livelihood training was relevant to community livelihood goals and to local market characteristics.

Feedback from the project staff, implementing partners, community leaders and beneficiaries revealed that the support in first two phases (e.g. first responder and humanitarian aid kits) was relevant and useful. Also, progress made on phase three (repair and new house construction) offers positive promises towards permanence.

### ACHIEVEMENTS AGAINST PROJECTED OUTPUTS AND OUTCOMES

The project made a significant contribution towards helping disaster-affected families rebuild their lives. At the time of the evaluation, the project has partially achieved its key outputs. Deliverables within phase I (first response and humanitarian aid kits) and II (transition shelter) were fully completed, and progress on phase III were ongoing. In addition, the project has successfully managed to build a strong partnership with the state and local government as well as the community-based organizations. The response to the Kerala flooding in 2018, strengthened the visibility of Habitat India in Kerala as a credible partner on shelter response; as well as open up opportunities for Habitat India to deepen its support and presence within the area.





## FACILITATING FACTORS

The factors that facilitated the success and performance of the project were:

- **Competent Staff:** The project was coordinated and implemented by competent and skilled staff with previous disaster response emergency experience. This ensured project quality and effective implementation.
- **Needs-Driven:** The project was driven by community needs from the outset. In the immediate aftermath of the disaster, community leaders mobilised themselves and actively participate in Habitat project.
- **Community Based Approach:** The project used a community-based approach through the networks of the implementing partners, which focused on strengthening community capacities to respond to their own development needs.

## OPPORTUNITIES MOVING FORWARD

Moving forward, the following were the opportunities and factors that may facilitate the design and implementation of shelter support:

- **Strong Sense of Community Cohesion:** There is a strong sense of community cohesion and culture of self-help among the families which will assist the community in adjusting to the relocation. This can also be capitalised upon in any future post-project activities.

- **Follow-up Support:** There are opportunities for follow up interventions including further training on house expansion and maintenance, community cooperative development, livelihoods support and infrastructures. There are also opportunities to provide housing support to resident families who have not yet accessed assistance.
- **Attracting public investment on shelter:** Habitat's outputs could potentially attract public and private investment in other facilities.

## RECOMMENDATIONS

The following were the key recommendation of this evaluation:

1. A holistic approach towards Pathways to Permanence.
2. Support to shelter policy reform.
3. Strengthening Habitat India as a champion in shelter response.
4. Develop an outcome-based approach to the design that highlight the causal links of results; assess the timing of the results; and identify and develop strategy to manage externalities (assumptions and risks).
5. Action oriented learning strategy.

## THE UMBRELLA CAMPAIGN

Protect People Save Lives

As a leading global organization at the forefront of Disaster Risk Reduction and Response, Habitat for Humanity India launched the Umbrella Campaign. The campaign aims to create awareness on the top 5 things to do when a major disaster is declared. Through this campaign, we wish to engage the youth, community leaders, partners and the general public to create awareness among 2 million people across 14 districts in Kerala, to ensure preparedness and build community resilience.



**Top 5 Things To Do**

- **P**rotect your valuables.
- **P**ack essentials like food, water and medicines.
- **P**lan your evacuation route in advance.
- **P**roceed to evacuate the elderly, disabled and children.
- **P**lace your family at a disaster relief centre





*Maryam Mujahid - Good Samaritan School, New Delhi with Rajan Samuel at the launch of the Umbrella Campaign at the Asia Pacific Housing Forum 7 in July 2019*



*"The loss of lives and infrastructure in Kerala has been so massive that the entire country needs to come together to Rebuild Kerala."*

Jacqueline Fernandez,  
Actress and Brand Ambassador,  
Habitat for Humanity India



## JACQUELINE BUILDS FOR REBUILDING KERALA

When floods submerged the state of Kerala in August 2018, Jacqueline Fernandez came forward to support Habitat India as we initiated our disaster response program in reaction to this natural disaster. Pledging her support, she launched into action.

- **Jacqueline made a personal donation towards Habitat India's Kerala Floods Relief Fund.**
- **She led a crowdfunding campaign to raise funds for Habitat India's support to flood-affected families.**
- **She reached out to actors and filmmakers from the film industry like Hrithik Roshan, Arjun Kapoor, Remo D'Souza, John Abraham and Akshay Kumar, asking them to sign a brick to support Habitat India's Kerala relief work.**
- **She also promoted the cause and Habitat's work across her social media channels.**

On 12<sup>th</sup> January 2019, she launched the second edition of Jacqueline Builds in Kerala, working alongside actress Shwetha Menon on the home of Sreedevi and Anilkumar, a family affected by the floods in Kerala. She was supported by 25 volunteers from Xavier Institute of Management and Entrepreneurship (XIME), Kochi, staff from the Muthoot Group and a local Member of the Legislative Assembly, Anwar Sadath.



## RECOGNITION

Habitat for Humanity India thanks all our donors and partners. You have partnered with us to build strength, stability and self-reliance for thousands of families across the country. Most of all, you have joined us in our journey to build a world where everyone has a decent place to live.

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and individual supporters who  
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Shri. Jayakrishnan, Sub-Judge,  
Pathanamthitta

## ABOUT THE COVER

Front: Habitat homeowner Unni with his wife Sathi and daughter Unnimaya

Back: Sundhamal, a highly skilled Aranmula Kannadi craftswoman, finishing up a mirror for one of her customers.

Photos by Anand Arackal and Visweswaran V.



Habitat for Humanity India  
102/103, 1<sup>st</sup> Floor, Dhantak Plaza, Makwana Road, Marol,  
Andheri (East), Mumbai, Maharashtra - 400059  
Phone: 022 6784 6868  
Email: [info@hfhindia.org](mailto:info@hfhindia.org)  
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