



# ATMA FOUNDATION

## KERALA FLOODS: REHABILITATION & RECONSTRUCTION INITIATIVES



The rains have wreaked havoc, and the devastation remains - the struggle is only beginning. In this hour of crucial need, ATMA Foundation stands firmly with our people, doing what we can to support the relief and reconstruction efforts.

### **PHASE I (Completed)**

In the initial days of the deluge, ATMA Volunteers were actively involved in rescue and relief efforts in their areas.

In the next stage, the focus was on mobilising resources to meet the urgent needs of the affected people.

- 6 truckloads of drinking water (over 90,000 Litres) were sourced to many badly hit regions in Thrissur, Chalakkudy and Ernakulam during the floods.
- Water storage cans with water purification tablets were distributed to 1000 families in areas which were facing severe shortage of clean water – making provision for clean drinking water for over 3 months.
- Hygiene kits, cleaning materials, mosquito nets, and utility materials like floor mats, bedsheets, etc, with a net worth of over INR 18 Lakhs, were distributed to more than 1500 families in worst affected areas like Thottippal, Kodassery, Vynthala, Kuzhur, Injamudi, etc.
- New clothes were distributed to all children of the LP school in Parakkadavu, where people suffered heavy material loss.
- Group Counselling & personal counselling for flood victims were conducted in 8 places, benefitting over 1200 people.
- Primary Health Care Rural Camps have been conducted in 18 remote villages in Thrissur&Ernakulam districts, benefitting over 1700 people. Medicines worth over INR 2 Lakhs have been distributed free of cost.
- A 2-day camp for Assessment & Free Distribution of Mobility Equipments to flood victims was organised. Of the 88 participants assessed, 23 were provided wheelchairs, walkers, crutches, etc, 27 are to be given custom –made equipments, and 23 will receive further expert care.

ATMA Foundation was supported in these endeavours by AB InBev Bengaluru, Americares India Foundation Mumbai, AS India, Thirupur, Mobility India Bengaluru and many other corporate and individual donors.

Now that the initial relief needs have been met, it is time to move on to long term rehabilitation and reconstruction initiatives



## PHASE II

## KERALA FLOOD RELIEF: VILLAGE ADOPTION PROGRAMME OF ATMA FOUNDATION

As the next phase of Flood Relief efforts, ATMA is implementing a long term reconstruction project, by adopting a flood submerged panchayath. The project involves long-term holistic development of the village, with initiatives in reconstruction, sustainable energy, environmental protection, as well as health, education and psychosocial welfare of the community.

### Location Details

Panchayath: Kuzhur (located on the banks of Chalakkudy River)

Block: Mala

Taluk: Mukundapuram

District: Thrissur

### Project Objectives & Rationale

The flood affected community requires more than immediate material support. This project aims to empower the community to serve its own needs in the long run. On an individual level, this involves restoring means of livelihood, developing new skills, enhancing financial literacy, and improving physical and mental health. It also includes assisting them to increase their income levels significantly, to recover their losses in the shortest possible time span. From a collective perspective, the community also needs clean and affordable energy, and a cleaner environment. The river and its banks need to be cleaned, conserved and protected.

### Project Phases

1. Study& Rapport Building: ATMA Foundation has begun a detailed study in KuzhurPanchayath – estimation of damage, immediate needs of the people, livelihood patterns, potential for development, etc. The ATMA team is also interacting with different stakeholders in the Panchayath, to build rapport and seek ground support from the people.
2. Planning& Engagement: Based on the inputs, ATMA will seek the guidance of experts in relevant fields to develop a consolidated and comprehensive long-term plan for the development of the Panchayath. ATMA team will also engage with local bodies & volunteers, making them a part of the decision making process.
3. Educating &Implementing: The development plan will be discussed in different people's fora in the community. The people will be educated about the various aspects of the development plan, and their role in implementing and sustaining it. Actual implementation will be done with the support of local volunteers and groups.

These phases are not strictly compartmentalised, and implementation of some aspects may start earlier, according to local needs.

## **Enhancing the value of donor contribution**

The funds raised for this project through crowd funding will be used as basic seed money. ATMA will source more funding support from available Govt schemes, corporate agencies, HNIs, etc for individual projects, and also mobilize local volunteer support and voluntary professional expertise wherever possible. The efforts of ATMA volunteers and the existing administrative machinery of ATMA Foundation will also be utilized to the maximum possible extent. This will ensure that the final benefit to the affected people, in terms of monetary value alone, will be multiples of the fund raised.

## **Expected Outcomes**

Immediate relief to the flood affected people – with urgently required material support, counseling support and guidance

Significant increase in income levels

Long term financial security – as a result of restored livelihood and greater awareness on financial planning.

Energy Self-sufficiency

Safer and cleaner environment - a stretch of the Chalakkudy River and its banks cleaned, protected and conserved

Complete trauma recovery with improved physical & mental health

Improved human relationships within the community – as a result of working together for the common good

Preparedness for similar possible disaster in future

## **Time Frame**

The proposed project components will be completed within a span of 3 to 5 years. A step by step withdrawal plan will also be formulated, wherein, at the end of the time frame, there will be a local community leadership in place, who can take over the sustenance and continuation of long-term project components.

## **Scaling**

The project will be scaled up to reach a larger population if more funds become available

The project components with estimated budget allocations are given below:

## PROJECT COMPONENTS WITH BUDGET ALLOCATIONS

Govt support and assistance of suitable agencies will be sought wherever possible, with ATMA acting as a facilitator to the people in availing the benefits.

Sl No.	Project Component	Role of ATMA	Possible Financial support from Govt/ other sources	Potential Assistance/ Expert Guidance	Budget Allocation (ATMA Contribution)		
					INR	USD	% of total
1.	<b>Relief Materials</b>	Sourcing of materials for immediate rehabilitation support, financial support where required	CSR, donations from Individuals/ agencies		7 lakhs	10,000	4%
2.	<b>Repair &amp; Reconstruction</b> a. Residences b. Public buildings – PHC, anganwadi, Library, etc	Educate & facilitate availing benefits of schemes & loans, facilitate consultancy on low-cost eco-friendly housing, source materials, source labour, Part financial support	PMAY scheme, CSR, Subsidised loans	LSGIs, Local volunteers & groups, Specialised NGOs, Institutes of National repute, Reputed architects, etc.	28 Lakhs	40,000	16%
3.	<b>Livelihood &amp; Skill Development</b> a. Agriculture b. Livestock c. Services - tailoring, catering, etc d. Cooperative endeavors	Initial funding support - seed capital, Provide expert consultancy, Help to develop a sustainable financial model, implement skill development projects	Bank loans, CSR Funding, Loans from SHGs	Agriculture University, Fisheries dept, Veterinary University, MSME	21 lakhs	30,000	12%

4.	<b>Clean &amp; Affordable Energy</b> a. Solar Energy Units b. Bio Gas Plants	Initial funding support, Liaise with funding agencies & facilitate availing of subsidies, Facilitate training for local volunteers in maintenance and repair, Facilitate the project	Govt subsidies CSR	ANERT, Other specialised Agencies	21 lakhs	30,000	12%
5.	<b>River protection &amp; Wetland Conservation</b>	Facilitate the project, educate the community, mobilize local volunteer support	CSR funding	Specialised agencies	35 lakhs	50,000	20%
6.	<b>Health &amp; Education Programmes</b> Health Camps Yoga training Awareness Campaigns Counselling & Guidance	Organise camps, campaigns and trainings	Funding under Govt projects	Hospitals District Medical Office Specialised agencies	14 Lakhs	20,000	8%
	Admin Expenses – including HR and basic infra				28 Lakhs	40,000	16%

**TOTAL:**                      **INR 1,75,00,000**                      **USD 250,000**