



# Report on Disaster Relief Program 2015-16

Tamil Nadu Flood Relief Work



Livelihood Promotion



Education



Care for Person with Disability

**Our Six Areas of Intervention**



Community Infrastructure



Health and Well Being



Environment and Resource Protection

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# About Spark Minda Foundation

Spark Minda Ashok Minda Group has a legacy of Community Development since decades. Community Development Projects were undertaken by various units in their periphery. Later it was understood that a common entity for all the Group Companies needs to be incorporated. Accordingly, Spark Minda Foundation was incorporated under Section 8 of Companies Act and is the CSR wing for the Group Companies to undertake CSR activities.

The main aim of the Foundation is to work for community Development by catering Education, Women Empowerment, facilitation of Healthcare, Care for Persons with Disability and to Sustain the Environment.

Spark Minda foundation is 100% subsidiary of the mother company, Minda Corporation Limited, which is listed at BSE and NSE.



**Sarika Minda**  
Chairperson  
Spark Minda Foundation

“ I pray the almighty to save the mother earth from calamities. I would also request people to protect the planet for sustainable future. ”

## Foreword

Spark Minda Foundation believes in contributing to the sustainable and integrated development of society over the medium to long term. Thus, in continuation of this legacy, we added one more vertical in our intervention area for supporting people affected of Natural Disaster through our Disaster Relief Program.

Natural disasters are undeniably increasing due to such factors as urbanization, population growth, destruction of the Natural Environment, Climate Change, and the Asian region accounts for nearly 90% of the world's affected population.

To address the risks that arise from these often misunderstood vulnerabilities, it is essential to conduct comprehensive, holistic and integrated disaster reduction activities in an efficient and effective manner. Therefore, a Flood Relief Program was conducted to reduce the post impact of the flood disaster, which badly affected Tamil Nadu in end of the year 2015. The Relief Program was mainly conducted in the areas of Pillaipakkam and Kakkular near our manufacturing plant vicinity. The endeavour was to strengthen the response preparedness, management and mitigation capacities.

This document captures initiatives taken by our foundation as a disaster mitigation measures to help the affected with basic survival necessities.

The acknowledgement is due to our most valuable CSR team of South, our deemed customers who came in front and played a key role in giving services to the people affected by flood, local Government and NGOs, who helped us in identification of most vulnerable people and areas and the local Panchayat in execution of the Relief Works.



# Background

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Spark Minda Foundation initiated the Disaster Relief Program after the record breaking rain and flood in Chennai, Tamil Nadu.

Several districts of Tamil Nadu state had been battling floods since 8th November 2015, when an area of deep depression was formed over the Bay of Bengal and dumped heavy rainfall across parts of Tamil Nadu.

The 4 week of flooding caused disaster and chaos across the state. More than 400 people lost their lives due to the torrential downpour, over 18 lakhs people were displaced with estimates of damages and loss ranging to Rs.100000 Crs. Power supply was interrupted for over half of the city's neighbourhoods. Train services were cancelled after tracks were flooded and Chennai Airport was also closed with some parts of the Airport reported to be under 7 feet (around 2 metres) of flood water. The Tamil Nadu districts of Cuddalore, Kanchipuram and Tiruvallur were badly affected. This situation was also assessed by our CSR Team of Tamil Nadu. They started providing Food Packets, which was identified as immediate requirement as people had lost their homes. Approximately, 300 people on



View of affected areas of Kanchipuram District during flood

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Our team extended support in the most affected villages adjacent to our Pillaipakkam and Kakkallur Plants by providing relief and survival kits, consisting minimum amenities to the flood affected people.

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Flood affected roads of Chennai

daily basis were benefitted through this distribution. Further to this the team thought to extend the support in the most affected villages adjacent to our Pillaipakkam and Kakkallur Plants by providing Relief and Survival Kits, consisting minimum amenities to the flood affected people.

# Objective of Relief Program

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As many people in the flooded areas lead precarious, subsistence lives. But this disaster adds as a social and

economic disadvantage to the people belonging to tribal or low income group.

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The main objective of this Relief Program was to support these people with basic survival necessities, which would help them to overcome through this difficult phase.

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# Relief Methodology

## Area Identification:

Areas like Anjugam Nagar, Sriprumbudur, Tambaram, Puttur etc, nearby our plant vicinity were identified for the flood relief activity as they were most affected. Our CSR team visited these places and determined the needs of the community, on the basis of which list of items for distribution were prepared.

## Distribution:

Primary Relief Work and Major Relief Work were identified to be executed. Direct physical distribution of food packets and drinking water bottles were done in Primary Relief work, as it was identified as an immediate requirement in that situation. Whereas, Relief Kits were distributed as a part of Major Relief Work by our Ground Zero Team.

## Target Group:

People identified for distribution were street beggars, Coolie, Below Poverty Line or people who had Kacha Makaan as it will take really long time for them to bring back their lives to normal after this disaster.

## Need Assessment:

The CSR team visited the nearby location to do the need analysis of the flood affected areas and came out with the specific needs and the flood relief plan for the victims.

## Distributed Items:

- Relief Kit: 1 Blanket, 1 Lungi, 1 Towel and 1 Night wear for ladies.
- Water Bottles
- Food





# Glimpse of Flood Relief Work









# Work Execution:

## Primary Relief Work:

Post assessment, the CSR team started the Primary Relief Work on 26th Nov 2015 by providing Food Packets to nearly 300 affected families at Erumaiyur Village, Karunacherry Village and Anjugam Nagar of Somangalam Village. Later the relief work was spread to Kakkalur plant vicinity, where 1550 food packets were distributed in the areas like Putlur, Attupakkam etc. In total 2450 food packets were distributed to approximately 700 families.

The main challenge in the disaster affected area is the accessibility to safe drinking water, failure in so can lead to various Endemic Diseases. Thus, the Group distributed approximately 300 drinking water Bottles along with Biscuits and breads at Mulai Nagar of Manimangalam Village.

Spark Minda, Ashok Minda Group CSR Team also served Breakfast and Lunch to 200 Children of Ettiyapuram Child Care Foundation, which got badly affected during the flood.

CSR Team did not confine its work only to people but also came forward for the care of animals. CSR Team in collaboration with Blue Cross distributed animals food to the affected animals.



Distribution of Food Packets

The main challenge in the disaster affected area is the accessibility to safe drinking water, failure in so can lead to various Endemic Diseases.



Serving lunch at Child Care Home



Food Distribution to Animals





Distribution of drinking water bottles to affected people



CSR Team executing Primary Relief Work



## Major Relief Work:

A Flood Relief Kit was prepared which contained a Blanket, Lungi, Towel and a Night Wear for ladies to protect victims from extreme weather conditions.

Major Relief Work started when rain again intensified on 1st Dec 2015, creating flood and causing thousands of people to be stranded and trapped. A Flood Relief Kit was prepared which contained a Blanket, Lungi, Towel and a Night wear for ladies to protect victims from extreme weather conditions. These Kits were purchased in bulk from The Tamil Nadu Handicraft Weavers Co-operative Society. In total 500 kits were distributed around the vicinity of our Pillaipakkam and Kakkalur plant.

Other than this, Mosquito Repellent Medicine was also sprayed in Thaneerkulam to minimize the risk of mosquito prone diseases.



# Team at Ground Zero

CSR Team of Spark Minda Ashok Minda group of Kanchipuram and Thriuvallur location worked hard, putting their lives in danger to successfully carryout this Relief Work. Members who worked on ground during this disastrous phase for the physical distribution of items are:

**Kanchipuram Team :** Mr. Daniel, Mr. Kannan, Mr. Pradeep Kumar, Mrs. Jayapradha, Mr. Loganathan, Mr. Karthick, Mr. Balakrishnan, Ms. Stella Mary, Ms. Tamilselvi, Mr. Vijay, Mr. Raghuraman, Mr. Dhayanithi, Mr. Jothi, Mr. Sathish, Mr. Isaivananan, Mr. Subramaniya Bharathi, Mr. Murugan, Mr. Udhayakumar.

**Thriuvallur Team:** G. Arun, Ak Suja, G Anbalagan, R Karthik, B Rajan, S Pandiyan, M Nagaiyan, S Parthiparaj, K Selvaperumal, R Vinoth Kumar, Nf John V Paul Murugan, S Vimal Kumar, A Dhanasekaran, R Pitchai Aravind, S Murali, P Maduraimuthu, Sb Prdeep Kumar, Ts Arsath Ali, R Dinesh Kumar, G Prakash, K Jayachandran, E Jayaraman, E Amul Kumar, E Logidoss, B Samuel, K Vasan, Sathish Kumar L.



CSR Team at Ground Zero



Food distribution at affected area

Other than the team working at Ground Zero, valuable customers also participated in Flood Relief Work



Mr. Patangi & Mr. Mahesh Patil from TVS Motor Mysore distributing food to the affected people.



Mr. Haneesh from Mahindra & Mahindra who actively participated in distribution activity.



# Area Coverage:



## In Kanchipuram District:

Details of Food Packet Distribution during Primary Relief Work at Pillaipakkam:

Date	Places	No. of food packets
28-11-2015	Anjugam Nagar , Somangalam village, Sriprumbudur(tk)	100
29-11-2015	Erumaiyur village, Sriprumbudur(tk)	100
30-11-2015	Mudichur, Tambaram	100
04-12-2015	Karunacherry village, Pillaipakkam(po), Sriperumbudur(tk)	100
05-12-2015	Mulai nagar, Manimangalam village, Pallaipakkam	Bread- 25, Water bottles-100, biscuits-150
06-12-2015	Childcare foundation, Ettiyapuram village, Sriperumbudur(tk)	200
07-12-2015	Varadharajapuram village, Sriperumbudur(tk)	100
10-12-2015	Manimangalam village	100
11-12-2015	Anjugam nagar , Somangalam village, Sriprumbudur(tk)	100

Details of relief kit distribution during Major Relief Work at Pillaipakkam

Date	Location	No. of Kit
14. 12. 2015	Anjugam nagar , Somangalam village, Sriprumbudur(tk)	130
15. 12. 2015	Mudichur, Tambaram	33
15. 12. 2015	Manimangalam village	30
19. 12. 2015	To Minda Sai contract associates	50
19. 12. 2015	Karunacherry village, Pillaipakkam(po), Sriperumbudur(tk)	157

\* tk: Taluka • po: Post Office



Flood affected people having food distributed by CSR team.



CSR Team during Relief Work at night



## In Thiruvallur District:



Details of Food Packet Distribution during Primary Relief Work at Kakkalur:

Date	Location	No. of food packets
05.12.15	Putlur - Irular Colony	200
06.12.15	Attupakkam - Irular Colonythirupachur	400
08.12.15	Old Thirupachur - Erikarai	250
09.12.15	Putlur- Gandhi Nagar	300
10.12.15	Vengathur (Karunya & Kanniyamma Nagar)	200
11.12.15	Putlur - Irular Colony	200

Details of Relief Kit Distribution during Major Relief Work at Kakkalur (Avadi and Ambattur)

Date	Places	No. of food packets
01.1.16	CSI Church	23
01.1.16	St. Anthony's Church	12
01.1.16	Sacred Heart Church	15
01.1.16	St. Joseph Church	08
01.1.16	Nambikai Mudhior Illam	06
01.1.16	Avadi Railway Station	05
01.1.16	Bus Stop	02
01.1.16	Road/shop side	02
01.1.16	Mosur Village, Arakonam	13



Street beggars' with the Relief Kit



Relief Kit distribution at Avadi Railway Station



Father & Son having food after losing their home



# Glimpse of Flood Relief Activity







# Learnings

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Disaster preparedness is very important for quick relief and for the reduction of effects and after effects of the Natural Disaster. Disaster preparedness is a continuous and integrated process resulting from a wide range of risk reduction activities and resources rather than from a distinct sectorial activity by itself. It requires the contributions of many different areas—ranging from training and logistics, to health care, recovery, livelihood to institutional development.

It also provides a platform to design effective, realistic and coordinated planning, reduce duplication of efforts and increase the overall effectiveness of National Societies, Household and Community. Disaster preparedness activities is embedded with risk reduction measures that can prevent disaster situations and also result in saving maximum lives and livelihoods during any disaster situation, enabling the affected population to get back to normalcy within a short time period.

Giant Hail storms are increasingly common. Massive Brown cloud and Global dimming is often perceived. Icebergs are breaking and leading to massive flooding. Global warming is intensifying and causing temperature change. The Natural disasters are directly or indirectly causing severe threats to people and their well being. Disasters can be defined as a sudden accidental event of great magnitude which causes considerable damage of life and property. They are sudden, drastic and normally occur without any alarm or warning. Some disaster may be short lived such as earthquakes and some other may be of long duration, such as flood. However, irrespective of the duration of disaster loss of property is immense. The magnitude of disasters can be judged by the fact that only during the past two decades occurrences of floods, earthquakes, landslides, cyclones, etc have killed several millions people.

Most of the disasters have a natural origin. However, disasters are manmade as well. It is important to check those practices, which are damaging the eco-system.

If we look at the effects of flood, there are possibilities of spread of many Epidemic Disease which needs to be checked through hygiene preparedness. Rapid runoff causes soil erosion which could be reduced through scientific processes. Wildlife and Forests should be protected from its effects. Efforts and preparedness needed to protect widespread as they are significant for economic sustenance.

Although flood is a Natural Hazard, it is sometimes intensified due to undesirable human activities. The measures that can be taken to control the extent of flood damage include land use planning, building of physical barriers. Preventing human encroachment and use of technology for relief. Demarcation of the flood prone areas is important. Construction work and concentration of human population should be avoided in floodplains. Afforestation on the upper reaches of the river to control soil erosion and excessive runoff is also important.

Embankment along the banks of rivers in densely populated areas should be practices. Scientifically building of reservoirs to collect excess water could also be a solution. Channels could also be constructed which may divert the flood water.

Human encroachment should be avoided in Flood plains and catchment areas. Advanced communication and fast evacuation techniques need to be identified. Temporary shelters, immediate supply of Medicine, Food, Drinking water and clothes should be planned well in advance. Epidemic disease can be controlled through spray, desired vaccination and awareness.

This is how we can reduce the effect of flood and protect people and property. Apparently it was a life time experience for Spark Minda Foundation to react in an alarming situation of flood in Tamil Nadu. However it gave us a lot of learning's as well.



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