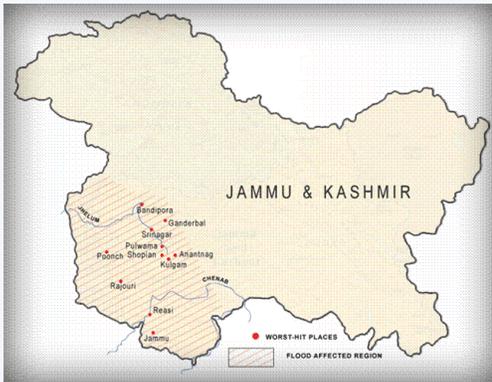


## An Urgent Appeal for Donations for Victims of Jammu and Kashmir Floods, India (September 2014)



### Jammu & Kashmir Floods (September 2014): Impact Highlights

- **Worst floods in six decades** in Jammu and Kashmir
- Over **47,000 people evacuated** so far
- **Thousands** of people are still **stranded**.
- Nearly **200** persons have **died** (death toll is feared to rise substantially)
- Over **2600 villages** across **10 districts** affected



Photo Courtesy: PTI

### Flood situation in Jammu and Kashmir (September 2014):

The Himalayan state of Jammu and Kashmir and adjoining areas has been severely flooded due to heavy rainfall received since September 2, 2014. So far, the calamity has claimed nearly 200 lives in addition to unaccounted loss to property and livestock. Ten districts across the state namely; Srinagar, Anantnag, Baramulla, Pulwama, Ganderbal, Kulgam, Budgam, Rajuri, Poonch and Reasi have been majorly affected resulting in displacement of lakhs of people and severe damage to road and bridges. With mobile towers down, and all communication lines submerged, contact with the state is severely disrupted.

Over 2600 villages are affected in the state, out of which 1600 villages are in Kashmir and the rest in Jammu. 450 villages are completely submerged. South Kashmir remained cut off as all means of communications to the areas are badly affected. At many places, bridges connecting with south Kashmir districts have been washed away by floods and at some places long stretches of roads continue to be submerged.

Major hospitals in the capital city of Srinagar are inundated, which is posing a challenge in extending emergency medical services to the victims. While the military and para military troops have been providing emergency services to the affected communities, many of the army posts in the region are also inundated.

Thousands of troops, police, army, National Disaster Response Force (NDRF), Air Force and other emergency personnel, backed by helicopters and boats, have fanned out across the Kashmir Valley and the rest of the state for extending rescue and relief support. However, the severely impacted means of communication and difficulty in accessibility to the affected areas due to inundation has significantly slowed down the rescue and relief operations.

**Recognizing the extent of devastations caused by the floods as the worst calamity to hit Jammu-Kashmir in the past six decades, the Prime Minister of India has declared this as a 'National Level Disaster'.** In spite of the relief and rescue operations are being carried out by the armed forces and the NDRF, the situation remains grim even as government has doubled its efforts to provide relief to the marooned people.

## UNITED WAY OF INDIA

**Relief and rehabilitation of the flood affected communities- A mammoth task:**

From the extent of the humanitarian crisis in Jammu and Kashmir, it is evident that it will be a long haul before some semblance of normalcy is restored in the state. Many believe that the extent of damage could be similar to or worse than the Uttarakhand Floods seen a year ago. Based on our recent experience of post disaster rehabilitation work in Uttarakhand, we believe that providing complete relief and rehabilitation to the affected people will be a mammoth task for Government agencies, and will require tremendous support from multiple agencies with funding support being the most critical..

A "**United Way Disaster Response Fund-India: J&K Floods 2014**" has been set up to mobilize resources from India and the world to support the relief and rehabilitation programs in Jammu and Kashmir. The United Way network in India will aim to raise resources and work hand in hand with credible disaster relief organizations to address this major calamity. Based on our initial assessment through our interactions with Sphere India (Lead coordinating agency in India for Humanitarian Action) and our NGO partners like SEEDS India, AmeriCares India, and Habitat for Humanity, Hope Foundation and local administration officials, we have identified the following needs of the people which need your immediate support. (These are organizations that we have partnered with earlier and have a well-established track record in relief and rehabilitation)

**Phase I: Immediate and Mid-term Support**

1. **Medical Camps:** Distribution of Medicines/ Health check-ups/ Medical Referrals with special focus on women and children needs in the most affected villages till the local health infrastructure is restored.
2. **Distribution of Special Kits:**
  - i. Health and Hygiene Kits: Sanitary napkins, Soaps, Towels, Medicines, ORS Sachets, etc.
  - ii. Family Kits: Set of utensils, floor mats, mosquito nets, Flash Lights, Batteries, Portable Mobile Chargers, etc.
  - iii. Winter Kits: Blankets and warm clothes for protection against ensuing harsh winter in the state.
  - iv. School Kits: Black board, chalks, chairs and stationery, Books, Bags, etc. (to help children continue their schooling once the flood waters recede).
3. **Shelter:** Construction of Emergency and Transitional Shelters for families whose houses have been destroyed or are currently unfit for use due to submersion and until further provisions are made for their rehabilitation.

**Phase II: Long-term Rehabilitation:**

United Way of India's Disaster Response Team will plan for a multi-sectoral long-term recovery plan involving livelihood restoration, education enhancement, skill building and improvement of Health care services. For this, the team would conduct a detailed needs assessment in collaboration with its NGO partners and the concerned governmental departments to base its long term strategy depending on the rehabilitation and recovery needs of the affected people. The assessment would be conducted within a few weeks time as soon as the situation improves and the immediate relief and rescue operations are over.

This is an urgent appeal to all corporates and individuals to donate generously to the **United Way Disaster Response Fund-India: J&K Floods 2014**. All donations in India are eligible for tax exemption under section 80G of Income Tax Act of India.

➤ **Online Donations:**

United Way of Mumbai has set up a donation link on behalf of all United Ways in India, specifically for the United Way Disaster Response fund. Please click here: <http://unitedwaymumbai.org/donation.htm>

Note: Dedicated links can be created for corporates who are considering running an employee giving campaign.

➤ **All Domestic and Foreign Contributions by Cheque/ Demand Draft:**

Cheque and DD's can be drawn in favor of '**United Way of India**' and sent to: **United Way of India: 309, Nirman Kendra, Famous Studio Lane, Dr E. Moses Road, Mahalaxmi Estate, Mumbai 400011, India.**

Please do reach out and engage with everyone in your network to support this initiative. Your support will help United Way to compliment the efforts of local NGOs and governmental organizations in relief and rehabilitation, with who we are in close contact.

**UNITED WAY OF INDIA**

Regular reports on the situation in the state of Jammu and Kashmir, including progress in relief and rehabilitation activities commenced with the donations received in the United Way Disaster Response fund will be sent to all donors.

**For any clarifications, information or support in making donations, please contact:**

Ajay Govale, Program Director, United Way of India and Mumbai on [ajay@unitedwaymumbai.org](mailto:ajay@unitedwaymumbai.org) (cell no: +91 9869119015) and

Sinu Chacko, Program Coordinator, Disaster Response, on [sinu@unitedwaymumbai.org](mailto:sinu@unitedwaymumbai.org) (cell no: +91 9619652111)

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**UNITED WAY OF INDIA: FOR BUILDING STRONGER AND SAFER COMMUNITIES IN INDIA**

**About United Way of India:**

United Way of India is a registered, non-profit organization that works to improve lives by mobilizing the caring power of communities. United Way of India is the national organization for the United Way network in India and represents United Way Worldwide, a global community impact organization. In India, the United Way system works to address issues related to education, health, livelihood, environment and disaster response. Under the umbrella of United Way of India, local United Ways located in Bangalore, Baroda, Chennai, Delhi, Hyderabad, Kolkata, and Mumbai work to create long-lasting community change by addressing the underlying causes of the most significant social issues. Local United Ways have the flexibility to customize their approaches to addressing their community's particular needs, while leveraging the talents and expertise of the nationwide system. Such a system has great capability of scaling up sustainable projects to improve lives nationwide.

**Disaster Response Initiatives of United Way of India:**

United Way has played a leadership role during major national calamities in the past including during Cyclone Phailin (2013), Uttarakhand Flash Floods (2013), Karnataka and Andhra Pradesh Floods (2009), Mumbai Terror attacks (2008), Bihar Floods (2008), Mumbai and Gujarat Floods (2005), Tsunami in Southern India (2004), Gujarat Earthquake (2001). During all these disasters, United Way has proactively responded to the needs of the disaster affected communities by leveraging its ability to mobilize resources from corporate and individual donors. United Way adopts a comprehensive approach for disaster response by emphasizing on immediate relief, mid-term relief and long term rehabilitation and community rebuilding. This includes:

- Mobilizing and channelizing of monetary and in-kind donations and volunteers
- Identification of credible NGO partners for on-ground implementation after thorough due diligence (on the basis of their past track record in disaster relief and rehabilitation, legal compliances, etc.)
- Thorough need assessment of the affected communities including consultations with the government, local organizations and local community.
- Facilitation and monitoring of relief and rehabilitation programs and efficient management of fund utilization.
- Tracking the progress of the response interventions and reporting to the donors. This includes keeping the local Government and government agencies apprised of the progress.
- Ensuring coordination between NGO partners, volunteer agencies and local government agencies for a comprehensive approach towards relief/ rehabilitation.