



# Civil Society & Volunteerism

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Kerala State Disaster Management Authority



**Civil Society** – *dense network of groups, communities, networks and ties that stand between the individual and the modern state*

**Volunteerism** – *the principle of donating time and energy for the benefit of other people in the community as a social responsibility rather than for any financial reward*

## MAJOR DISASTER EVENTS IN KERALA



**2019, 2020 and 2021: Extreme Weather Events (localized heavy rainfall), flooding & landslides**

## Subtle Significance of Civil Society & Volunteerism in DM (1)

- ✓ Invariably they are **the First Informants**
- ✓ **First among the first responders** (localities from the immediate neighborhood of a disaster event) notwithstanding government reach, decentralized governance and advanced communication /logistic infrastructure
- ✓ **Embodies self-help** at the community level
- ✓ **Immediate aid for the formal Govt machinery to ground itself in disaster sites**
- ✓ **Altruism is fundamental to volunteerism & Volunteerism is a dividend of Social Capital**
- ✓ Time is the essence in saving lives. They are invariably **on-site in ground-zero at the golden hour** when lives can be saved most. They help to decrease the death toll. Hence, training & DM literacy engaging every household / community will be a worthwhile investment is disaster preparedness.

## Subtle Significance of Civil Society & Volunteerism in DM (2)

- ✓ **Hold Critical Knowledge unavailable to outsiders :**
  1. local **domain and terrain knowledge**,
  2. knowledge of **who's who** in the locality,
  3. knowledge of **the lie of the location & structures** prior to the disaster (esp. landslide locations)
  4. knowledge of quick **local resources**
  5. valuable **local contacts**
- ✓ **Help identify the deceased**, inform relatives, console the survivors and **provide psychosocial support**
- ✓ **Offer first aid (physical and psychological)**
- ✓ Have a conscious **count of disabled** (autistic children, bed ridden elders, sick, etc.) and accord special attention. **They help bring inclusiveness in relief and rescue.** They leave no one behind.

## Subtle Significance of Civil Society & Volunteerism in DM (3)

- ✓ **Well informed neighbours help preserve law and order** before the formal State machinery takes over in the immediate aftermath of a disaster event (avoid loot, abuse, etc.).
- ✓ They are an **added strength to the Govt machinery in all phases of the DM cycle** (vulnerability assessment, preparedness, rescue, relief and rehabilitation)
- ✓ Much of the timely help via **social media is propelled by the participation of civil society and through volunteerism**
- ✓ Volunteerism **offers the speed of spontaneity** and thus saves precious time that can otherwise be lost in search of resources and services
- ✓ **Aid participatory, decentralised, bottom-up DM planning** (LSG DM plan) – democracy in DM
- ✓ **Drive campaigns** under DM

## Subtle Significance of Civil Society & Volunteerism in DM (4)

- ✓ Volunteerism **reduces the cost on the Exchequer** (Do Government's ever attempt to quantify it ?!)
- ✓ Volunteerism through social media platforms **can rain informal aid and assistance across borders** (e.g. the give and take between Kerala and TN during Kerala Floods 2018 and Chennai floods)
- ✓ **Nurture inherent resilience** in the community from within
- ✓ Civil Society **is often resourceful.**
- ✓ **Taking to insurance they bear risk collectively**
- ✓ **As a fall out of altruistic collective action, they foster peace, social harmony and social cohesion**
- ✓ **Volunteerism triggers a virtuous cycle that reinforces social capital and dissolves divisive tendencies.**

**These subtle strengths of the local community are seldom paraphrased, often understated, easily overlooked and taken for granted. Have to be effectively leveraged by the formal DM apparatus. This underlines the need to formally equip every household / community w.r.t. DM. *They are key players, who should be formally engaged by Governments.***

# Strengths of Civil Society in the Kerala Context (1)

- Strong **social capital and high literacy**
- **Grassroots empowerment** owing to effective decentralized Governance
- Kudumbashree – **SHG network**
- **Large Malayalee diaspora** in other states and abroad
- **High mobile penetration** and relatively tech savvy population
- **Philanthropy** (Media houses, Industrialists, Gulf Malayalees)
- **High general awareness, vibrant media** (including print and social media)
- **Strong social justice interventions** (covering disabled, children, transgenders, etc.)
- **Women empowerment**
- Strong fundamentals provided by the State (education, health and civil supplies) – **freedom from ignorance, disease and hunger**
- **Active NGOs** and Inter Agency Group (IAG)



## Strengths of Civil Society in the Kerala Context (2)

- **Effective land ceiling laws and land assignments** targeting the landless, provision of land records –economic empowerment
- **Networking**
- **Multiple Organizations /Associations** of people under various umbrellas that can organize themselves at short notice for a common cause like relief, rescue, rehabilitation, etc. **None alone!**  
(Welfare Fund Boards, Trade Unions, Employee Associations, MGNREGS, SHGs, Co-operative Societies, NORKA – Non Resident Keralites, political parties and their vibrant youth organizations, clubs – sports, cultural, arts, fishermen organizations, vibrant resident associations, PTAs, etc.)
- **Wide social security net and associated data base**
- **Inclusiveness** – mainstreaming and roping all in (disabled, transgenders) & palliative care

## Key Players from the Civil Society in Kerala (1)

- Fishermen Community
- Residents' Associations
- Trade Unions
- Political Parties
- NORKA (Non Resident Keralites' Associations)
- Employees Organizations (public and private)
- IMA, IVA, Bar Councils, etc.
- Merchants and Traders' Associations
- Kerala State Youth Welfare Board
- Industries Associations (MSME)
- Media Houses
- Industrialists / Business Houses
- Co-operative Societies
- Hospitality / Tourism Industry / House Boat Owners
- Kudumbashree – SHG
- Samoohika Sannada Sena (SSS)

## Key Players from the Civil Society in Kerala (2)

- Farmers' Organizations (Kuttanad, Kole, etc)
- Actors Associations
- Journalists, Press Clubs,
- Elephant Owners' Association
- Churches, Temple Trusts, Madrassas and faith-based religious organizations
- Students Police Cadets, NCC, NSS, Bharat Scouts and Guides, Rangers and Rovers, Red Cross,
- Parent Teachers Associations
- Clubs (sports, arts, culture, etc)
- Sports Associations (Foot ball, Cricket, Chess, etc)
- Association of Plantation Owners
- YMCA, YWCA,
- Students Organizations
- Aapda Mitra
- Library Council
- NGOs (with Inter Agency Group)
- Charitable Trusts
- Etc.

# Institutional Mechanism for Volunteer Engagement by Government of Kerala

- Samoohika Sannadha Sena (SSS)
- Civil Defense Force
- Aapda Mitra
- Emergency Response Teams
- Kudumbashree -SHGs
- Student Police Cadets/NCC/Scouts-Guides in
- NSS / Youth Clubs
- Kerala Youth Leadership Academy (KYLA)
- CMDRF (to receive donations)



## Volunteers were engaged in.....(1)

- Rescue & Relief
- Manning call centres
- Secretarial assistance in COVID 19 war rooms and Oxygen War Rooms
- Running Community Kitchens (along with Kudumbashree during lockdown)
- Supply of food, medicines, etc to the elderly at home (lock down)
- Disinfection of schools before reopening after the pandemic
- Regulation of vaccination camps
- Cremation of COVID positive dead bodies (with PPE kits – Aapda Mitra)
- To Aid in organizing relief camps supervised by Village Officers
- Management of content of Social Media accounts of District Collectors, designing posters, etc
- Premonsoon cleaning and preparedness, shramdhan
- Afforestation drives, putting out forest fires, etc
- Biodiversity conservation
- Informed Natural Resource Management

## Volunteers were engaged in.....(2)

- To aid in implementation of containment zone restrictions, isolation & quarantine monitoring in tandem with ward level Rapid Response Teams
- IEC for COVID appropriate behavior, advocacy against vaccine hesitancy
- HAM radio communication, flying drones
- Development of Apps
- Accounting, Packaging, Sorting - in Aid Collection Centres
- Packing kits for air dropping
- Cleaning the debris from houses, schools and wells after floods
- Distribution of relief materials
- Psychosocial Counseling
- Assistance to fire and rescue teams (Aapda Mitra as a force multiplier)
- Help desks for the local people, migrant labourers, foreign nationals, etc responding even in foreign languages
- Care of dairy animals in milk and pets when the household is overwhelmed by COVID
- Assistance to local bodies to set up DCCs and CFLTCS,

## Donations

1. money to the CMDRF (Distress Relief Fund)
2. land for rehabilitation housing
3. sponsoring new houses for rehabilitation  
(private corporate CSR - 116 houses)
4. lap tops / tablets / smart Phones for online classes of underprivileged children (to close the digital divide)
5. food, clothing, water, daily personal hygiene kits, books, notebooks, candles, etc.

# Civil Society Engagement during Covid

District Level  
Emergency  
IAG  
Coordination  
meetings

Awareness  
generation,  
Multilingual  
IEC materials

Volunteer  
deployment

Psychosocial  
help to the  
public

Help desks  
for the local  
people,  
migrant  
labourers,  
foreign  
citizens, etc.

Digital  
Platforms



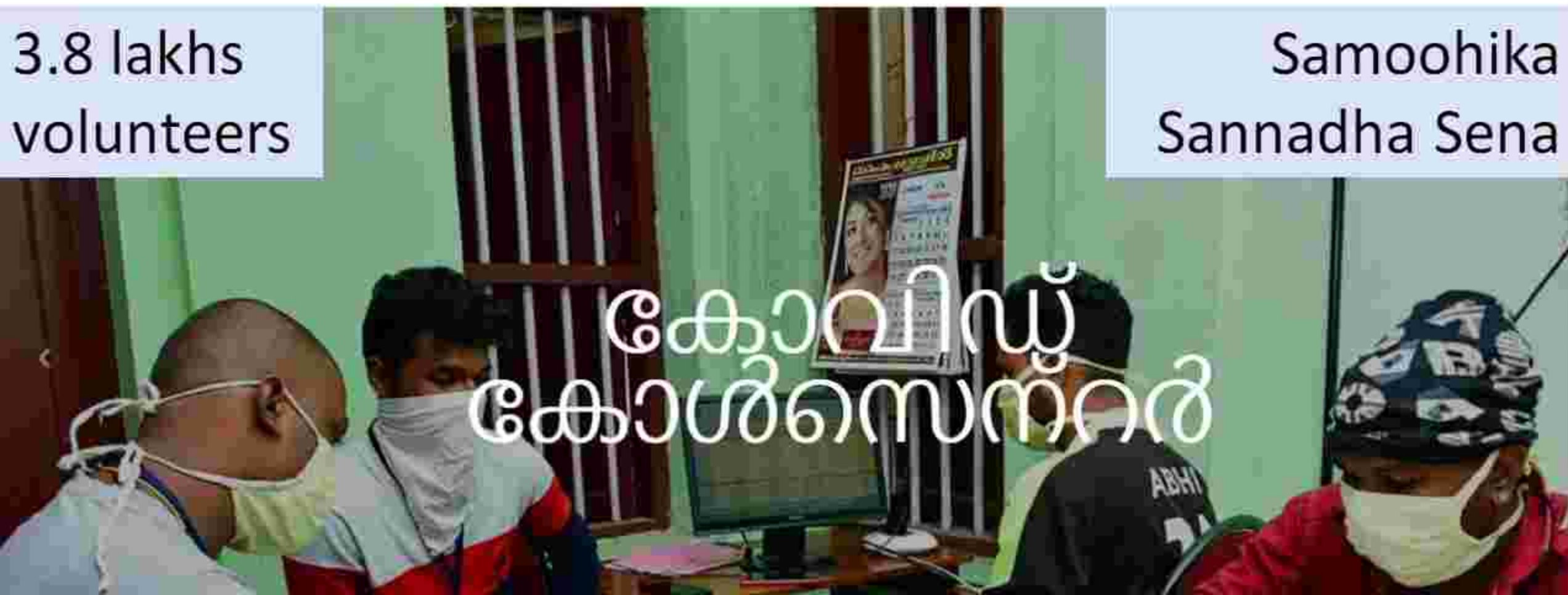
Fishermen who normally venture into the sea, during the 2018 floods launched several boats upstream to undertake rescue missions in non-coastal districts like Pathanamthitta 100 km away from the coast inland. Like the NDRF, Air Force and Navy, they proved themselves to be real heroes during the rescue operations!



3.8 lakhs  
volunteers

Samoohika  
Sannadha Sena

കോവിഡ്  
കോഴ്സെന്റർ



<http://cds.fire.kerala.gov.in/>



KERALA CIVIL DEFENCE

ഹോം ഞങ്ങളെക്കുറിച്ച് - വോളന്റിയർ - രജിസ്ട്രേഷൻ ഗ്യാലറി ബന്ധപ്പെടാൻ

ദുരന്തമുഖത്ത് പ്രതിരോധത്തിന്റെ ഉറച്ച കോട്ട  
പടുത്തുയർത്താം

6500 Trained Volunteers

Civil Defence Force

കേരള സിവിൽ ഡിഫൻസിനെക്കുറിച്ച്

 **NDMA एन डी एम ए**  
National Disaster Management Authority  
Government of India  
राष्ट्रीय आपदा प्रबंधन प्राधिकरण  
भारत सरकार

Skip to Main Content | -A A +A English ▾  
मुख्य सामग्री पर जाएँ -अ अ +अ

हेल्पलाइन नंबर-011-1078  
Helpline Number - Dial 011-1078



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- Media & Public Awareness
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**Aapda Mitra**

क्या आपका घर राष्ट्रीय भवन निर्माण संहिता 2005 के मुताबित बना है ?

**Alert** North Bay of Bengal & neighbourhood with associate cyclonic circulation extends upto mid-tropics

Search:  **Go**

- Programmes**
- ▶ [Aapda Mitra-scheme for training Volunteers](#)
  - ▶ [National Cyclone Risk Mitigation Project](#)
  - ▶ [School Safety Project](#)
  - ▶ [NDMS Pilot Project](#)

**Aapda Mitra-scheme for training Volunteers**

Notification

**Subject: NDMA Scheme for training volunteers in flood-prone districts of India (Aapda Mitra)**

1. The undersigned is directed to centrally sponsored scheme focus flood-prone districts (200 volunteers per district) under the scheme. The districts have been identified taking into account occurrence of floods in the past. The State Governments may accept these identified districts or in their opinion if they find some other district more flood-prone.

200 skilled volunteers in Kottayam, Now being scaled up to cover all districts



നമ്മൾ നമുക്കായി പദ്ധതിയുടെ സംസ്ഥാനതല ഉദ്ഘാടനം



നമ്മൾ നമുക്കായി - തദ്ദേശ സ്വയംഭരണ സ്ഥാപനതല ദുരന്ത നിവാരണ പദ്ധതി



Around 42000 volunteers in ERTs



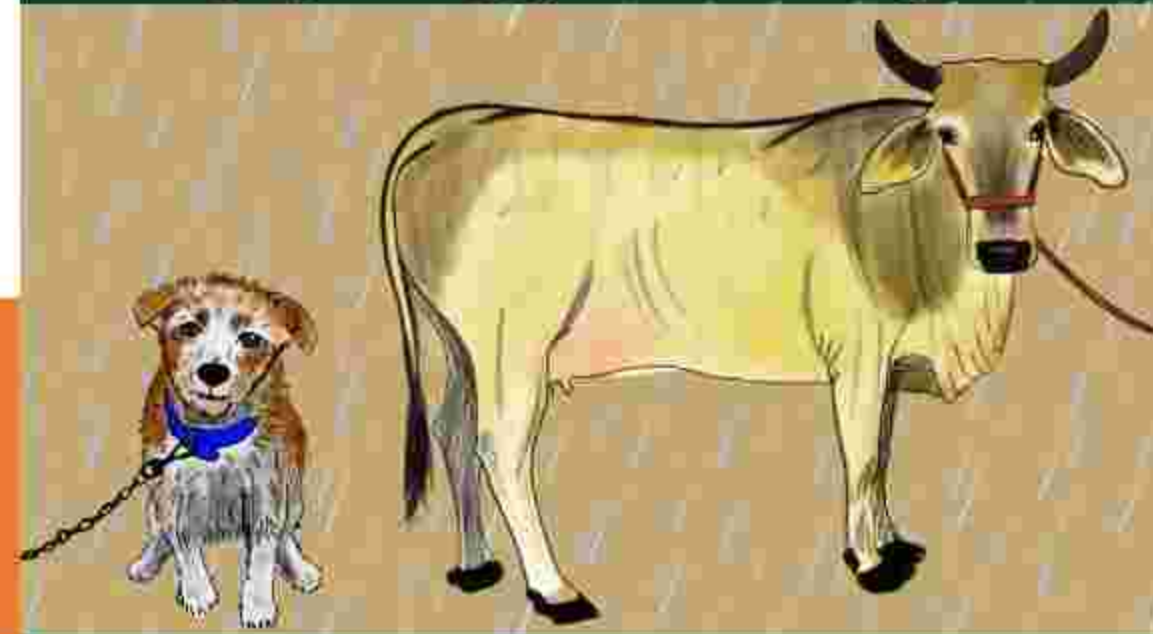
Emergency Response Teams in every LSGI

# Student Police Cadets



കരുതൽ, വളർത്തു മൃഗങ്ങൾക്കും  
കുടുംകിട്ടു പോവരുതേ

Care for animals  
– Volunteers in animal Rescue



ദുരന്ത സമയത്തു നിങ്ങൾക്ക് താമസ സ്ഥലത്തു നിന്നും സുരക്ഷിത സ്ഥാനത്തേക്ക് മാറേണ്ടി വന്നാൽ, ദയവായി നിങ്ങളുടെ ഓമന മൃഗങ്ങളെയും കൂടെക്കൂട്ടുക. ഏതെങ്കിലും കാരണത്താൽ അതിനു കഴിയാത്ത സാഹചര്യത്തിൽ അവയുടെ കെട്ടഴിച്ചുവിട്ടു സ്വതന്ത്രരാക്കുക. അവർ സ്വയം തങ്ങളുടെ സുരക്ഷിത സ്ഥാനങ്ങൾ കണ്ടെത്തിക്കൊള്ളട്ടെ.

ഇവിടെ നൽകിയിരിക്കുന്ന വിവരങ്ങൾ അപരാധപരമായ, അപമാനകരമായ, അപമാനകരമായ, അപമാനകരമായ നിങ്ങളുടെ വളർത്തുമൃഗങ്ങളെ, സഹയാചകൻ എന്ന ഉദ്ദേശത്തോടുകൂടിയുള്ളതാണ്.



Courtesy:

## INITIATIVES OF KSDMA

### Capacity Building



### Mock Drills



### Disability Inclusive DRR



### School Safety





# Online portal for supply chain

keralarescue.in



REQUEST FOR RESCUE

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രക്ഷാപ്രവർത്തനം അഭ്യർത്ഥിക്കാൻ



REQUEST FOR RESOURCES

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സഹായം അഭ്യർത്ഥിക്കാൻ



CONTRIBUTE

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സഹായങ്ങൾ



REGISTERED REQUESTS

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ഇതു വരെ ആവശ്യപ്പെട്ടവ



RELIEF CAMPS

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ദുരിതാശ്വാസ ക്യാമ്പുകൾ



PUBLIC INFORMATION FEED

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പൊതു വിവര ഫീഡ്



DISTRICT NEEDS & COLLECTION CENTERS

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ജില്ലകളിലെ ആവശ്യങ്ങൾ



VOLUNTEER & NGO/COMPANY

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വൊളന്റിയർ & ഏജൻസികമ്പനി



WEATHER MAP



CONTACT INFO

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ഞങ്ങളുമായി ബന്ധപ്പെടാൻ

# NGO Coordination

- The state has 421 NGOs working in DRR
- Each District has IAG formed under DDMA's
- IAG members assist the district administration in disaster relief, rehabilitation etc.
- All the IAGs were actively engaged in Covid response
- Report of NGO engagement was submitted to NDMA



## VOLUNTEERS JOIN HANDS, HELP GOVT TO BATTLE VIRUS



# Inclusive Disaster Risk Reduction – Kerala Model

- Disability Inclusive Disaster Risk Reduction
- Transgender inclusive DRR
- Children/Women/Palliative Care
- Tribal communities



HANDBOOK

DISABILITY & DISASTER  
RISK REDUCTION

Project

Strengthening of Emergency Response  
Capabilities with Emphasis on Differently Abled People

Published by

State Emergency Operations Centre,  
Kerala State Disaster Management Authority,  
Government of Kerala



# Campaigns

**ജലത്തെ വഹുമാനിക്കൂ- വരൾച്ചയെ പ്രതിരോധിക്കൂ!**

കിണറുകൾ കുളങ്ങൾ തണ്ണീർതടങ്ങൾ എന്നിവയെ സംരക്ഷിക്കൂ- പരിപോഷിപ്പിക്കൂ!

മഴവെള്ള സംരംഭം ഉറപ്പാക്കുക- അധിതജലം മണ്ണിൽ താഴ്യാൽ അതുവരിക്കുക.

**കേരള സംസ്ഥാന ദുരന്ത നിവാരണ അതോറിറ്റി**  
 പബ്ലിക് ഓഫീസ് കോമ്പൗണ്ട്, തിരുവനന്തപുരം 695033, ഫോൺ 0471 2331345, ഫാക്സ് 0471 2333198  
 Email: keralasdma@gmail.com, www.sdma.kerala.gov.in

**ദുരന്തനിവാരണം**  
 "നമുക്കൊരുമയുണ്ടാകട്ടെ"

**കൺട്രോൾ റൂം**  
 100, 101, 1077, 1070, 1079

വെള്ളം ബഹുമാനിക്കൂ,  
 വെള്ളത്തിൽ ഇറങ്ങുമ്പോൾ, പരിശീലനത്തിന്  
 മേൽനോട്ടം വരുത്തൂ

തീവ്ര ദുരന്തനിയമം പ്രകാരം നിയമിച്ച കയറ്റം,  
 കയറ്റ നിരപ്പ് സ്വീകരിക്കരുത്

കുടിവെള്ള നിന്നത്, പരിശീലിപ്പിക്കൂ

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**പിടിക്കും തിരിപിടിക്കും**  
 നല്ലവകുപ്പ് ഉറപ്പാക്കൂ

"വായു-ജല-മണ്ണ് നശിപ്പിക്കരുത്,  
 മഴവെള്ളം-അസ്ഥി-ശ്വാസകോശം-പൊള്ളൽ  
 എന്നിവയ്ക്ക് കാരണമാകാതെ"

- പൊളിമർമാലിന്യം കലിന്ത ശത്രു ഉള്ളവ ഒഴിവാക്കൂ
- അപാതക നമുക്കളിൽ മാത്രം കരുതിക്കൂ
- കുഴിയിൽ മരകകോമ്പം ചേർക്കുന്നത് ഒഴിവാക്കൂ
- പൊളിമർമാലിന്യം ചതക്കരുതിക്കൊന്നിരിക്കൂ
- മുതൽ അകറ്റൂ മുറുപ്പും അടർകിടർ കരുമ്പും

**കേരള സംസ്ഥാന ദുരന്ത നിവാരണ അതോറിറ്റി**  
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 E-mail: keralasdma@gmail.com, www.sdma.kerala.gov.in



"The people of Kerala have suffered extensive damage to their lifestyle and livelihoods and have also endured suffering. All of us need to work together to rebuild a new Kerala that is inclusive and offers everyone hope and opportunity. I thank you all and seek your assistance in this noble endeavor to ensure the emergence of a new and resilient Kerala." - Pinarayi Vijayan,

Chief Minister, Kerala



*Thank You*