



COMPASSION IN ACTION: SUPPORTING FLOOD- AFFECTED COMMUNITIES IN TELANGANA



Deeksha – Centre for Learning and Action
HYDERABAD TELANGANA



Divi's Laboratories Ltd.

IMPACT ASSESSMENT REPORT

**Support to State Disaster Management Authority
for Flood Relief in Telangana**

A CSR INITIATIVE OF DIVI'S

2025

Report Prepared by
Deeksha – Centre for Learning and Action



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COMPASSION IN ACTION: SUPPORTING FLOOD-AFFECTED COMMUNITIES

PREFACE

A disaster refers to any natural or human-induced calamitous event that causes significant loss of life, damage to the natural environment, and destruction of private property or public infrastructure. Disasters may occur suddenly, such as earthquake or oil spill, or develop gradually over time, as in the case of pandemics or climatic disruptions. The frequency of occurrence and the magnitude of impact often determine whether an event is classified as a disaster. Events that occur infrequently but result in large-scale damage, such as severe earthquakes, floods, tropical cyclones, are generally declared disasters by government authorities due to their wide-ranging social, economic and environmental consequences.

Disasters are typically triggered by natural hazards, human activities, or a combination of both. Natural disasters include droughts, wildfires, floods, landslides, cyclones, tsunamis, and volcanic eruptions. These events may occur seasonally or unexpectedly, and can disrupt normal life, economic activities, and ecological balance. In contrast, disasters arising from human activities are referred to as human-made disasters. Examples include large industrial accidents, building collapses, high-rise fires, air crashes, ship sinking and acts of terrorism. Both natural and human-induced disasters can result in extensive environmental degradation and impose significant human and economic costs.

According to the World Meteorological Organisation (WMO), a specialized agency of the United Nations (UN), the number of natural disasters recorded per decade has increased fivefold in recent decades. While many natural hazards cannot be completely prevented or accurately predicted, the WMO has observed that global warming is contributing to an increase in the frequency and intensity of weather and climate related natural disasters.

CONTEXT

India is highly vulnerable to both natural and human-induced disasters due to its diverse geo-climatic and socio-economic conditions. Of the country's 36 states and union territories, 27 are considered disaster-prone. The Himalayan region and intra-plate fault zones are highly susceptible to earthquakes, the western parts frequently face drought, coastal regions are exposed to cyclones and tsunamis, and hilly areas are prone to landslides and

avalanches. Consequently, India is regarded as one of the most disaster-prone countries in the world.

Rapid urbanisation and unplanned development along rivers and natural drainage channels have also increased the incidence of urban flooding, resulting in significant loss of life, damage to property and infrastructure and impacts of agriculture and livestock. In response, India has strengthened its disaster management framework through institutions such as the National Disaster Management Authority (NDMA) and State Disaster Management Authorities (SDMA).

The state of Telangana is vulnerable to multiple natural hazards including floods, cyclones, droughts, hailstorms, and heat waves. Although largely semi-arid, the state receives an average annual rainfall of about 906 mm, nearly 80% of which occurs during the South-West monsoon (June to September). Flooding frequently affects districts along the Godavari River and Krishna River basins, particularly Khammam.

In 2024, a depression over the Bay of Bengal triggered exceptionally heavy rainfall, causing widespread flooding across 29 of the 33 districts of the state. The floods overwhelmed rivulets such as the Munneru River, Wyra River, along with several reservoirs, lakes and local water bodies. Heavy inflows also caused breaches in irrigation infrastructure, including the Sitarama Lift Irrigation Project canal and the Peddavagu Irrigation Project, further aggravating flooding in agricultural areas. The disaster affected more than 1.8 lakh people and damaged crops across approximately 7.8 lakh hectares. Nearly 48,000 people were evacuated to 148 relief shelters.

In such large-scale disasters, public-private collaboration becomes crucial for effective response and relief. By pooling resources, expertise, and logistical support, such partnerships help accelerate relief operations and improve the reach of assistance. Recognizing this need, Divi's Laboratories extended support to the government of Telangana in its relief efforts during the devastating floods in 2024.

DIVI'S CORPORATE SOCIAL RESPONSIBILITY

Guided by its commitment to community development, Divi's Laboratories, a leading manufacturer of Active Pharmaceutical Ingredients (API), implements a range of initiatives under its Corporate Social Responsibility (CSR) programme. These initiatives focus on

infrastructure support, skill building, health care services, educational scholarships and emergency relief support to the governments during crises.

In response to the devastating floods in Telangana in 2024, Divi's extended assistance to Government of Telangana for emergency relief activities in affected areas. To understand the outcomes of this support, Deeksha – Centre for Learning and Action was engaged to conduct an impact assessment of the intervention.

SCOPE OF THE STUDY

The study focuses on assessing the utilization and perceived benefits of the assistance provided by Divi's laboratories to the government of Telangana in response to the devastating floods. It further seeks to understand how the relief support contributed to addressing the immediate needs of the affected communities.

SPECIFIC OBJECTIVE

To understand the reach and coverage of the relief initiatives in the affected areas and to examine the effectiveness of the intervention in meeting the urgent needs of the flood affected communities, including access to essential services and relief materials.

FINANCIAL OUTLAY

Divi's Laboratories contributed ₹.5,00,00,000.00 (Rupees Five Crores) to the government of Telangana to support emergency relief efforts for communities affected by the floods in the state.

METHODOLOGY

The impact assessment of the emergency relief provided by Divi's during the flood situation in Telangana was conducted using a mixed-methods approach. It involved field visits, interactions with flood victims, government officials and volunteers involved in relief work.

SAMPLE

A purposive sampling method was used to select affected locations and the beneficiaries who received relief assistance. Snowball method was used to interact with the beneficiaries in the identified locations.

KEY OBSERVATIONS

The study team from Deeksha visited selected locations where emergency flood relief material was supplied. During the visits the team interacted with several people from different backgrounds to understand the nature of the disaster and the support received by the affected communities. The observations presented below are based on these field interactions.

The study largely focused on Khammam district, along with Warangal city, which also experienced severe urban flooding. The team visited four colonies in Khammam and two in Warangal and interacted with several residents to understand their experiences during and after the devastating floods.

- ✂ In response to the devastating floods in Telangana, the state government appealed for public support to assist the affected communities.
- ✂ Responding to the appeal, Divi's has contributed ₹ 5 crores to the State Relief Fund to support the government's flood relief efforts and assist the state authorities during the crisis.
- ✂ Flood relief operations during such large-scale disasters typically involve support from multiple agencies including government departments, NGOs, corporate organisations and private donors. Due to the overlap of assistance from different sources, it is often difficult to isolate and attribute the specific impact of any single contribution.
- ✂ According to the state government, more than 117 villages across Telangana were cut off from the outside world as the roads leading to them were severely damaged by flooding.
- ✂ While rain affected several parts of the state, the erstwhile Khammam and Warangal districts were among the worst hit. Thirumalayapalem mandal in Khammam recorded an exceptionally high rainfall of 52.2 cm within just 24 hours.
- ✂ Warangal district was also severely affected by heavy rains triggered by the low-pressure system over the Bay of Bengal. Continuous downpour brought normal life to a near standstill as streams, ponds and lakes overflowed, flooding roads and disrupting transportation.

- ✂ Heavy rains also disrupted RTC travel across the state, affecting bus services on nearly 218 routes as several buses were stranded due to overflowing rivers and rivulets, severely affecting transportation and connectivity.
- ✂ The natural calamity claimed 26 lives and caused extensive damage to houses, crops, roads, bridges, railway tracks, electrical installations and irrigation infrastructure across the affected districts.

Extent of Flood Impact

- ✂ The situation in Khammam district became particularly alarming as the water level in the Munneru River surged beyond 36 feet, causing unprecedented devastation in the town.
- ✂ The river, which flows through Khammam town, received heavy inflows from upstream catchment areas in addition to torrential rainfall in the district. After nearly three decades, it overflowed with tremendous force and inundated several residential areas, leaving many residents stranded in floodwaters
- ✂ Nearly fifteen residential colonies were submerged due to the overflowing Munneru River. The severely affected localities included Danawaigudem colony, Ganeshnagar, Mekala Narayana Nagar, FCI Godam area, Sarathinagar, Padmavathinagar, Venkateswaranagar, Bokkalagadda, Mothinagar, Pumpingwell Road, and Dhamsalapuram.
- ✂ The swollen river breached at two locations and flooded colonies located along its banks, causing significant losses to residents.
- ✂ In Warangal city, colonies such as NTR Nagar, Pothanna Nagar, Santoshimatha Nagar, Siva Nagar and SCR Thota were severely affected when Bhadrakali Cheruvu and Vaddepalli Cheruvu overflowed and inundated nearby residential areas.
- ✂ In these colonies floodwater levels rose to nearly 8-10 feet, inundating almost all households located in low-lying areas. Water remained at this level for several hours and gradually receded to about four feet by the following day.
- ✂ The Bondivagu stream in Warangal also overflowed due to heavy rainfall, trapping several colonies in floodwaters and forcing authorities to evacuate residents to safer locations.

Urban Infrastructure and Planning Gaps

- ✂ According to the town planners, faulty urban infrastructure significantly contributed to the severity of flooding in several areas. In many locations, inadequate stormwater drainage systems and the extensive concretization of roads and open spaces prevented natural water absorption, leading to rapid water accumulation.
- ✂ Several residents and local observers pointed out that many apartment complexes and residential colonies lacked proper rainwater harvesting systems. The absence of permeable surfaces further aggravated the situation by preventing rainwater from naturally seeping into the ground.
- ✂ Environmental activists also highlighted that excessive paving and the reduction of natural drainage channels have made many urban neighbourhoods increasingly vulnerable to extreme rainfall events. These concerns underline the urgent need for climate-resilient urban planning and improved stormwater management in rapidly expanding urban centres.
- ✂ In certain industrial and mining regions such as Khammam, heavy rains disrupted transportation routes and submerged several access roads, temporarily affecting coal mining operations and movement of materials.

Early Warning and Evacuation Measures

- ✂ Meteorological department had issued advance warnings regarding the heavy rainfall and potential flooding. District authorities subsequently alerted residents living in vulnerable areas, particularly those located along the Munneru river.
- ✂ Local administration arranged buses and trucks to evacuate residents from low-lying settlements to safer locations and designated relief shelters. This timely intervention helped residents safeguard their valuables and prevented potential incidents arising from the flooding.
- ✂ Volunteers including '*Aapada Mitras*' played an important role in assisting evacuation efforts. These trained disaster response volunteers helped guide residents to safer places and supported emergency teams during rescue operations.

Emergency Rescue Operations

- ✂ Emergency services including nearly 38 teams of the National Disaster Response Force (NDRF) were deployed to carry out rescue and relief operations in the affected areas.
- ✂ Two helicopters from the Indian Navy were deployed in Khammam to rescue residents stranded in colonies inundated by the overflowing Munneru river.
- ✂ The Telangana State Disaster Response and Fire Services Department carried out several critical rescue operations across the state despite continuous rain and extremely difficult conditions.
- ✂ In Khammam, around 50 residents were rescued from the waterlogged Wyra Indiramma Colony and another five individuals were rescued from Madhira Vangaveedu.
- ✂ Rescue personnel used ropes, boats and other rescue equipment to evacuate residents trapped in rising floodwaters and transport them to safer locations.
- ✂ Thousands of residents were shifted to relief camps as roads, bridges and railway tracks were severely damaged, cutting off connectivity to several habitations and affecting transportation of people and essential supplies.
- ✂ Rescue teams worked tirelessly for long hours, using boats to ferry stranded residents to safer locations. These coordinated rescue operations helped prevent further loss of life during the peak flooding period.

Relief Distribution, Compensation and Assistance

- ✂ Emergency shelters were established to accommodate displaced residents. In Warangal, AVV College served as a relief shelter for more than 100 families, while a community hall in Ward No.11 of Pothanna Nagar also provided temporary shelter.
- ✂ Food, drinking water and basic medical services were arranged in the rehabilitation centres established for the displaced families. Health camps were also organized to address medical needs during the emergency period.
- ✂ Cooked food was provided for five days to residents staying in relief shelters as well as to those who remained stranded in their homes. In several areas boats were used to distribute food packets and drinking water to residents who could not leave their houses.

- ✂ During the peak flooding period, rescue teams including the NDRF distributed essential supplies such as food packets, milk and drinking water to stranded residents using boats.
- ✂ As floodwater gradually receded, relief distribution shifted to trucks and vans that transported supplies into affected neighbourhoods.
- ✂ However, distribution of relief material sometimes became difficult due to large crowds gathering at distribution points. In certain instances, stronger individuals pushed forward and collected supplies in larger quantities, making it challenging for distribution teams to ensure orderly and equitable distribution.
- ✂ Dry ration kits containing approximately 25 kg of rice along with dal, cooking oil, salt, turmeric powder, chilli powder, tamarind, onion and potatoes were distributed to affected families to meet their immediate food needs.
- ✂ After the flood situation stabilised, white ration card holders were provided additional essential supplies including dal, oil, salt, sugar, onions and potatoes through the public distribution system.
- ✂ The government provided financial assistance of ₹25,000 to households whose homes were inundated, while those living on upper floors received ₹10,000 as compensation.
- ✂ Financial support was also extended for repairing the damaged vehicles, with ₹ 3,000 allocated for two-wheelers and ₹ 5,000 for auto-rickshaws. However, some residents reported difficulties in availing this support as they were unable to establish vehicle ownership due to reasons such as loss of documents in the floods, informal purchase of old and used vehicles, or operation of rented autos.
- ✂ Street vendors who lost their livelihoods were provided with pushcarts, while sewing machines were distributed to women to help them restore their income-generating activities.

Living Conditions in Flood-Affected Areas

- ✂ Many residents described distressing experiences during the floods, recalling how they waded through chest-deep water carrying essential belongings while waiting for rescue and relief assistance.

- ✂ Sharief, a 19-year-old B.Tech student living close to the Palair surplus weir, narrowly survived with the help of the local residents but tragically lost both his parents when their house was inundated by the sudden surge of floodwaters.
- ✂ Several families remained stranded on rooftops for hours as floodwaters rapidly entered their homes, leaving them with little time to move their belongings or secure essential documents.
- ✂ In many colonies houses remained submerged in two to three feet of water for nearly four to five days, leaving most household items damaged or unusable. Residents reported losing rice, grains, clothes, books and electronic equipment during the flood.
- ✂ After the floodwaters receded, families returned to homes filled with mud, silt and debris. Essential household appliances such as beds, televisions, refrigerators, air coolers and washing machines were either washed away or rendered unusable.
- ✂ Many families lost essential household items including utensils, kitchen supplies and basic appliances. Several residents reported discarding clothes and bedding that had been damaged by floodwater contamination.
- ✂ Cooking became particularly difficult in the immediate aftermath as kitchens were filled with mud and debris, forcing many families to depend entirely on relief food for several days.
- ✂ Many residents also lost crucial personal documents including Aadhaar cards, ration cards, voter cards, passbooks and educational certificates.

[Access to Food and Drinking Water](#)

- ✂ Almost all the residents interacted with noted that relief food provided by government agencies and volunteers was generally sufficient and often well prepared.
- ✂ Distribution of milk packets proved especially helpful, as families used them not only for nutrition but also to keep children and elderly persons warm during the cold and damp conditions.
- ✂ However, drinking water shortages were reported in several localities during the early days of the floods. In some instances, residents collected rainwater for washing hands and utensils due to the lack of clean water supply.

- ✂ One resident, Swaroopa, described collecting rainwater on her terrace and storing it in containers to manage basic household needs.
- ✂ Another resident, Bharati, recalled that while hot meals were regularly distributed, food sometimes became slightly stale by the time it reached households due to prolonged storage in plastic packaging.
- ✂ In one flood-affected location a long queue formed for the distribution of milk and food packets. A middle-aged man reported that by the time he swam across floodwater and reached the distribution point, the food packets were already exhausted.

Market and Supply Chain Disruption

- ✂ Flooded roads and disrupted transportation networks led to temporary closure of many local shops and markets.
- ✂ As a result, essential commodities such as vegetables, groceries and daily household items became difficult to procure during the peak flooding period.
- ✂ In places where supplies were available, residents observed that prices had temporarily increased due to shortages.

Impact on Education and Livelihoods

- ✂ Students in several households lost textbooks, notebooks and study materials, creating serious concerns about continuing their education.
- ✂ Rakesh and Varshini, graduates preparing for competitive examinations in Bokkalagadda, lost their study material and important certificates in the floods and had to spend considerable time and efforts obtaining duplicate documents.
- ✂ Sumalatha, a commerce graduate aspiring to pursue higher education, also lost her educational certificates and had to make repeated visits to institutions to obtain duplicates.
- ✂ A large number of vehicles including two-wheelers, cars and autorickshaws were damaged in the floods, further adding to the financial burden of affected families.

- ✂ Sagar, who runs a small welding shop, lost most of his equipment in the floodwaters. With tools provided by the district administration and support from well-wishers, he was gradually able to restart his business.
- ✂ Devendra, a tea and snack vendor near Sarada Nagar, restarted his livelihood after receiving a pushcart and basic equipment through relief support.

Damage to Houses and Household Assets – Community Support

- ✂ Residents faced significant challenges in cleaning their homes after the floodwaters receded, as thick layers of mud and debris had accumulated inside houses and along the streets. In these conditions, neighbours supported each other in cleaning their homes and restoring them to livable conditions.
- ✂ Neelima described how exhausting it was to clean her house after it was filled with debris, mud and sludge. With electricity cut off and the regular water supply disrupted, families had to rely on hand pumps in the colony, facilities that were seldom used, to wash and clean their homes.
- ✂ Several houses in the worst affected areas either collapsed or suffered significant structural damage. Many homes remained surrounded by stagnated water for several days, further weakening walls and foundations of old constructions.
- ✂ In some instances, local technicians voluntarily repaired damaged water motors and pumps free of cost, demonstrating a strong sense of community solidarity during the crisis.
- ✂ Prolonged power outages lasting more than 72 hours disrupted electricity, water supply and communication networks in several affected areas.
- ✂ Electricity supply was restored only after ensuring that water levels had receded and buildings were safe from electrical hazards.

Role of Frontline Workers and Volunteers

- ✂ Residents expressed deep appreciation for sanitation workers who worked tirelessly to remove debris, sludge, filth and waste from flooded neighbourhoods once the waters receded. They noted that the cleaning operations and the sprinkling of bleaching powder helped prevent potential health hazards such as cholera and diarrhoea.

- ✂ Police personnel, disaster response teams, journalists and volunteers continued their work in extremely challenging conditions, often in heavy rain and unsafe environments to support relief and rescue efforts.
- ✂ Several residents expressed gratitude that the coordinated efforts of the municipal and waterworks departments helped restore the water supply within a short period after the floodwater receded.
- ✂ According to the residents, health workers played a key role in supporting affected communities by attending to people with ailments and providing necessary medicines during the post-flood period.
- ✂ Many residents also acknowledged the efforts of NGOs, voluntary organisations, community groups and socially responsible companies that extended assistance during the crisis.

Field Study Reflections

- ✂ The study team observed that the experiences of volunteers, rescue personnel and frontline workers were deeply moving. Despite continuous rain, difficult terrain and emotional strain, they remained committed to ensuring the safety and well-being of the affected communities.
- ✂ These experiences reflect both the vulnerability of communities to extreme weather events and the resilience demonstrated by residents in coping with adversity.
- ✂ Residents across the affected colonies acknowledged the prompt response of the government machinery, including the district administration, police, fire department, NDRF teams, sanitation workers, and local youth volunteers who worked relentlessly to rescue stranded families.
- ✂ The collective efforts of government agencies, disaster response teams, volunteers, civil society organisations, humanitarian organizations and corporate contributors such as Divi's, highlights the importance of collaborative action during times of crisis.
- ✂ Despite the immense hardship experienced during the floods, many residents expressed gratitude for the timely relief and rescue efforts that helped them survive the disaster and begin the process of rebuilding their lives.

- ✂ The study team attempted to capture these diverse perspectives and experiences during its interactions with residents, volunteers and relief workers.

LIMITATIONS

While the study attempts to understand the impact of the financial support provided by Divi's to the Government of Telangana for flood relief activities, certain limitations need to be acknowledged.

- The flood relief response involved multiple stakeholders, including government departments, NGOs, corporate organisations and individual donors. Therefore, isolating and attributing the impact of a specific intervention independently is challenging.
- The field study was conducted in selected flood-affected colonies in Khammam and Warangal cities. While these areas were among the worst affected, the findings may not fully represent the experience of all flood-affected regions across the state.
- As the study was conducted after the immediate relief phase, it primarily captures short-term relief outcomes rather than long-term recovery and rehabilitation impacts.
- The study relies largely on interactions with affected residents and community members. While these narratives provide valuable insights, they reflect individual perceptions that may vary across locations.

CONCLUSION

The floods of 2024 in Telangana caused extensive damage to homes, infrastructure, livelihoods and essential services, particularly in severely affected districts such as Khammam and Warangal. Thousands of families experienced displacement, loss of household assets, damage to important documents, and disruption to their livelihoods and education. The scale of the disaster required a coordinated and timely response from multiple stakeholders.

In this context, the contribution made by Divi's Laboratories to the state relief efforts played an important supportive role in strengthening the government's response to the crisis. The assistance contributed towards enabling relief measures that addressed the immediate needs of affected communities, including access to essential supplies and emergency support during a critical period.

The findings of this study underline the importance of collaborative action in disaster response. The support extended by Divi's reflects a strong commitment to corporate social responsibility and demonstrates how responsible corporate participation can complement public efforts in responding to large-scale humanitarian emergencies and supporting affected communities in their path towards recovery and rebuilding their lives

PHOTO GALLERY

(Source: Online media reports)



Pic 1 – Residential colony submerged in floodwaters in Khammam



Pic 2 – Flooded roads in Siricilla

Pic 3 – Residential area marooned due to flooding in Warangal





Pic 4 – Families wading through floodwaters to reach a safer locagtions



Pic 5 – NDRF team rescuing stranded residents and shifting them to a relief camp



Pic 6 & 7 – Colonies in Khammam and Warangal marooned under floodwaters



Pic 8 & 9 – Volunteers preparing dry ration kits with essential food items for distribution

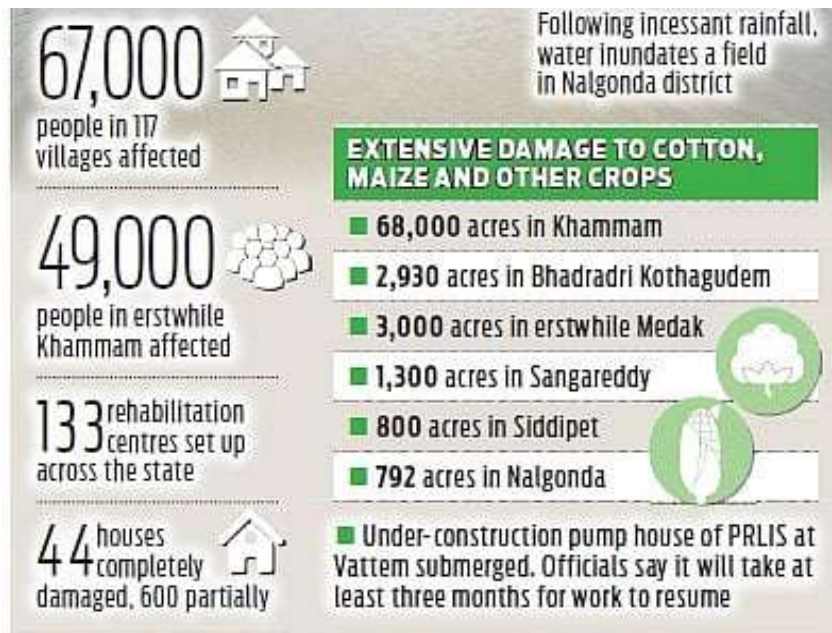


Pic 10 – Agricultural lands submerged and crop damaged due to flooding

Pic 11 – Road washed away by floodwaters, disconnecting nearby villages



Pic 12 – Hundreds of hectares of forest damaged due to heavy rains and strong winds



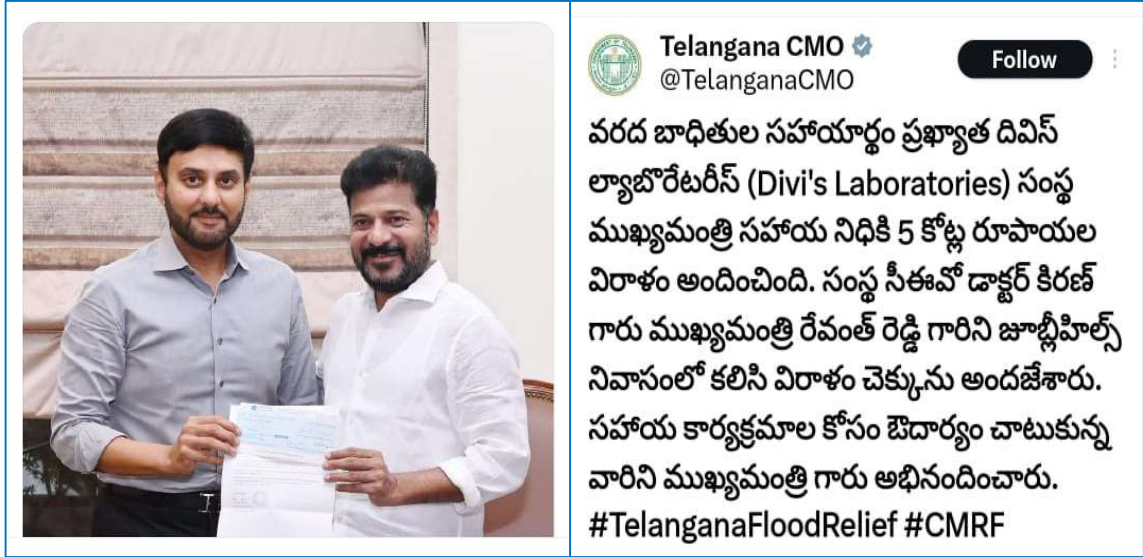
Pic 13 – Media report presenting facts and figures on flood impact and damage during the flood period



Pic 14 & 15 – Devastating floods washing away roads, disrupting transportation and leaving people stranded in several areas



Pic 16 – Telangana CM visiting flood affected areas and interacting with residents



Pic 17 – CEO of Divi's handing over a cheque of ₹ 5 crores to the CM Relief Fund

The power of a community is not in its wealth or resources but in its ability to come together and support each other in times of need

- Nelson Mandela