

**VOLUNTEER PROGRAM**

**SIGNATURE EVENT OF THE YEAR**

**CEO BUILD**

**INDIABUILDS, A WORLD OF HOPE, IT STARTS AT HOME**

India is part of a global trend that is advancing towards an increasing urbanization, according to which more than half of the world's population is living in towns and cities. India has a total population of 1,027 million as accounted by the 2001 census, out of which 27.8 percent live in urban areas. The span of ten years between 1991 and 2001 has showed a steady increase of 2.1 percent in the proportion of urban population in the country.

It is noteworthy that the contribution of urban sector to Gross Domestic Product (GDP) is currently expected to be in the range of 50-60 percent. In this context, enhancing the productivity of urban areas is now central to the policy pronouncements of the Ministry of Urban Development. Cities hold tremendous potential as engines of economic and social development, creating jobs and generating wealth through economies of considerable scale. They need to be sustained and augmented through high urban productivity for a country's economic growth. National economic growth and poverty reduction efforts will be increasingly determined by the productivity of these cities and towns. For Indian cities to become growth oriented and productive, it is essential to achieve a world class urban system, which in turn depends on attaining efficiency and equity in the delivery and financing of urban infrastructure.

After 1950, the Government of India formulated ten five year plans aimed towards housing and urban development, which led to the launch of Urban Poverty and Alleviation Program of Nehru Rojgar Yojana (NRY). These plans laid emphasis on institution building and on construction of houses for government employees and weaker sections. The Industrial Housing Scheme was widened to cover all workers. As a follow-up of the Global Shelter Strategy (GSS), National Housing Policy (NHP) was announced in 1988, whose long term goal was to eradicate the problem of lack of housing, improve the housing conditions of the inadequately housed, and provide a minimum level of basic services and amenities to all. The role of Government was conceived, as a provider for the poorest and vulnerable sections, and as a facilitator for other income groups and private sector by the removal of constraints and the increased supply of land and services.

A Technical Group constituted by the Ministry in 2006 to assess the urban housing shortage has estimated that at the end of the 10th Five Year Plan (2007-08), the total housing shortage in the

country was 24.71 million. Further, an additional requirement of 1.8 million dwelling units has been projected for the 11th Plan, bringing the total housing requirement during the 11th Plan Period to 26.53 Million dwelling units.

The census data over the previous five decades reveals that the urban population has grown by 2.7 to 3.8% annually due to natural increase of population as a consequence of the birth rate being higher than the death rate; and migration from rural to urban areas in search of livelihood.

The 11th Plan document while examining the issue of magnitude of urban housing notes that the requirement of urban housing is linked to emerging pattern of growth of cities/towns, and also the present settlement status and quality which may require upgradation. Cities and towns which are growing at faster rate need to develop and deliver a faster and greater supply of housing. The need for additional housing, for increasing poorer sections does not get translated in an economic demand due to non affordability by the Economically Weaker Sections (EWS)/Low Income Group (LIG) sections, thus leading to a sizeable number of urban population resorting to squatting on government/municipal lands, leading to creation of slums.

The simple fact is that today we have a terrible shortage of decent houses and all the efforts of Central and State Governments to provide shelter to weaker sections of the society hasn't borne sufficient fruit. Simply put, unless civic society joins hands with the government, this will remain just a dream. It is in this context, one has to locate the efforts of many a Non Governmental Agencies in general and Habitat for Humanity in particular in helping the families in need of housing to construct their own houses.

## **Habitat for Humanity International**

Since its founding in 1976 by Millard Fuller, Habitat for Humanity International has grown to be a global stakeholder and a prominent voice in addressing issues of poverty-housing and homelessness.

**Habitat for Humanity India** began operations in 1983 in Khammam , Andhra Pradesh, and is now one of Habitat for Humanity's largest country programs. Since then, over 35,000 houses have been constructed, providing safe, decent and affordable shelter solutions to over 175,000 less-fortunate citizens of the country.

Given the immense need for decent housing, Habitat's approach goes beyond just undertaking its own building programs. It also acts as a catalyst for improving housing conditions by offering Habitat's support, expertise and experience to other groups and partners.

HFH India currently implements its programs through Habitat Resource Centers located in Bangalore, Chennai, Mumbai and New Delhi.

Habitat for Humanity India has an active disaster response program providing succor to scores of families in times of distress.

- **1999 - Super Cyclone in Orissa**  
Nearly 73 houses were built in Cuttack, Orissa in response to the destruction brought by Super Cyclone in 1999.
- **2001 - Gujarat Earthquake**  
In partnership with other organizations, Habitat built homes for families left homeless when an earthquake shook the region in January 2001. The Habitat for Humanity project was completed in 2003 when 664 houses were built in the villages of Sikhra and Khumbariya.
- **2004 - Asian Tsunami**  
Habitat for Humanity has worked in the affected coastal communities in the states of Tamil Nadu, Kerala and Andhra Pradesh. The response has included construction of villages to relocate fishing families as well as repairs and renovation of many houses vulnerable to cyclone damage. Habitat for Humanity India has worked in partnership with a local or national nongovernmental organization providing the housing component of a comprehensive community development plan. Habitat for Humanity India had built more than 12,500 permanent houses under the Asian Tsunami Reconstruction Initiative.
- **2005 - Maharashtra Floods**  
Maharashtra experienced one of the worst floods in its history on 26th July '05 with the highest rainfall recorded in 100 years. The torrential rains poured relentlessly, and the resulting floods and landslides took a heavy toll on lives, crops and property. 78 houses were built by Habitat for Humanity and its partners in Kondivite village and in Rohan village of Mahad and 112 homes in Kalyan. The land was acquired by the state government and granted to the non-governmental organizations (NGOs) that were building homes.
- **2008 - Bihar Floods (Kosi River)**  
Habitat along with the local NGO partner will build 100 new houses, one community Centre and generate livelihood opportunity for 300 people in Jorgama village of Madhepur District.
- **2009- Andhra Pradesh Flash Floods**  
Habitat for Humanity India has started post-flood reconstruction in the southern state of Andhra Pradesh. Under an agreement with the state government, HFH India will build more than 400 new houses for families affected by massive floods which struck Andhra Pradesh last October. By the third quarter of 2010, HFH India expects to have built some 430 new homes with another 400 houses renovated or repaired. The state government has agreed to fund US\$653,600 for the new house construction, covering nearly 80 percent of the US\$1,850-per-house cost. Each house will have access to electricity, water and sanitation. Under the repairs and renovations project, the cost per house is estimated at US\$200 and will be covered by Habitat and its partners.

Reconstruction efforts in reaching out to over 12,500 families after the December 2004 tsunami, along with earlier initiatives has rendered Habitat for Humanity India as one of the strongest and dominant HFH programs in the ASIA PACIFIC in terms of delivery models with the required capacity and technical know-how to rapidly respond in the future. Currently HFH India is

engaged in the 2009 Flash floods of Andhra Pradesh and Karnataka and in recent 2010 flash floods of Ladakh.

Habitat house-designs factor in traditional knowledge and materials vary with climate and locale while keeping in mind the cultural sensitivities of communities.

Habitat for Humanity India's current work comes under the umbrella of ***IndiaBUILDS – A World of Hope***, a strategic initiative to provide better housing for 100,000 low-income Indian families, and to inspire the involvement of individuals, officials, groups, organizations and the government, to champion innovative housing solutions for those Indians who lack a decent place to call home

- **Create Shelter**  
Serve 100,000 families to house 500,000 people.
- **Create Inspiration**  
Mobilize 1 million volunteers and supporters
- **Create Capital**  
Raise funds from government, supporters, donors and saving schemes of home partners.  
Create a housing revolving fund.
- **Create Capacity**  
Develop a focused network of individuals, corporations, civic groups, NGOs and governments dedicated to ending poverty housing.

In order to meet the goals of ***IndiaBUILDS***, Habitat for Humanity India's volunteer programs, annually organizes a signature event by attracting and engaging volunteers from around the world to advocate the cause of adequate shelter, raise financial resources and brand reputation in the country so as to be able to serve more and more families in the future.

In the recent past we organized special events like, GLOBAL BUILD at Delhi (October 2008), WOMEN BUILD at Bangalore (March 2010) and now we venture into CEO BUILD at Chennai (October 2011)

## **DETAILS OF CEO BUILD**

**Place:** Chennai, India

**Host:** HFH India (HRC Chennai)

**Duration:** 2 days      **(Weekend: Saturday & Sunday 01 & 02 October 2011)**

### **Objective:**

- To draw attention of the Corporate houses on the need of Housing for the Poor, challenging them to participate in the Habitat for Humanity movement of empowering the community through housing solutions
- To bring visibility to HFH India program among the corporate houses through the presence of CEOs from abroad and within the country
- To raise corporate support and increase financial contribution from Corporate world both for Habitat India as well as Habitat in the countries of origin

### **Countries Targeted**

USA, Canada, UK, Singapore, Japan, Korea, Malaysia, Australia, the Netherlands, Germany, Europe and Central Asia, and other Habitat Countries from Asia Pacific Region

### **Methodology**

1. Contacting the CEOs or decision making individuals of those Corporate Houses abroad who have subsidiaries in India and inviting them for a hands-on-experience along with their counterparts in India so that the building activity provides a platform for a direct experience to the concerned CEOs who are directly involved in decision making in their own respective companies. This experience may open up their enthusiasm to do more for the homeless through partnership with Habitat for Humanity India.
2. Contacting other CEOs of Corporate Houses who have not so far partnered with Habitat and challenging them through a “hands on” experience so as to enlist support to Habitat for Humanity and its ministry and initiate partnership with Habitat in the country of their origin.
3. The success of the program will rely on leveraging the VP and RD staff ( of USA, Canada, UK, Singapore, Japan, Korea, Malaysia, Australia, the Netherlands, Germany and other Habitat Countries from Asia Pacific Region) to make necessary contacts with the CEOs and inspire them to participate in the scheduled CEO Build. Habitat for Humanity India sees this as a joint venture of VP and RD departments across Habitat for Humanity in different countries.
4. The RD department of HFH India will engage the CEOs within the country with the similar challenge to participate in this build which also provides them with a platform besides participating in the build, interact with CEOs from other countries

## **The Strategy**

The Sending Coordinators along with the support from RD departments of the above mentioned countries will contact and invite sufficient number of Companies that primarily have a subsidiary or presence in India and enlist their participation in the CEO Build in Chennai, India. From our side, the RD and VP department will contact those companies who are subsidiaries / branches / franchises of these foreign companies and encourage them to participate in the build along with the CEOs of the parent company.

## **Size / number**

This is not a regular GV and hence there is no requirement of a minimum number or team leader per country. Yet, we would appreciate you engaging at least 10 to 15 CEOs. We would be happy to host at least a couple of CEOs from each of the countries mentioned above. However participants per company will be limited to two persons, with one being a CEO and the other a Senior Management person nominated by the CEO of the company.

## **In-Country Cost**

The Travel and in-country expenses will be borne by the participants themselves. The participants are free to choose the budget (in-country expenses) according to their preference. Keeping in mind the high-profile status and comfort needs of the participants, we shall be offering two alternatives – the high end and the medium. There is no plan to accommodate all the CEO Build participants in one Hotel. We shall be proposing a couple of accommodations strategically located vis-à-vis airport and the build site. So the in-country expenses will vary depending upon the choice of accommodation.

## **Donation:**

Participating company is expected to sponsor one house (USD 3500).

During these 2 days, we shall update the participants with the Housing situation within the country and Habitat's response in India and in other countries. We shall also provide them with some glimpses of Indian Culture and Cuisine. Sweaty equity of families will be a sure component of the program, with CEOs working alongside

## **Further Information**

The further detailed information on Build Site, Community, Hotels, beneficiary families, etc. will be provided to the participants **by the end of July 2011**.

## **Contact Person**

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