Response to Cyclone Yaas, 2021

PwCIF, along with its NGO partner, created an emergency response plan for the affected families post the devastation caused by Cyclone Yaas in West Bengal.

The high tides from the cyclone had broken the river banks, causing the saline water to move into the farmlands and as well the ponds. This heavily affected the targeted family’s daily food consumption. The plan was to reclaim the land from saline water, pond reclamation and fishlings distribution, repair and upliftment of four embankment points on the river bandh, dewatering of saline ponds and gardening. Fixing the saline farmlands and ponds benefited more than 1,000 beneficiaries and resulted in them immediately starting their farming and fish cultivation.
Response to Cyclone Amphan, 2020

The super cyclonic storm Amphan cut a swathe through northern Odisha before making landfall in West Bengal in May 2020, with wind speeds rising up to 185 kmph. PwCIF reached out to augment the livelihoods of affected groups in West Bengal's South 24 Parganas, particularly families with marginal landholdings, women-led households and those who underwent reverse migration during the pandemic. We supported more than 800 families through soil reclamation and organic vegetable cultivation. Other interventions included duck rearing, vegetable vending, tailoring support and backyard poultry.

PwCIF, along with its NGO partner, reconstructed work sheds that were extensively damaged due to the ruinous impact of Cyclone Amphan. This plan supported women who lost their livelihoods in the village of Kaorakhali in the Kultali block of South 24 Paraganas, West Bengal. This strategy aimed to integrate a short-term response and rehabilitation plan for disaster-affected people, benefitting and supporting the livelihoods of 200 women.

Responding to Cyclone Fani, 2019

PwCIF supported close to 300 families with water-storage systems and refurbished sanitation facilities in Odisha's Daruthenga Gram Panchayat which was severely affected by Cyclone Fani. These facilities were reconstructed by the community members themselves under the guidance of the partner organisation. Apart from providing safe drinking water, masonry training camps were also organised to help participants, most of whom were women, find sustainable livelihood opportunities.

Response to Kerala Floods, 2018

The 2018 floods were one of the worst natural disasters faced by Kerala, impacting healthcare, shelter and drinking water facilities, especially in remote locations. PwCIF provided support to affected women by arranging for training sessions on making handicrafts. We also supported the partial refurbishment of a workshop that was destroyed in the floods, set up a dust-collector machine and constructed toilets for women workers.
Promoting sustainable agricultural practices – Madhya Pradesh

PwCIF is supporting sustainable agricultural practices through efficient agri-water use and reducing water scarcity through artificial groundwater recharge to augment the livelihoods of marginal farmers in Tikamgarh district, Madhya Pradesh. The project is expected to enhance the farmers’ incomes by increasing productivity and reducing the input costs, as well as increase the resilience of the community members to cope with the adverse effects of climate variability.

Promoting alternative livelihoods in drought-prone areas – Maharashtra

PwCIF has worked in Maharashtra's Aurangabad district for three years to mitigate the impact of recurrent droughts in the region. Apart from building water-conservation structures to support irrigation needs, goat rearing was chosen as an alternative livelihood option by more than 150 small and marginal farmer families. PwCIF committed to cover the costs related to training the families, animal insurance and vaccination.

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We’re a network of firms in 156 countries with over 295,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.

© 2022 PwC. All rights reserved.