

Prathiba Media Network-PMN Leads Massive Volunteer Rsponce to Support Badulla's Cyclone Victims.

Face 1

A Story of Community Solidarity, Cross-Regional Compassion, and Sri Lankan Voluntarism

When Cyclone Diwah and the subsequent floods and landslides devastated communities across the Badulla District, a powerful wave of compassion rose from the deep south. Prathiba Media Network (PMN), a community-driven NGO based in Kamburupitiya, Matara, issued an urgent appeal inviting individuals, businesses, temples, and institutions to join hands in supporting disaster-affected families in the Central Highlands. What followed was one of the most inspiring examples of people-led humanitarian action in recent years.



“Kamburupitiya’s Act of Duty”

-A Tribute Rooted in History

PMN launched its emergency relief initiative under the theme “Kamburupitiye Yuthukame Sathkārya” (Kamburupitiya’s Act of Duty). The title echoes a deep sense of gratitude: over the years, including during the 2004 Tsunami, the people of the Central Highlands have extended unwavering support to Matara communities during natural disasters. This campaign was therefore a heartfelt act of reciprocity and solidarity. Beginning on 28 November 2025, Prathiba Media Network mobilized the entire Kamburupitiya region to collect urgently needed items, drinking water, dry rations, sanitary products, women’s essentials, and ready-made clothing, for cyclone-affected families.



An Entire Town Rallies Together

The Kamburupitiya Police Station, under the leadership of Chief Inspector Manoj Dissanayake, provided its premises as the central collection point. The Kamburupitiya Suhada Welfare Society, along with several temples led by Ven. Warapitiye Soratha Thero, offered their support and guidance, strengthening community participation. Over just two days (29–30 November), 1,240 individuals donated whatever they could. Even schoolchildren arrived with toys, food items, and clothing after seeing the devastation on TV and social media.



Packing 1,500 Family Relief Parcels

The collected items were stored at the PMN office, where around 80 volunteers, including youth groups and university students from the Faculties of Agriculture and Technology at the University of Ruhuna, worked tirelessly to sort and pack relief materials. A total of 1,500 parcels, each valued at approximately Rs. 10,000, were prepared.



The Long Journey to Badulla

Four business owners from Kamburupitiya provided their lorries free of charge to transport the relief goods to Badulla. A group of 25 young PMN volunteers accompanied the convoy, navigating rain-drenched, blocked, and landslide-affected routes.

Despite damaged terrain, the convoy reached Badulla, where the relief consignment—valued at approximately Rs. 15 million, was formally handed over to Uva Province Governor (Mr. Kapila Jayasekara) and Chief Secretary (Ms. Anusha Gokula Fernando). The officials commended the effort as a vital intervention during a moment of acute distress.



Reaching the Most Isolated Communities in Soranathota

In coordination with the District NGO Coordination Unit and support from Prathiba's longstanding partner, Uva Community Radio in Bandarawela, several of the hardest-hit areas were identified—particularly in the Soranathota Divisional Secretariat, around 50 km from Badulla town.

Volunteers then travelled into steep, landslide-prone villages such as Wattakale, Ambagasdowa, Boliyadda, Kandegedar, Kuttiyagolla, Kithulwatta, Kirioruwa, and Idamgama. At certain stretches, vehicles had to be pushed uphill, and further ahead, parcels had to be transported using tractors and small rural vehicles.

The sight that awaited them was heartbreaking: these remote communities had received no prior relief since the cyclone struck. Many families had lost homes, harvests, livestock, and access to basic services.



Distribution Snapshot

Soranathota DS Division: 970 dry-ration parcels, 1,000 bottles of 5-litre drinking water bottles, 3,000 bottles of 1.5-litre drinking water distributed. In Badulla DS Division we supported 352 families supported. Support was also extended to Disaster Centres: Kendagolla Sobitharama Centre (60 families), Badulla Muthumala Primary School Centre (80 families), Malangamuwa Old Stores (15 families), Bodhirukkaramaya area, Badulla (23 families). Each family received a dignified, complete relief package, offering immediate comfort and hope.



A Model of Volunteer-Driven Disaster Response

This initiative illustrates the true spirit of Sri Lankan voluntarism, ordinary people replacing despair with collective action. Prathiba Media Network's rapid community-mobilization model is now being recognized as a strong good practice for NGO disaster response, especially in rural and cross-regional settings.

Beyond the material aid, what truly resonated was the message carried across every kilometer from Matara to Badulla.



In times of disaster, Sri Lankans stand together, no matter the distance, no matter the challenge.



Prathiba Media Network-PMN

Face 2

Emergency Response and Relief Programme for Communities Affected by Cyclone DITWA

Implementing Organization : Prathiba Media Network (PMN)
Funding Partner : Neelan Tiruchelvam Trust
Location : Badulla District, Sri Lanka

1. Background and Rationale

Cyclone DITWA caused significant disruption and damage to livelihoods in several areas of the Badulla District, disproportionately affecting families with young children and pregnant women. Many households experienced loss of basic household items, clothing, and access to essential hygiene materials, increasing health and protection risks among vulnerable groups.

In response to these urgent humanitarian needs, Prathiba Media Network (PMN) initiated an Emergency Response and Relief Programme aimed at providing immediate assistance to the most affected and vulnerable households.



2. Objectives of the Intervention

The primary objective of the programme was to deliver timely and targeted emergency relief to disaster-affected families, with a particular focus on:

- Households with children under five years of age
- Households with pregnant mothers

The intervention sought to alleviate immediate hardship, promote dignity, and reduce health and protection risks in the aftermath of the cyclone.



3. Geographic Coverage and Target Groups

The programme was implemented in four highly affected Divisional Secretariat areas in the Badulla District:

- Soranathota
- Kandaketiya
- Meegahakiwula
- Kandegedara

Beneficiaries were identified through local-level coordination, ensuring that assistance reached households experiencing the most severe impacts of the disaster.



4. Activities Implemented

Key activities under the programme included:

- Identification and verification of eligible beneficiary households
- Procurement of essential relief items
- Distribution of essential household items, clothing, and hygiene supplies to selected families
- Coordination with local partners to ensure efficient and transparent delivery



5. Partnerships and Coordination

The programme was implemented with the financial support of the Neelan Tiruchelvam Trust, whose contribution enabled the timely procurement and distribution of essential relief items. Local coordination and beneficiary identification were facilitated by the Badulla URI Circle, ensuring effective engagement with communities and alignment with local needs and priorities.



6. Budget and Resource Utilization

The **total expenditure for the programme amounted to LKR 1.6 million**. Funds were utilized responsibly and efficiently to support procurement, logistics, and distribution of relief items, with a strong emphasis on maximizing direct benefits to affected households.



7. Beneficiary Reach

The intervention reached a total of **205 families, benefiting 830 individuals**, including:

- **90 children aged 1–3 years**
- **114 children aged 3–5 years**
- **19 pregnant mothers**

8. Outcomes and Impact

The programme contributed to:

- Improved access to essential household and hygiene items for vulnerable families
- Reduced immediate health and sanitation risks following the disaster
- Enhanced sense of safety, dignity, and community support among affected households

The timely nature of the intervention played a critical role in stabilizing living conditions during the early recovery phase.

9. Conclusion

Through this Emergency Response and Relief Programme, Prathibha Media Network demonstrated its commitment to principled humanitarian action and effective partnership-based implementation. The generous support of the Neelan Tiruchelvam Trust enabled PMN to respond swiftly to urgent needs and support some of the most vulnerable populations affected by Cyclone DITWA.

PMN remains committed to strengthening community resilience and continuing collaboration with donors and partners to respond to future humanitarian needs.

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