

Povertyline

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Together we can overcome

As an institution focused on poor, marginalized and disadvantaged, PPAF has been at the forefront of natural emergency response. This has been led to relief and rescue followed by recovery, rehabilitation and reconstruction geared to the immediate and long term needs of marooned people affected by devastating floods across the country.

PPAF is also in proactive engagement with bilateral/multilateral institutions for reallocation and additional funding so that the affected people could be provided with necessary support. PPAF has also mobilized financial support from private and corporate sector as

well as individual philanthropists.

I express my deep gratitude to all stakeholders, donor agencies, corporate institutions, government, provincial and local administration, National Disaster Management Authority as well as PPAF's partner organizations.

Through this issue of Povertyline, we invite you to play your part in helping cope with this national tragedy of unprecedented proportions. Our website www.ppaf.org.pk will give real time updated information on the scope and scale of our activities.

Kamal Hyat
CEO/MD





PPAF response to floods

Rough estimates following devastation caused by recent floods in Pakistan show that nearly one-fifth of the country has borne the brunt, affecting more than 21 million people, destroying over 2 million housing units, badly damaging over 2 million hectares of crops and leaving 10 million people shelterless across the country.

Capitalizing on its vast experience of handling disasters and emergency situations, PPAF has been quick to respond to the widespread destruction. Adopting a three-pronged strategy to cope with the catastrophe, PPAF reacted to the calamity by mobilizing its own resources, involving corporate sector and individual philanthropy and requesting bilateral/multilateral donors for allocation and reallocation of funds.

PPAF has generated a total of Rs. 965 million for relief activities. The initial contribution was made from internal resources while remaining financing was provided through a diverse range of partnerships - United States Agency for International Development, The World Bank, KfW (German Development Bank) and corporate sector.

PPAF is carrying out its relief and rehabilitation activities through its partner organizations in flood-affected areas. It is

also proactively coordinating with National Disaster Management Authority (NDMA) and their provincial counterparts at national and provincial levels to ensure transparency in provisioning of relief to affectees.

To-date, PPAF has reached out to 22 districts and 519,155 affectees. Flood victims have been provided with 1.8 million kilograms of food and 6,000 hygiene kits. 110 medical camps have been established where 170,092 patients have been treated. 1,500 shelters have been established and 140 hand pumps have been installed for clean drinking water while fodder and veterinary care has been provided to over 70,000 animals.



PPAF special radio program Diya Jala-e-Rakhna (Keeping Hope Alive) has hit the airwaves. It is being broadcast every Thursday at 5:30 pm from network of FM-101 across the country. The program contains a regular update on PPAF's flood interventions besides expert's opinions, useful for all stakeholders.

Recordings of Diya Jala-e-Rakhna are also available on PPAF website www.pfaf.org.pk

PPAF dams tame floods



PPAF initiated Drought Mitigation and Preparedness Program (DMPP) to mitigate severe drought conditions in some of the most adversely affected parts of the country. The DMPP typically includes construction of delay action/check dams for improving underground water table in addition to meeting the community's domestic and agricultural requirements. These delay action/check dams have also served as a great protective measure for saving the communities from recent flood waters.

Kaila Delay Action Dam and Koradhi Delay Action dam, constructed in Soon Valley by Soon Valley Development Programme (SVDP), a PPAF partner, are worth mentioning in this regard. These nallahs are located in the areas which are heavily flooded almost every year. Due to steep slopes, rain water flows at a very high speed and causes significant damage to the adjoining areas of both the abovementioned nullahs.

Delay action dams constructed by PPAF have totally changed the flood discharge, time, water flow and erosive power significantly reducing the flow of flood waters in downstream areas. Before construction of delay action dams, floods of this intensity inundated the adjoining agricultural lands and caused colossal losses to the communities.

In 2010 floods, it has been observed that Kaila Delay Action Dam alone has protected 50 households and 200 acres crop from direct flood threat. Koradhi Delay Action Dam on the other hand also saved a large number of households and protected vegetable crops cultivated on 150 acres of land from flood waters' effects.

Vitality for life

On successful conclusion of Rs. 22 million school milk pilot at Rahim Yar Khan, an international conference was organized in Islamabad. The pilot was implemented by PPAF in collaboration with Tetra Pak.

Federal Education Minister Sardar Aseff Ahmed Ali was the chief guest while delegates from multilateral and bilateral donors, multinational companies, major local corporate entities, public representatives and corporate officials were also present on this occasion.

Objective of conference was to attract donor organizations, corporate and govt sectors to scale up School Milk Program and launch it on national scale for achieving health and education outcomes.

PPAF -Tetra Pak effort was supplemented by Shakkarganj Food Products and National Rural Support Programme, a PPAF partner, which focused 6,000 children in Rasoolpur,

District Rahim Yar Khan (Punjab). Milk packs were provided to children for 6 months on daily basis.

Successful execution of a national school milk program would go a long way in making Pakistani children healthier and preparing them to face challenges of tomorrow with resilience.



Corporate philanthropy

PPAF's partnership with the corporate sector has remained particularly productive for providing relief to vulnerable and disadvantaged individuals and communities.

PPAF has collaborated with leading national and multinational corporates - Bechtel, Citigroup, Deloitte, General Electric, Pfizer, UPS, Xerox, Sanofi-Aventis, Abbott Laboratories, Shell Pakistan, Citibank, Unilever, Engro Foundation, Tetra Pak Pakistan Ltd and Shakarganj Food Products Ltd. PPAF is also actively engaged with the Lahore University of Management Sciences.

In the wake of recent floods across Pakistan, PPAF expedited its efforts to help victims and succeeded in attaining the attention of corporate giants who have donated some portions of their incomes to help our brethren in time of distress.

PPAF and Engro Foundation have signed Rs. 200 million agreement to jointly fund relief and rehabilitation activities in Punjab

and Sindh. PPAF has distributed 610,944 packs of milk among flood affectees through the cooperation of corporate sector.

So far PPAF has raised Rs. 965 million for flood affectees with significant contribution from corporate sector and individuals.





Transforming lives

PPAF and Shell Pakistan have entered into a partnership to build a model village at the most neglected area named Goth Noor Muhammad at an estimated cost of Rs. 35 million in two years time.

PPAF and Shell Pakistan have signed an agreement to provide basic housing, infrastructure, health, education, potable water, latrines, bridges/culverts and sanitation facilities in Goth Noor Muhammad, which is situated around 25 kilometers away from Karachi.

As per agreement, PPAF would socially mobilize local communities besides providing technical assistance for sub-projects' formulation and periodic monitoring along with technical representatives of Shell Pakistan.

The reconstruction of houses would be supported through the usage of indigenous technology, materials and energy efficiency. Streets would be paved while proper sewerage and rainwater drainage system would be laid down. The village infrastructure would be further improved with the provisioning of electricity and with the addition of greenbelts and streetlights.

The educational facilities would be available not only to the children but to the adults as well. The proposed school would also serve as a recreational spot for the community with special emphasis on sports.

The groundbreaking ceremony of Goth Noor Muhammad was performed recently where senior officials of PPAF, Shell Pakistan, PPAF implementing partner Health and Nutrition Development Society (HANDS) and media persons were also present.



6th Citi – PPAF Microentrepreneurship Awards

PPAF and Citi jointly organized 6th Citi-PPAF Microentrepreneurship Awards (CMA) ceremony in Islamabad to acknowledge extraordinary contributions that individual microentrepreneurs across Pakistan have made to economic sustainability of their families as well as their communities.

Farzana Raja, MNA and Chairperson, Benazir Income Support Programme, was the chief guest on this occasion. While addressing, Farzana Raja said CMA programs highlight and promote effective role of microfinance in poverty alleviation. She said that PPAF is working for a noble cause to improve living conditions of the poor.



Muhammad Shabbir Hussain and Zohra Bibi were declared 'Best National Microentrepreneur Male' and 'Best National Microentrepreneur Female' respectively. Awards were also presented in categories of "Best Regional Microentrepreneurs" from Punjab, Sindh, Balochistan, Khyber Pukhtoonkhawah, Gilgit-Baltistan and AJ&K, with one runner-up for each category. Special awards were also given in the categories of "Most Innovative", "Overcoming Adversity", "Young Entrepreneur" and "Positive Impact on Community".

CEO/MD PPAF Kamal Hyat, Citi Global Director Microfinance & Community Development Robert Annibale, Citi Country Officer/Managing Director Arif Usmani and others were also present on the occasion.

PPAF - PMN setup Credit Information Bureau

PPAF and Pakistan Microfinance Network (PMN) have signed an agreement to collaborate under the pilot 'Credit Information Bureau (CIB) initiative'. PPAF will support partner organizations by providing technical assistance and sensitizing them to the efficacy and benefits in utilizing the Bureau for generating enquiries on credit history of clients.

Upon completion of the pilot project, it is expected that the true costs and benefits of the venture would be apparent and feasibility of expansion would also become clear. All stakeholders would build a strategy for expansion of the venture to a national scale on a sequenced basis. As the CIB expands to other regions, PPAF will continue to encourage its partners to become its member and provide support to them wherever required.



Pakistan Poverty Alleviation Fund



House 1, Street 20, F-7/2, Islamabad. Tel: 051-2652246, UAN: 111-000-102
Fax : 051-2652246 | E-mail: media@ppaf.org.pk | www.pfaf.org.pk