



## BUSINESS BRIEF

# PAKISTAN FLOODS RESPONSE PLAN

## HUMANITARIAN OVERVIEW AND CALL TO ACTION

17 OCTOBER 2022

A general view of a flooded area after heavy monsoon rains is pictured from atop a bridge in Charsadda district in the Khyber Pakhtunkhwa province of Pakistan on August 27, 2022. Photo Credit: AFP/Abdul Majeed



PEOPLE  
AFFECTED

33M



PEOPLE  
IN NEED

20.6M



PEOPLE  
TARGETED

9.5M



REQUIREMENTS (US\$)

\$816M

## OVERVIEW OF THE CRISIS

Unusually heavy monsoon rains from mid-June to September resulted in flash floods and standing water across Pakistan, causing human and livestock casualties as well as widespread destruction of homes and infrastructure. While floodwaters have receded in many areas, large parts of Sindh and eastern Balochistan remain underwater and will likely remain so for several months to come. The standing floodwater and secondary impacts are resulting in an increase in water-borne diseases, unsanitary conditions, and rising malnutrition rates. At the same time, water infrastructure has incurred significant damage and the flood-affected health system is impaired in addressing and mitigating the risk of a major public health crisis. Concurrently, winter is fast approaching, and the affected population – both displaced and otherwise – will require assistance to prepare for the imminent cold weather.

The number of damaged and destroyed houses in Pakistan now exceeds 2 million, with over 1.3 million houses damaged and over 805,000 houses destroyed to date. The National Disaster Management Authority (NDMA) has recorded over 1,600 deaths and more than 12,850 injuries since mid-June, including 615 children killed and over 4,000 children injured. Some 7.9 million people are reportedly displaced due to the heavy rains and floods, including some 598,000 people who are living in relief camps, according to reports by the respective Provincial Disaster Management Authority (PDMA) of the affected provinces. Reports indicate that more than 5,000 schools are currently being used to host displaced populations, while an estimated 23,900 schools have been damaged.

Cases of watery diarrhea, typhoid and malaria are a growing concern, with many people living in unsanitary conditions in temporary shelters, often with only limited access to basic services. Initial reports of outbreaks of vector-borne and waterborne diseases have been received from parts of Balochistan and Sindh. Pregnant and lactating women (PLW) and children under age five represent the most vulnerable at-risk groups, with estimates indicating that at least 83,000 flood-affected women are pregnant and due to give birth in the coming months. Assessments indicate that some 1,460 health facilities and their contents are damaged, further limiting people's access to health services, while damage to 349 refrigerators and solar direct drive systems have reportedly resulted in disrupted vaccine cold chains.

## HOW THE PRIVATE SECTOR CAN HELP

### 1 ALIGN SUPPORT ACTIVITIES WITH THE 2022 FLOODS RESPONSE PLAN

The **Pakistan Flood Response Plan (1 September 2022–31 May 2023)** provides an overview of the situation, lists the major humanitarian needs and outlines the response strategy, including sector-specific plans for priority areas in Pakistan. The Pakistan Flood Response Plan complements national efforts and aims to address the most pressing needs of the affected population helping them get back on their feet. You can access the Plan [here](#).

The Plan has three strategic objectives:

- Deliver urgent life-saving and livelihoods assistance for people affected by floods, in line with national priorities and in support of the Government response.
- Prevent the outbreak of communicable diseases and effectively monitor risks to the health of affected people, including the nutrition status of vulnerable people such as pregnant and lactating women and children under five years of age.
- Restore conditions of safety and dignity for flood-affected people and ensure their access to urgently needed assistance and protection.

### 2 MAKE A FINANCIAL CONTRIBUTION

Financial contributions to reputable aid agencies are one of the most valuable and effective forms of response in humanitarian emergencies. Companies are encouraged to consider making financial contributions directly to organizations included in the Plan.

**Locally** you can contribute to:

- **The National Humanitarian Network (NHN) Pakistan** brings together 170 national and local NGOs engaged in humanitarian assistance or disaster management in Pakistan. Embedded in local communities, these organisations also act as first responders during disasters. Around 70 NHN member organisations are currently providing relief assistance in flood-affected areas, conducting evacuations and providing food, shelter, health, livelihoods, and water, sanitation and hygiene (WASH) assistance. For further information on NHN and how to support national and local NGOs aiding flood-affected people in Pakistan, please contact [kamran@nhnpakistan.org](mailto:kamran@nhnpakistan.org). NHN members can also be contacted directly; an overview of all members organised by province is available [here](#).
- The **Pakistan Humanitarian Forum (PHF)** has a membership of 35 international NGOs (INGO) working to deliver humanitarian assistance, disaster recovery, risk reduction and long-term development programming in Pakistan. Twenty-six of its member organisations are responding to the floods, providing support for food relief, shelter, health, education,

non-food items, and water, sanitation and hygiene (WASH). For further information on how to support INGOs active in the flood response, please contact [shahid.kazmi@pakhumanitarianforum.org](mailto:shahid.kazmi@pakhumanitarianforum.org). PHF members can also be contacted directly; an overview of all members is available [here](#).

- **Pakistan Red Crescent** – further information is available [here](#).
- The **Global Compact Network Pakistan** members include multinationals, family-owned business, and SMEs. It offers services to the growing wave of start-ups in the country, such as technology transfer and access to hard-to-reach areas through their infrastructure and networks. For many, supporting emergency response goes beyond corporate social responsibility projects, with an unprecedented level of relief support that continues to grow as businesses recognize the devastating effects of climate change and how people at all levels are affected. Companies in Pakistan have aligned emergency response and rehabilitation and with in-kind support, the contribution recorded to date stands at over PKR100m (approx. USD 428k) in the past month alone. The Global Compact Network Pakistan is building a strong ecosystem to advance the 2030 Agenda, provides support services & guidance to accelerate sustainability through business and aims to spotlight champion companies on the global stage. For more information, please contact Zubair Anwar-Bawany, UN Global Compact's Deputy Executive Director for Pakistan at [ED@gcnp.org.pk](mailto:ED@gcnp.org.pk).

**Globally** you can contribute to the following organizations who have ongoing operations in Pakistan:

- The **International Organization for Migration (IOM)**, together with the Government of Pakistan, the UN and other partners, is responding with a comprehensive and coordinated approach to respond both to immediate humanitarian needs and lay ground for recovery through economic revitalization and infrastructure and shelter rehabilitation. Needs, in order of priority, are food, shelter, health, water and sanitation, and livelihoods. For more information on how to support please click [here](#).
- The **UN Children's Fund (UNICEF)**: Building upon UNICEF's established field presence, partnerships, and extensive experience of emergency response in the country, UNICEF teams are already on the ground helping to assess the extent of the devastation and reaching affected children and families with essential lifesaving supplies that include medical and therapeutic food supplies, water delivery, hygiene kits, temporary learning centres and supporting community based mental health and psychosocial support interventions. For further information on how to support please click [here](#).
- **UN Population Fund (UNFPA)**: UNFPA, together with national partners, is supporting continued access to lifesaving sexual and reproductive health (SRH) services, including safe birth, and prevention and response to gender-based violence for women and girls and the most vulnerable. As the UN sexual and reproductive health agency, UNFPA is co-chairing the national Reproductive Health working group and the GBV working group, playing a key coordination role with partners. As part of the Pakistan Flood Response Plan, UNFPA is scaling up its response in affected areas to respond to the urgent needs of affected women and girls. The provision of flexible funding is the best way to support UNFPA's response, and UNFPA will also accept in-kind donations. For further information, please contact Chan Ju Park at [cpark@unfpa.org](mailto:cpark@unfpa.org) or make a donation through this [link](#).
- The **UN Refugee Agency (UNHCR)** is providing tens of thousands of emergency shelter and relief items to refugees, displaced people and host communities in the worst hit areas of Balochistan and Khyber Pakhtunkhwa provinces, as well as sandbags to defend homes from more damage. Your support can provide refugees and local communities in Pakistan with emergency support like shelter, household supplies and blankets. Please click [here](#) for further information.
- The **World Food Programme (WFP)** is supporting the Government of Pakistan as it mobilizes to supply food assistance to hundreds of thousands of families in the areas worst hit. WFP is already providing critical food, cash, and other assistance to flood-affected communities and scaling up its operation to 1.9 million people in need. In addition, through WFP's field offices in the provinces of Balochistan, Khyber Pakhtunkhwa, Punjab and Sindh, WFP is coordinating with humanitarian partners to ensure an integrated response for affected communities. WFP is planning to establish a logistics augmentation unit to work with the Government of Pakistan on the storage, management, and dispatch of relief items. Please find more info [here](#). To help provide support to affected people please click [here](#) and [here](#) to support through the ShareTheMeal app. For further information please reach out to [hq.privatepartnerships@wfp.org](mailto:hq.privatepartnerships@wfp.org).
- The **World Health Organization (WHO)** is delivering supplies needed by health facilities, and increasing disease monitoring to prevent the spread of infectious diseases. Damage to health infrastructure, shortages of health workers,

and limited health supplies are disrupting health services. Significant public health threats include the spread of water- and vector-borne diseases, with outbreaks of diarrheal diseases, skin infections, respiratory tract infections, malaria, dengue, injuries, and more. With health services reduced, the management of non-communicable diseases are also affected. For further information please click [here](#).

### 3 MAKE AN IN-KIND CONTRIBUTION OF GOODS OR SERVICES

OCHA generally urges companies to refrain from sending unsolicited donations that may not correspond to identified needs or meet international quality standards. Donors are highly encouraged to send cash rather than in-kind donations. Donations-in-kind are useful when they meet a pre-identified need on the ground for which supply through other means (procurement, prepositioned stock) is unavailable. In other circumstances, they may not fit needs, can potentially be administratively burdensome (placing demands on thinly stretched emergency personnel), and may undermine local markets.

For any questions about in-kind donations, please contact OCHA with as much detail as possible, including what you wish to donate and how much, the estimated market value, your time frame for delivery, details on shipping and any other conditions. We will guide you to the most appropriate recipient organization(s). Companies with employees, suppliers, or customers in the country or region or those with existing agreements with responding humanitarian organizations should aim to directly support these groups. **For more information, please contact Karen Smith, OCHA's Private Sector Engagement Advisor, at [ocha-ers-ps@un.org](mailto:ocha-ers-ps@un.org).**

**You may also reach out to the UN Global Compact in offering in-kind donations** and they will guide you on matching the with an SDG and how to align this to your Sustainability Agenda. For more information, please contact Zubair Anwar-Bawany, UN Global Compact's Deputy Executive Director for Pakistan at [ED@gcnp.org.pk](mailto:ED@gcnp.org.pk).

### 4 ADVOCATE

Lend your voice and advocate to highlight the needs in Pakistan. Amplify the message of the UN and partners calling on all parties to uphold their obligations to allow safe, rapid and unimpeded humanitarian aid to civilians in need.

### 5 MAKE A COMMERCIAL OFFER

If your offer is commercial, please refer to the UN Global Marketplace at [ungm.org](http://ungm.org).

## CRITICAL REMINDERS

- The UN Secretary-General encourages companies to coordinate their response efforts with the UN and the humanitarian coordination system to ensure **coherence with priority needs and minimize gaps and duplications with the other responders**.
- All response activities should be guided by the humanitarian principles of **humanity, impartiality, neutrality, and independence**. For more information, see the [Guidance Note: Conflict Sensitivity in Private Sector Disaster Management](#).



#### HUMANITY

Protecting life and health while ensuring respect for human beings



#### NEUTRALITY

Actors must not take sides in hostilities or engage in controversies



#### IMPARTIALITY

Action must be carried out based on needs alone with no distinction to social classes



#### INDEPENDENCE

Action must be carried out autonomously from the objectives of other actors

- Business contributions to UN response efforts must comply with the [Guidelines on Cooperation between the UN and Business Sector](#).
- It is important to ensure that donated items meet [Sphere Standards](#) and reflect priority needs.
- **Affected people must be at the centre of any humanitarian response**, for their increased engagement and empowerment in decision-making to address their specific needs and ensure that international response remains accountable to them. Further guidance for the private sector is available [here](#).
- People in need of humanitarian assistance **must be protected from sexual exploitation and abuse** and have access to channels to report and address it. Further guidance for the private sector is available [here](#).
- **Business and Children's Rights**. Businesses need to understand how to act responsibly when facing humanitarian crises and engaging with the most vulnerable, by understanding and upholding internationally recognized minimum standards - such as respect for universal human rights. Companies are also encouraged to move beyond doing no harm by protecting the most vulnerable population and providing relief assistance through funding, by leveraging a company's core assets and expertise, by supporting communication and advocacy efforts and through collective action. Further guidance for the private sector is available [here](#).
- [Business Brief: Introduction to the Humanitarian System](#)

## WHERE TO FIND THE LATEST INFORMATION

- For an updated list of maps, situation reports, and other information, please visit [here](#).
- OCHA coordinates humanitarian action to ensure crisis-affected people receive the assistance and protection they need. OCHA also works to overcome obstacles that impede humanitarian assistance from reaching people affected by crises and provides leadership in mobilizing assistance and resources on behalf of the humanitarian system. Learn more about OCHA's work in Pakistan [here](#).
- For more information about the role of the private sector in preparing for, responding to, and recovering from disasters, please visit the OCHA/UNDP Connecting Business initiative (CBI) online at [connectingbusiness.org](http://connectingbusiness.org) or contact [connectingbusiness@un.org](mailto:connectingbusiness@un.org).
- For further information on current Customs, Importation and Quarantine Procedures please refer to the IMPACCT (Importation and customs clearance together) website [here](#).

## WE ARE HERE TO HELP

For more information on how businesses can help, please contact:

- Fatima Iqbal, [iqbalf@un.org](mailto:iqbalf@un.org), Humanitarian Affairs Officer, OCHA Pakistan
- Nuzhat Jahan, [info@gcnp.org.pk](mailto:info@gcnp.org.pk), Outreach & Engagement Team, Global Compact Pakistan