

# PROGRAMME UPDATE



International Federation of Red Cross and Red Crescent Societies  
Fédération Internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge  
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja  
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

## PAKISTAN

14 December 2004

The Federation's mission is to improve the lives of vulnerable people by mobilising the power of humanity. It is the world's largest humanitarian organisation and its millions of volunteers are active in over 181 countries.

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### In Brief

**Appeal No. 01.59/2004; Programme Update no. 2, Period covered: 1 April to 31 October, 2004; Appeal coverage: 70.5%; Outstanding needs: CHF 366,191 (USD 314,698 or EUR 241,299).**

*(Click here to go directly to the attached Contributions List (also available on the website).*

**Appeal target: CHF 1,242,150 (USD 1,067,943 or EUR 818,728)**

**Related Emergency or Annual Appeals: none**

**Programme summary:** Following the slow start in the first quarter, activities gained momentum. Community-based first aid (CBFA) training was provided to 3,999 people by the health outlets of Punjab, Balochistan and North West Frontier Province (NWFP) branches. The health outlets of Balochistan and NWFP provided health care to almost 30,000 people from local and refugee communities.

The disaster management (DM) plan of action was finalised in consultation with stakeholders and branches and is reflected in the activities planned for 2005. Vulnerability capacity assessments (VCAs) were conducted in two disaster-prone districts in Balochistan. The NWFP branch has also conducted community-based disaster preparedness (CBDP) training sessions for volunteers in the districts of Mansehra and Kohistan. The Pakistan Red Crescent Society (PRCS) also plans to extend its DM activities into the Federally Administered Tribal Areas (FATA) which border Afghanistan and the Federally Administered Northern Areas (FANA). The DM programme combines CBFA in communities located close to border.

National society activities have been receiving extensive coverage in the print media, enhancing the PRCS profile and informing the public about the work being done.

Whilst the humanitarian values (HV) activities in 2004 appear to be strongly focused on dissemination of information relating to all PRCS activities, this is a planned strategy to raise the profile of the national society. A higher profile of the national society and understanding of its activities will lend greater weight to more-targeted humanitarian values activities in the future. In order to expand the volunteer base at branch level, Red Crescent youth clubs have been institutionalised in provincial headquarters. Online registration for volunteers has been included in the PRCS website ([www.prcs.org.pk](http://www.prcs.org.pk)).

PRCS now has 77 district branches, with the financial management system at national and provincial levels improved to produce better financial reporting.

However, some programmes have been underspent. The main reason for this was low activity levels in the early part of the year whilst the change in PRCS management and restructuring of the organisation was undertaken.

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This Programme Update reflects activities to be implemented over a one-year period. This forms part of, and is based on, longer-term, multi-year planning. All International Federation assistance seeks to adhere to the [Code of Conduct](#) and is committed to the [Humanitarian Charter and Minimum Standards in Disaster Response](#) in delivering assistance to the most vulnerable. For support to or for further information concerning Federation programmes or operations in this or other countries, or for a full description of the national society profile, please access the Federation's website at <http://www.ifrc.org>

## Operational developments

Sectarian, tribal and other violence has continued throughout the country during the reporting period. More than 60 people were killed and hundreds wounded in Karachi, Pakistan's main commercial and industrial hub, by a wave of sectarian violence in May and early June.

Bomb blasts and suicide attacks have been on the rise. A car bomb exploded on 7 October during a celebration of Islamic militants in the central Pakistan city of Multan, killing at least 35 people and wounding dozens more.

Considering the security situation, PRCS decided to launch an emergency service for the twin cities of Rawalpindi and Islamabad. The fleet of seven ambulances have been refurbished and fitted with oxygen cylinders and are staffed by a paramedic for first aid assistance. The emergency control room operates 24 hours a day and maintains a computerised record of ambulance operations.



The normalisation of relations between the governments of India and Pakistan continued and progress has not been adversely affected by the change in administration in India.

By World First Aid Day in September, PRCS had reached its goal of 'a first aider in every home' in a programme, which has been running for five years. To date, over the life of this project, almost 33,000 people from a wide cross-section of society have received first aid training from PRCS.

*Launch of the new ambulance service.*

The first ever voluntary counselling and testing (VCT) centre run by a national society in South Asia is now operational in Lahore. It has been implemented by the Punjab provincial branch. To introduce the facility, community awareness sessions were conducted among all high-risk groups and an HIV/AIDS positive person was invited as a guest speaker in each session.

PRCS' revamped website [www.prcs.org.pk](http://www.prcs.org.pk) has been launched and will act as an important source of information. As the site has been made more attractive and user friendly, it hopes to attract a large number of people who might be potential members or volunteers. While internet usage in Pakistan is still low by global standards, it has increased tenfold in the last decade. The main features of the website include enrolment of members and volunteers, tracing requests, and blood transfusion services.

## Health and care

**Overall Goal: The national society has the capacity to successfully plan, implement and manage programmes which have a positive effect on the health of the community.**

**Programme Objective: To increase the capacity of the national society's health management and training programmes to deliver health services to vulnerable communities.**

**Health management project objective: To strengthen overall health management in PRCS.**

#### Expected Result

- Overall health management will be further strengthened.

#### Progress/Achievements

It was observed that the basic health units (BHUs) / mobile health units (MHUs) in Balochistan and NWFP were using dissimilar formats for reporting their activities. A uniform reporting format has been revised and shared with the branches so that information on treatment/management of reproductive health components is reflected adequately.



*The Pakistan Red Crescent provides vital health services to many communities.*

The Secretary General visited the Punjab provincial branch to conduct a review of activities, including health, and was given a detailed presentation. He also visited the newly operational VCT centre in Lahore as well as the NWFP provincial branch to review all activities, including health-related activities.

The director of special projects visited the NWFP provincial branch and discussed the planned health activities in FATA which are being assisted by the Danish Red Cross.

The British Red Cross health advisor visited PRCS from 11 to 18 July to familiarise herself with the national society, with a view

for long-term funding for the health programme and other possible support according to PRCS' needs.

As outlined in the first Programme Update, a five-year health development plan has been set-up.

**First aid project objective: To run a sustainable first aid programme that increases health awareness in the community.**

#### Expected Result

- Sustainable first aid programme which increases health awareness in the community.

#### Progress/Achievements

A project proposal has been prepared and sent to the Japanese Red Cross for assistance in the development/strengthening of first aid training facilities at national, provincial and district levels.

CBFA training was provided to 3,999 people by the health outlets of the Punjab, Balochistan and NWFP provincial branches. To date, the total number of people trained in the year now exceeds 5,000.

The PRCS first aid training centre continues to conduct first aid training courses. Trainings were carried out for the Girl Guide Association, Islamabad International School and the Directorate of Workers Education, while training for staff of multinationals and employees of various industrial units is an ongoing process.

**Basic and mobile health units project objective: To provide basic curative and preventive health care via the existing three MHUs and three BHUs in Balochistan, and a MHU and BHU in NWFP.**

#### Expected Result

- Provision of basic curative and preventive health in existing MHUs and BHUs.

**Progress/Achievements**

The BHUs in Chaman, Quetta (Balochistan) and Torkham (NWFP) and four MHUs in Quetta, Mastung, Qilla Saifullah (Balochistan) and Peshawar (NWFP) provided services to the communities as per the following:

NWFP	Beneficiaries
BHU (Torkhum)	5,111
MHU (Tajabad /Sethi Town)	4,274
<b>Total</b>	<b>9,385</b>

Balochistan	Beneficiaries	Health Education
BHUs (Chaman & Quetta)	11,451	3,836
MHUs (Qilla Saifullah, Mastung & Quetta)	7,095	13,923
<b>Total</b>	<b>18,546</b>	<b>17,759</b>

The figures for the year to date are thus:

Province	Beneficiaries	Health Education
NWFP – BHUs	7,800	n/a
NWFP – MHUs	9,527	n/a
<b>NWFP totals</b>	<b>17,327</b>	<b>n/a</b>
Balochistan – BHUs	17,110	4,990
Balochistan – MHUs	12,376	22,136
<b>Balochistan totals</b>	<b>29,486</b>	<b>27,126</b>
<b>Grand total both provinces</b>	<b>46,813</b>	<b>27,126</b>

**Reproductive health project objective: To provide comprehensive reproductive health services through health units in NWFP (7), Sindh (2), Punjab (1) and Balochistan (7).**

**Expected Result**

- Provide reproductive health services through health units in NWFP (7), Sindh (2), Punjab (1) and Balochistan (7).

**Progress/Achievements**

Contraceptives have been procured by the NWFP and Balochistan branches for health outlets. Procurement of contraceptives in Sindh and Punjab is under process.

Training on reproductive health was given to eight doctors and 17 paramedics in NWFP and Balochistan provinces. The selection of reference books on reproductive health for doctors and paramedics has been finalised and their process of purchase initiated.

The reproductive health coordinator visited the Punjab, Balochistan and NWFP branches to monitor training and services.

**HIV/AIDS project objective: For PRCS to be recognised as a key player in the prevention of the spread of HIV/AIDS.**

**Expected Result**

- PRCS recognised as a key player in the prevention of the spread of HIV/AIDS.

**Progress/Achievements**

PRCS has developed and maintained links with other actors and NGOs in the field of HIV/AIDS, such as Nai Roshni, the Pakistan Plus Society and UNAIDS.

During the reporting period, the VCT centre became operational and is providing quality services to the community. It is the first such centre to be run and administered by a national society in South Asia.

The centre has been established as a pilot project with the financial assistance of the Japanese Red Cross. The project started in March 2004 and became operational by the end of August. The formal inauguration is pending due to some operational constraints. This centre has one male and one female consultant and two (male and female) social mobilisers. The centre is based in the existing health facility of the Punjab provincial branch located in a congested area of Lahore known to have a steep proportion of high risk populations. In order to introduce the facility, sessions were conducted among high risk groups to which HIV/AIDS positive people were invited as guest speakers. A total of 19 sessions were conducted for community mobilisation and awareness about HIV/AIDS. The total number of participants was 1,724, which included college students, factory workers, paramedic staff, pregnant women, and intravenous drug users.

Information, education and communication materials are provided to those who visit the VCT centre. These are also distributed during community awareness sessions.

PRCS did not attend the Fifth South Asia Red Cross/Red Crescent Network on HIV/AIDS (SARNHA) meeting as it was postponed due to security concerns in Afghanistan. The new dates of the meeting have yet to be decided.

### **Impact**

Polio drops were administered to 6,074 children by PRCS volunteers during the immunisation days from July to September 2004, bringing the total of children receiving polio drops administered by PRCS volunteers for the year to over 16,000. This is part of a continued programme over the past decade which has contributed to the significant drop in polio cases in Pakistan during that period. For further details see the World Health Organisation (WHO) progress report for Pakistan at <http://www.emro.who.int/polio/countryprogress-pak-report.htm>

First aid courses continued at the national training and resource centre for external organisations. During the reporting period, a further 11 courses were held with 241 people receiving training. This activity has been ongoing for five years now and to date, the national society has imparted first aid training to over 33,000 people.

The health outlets of Balochistan and NWFP provinces provided health education as summarised in the tables above. Patients came from local communities and refugee populations. Male and female motivators play an important role in providing health education and CBFA training. This is producing significant changes in the lifestyles of these people who may not otherwise have received any basic health care or information.

### **Constraints**

Monitoring and evaluation visits were not carried out (apart from reproductive health activities) in provincial branches as planned during this reporting period. This has been mainly due to the restructuring process at NHQ and staff turnover. Monitoring visits will be undertaken as soon as feasible. Monitoring and evaluation is a high priority in the plans for the 2005 health programme.

## **Disaster Management**

**Overall Goal: The impact of disasters on vulnerable communities is reduced.**

**Programme Objective: PRCS has the organisational and operational capacity to mobilise local communities to reduce the impact of disasters by utilising and further strengthening existing coping mechanisms.**

***Disaster preparedness project objective: PRCS has the capacity to reduce the vulnerability of disaster-prone communities through implementation of a disaster management plan and policy which provides the framework for disaster preparedness activities at all levels.***

### **Expected Result**

- Implementation of a DM policy.

- Plan of action for disaster preparedness/disaster response.
- National society disaster response capacity improved.

### Progress/Achievements

The DM policy developed in 2003 has undergone further revision during the reporting period to take account of the national society's renewed emphasis on enhancing its disaster preparedness and response capabilities at all levels. The policy has been finalised following rigorous consultations with the stake holders. The DM policy is also available on the PRCS website.

The DM policy centres around four main programme initiatives:

1. Prioritisation of vulnerable areas.
2. Disaster preparedness and response.
3. Coordination
4. Integration.

The national society utilised the policy to shape its DM programme for the 2005 Appeal. There will be a particular emphasis next year on strengthening PRCS DM structures at the grass root level.

The DM plan of action was finalised in consultation with stakeholders and branches and is reflected in the activities planned for 2005. A major initiative in the plan will be the establishment of PRCS administrative setups in FATA which border Afghanistan and FANA, as these areas are particularly prone to conflict and earthquakes. To progress this initiative, bilateral partnerships are being developed. A PRCS assessment mission was conducted in October with the government agencies of Khyber and Mohamand (both within FANA) and the findings will be shaped into a detailed proposal.

In pursuit of improving the national society's disaster response capacity, VCAs were conducted in two disaster-prone districts in Balochistan during the reporting period. VCAs are underway in two further districts in Balochistan and also in selected disaster-prone districts in the Punjab and Sindh provinces.

A further boost to the national society disaster response capacity has been the launch of an ambulance service for the twin cities of Islamabad and Rawalpindi in August. This activity was funded from the PRCS's own resources. The six vehicles are directed from a control room at the NHQ in Islamabad.

It has been decided not to proceed with establishing national disaster response teams. Time constraints and changes in management have led to this planned activity being shelved.

Due to the late implementation of DM activities in the first two quarters, the planned production and distribution of a disaster relief handbook will not occur in 2004.

Funding for the disaster preparedness project has not been as high as expected and along with under-spending issues, the operating budget has been cut by just over 13 percent.

***Disaster response project objective: To enhance the capacity of vulnerable communities to respond to and cope with disasters and increase the capacity of the PRCS for efficient and effective management of crisis through a functional disaster management plan.***

### Expected Result

- Community capacity building.
- Coordination and advocacy.
- Information management capacities.

### Progress/Achievements

As part of community capacity building, work was done on the establishment of a DM network in communities in the districts of Mansehra and Haripur in NWFP where a total of 161 volunteers over these two districts were signed

up. The NWFP branch has also conducted CBDP training sessions for volunteers in the districts of Mansehra and Kohistan. A total of 75 volunteers benefitted from these sessions. VCA sensitisation sessions were conducted for volunteers in all three districts which will enable them to be involved in future VCA activities with branch staff.

As outlined earlier, it is planned to extend PRCS DM activities into FATA and FANA. These communities are particularly vulnerable and the national society's presence and input would greatly enhance those communities' capacity to prepare for and cope with disaster.

The Sindh, Balochistan and Punjab branches have plans to carry out such community capacity activities over the remainder of the year.

There has been no progress in developing effective disaster warning systems in targeted communities as planned. However, VCAs have revealed that communities have been organising their own resources for responding to disasters. This has especially been the case in communities who have received CBDP training. PRCS has been active in raising volunteer groups in the districts of Mansehra, Kohistan and Haripur to further enhance community disaster response capacity.

As part of the coordination and advocacy expected result, PRCS is an active partner in the International Non-Governmental Organisation (INGO) Forum.

The International Committee of the Red Cross (ICRC) supports conflict preparedness and response in all the provinces and the Azad Jammu and Kashmir (AJK) state branch. The programme involves imparting first aid training in schools/colleges and to the police. The DM programme combines CBFA in targeted communities.

The revamped national society website is being utilised to strengthen information management capacity. It includes features such as online registration of volunteers; tracing requests (which will be available shortly); and stories from the field reflecting PRCS disaster preparedness and DM activities.

### **Impact (of entire programme)**

PRCS has responded to several emergency situations during the reporting period, exhibiting the ability to respond promptly and effectively.

For example, in response to the bomb blasts in Karachi in May, a team from the Sindh branch were quickly dispatched to the scene and provided assistance to the wounded. The branch coordinated with a local hospital to provide blood and other facilities. There was good coordination with local authorities throughout the emergency response.

The community development work done in the districts in NWFP meant an additional 161 volunteers, with a good proportion of them trained in CBDP. This has enhanced the capacity of the communities in which they live to prepare for and cope with disaster.

### **Constraints**

As outlined in the first Programme Update, a major management restructuring process and change in governance significantly slowed progress in the DM programme.

## **Humanitarian Values**

**Overall Goal: Bring about a change in the behaviour of people, increase tolerance, mutual understanding and respect for human beings by greater dissemination of humanitarian values and the Movement's Fundamental Principles.**

**Programme Objective: To increase PRCS' capacity to promote the Red Cross and Red Crescent's Fundamental Principles and humanitarian values.**

### **Expected Result**

- Dissemination within PRCS.

- Dissemination outside PRCS

### **Progress/Achievements**

PRCS is recognised as a leading humanitarian organisation in Pakistan and is actively working to encourage the behaviour change in the context of humanitarian values (HV). Activities in relation to HV have picked up significantly in the recent past at NHQ level.

In October, an internal dissemination session was held at the NHQ, with representatives from the national society, the Federation delegation and ICRC attending the session. The Federation head of delegation talked about HV and the Fundamental Principles. A staff member from ICRC gave a presentation on international humanitarian law (IHL). It was agreed by PRCS' management to carry out such sessions regularly in future to promote a better understanding of HV.

The national society appointed a youth and volunteer officer in October who is formulating a volunteer policy and a manual which will help in recruiting, training and retaining volunteers, among other functions. The delegation and national society humanitarian values focal points will liaise with the officer to ensure there is an appropriate HV component in the policy and manual. Accurate records of volunteers will be maintained so that they can be contacted as required.

Launched in August, the revamped PRCS website is an important source of information for external users. The site [www.prcs.org.pk](http://www.prcs.org.pk) has been made more attractive and user friendly and is expected to attract a large number of people who might be potential members or volunteers. Internet usage is rapidly growing in Pakistan. In 1990 there was zero per 1,000 people using the internet while 12 years later this had increased to 10.3 per 1,000.<sup>1</sup> Whilst this is still low in relation to some other countries, it does indicate that the internet usage is rising and is seen as a valuable avenue of communication. Some of the main features of the website include the history of the organisation, all four core programmes and the activities carried out, enrolment of members and volunteers, tracing requests, and blood transfusion services.

The national society has been gaining favourable print media coverage in national newspapers. Important events and activities covered by the print media have included the celebration of Red Cross/Red Crescent day in May; World Blood Donors day in June; the launch of the Emergency Ambulance Service; and World First Aid Day in September.

PRCS plans to launch the World Disaster Report in November. (Whilst the scheduled release was October 28, it was delayed in Pakistan due to Ramadan).

In order to expand the network of media contacts, PRCS is utilising the services of a media advisor who is currently working on a voluntary basis. His role is to facilitate the publication of PRCS press releases, news articles and also help in the overall image building of the national society.

A 12-minute video documentary on activities carried out by PRCS is in production. Once completed, it will be a good source of internal information, which may also be used externally as and when required. PRCS is also working on television promotional spots with the help of a private company. The duration of these spots will be 15 to 20 seconds each and will act as a good source of image building for PRCS.

The national society quarterly magazine was published in September, covering the period from April to June. The launch of the emergency ambulance service, important events and relief aid in times of disaster were highlighted. The magazine has a circulation of 5,000 and is distributed internally and externally. External readership includes all partner agencies, financial institutions, embassies/high commissions and is available for volunteers, members etc.

### **Impact**

The image building strategy for PRCS in 2004 has been more coordinated. Comprehensive coverage of the events, such as the commemoration of international days, the launch of the ambulance service, setting up of blood donation

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<sup>1</sup> UNDP Human Development Report 2004

camps and visits by foreign partners, in the print media has helped in creating greater awareness about the national society's core areas of work. Whilst HV activities in 2004 may appear to be strongly focused on dissemination of information relating to all PRCS activities, this is a planned strategy to raise the profile of the national society. This needs to be achieved so that HV messages aimed at changing behaviours carry more weight and gain good resonance with the public.

### Constraints

There was some erroneous negative publicity in relation to the national society carried by a national newspaper. However, this has been refuted by PRCS in the publication concerned.

## Organisational Development

**Overall Goal: The national society has a well functioning, strong organisational base providing high quality assistance with greater impact and relevance to the most vulnerable people in each of the communities it serves.**

**Programme Objective: To make further progress towards a strong foundation and organisational capacity in PRCS in order to deliver effective and relevant services to vulnerable populations.**

### Expected Result

- Consolidated legal framework for the national society.
- Standardised and developed organisational systems, procedures and structure.
- PRCS has developed a long-term development plan and partnership strategy.
- Strong and coordinated network of PRCS branches to deliver efficient and effective services to the vulnerable is measurably increased.
- Sustainable resource development, mobilisation and fundraising strategy and plan.

### Progress/Achievements

*Consolidated legal framework for the national society:* A constitution committee had the role of revising the draft of the constitution and rules developed in 2003. The committee has revisited the constitution and its rules for the NHQ and is in the process of revising the same for provincial and district branches. After the completion of this process, the draft will be presented to the managing body for its approval. Accordingly, the national workshop on constitution and rules was delayed and is expected to be held by the end of this year.

Orientation of governance and staff on the Movement will not occur this year due to time constraints and the engagement of governance in other activities.

Activities relating to advocacy with the government to adopt new laws on emblem, IHL and the Red Crescent did not progress due to change in the new management and restructuring of the organisation.

*Standardised and developed organisational systems, procedures and structure:* A new organisational structure for NHQ has been developed. The new structure will be shared with the provincial branches to develop a standardised and harmonised structure at branch level.

The human resource policy and service rules for staff have been revised and are now awaiting approval. To enhance staff capacity and sustainability, there have been several fresh appointments made to fill vacant positions and the process of recruitment to fill remaining vacancies is ongoing.

In order to bring the prevailing financial system and procedures in line with the international accounting standards, a revision of the finance manual and fixed assets register was initiated in December 2003 by a chartered firm. This process continued throughout the reporting period. The draft of revised policy and procedures will be presented to the managing body for approval. Two software firms have been approached for the development of a customised package to meet the requirements of the PRCS financial management system.

The planned Cooperation Agreement between the Federation and PRCS is still under discussion and is now planned to be finalised in 2005.

*PRCS has developed a long-term development plan and partnership strategy:* A four-year plan and partnership strategy has been under development over the course of the year. Two workshops were held in early 2004 to seek inputs of the provincial branches for the draft of *PRCS Strategic Development Plan 2005-08*. Representatives from Governance, Chairs and Secretaries participated in the process to make the plan more comprehensive and realistic. This draft plan was presented and shared with stakeholders at the South Asia partnership meeting held in Nepal. This plan was further refined in a workshop on DM Plan and Appeal Planning held in June, with the input of the branches.

*Strong and coordinated network of PRCS branches to deliver efficient and effective services to the vulnerable is measurably increased:* To expand the volunteer base at branch level, Red Crescent youth clubs have been institutionalised in provincial headquarters. The clubs are targeting four colleges in each city, with 30 to 60 youth volunteers in each college. These volunteers will be divided into dedicated and general volunteers groups and will be trained in DM, safe blood, first aid, tracing, and dissemination of HV. Federal capital branch volunteers are being utilised with the emergency ambulance service at NHQ.

The International Volunteers Conference will be held in Pakistan on 5 December this year, with PRCS presenting a case study on the role of volunteers in national society activities with reference to the Millennium Development Goals. This presentation will be made available to partners on request once it has been presented.

Data entry into the software for the management information system is in process. Data for staff, volunteers and other relevant fields has been collected from the branches and is being compiled at NHQ. Online registration for volunteers is included in the PRCS website.

PRCS plans to extend its infrastructure into FATA and FANA. Preliminary meetings in this regard have been held with the provincial authorities and branches. The Danish Red Cross and ICRC have shown interest in cooperating with PRCS in its endeavors to extend the society's infrastructure in FATA.

New district branches have been formed, bringing the total to 77, with NWFP and Balochistan moving towards the creation of district branches.

Branches have been involved in various fundraising activities. These have included sales of Red Crescent seals at schools/colleges, surcharge at health outlets, and donations at annual general meetings. The Sindh provincial branch has rented out space for a huge billboard on its building which is generating good income.

The staff on loan and knowledge sharing visits was not carried out this year due to restructuring at NHQ and staff turnover.

*Sustainable resource development, mobilisation and fundraising strategy and plan:* Muslims are required to contribute a small portion of their income to the poor as '*zakat*'. As Muslims are willing to give more '*zakat*' in the holy month of Ramadan (16 October to 15 November in 2004), it is, therefore, a good opportunity for fundraising. The initial work has been done and the '*zakat* appeal' is ready, targeting 50,000 people in Rawalpindi and Islamabad. The campaign will be launched through newspaper advertisements and sponsored SMS (short message service) (phone text messaging) and e-mails from internet service providers.

### **Impact**

PRCS now has a strategic vision towards the alleviation of the suffering of vulnerable communities through developing a long term strategic development plan. The financial management system at national and provincial levels is being improved which will eventually result in better financial reporting systems.

### **Constraints**

Scarcity of appropriate human and financial resources is one of the major constraints for the national society. It is a major challenge to attract competent staff and retain them at district level. Retention of volunteers has also remained a challenge.

## Representation, Management and Implementation

### Progress/Achievements

The delegation's main objective is to provide appropriate support to the national society, as part of the South Asia regional team of the Secretariat and in coordination with Movement partners and other stakeholders.

Activities during this period focused on increasing the number and level of strategic partnership between the national society and Movement partners. Appropriate technical, financial and material support has been provided to the national society, both in developing the background documents for the 2005 Annual Appeal and various initiatives aiming at further partnerships with sister societies, i.e. the British Red Cross support to health programmes, Japanese Red Cross bilateral first aid programme and field missions, and assessment for a future Danish Red Cross bilateral health project in the FATA region.

In line with the overall goal of the PRCS leadership, to raise the image and profile of the national society by strengthening its emergency disaster response capacity and by that establish PRCS as the leading disaster response organisation in Pakistan, the delegation has given priority to give strategic support to the new management team of the national society.

Generally, implementation of activities has not gained full momentum; the provincial branches are gradually catching up with their plans and delegation staff is extending support through visits and assistance in various training sessions at branch level.

A major reorganisation of the national society headquarters, combined with considerable staff turnover, has had a weakening impact on the institutional memory of PRCS. Consequently, newly recruited staff are regularly introduced to the Federation and briefed on the Movement as well as encouraged to take part in training opportunities in the region.

In preparation for the 2005 Appeal, the four-year development plan was revisited mid-year in a joint workshop with the national society, Federation delegation and ICRC. It was decided that the new focus activities should be integrated with the present four core area programmes wherever feasible.

A major future challenge for the delegation will be to support and guide this integration process by encouraging the leadership to acknowledge and take stronger ownership of existing well-functioning programmes and local activities. A task will also be to assist in strengthening, expanding and utilising these resources in the future. The present health programme with health units working in the remote and far flung areas of Pakistan should be utilised as natural entry points in reaching out to women and girls as well as attracting new volunteers.

Regrettably, the national society has been subjected to some negative media attention as a result of the reorganisation and refocusing of activities. PRCS' new direction has not been immediately well understood by new potential partner national societies or by in-county organisations. However, great efforts have been made by the PRCS management to counter this and give a positive picture of the organisation and its activities by providing regular articles to major newspapers.

The delegation maintains a list of key embassies/high commissions and organisations in Islamabad, and a few contacts were made during this period. However, given the ongoing changes of the national society's work, the external representation has been at a rather low level.

The head of delegation formally meets with her ICRC counterpart every second week. Depending on the subjects, the meetings also include other senior staff members of both organisations. The working relationship between the Federation and ICRC is open and cooperative, with the objective of coordinating Movement support to the national society. Separate meetings between the Federation and the ICRC security staff was initiated by the Federation due to increasing urban violence and growing tension along the Afghanistan border. These joint security meetings are scheduled to continue on a regular basis.

A key objective for the delegation is to obtain a legal status agreement in Pakistan. This had already been agreed upon in principle by the Ministry of Foreign Affairs in 2003 and has been held with the Ministry of Interior Affairs during the year. The delegation has regularly discussed with the new PRCS leadership requesting for support to revitalise the process. However, the process has not progressed further.

The delegation is fortunate to have a well-established national team able to take on responsibility for various areas of Federation support. The vacant position of an OD delegate has been discussed at length with the national society and it has finally been agreed that a delegate with a DM profile would be more appropriate to meet PRCS' future needs. Linked to this, the delegation is encouraging the national society to develop its human resources further, thus strengthening its capacity to fully utilise existing capacity and assistance extended by its Movements partners.

**[Contributions list below; click here to return to the title page and contact information.](#)**

APPEAL No. 01.59/2004

## PLEDGES RECEIVED

07/12/2004

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
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## CASH

					TOTAL COVERAGE	
REQUESTED IN APPEAL CHF ----->				1,242,150		70.5%
CASH CARRIED FORWARD				651,549		
BRITISH - GOVT/DFID GRANT 2004				75,000	29.01.04	
BRITISH - RC		10,000	GBP	22,860	03.09.04	BALUCHISTAN, MOBILE HEALTH
SWEDISH - GOVT		300,000	SEK	50,550	06.04.04	HEALTH ACTIVITIES, ORGANISATIONAL DEVELOPMENT
SUB/TOTAL RECEIVED IN CASH				799,959	CHF	64.4%

## KIND AND SERVICES (INCLUDING PERSONNEL)

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
SWEDEN	DELEGATES			64,000		
GREAT BRITAIN	DELEGATES			12,000		
Note: due to systems upgrades in process, contributions in kind and services may be incomplete.						
SUB/TOTAL RECEIVED IN KIND/SERVICES				76,000	CHF	6.1%

## ADDITIONAL TO APPEAL BUDGET

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
SUB/TOTAL RECEIVED						
				0	CHF	