

Appeal 2005



International Federation
of Red Cross and Red Crescent Societies

PAKISTAN

Appeal no. 05AA049

The International Federation's mission is to improve the lives of vulnerable people by mobilising the power of humanity. The Federation is the world's largest humanitarian organisation, and its millions of volunteers are active in over 180 countries. All international assistance to support vulnerable communities seeks to adhere to the Code of Conduct and the Humanitarian Charter and Minimum Standards in Disaster Response, according to the SPHERE Project.

This document reflects a range of programmes, objectives, and related activities to be implemented in 2005, and the corresponding funding requirements. These are based upon the broader, multi-year framework of the Federation's Project Planning Process (PPP). The PPP products are either available through hyperlinks in the text¹, or can be requested through the respective regional department. For further information please contact: Jagan Chapagain, Regional Officer, email: jagan.chapagain@ifrc.org; phone: +41 22 730 4316; fax: +41 22 733 0395; or please also access the Federation website at <http://www.ifrc.org>.

Click on the programme title to go to the relevant text, and the budget figure to go to the country programme budget.

	2005
Programme title	in CHF
Strengthening the national society	
Health and care	1,166,665
Disaster management	508,841
Organisational development	441,967
Humanitarian values	35,903
Total	2,153,375²

¹ Identified by blue in the text.

² USD 1,793,732 or EUR 1,407,895.

National Context

The Islamic Republic of Pakistan (Pakistan) is the world's seventh most populous country and the fourth in Asia, with a population of 149 million and an annual growth rate of 2.6 percent (Human Development Report 2004). The country has a relatively young population, with 43 percent below the age of 15 and 20 percent in the 15-to-24 age group. (EIU Country Profile 2003). The population is expected to double in the next 20 years.

Added to this are the underlying challenges of lack of access to education and health facilities for much of the population, especially in rural areas. The key problem of the education system is illustrated by the fact that around 50 percent more funds have been allocated to higher education than to primary and secondary education combined. Pakistan has a mass of poorly educated people and a small minority of well educated elite. Last year the trend was broken with the government prioritising primary and secondary education, raising allocations by 80 percent. Priority was also given to programmes focusing on improving female enrolment in schools.

Although gross national per capita income has increased in recent years, this has not improved the lives of the majority and problems associated with population increase will continue to be a major challenge for the government. The United Nations Development Programme (UNDP) Human Development Report 2004 continues to list Pakistan as a 'low development country'.

Pakistan's terrain and climate makes the country vulnerable to a variety of natural and man-made disasters. Albeit 2004 was essentially a quiet year for major emergencies, there was an increase in urban violence. Although most of this is related to anti-government sentiments, bombings have also targeted religious institutions, mosques and military personnel. The Pakistan government's firmer control over tribal groups in Federally Administered Tribal Area regions has caused some tribal leaders to revolt against the leadership.

Instability in Pakistan and increased tension and violence in Afghanistan have the potential to result in a large displacement of people within the country and/or over the border from Afghanistan into the tribal areas of Pakistan resulting in a major humanitarian disaster.

Pakistan's relations with India improved significantly in 2004. Successful sporting events between the two countries mid-year were followed by a series of high level meetings on future collaboration and this dialogue is foreseen to continue. However, tension could flare at short notice and incidents of exchanged fire are still reported across the Line of Control in Kashmir.

The US government has recently accorded Pakistan the status of major non-North Atlantic Treaty Organisation (NATO) ally, enabling the Pakistani government to receive substantial economic and military assistance.

In summary: Pakistan remains a country with potential for conflict, violence and instability both inside the territory and across the borders. However, the work of the Federation in support of the Pakistan Red Crescent Society (PRCS) has not been seriously affected to date.

Red Crescent Priorities

In the first quarter of 2004 new national society leadership announced a change in focus for PRCS. The main goal is to raise the image and profile of the national society by strengthening its disaster response capacity and expanding its activities throughout the country, thereby establishing PRCS as the leading disaster response organisation in Pakistan. This is particularly vital for the remote, disaster-prone and politically unstable areas with few health and educational facilities.

To achieve this aim, three priority areas were identified:

1. Establish emergency disaster response units in the major cities i.e. 24-hour ambulance services. Whilst this service is required, its establishment serves the further purpose of much-needed profile raising for PRCS to enhance sustainability of other activities.
2. Upgrade blood banks.
3. Increase first aid training.

In mid-2004, PRCS embarked on this task and, following extensive internal discussions at all levels, the draft long-term development plan (prepared 2003/early 2004) was revisited in workshops, together with the Federation and International Committee of Red Cross (ICRC). Guided by the priorities set by the leadership, the outcome of these workshops resulted in the following strategic directions for PRCS:

- A nationwide, high profile national society that is able to respond promptly to natural and man-made disasters in major cities, border areas and remote regions, some of which are prone to communal conflict and violence associated with insurgency.
- A national society with organisational structures that work well together at all levels and with an integrated approach to programme implementation.
- A national society which can mobilise the support of new volunteers and establish new branches in local communities to carry out its mission.

The new focused activities will be integrated with the present programmes wherever feasible to continue to conform to *Strategy 2010* key areas of operation: health and care, disaster management, humanitarian values and organisational development.

During the planning process the national society incorporated most of the recommendations of the joint Federation/ICRC review of the development and cooperation unit carried out in mid-2002. Although most of the revision of the Strategic Development Plan (2005-2008) has been done, the plan is yet to be finalised.

In line with the new national society focus, PRCS leadership initiated the scaling up and refurbishment of the ambulance centre in Islamabad. This was funded through the national society's own resources. However, in order to fully implement this activity and to further develop and upgrade the blood programme, the national society, with Federation support, will seek to build new partnerships with sister societies and other stakeholders in 2005.

A challenge for the national society, at all levels, is to acknowledge and take stronger ownership of existing well functioning programmes and local activities and commit to strengthening, expanding and utilising these important resources in the future in an efficient manner.

In remote areas, PRCS health units are natural entry points in reaching women and girls as well as attracting new volunteers.

Strengthening the National Society

Federation support to PRCS will be targeted through the following programmes:

Health and Care – [logframe](#)

Background: Despite Pakistan's gross national per capita income showing a significant increase in recent years³; it lags behind its neighbours and other low-income countries in terms of health outcomes. The main health issues are the lack of efficient health infrastructure coupled with underutilisation, and high morbidity and mortality rates associated with communicable and non-communicable diseases. Communicable diseases include tuberculosis (TB), malaria, enteric and respiratory infections, and the increasing threat of HIV/AIDS. Maternal mortality is very high at 500/100,000 live births⁴, mostly from preventable causes. The infant mortality rate of 83/1,000 live births is higher than average for low-income countries and South Asia⁵. Road traffic accidents contribute significantly to non-communicable causes of high mortality and morbidity⁶. Key Federation supported activities of PRCS are primary healthcare, reproductive health, HIV/AIDS and community-based first aid (CBFA). Through its health programme, the national society has contributed significantly to addressing Pakistan's health issues, particularly in the most vulnerable communities.

³ Economic Survey of Pakistan 2004

⁴ UNDP Human Development Report 2004

⁵ *ibid*

⁶ National Injury Research Centre 2001

The 2005 Appeal aims to sustain and scale up advances made by the national society in previous years. These include provision of curative and preventive health care at community level including: reproductive health; establishing new community-based health facilities in remote areas; CBFA programme; and scaled-up activities to prevent HIV/AIDS through voluntary counseling and testing (VCT) centres, youth peer education, and safe blood promotion focused on recruiting and mobilising volunteers. PRCS will also enhance its role in responding to hidden epidemics e.g. road traffic accidents and maternal and infant mortality. Building capacity to assist those affected by acts of violence in conflict-prone areas and elsewhere, is also PRCS' priority.

Additionally, health images CD-ROM, distributed to all national societies in the region and partner national societies, will be used as a tool for national society dissemination health issues.

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, with focus on conflict/disaster-prone and under-served areas.

Objectives: To enhance the capacity of the national society's health and training programmes to deliver health services to the most vulnerable communities.

Expected Results:

1. Primary healthcare units with outreach services in conflict/disaster prone areas along the western border, tribal areas and urban centres are maintained and expanded; emergency response services are established to serve those affected by road traffic accidents and other threats in major cities.
2. Strengthen provision of primary healthcare and outreach services in underserved areas.
3. A sustainable CBFA programme, which increases health awareness in the community.
4. PRCS acquires the status of key stakeholder in the prevention of the spread of HIV/AIDS.

Disaster Management (DM) – [logframe](#)

Background: Pakistan is a disaster-prone country, susceptible to floods, droughts and seismic activity.

The changed security environment in the region since September 2001 has exacerbated the level of man-made disaster in the disaster management equation. This is the result of the ongoing conflict situation along more than 2,500km of the western border with Afghanistan. Its ramifications include potential increased population displacement from adjoining areas and increased influx of refugees from Afghanistan. With three million Afghan refugees already in Pakistan, such internal displacements and refugee movements would impact heavily on host communities and place major demands on PRCS' capacities.

In response to this and previous threats, in 2005 PRCS will focus on strengthening the disaster preparedness and response capacities of communities in the 10 most disaster-prone districts through community-based disaster preparedness (CBDP) and vulnerability capacity assessment (VCA) training and strategic pre-positioning of relief stocks. PRCS DM capacities in these priority districts will be strengthened through continued and expanded support to those previously targeted under the DM programme, and through establishment of new DM capacities in key districts not previously covered.

Overall Goal: Vulnerability of communities to disasters is reduced.

Objective: Develop the national society's capacity to improve and equip the vulnerable communities to establish effective disaster preparedness and coping mechanisms.

Expected Result:

1. Disaster-prone areas, (both natural and man-made) are prioritised at each administrative tier in the provinces, such as districts, union council, villages, etc.
2. Enhanced PRCS disaster preparedness/response capacities in the areas of human resources, infrastructure development, equipment support and training etc, for the benefit of the vulnerable communities.
3. Enhanced coordination and networking with the stakeholders to ensure better practices before, during and after disaster.
4. Activities in other core areas of PRCS such as health, humanitarian values and organisational development are coordinated with DM where possible for optimum effects.

Humanitarian Values (HV) – [logframe](#)

Background: PRCS has been working steadily towards improving the understanding of HV in order to reduce discrimination and raise the level of awareness among communities at all levels. Previously, the core activities of the national society included the integration of HV with other programmes including blood donor recruitment, CBDP and CBFA activities. During 2004, the national society has upgraded its website (<http://www.prcs.org.pk>) and made it more attractive and user-friendly to attract members and volunteers.

In 2005 greater emphasis will be placed on this key component of the Movement's fight against discrimination and stigma, focused initially on building understanding of the issues inside and outside PRCS.

Formulation and implementation of a humanitarian values-focused media campaign, coordinated and integrated at national and regional levels, is a priority. Positive projection of the national society image and HV messages will be achieved through commemorating special events such as World Disaster Day, World Aids Day and First Aid Day. This will refresh partnerships and public interest in PRCS messages/activities.

For 2005, the national society has evolved a strategic, proactive campaign that will enhance capacity and understanding of volunteers and increase awareness of HV and the need for behavioral change where discrimination is an issue. HV workshop activities (internal and external) will further pave the way for a better comprehension and adoption of HV. ICRC continues to support PRCS in its dissemination work and careful attention will be given to coordination with the humanitarian values programme.

Overall Goal: A positive change in the behavior of people: increased tolerance, mutual understanding and respect for human beings through dissemination of HV and the Movement's Fundamental Principles.

Objective: To increase the capacity of PRCS to promote the Red Cross/Red Crescent Fundamental Principles and HV.

Expected Results:

1. Within PRCS: There is greater understanding of humanitarian values and the Movement's Fundamental Principles within the national society.
2. Outside PRCS: The profile and image of the national society is further increased as a countrywide humanitarian organisation and its message on humanitarian values is widely respected.

Organisational Development (OD) – [logframe](#)

Background: The OD programme aims to enhance the organisational capacity of the national society to better enable it to assist vulnerable people through all its programme areas. PRCS is well represented in each of the country's four provinces and has a network of district branches in 66 of the 125 districts of Pakistan. The changed security environment in the country since September 2001 has also necessitated strengthening and extending the Red Crescent reach in the conflict vulnerable Northern and Tribal Areas. This will be the main focal activity in 2005.

The PRCS Strategic Development Plan, and the draft of the revised constitution and rules which were prepared in 2003, still await formal adoption. This may now necessitate further revision to reflect the changed priorities of the new governance and management.

Human resource development is a PRCS priority implemented through regular workshops and participation of staff and volunteers in country, regional and international training events. The focus is now on effective management, development and mobilisation strategies to increase skills and professionalism of staff and volunteers, and to increase gender equity and awareness at all levels.

PRCS has adopted standardised financial procedures and systems at national and provincial levels. Resultant improvements are now reflected through transparent financial statements and reporting, effective budgeting, and efficient inventory management.

Alongside the Strategic Communication Plan, a PRCS national fundraising and marketing strategy is under consideration and fundraising committees have been established involving all stakeholders as external resource personnel. An activity to develop Red Crescent youth fundraising in educational institutions is being carried out in some provinces.

Overall Goal: PRCS has a well functioning organisation base in order to provide quality assistance with greater impact and relevance to the most vulnerable people in all core areas of PRCS work.

Objective: PRCS strengthens its foundation and organisational capacity in order to deliver effective and relevant services to the vulnerable population.

Expected Results:

1. Branch Development – PRCS provides effective and efficient services to vulnerable communities through its network of branches.
2. Volunteer and Membership Development – Recruitment, development and retention of skilled volunteers ensuring gender balance, and their effective utilisation in providing assistance to vulnerable communities.
3. Human Resource Development – PRCS has appropriate staff policies in practice and all staff members are managed and developed to better enable them to reach the most vulnerable.
4. Institutional Capacity Building – Strengthened institutional capacity of PRCS to deliver effective and efficient services to the vulnerable communities.
5. Finance Development – PRCS demonstrates improved and standardised financial policy and procedures at the national and provincial levels.
6. Resource Mobilisation – PRCS resource mobilisation policy, strategy and plan for the self-sustainability of the programmes of PRCS are developed and implemented.
7. Dissemination – PRCS advocacy and communication campaigns developed and implemented.

Implementation and Management

From its peak of some 20 delegates during the Afghanistan humanitarian crisis in 2002, the Pakistan delegation operated effectively with just two delegates during the first quarter of 2004. Due to the state of flux and review within PRCS following a total change of leadership at the beginning of the year, the delegation's role was uncertain for some months and the departing organisational development/disaster preparedness delegate was not immediately replaced, pending more clarity. For most of the year the delegation operated with the head of delegation as the sole delegate but was very ably supported by an excellent team of senior national programme and support staff.

Due to the initial uncertainty in direction caused by the leadership changes, international representation was somewhat limited in the first quarter of the year as it was difficult to adequately represent the emerging needs of the national society. However, links with embassies and international organisations were maintained and a series of visits was made to provincial governors and chief ministers to gain support for the new direction of PRCS. The visits were undertaken by the chairman and the honorary treasurer, together with the head of regional delegation and head of delegation.

Potential bilateral Red Cross/Red Crescent partners expressed interest during 2004 to support PRCS. The delegation has played a key role in coordinating and facilitating these approaches. This has included assistance with facilitation of country visits by potential partner representatives. This role will be continued in 2005 with the delegation well placed to add value in support of any bilateral arrangements which may result.

The managing board, selected and appointed by the chairman, has received focused delegation support through dissemination sessions on the role of the Movement as nobody on the new board had previous experience with the Movement. This support was also reinforced by visits from the head of regional delegation as requested.

The delegation's objective is to provide appropriate support to PRCS as a part of the South Asia Federation Secretariat team and in coordination with Movement partners and other stakeholders. In line with the recent changed priorities, the key task will be to support the governing body and senior management, to seek funding and develop new partnerships in support of their national disaster management plan. The delegation will also continue to seek support for other core PRCS programme in areas of health and care, HV and organisational development.

The delegation will also seek, outside of this Appeal, to advocate on behalf of PRCS in the search for partnerships to develop their other key programme priorities in the areas of blood bank management and ambulance services.

ICRC has an office in Islamabad and close relationships are maintained between the two delegations and PRCS, with integrated programming approaches being a priority for all concerned. The Federation country delegation plays a useful role in improving coordination between ICRC and PRCS. In the spirit of the strategy for the Movement, a memorandum of understanding is planned to outline the roles and responsibilities of PRCS, ICRC and the Federation.

The application for a Legal Status Agreement with the Pakistani government is under consideration at senior level and a favourable outcome is anticipated during 2005. Such an agreement will lead to enhanced relationships with the diplomatic community as well as financial advantages that will strengthen the Federation's operational effectiveness.

The Pakistan delegation is an active member of the South Asia regional team and will continue to maximise possibilities of sharing human resources in the region through staff exchanges and loan arrangements. All efforts will be made to further the advancement of national staff and to develop their full potential through suitable skills sharing and training opportunities.

The budget for the 2005 Appeal also reflects the partial costs of one Asia Pacific department post in the Geneva Secretariat, which is actively involved in the delivery of the country's relief and rehabilitation programmes.

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BUDGET 2005

PROGRAMME BUDGETS SUMMARY

Appeal no.: 05AA049

Name: PAKISTAN

PROGRAMME:

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	Emergency	Total
	CHF	CHF	CHF	CHF	CHF	CHF	CHF
Shelter & construction	0	249,150	0	0	0	0	249,150
Clothing & textiles	0	0	0	0	0	0	0
Food	0	0	0	0	0	0	0
Seeds & plants	0	0	0	0	0	0	0
Water & Sanitation	0	0	0	0	0	0	0
Medical & first aid	73,508	0	0	0	0	0	73,508
Teaching materials	430	3,724	0	0	0	0	4,154
Utensils & tools	0	12,760	0	0	0	0	12,760
Other relief supplies	0	0	0	0	0	0	0
SUPPLIES	73,938	265,634	0	0	0	0	339,572
Land & Buildings	0	0	0	20,676	0	0	20,676
Vehicles	344,642	0	0	0	0	0	344,642
Computers & telecom	636	288	24	252	0	0	1,200
Medical equipment	0	0	0	0	0	0	0
Other capital exp.	0	0	0	0	0	0	0
CAPITAL EXPENSES	345,278	288	24	20,928	0	0	366,518
Warehouse & Distribution	0	21,696	0	0	0	0	21,696
Transport & Vehicules	104,040	2,016	168	1,764	0	0	107,988
TRANSPORT & STORAGE	104,040	23,712	168	1,764	0	0	129,684
Programme Support	75,833	33,075	2,334	28,728	0	0	139,969
PROGRAMME SUPPORT	75,833	33,075	2,334	28,728	0	0	139,969
Personnel-delegates	130,322	34,560	2,880	174,240	0	0	342,000
Personnel-national staff	272,498	63,308	12,500	66,774	0	0	415,080
Consultants	848	384	32	11,477	0	0	12,741
PERSONNEL	403,666	98,252	15,412	252,491	0	0	769,821
W/shops & Training	63,971	49,997	2,327	12,901	0	0	129,196
WORKSHOPS & TRAINING	63,971	49,997	2,327	12,901	0	0	129,196
Travel & related expenses	10,307	15,736	1,385	12,936	0	0	40,364
Information	2,130	0	10,630	48,014	0	0	60,774
Other General costs	87,502	22,147	3,623	64,205	0	0	177,477
GENERAL EXPENSES	99,939	37,883	15,638	125,155	0	0	278,615
TOTAL BUDGET:	1,166,665	508,841	35,903	441,967	0	0	2,153,375