

# 2021



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# PAKISTAN

## IFRC COUNTRY OFFICE

Funding requirement in Swiss francs

**6.5 million**



National  
Society  
Branches

**46**



National  
Society  
Staff

**2,400**



National  
Society  
Volunteers

**1.8  
million**

This document details the IFRC's support in areas agreed upon with the relevant National Society. The IFRC seeks resources to carry out this country/cluster plan listed here as funding requirements.



# SITUATIONAL ANALYSIS

Population

**212 million**

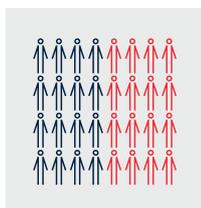
2019 Human Development Index Ranking

**152**

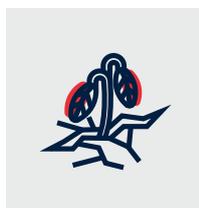
## Vulnerabilities



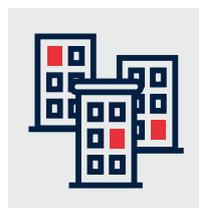
Floods



Rapid population growth



Drought



Unplanned urbanisation



Disease outbreak



Poverty

With more than 200 million inhabitants, Pakistan is the world's fifth-most populous country and the urban population, in particular, has rapidly expanded. In 1998, 32 per cent of people lived in cities, compared to 40 per cent in 2020. Towns and cities are struggling to absorb, comfortably accommodate, and meaningfully employ rural-to-urban migrants.

Rapid unplanned urbanisation is another contributing factor to increasing disaster risks in Pakistan. Inadequate houses are being developed on marginal land, which isn't suitable for farming and which is more prone to floods and earthquake damage. Urban expansion in Lahore Metropolitan region, for example, is affecting the groundwater quality due to industrial pollution and waste.

Although Pakistan is rich in fertile soil and rivers, they are being destroyed by climate change. Many factories dump their toxic waste in sewers and others discharge poisonous chemicals into the air, contributing to air and water pollution.

Pakistan is exposed to multiple natural hazards too, including earthquakes, flooding and droughts. Heavy monsoon rain in 2010 caused flooding that affected 18 million people, caused 1,984 casualties, displaced 150,000 families and damaged or destroyed 1.8 million houses across the 78 impacted districts. Monthly household incomes in some regions dropped by half, and studies showed that poor households were among the hardest hit.

The COVID-19 pandemic has also impacted the country. The GDP growth rate is likely to fall by 3 per cent for the financial year 2019–2020, primarily due to a slowdown in the services and manufacturing sectors. The rapid spread of COVID-19 is overwhelming the public health system and threatening access to essential health services across Pakistan.



## ROLE OF THE NATIONAL SOCIETY



بلال احمر پاکستان

Established

1947

The Pakistan Red Crescent Society (PRCS) has a countrywide presence and is a leading humanitarian actor in the country, with a recognized auxiliary role by the Government of Pakistan. The National Society of Pakistan works in close liaison with the Government, relevant ministries along with National and Provincial Disaster Management Authorities and plays an important role disaster response, preparedness, risk reduction, and health forums.

The National Society takes the lead in disaster response and preparedness measures in Pakistan. The large active volunteer base gives the National Society the added strength in implementing activities, in being the first to respond, to establish a strong network and links with vulnerable communities and to maintaining a high level of acceptance all over the country.

The National Society currently has a base of 1.8 million volunteers countrywide, and it aims to increase this to 5 million. The National Society coordinates and supports the work of its branches, driving transformation that is essential to for it to fulfil its full potential as a leading humanitarian actor – engaged, accountable and trusted – and to deliver on an agreed plan.

Throughout 2020, the National Society actively coordinated the COVID-19 response operation with the seven provincial branches. The COVID-19 situation has not stopped the National Society from responding to small scale disasters resulting from Severe Winters and Monsoon in different parts of the country. The National Society also continued to support the much-needed Routine Immunization programs in the one of the most difficult and hard to reach areas of the country.

The Pakistan National Society is a strong partner with UN agencies, Global Fund, ECHO, National Disaster Risk Management Fund (NDRMF). International Rescue Committee, BMGF, CDC Atlanta and a number of Corporate sector enterprises in Pakistan as as well within the Movement.

# MEMBERSHIP COORDINATION AND MOVEMENT FOOTPRINT

## Movement coordination

| Name of Partner National Society | Climate | Crises | Health | Migration | Inclusion | Engaged | Accountable | Trusted |
|----------------------------------|---------|--------|--------|-----------|-----------|---------|-------------|---------|
| British Red Cross                |         | ✓      |        | ✓         |           | ✓       |             |         |
| Norwegian Red Cross              |         |        | ✓      |           |           |         | ✓           |         |
| German Red Cross                 | ✓       |        |        |           |           |         |             |         |
| Swiss Red Cross                  |         |        |        |           |           |         |             | ✓       |
| Turkish Red Crescent             |         | ✓      | ✓      |           |           |         |             | ✓       |
| Italian Red Cross                | ✓       | ✓      |        |           |           |         |             | ✓       |
| ICRC                             |         | ✓      | ✓      | ✓         |           | ✓       |             | ✓       |
| Canadian Red Cross               |         |        | ✓      |           |           |         |             | ✓       |
| Kuwait Red Crescent              |         | ✓      |        |           | ✓         |         |             |         |

The Movement coordination in Pakistan is anchored in the Movement Cooperation Agreement, which is a comprehensive framework that outlines cooperation with the International Federation of Red Cross and Red Crescent Societies (IFRC), International Committee of the Red Cross (ICRC) and partner National Societies.

The National Society has several important membership coordination methods, such as the disaster response teams used in the immediate aftermath of an emergency and in-country coordination by integrating with partner National Societies. It also shares leadership with National Societies in various areas including forecast-based financing, cash programmes and climate action.

Partner National Societies support the National Society in Pakistan in different capacities:

- **German Red Cross** supports the National Society to ensure communities have functioning community-based committees and procedures for effective Disaster Risk Reduction and Climate Change Adaptation action.
- **Norwegian Red Cross** provides funding for Health and Water, Sanitation and Health Promotion (WASH) services.
- **Turkish Red Crescent** will support the National Society to develop and sustain motivated, organised and well-trained youths and volunteers.
- **British Red Cross** will support within disaster response and management, migration and displacement and digitalising the National Society's operations.
- **Italian Red Cross** will support a school safety programme.
- **Canadian Red Cross Society** will support WASH operations and strategic planning.
- **Kuwait Red Crescent Society** will support the improvements to livelihoods of underprivileged women and development to reduce the risk of sexual- and gender-based violence.



## CLIMATE AND ENVIRONMENTAL CRISES

Funding requirement in Swiss francs

**360,000**

People to be reached

**39,980**



Several large-scale disasters have affected Pakistan and the development of the country's economy. Pakistan has a high exposure to natural hazards with reoccurring and seasonal characteristics, and suffers from frequent earthquakes, flooding, droughts, landslides and storms.

Most people in Pakistan live in rural areas, and many communities don't have natural resources available to them, so use what they do have: trees. For example, some communities cut trees to use for firewood because they don't have natural gas available. People's use of such natural resources leads to a deterioration of the habitat, ecosystem disturbances and the extinction of species.

Factories release toxic gases and cars emit carbons causing air pollution. Other environmental issues in Pakistan include water pollution, noise pollution, pesticide misuse, soil erosion and desertification.

To overcome environmental degradation in Pakistan, people must take urgent action. The National Society will increase communities' capacities to address the impacts of climate change by integrating ecosystems and climate change in its programmes. For example, early warning systems will detect heatwaves and floods before they happen so that vulnerable communities can prepare. These systems also empower people to take an active role in monitoring risks that influence their communities and to contribute their insights, knowledge and ideas.

The National Society will run sessions to raise awareness of climate change within communities and by forming Climate Champions youth clubs at schools and colleges.

To be recognised as a crucial body in scaling up climate action in Pakistan, the National Society will identify and make contact with stakeholders, host seminars to generate debate on environmental issues and run advocacy campaigns on social media. It will also develop evidence-based climate action campaigns to influence decision-makers, the private sector and 'hard-to-reach' people.

The National Society will also reduce its carbon footprint and actively promote environmentally sustainable practices.

### **TARGET 1**

Establish early warning systems on heatwaves and floods.

### **TARGET 2**

Identify and promote sustainable plant-husbandry practices and technologies.

### **TARGET 3**

Install solar water pumps in selected areas.

### **TARGET 4**

Form a steering group on environment and climate.



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## EVOLVING CRISES AND DISASTERS

Funding requirement in Swiss francs  
**2,780,000**

People to be reached  
**1,903,244**



The increase in Pakistan's population has resulted in rising needs and demands, increased deforestation, higher use of goods and services, and overcrowding. All these issues have led to worsening air pollution, floods, soil erosion, and increased greenhouse gases in the atmosphere. Open sewers are common, and many factories discharge toxic chemicals into the air affecting people's health and posing a threat to the country's economy.

More and more people are moving to cities. If the current trends of rural-to-urban migration continue, more than 50 per cent of the population will live in urban areas by the end of 2025. Nine cities have populations exceeding 1 million people each putting a strain on public services and the healthcare system.

Rapid unplanned urbanisation is also amplifying the country's risk to disaster. Environmental degradation often follows unmanaged urban growth, which increases vulnerabilities and has the potential to negatively impact economic development as there are fewer local resources for domestic production. Agriculture is affected by erosion, salinity and waterlogging, and these processes are likely to contribute to increased food insecurity due to unmanaged land use following population growth.

The National Society is committed to strengthening the ability of vulnerable communities to cope with disasters as well as reduce their risks and recover from the impact of crises. It will work with communities to strengthen early warning and early action systems in the face of heightened risks, and to prevent new risks.

Humanitarian organisations recognise cash transfers and vouchers as appropriate and practical tools to support people affected by disasters, so the National Society will strengthen its capacity and improve existing systems to ensure it is responding promptly to needs.

The National Society will also leverage its auxiliary role so that governments and partners can work together to revise and strengthen laws and policies for climate, disaster risk management and emergency response.

### 🎯 TARGET 1

Identify and register vulnerable households for cash disbursement.

### 🎯 TARGET 2

Deliver training to staff and volunteers on risk reduction and response.

### 🎯 TARGET 3

Distribute long-lasting insecticidal nets to targeted districts.

### ➡ ACTIVITIES

- Create climate-smart community contingency plans.
- Integrate the hardest-to-reach people into cash and vouchers response plans.



**50%**

people that will live in cities by 2025



© The Times / David Bebbler

## GROWING GAPS IN HEALTH AND WELL-BEING

Funding requirement in Swiss francs  
**1,470,000**

People to be reached  
**1,133,288**



Wild poliovirus is still circulating in Pakistan with the potential to spread internationally. Despite a successful initiative to considerably reduce the number of children paralysed by polio, the virus spread significantly in 2019. There is a lack of trust in vaccinations by families and communities in Pakistan – many caregivers do not understand the risks of refusing the vaccine for their children. Weakened immunisation services, poor water and sanitation, and a high prevalence of malnutrition further challenge efforts to eradicate polio.

Massive population movement within the country and across the border with Afghanistan plays a leading role in virus transmission. Added to these challenges, leadership changes in the Government present difficulties in building unity on the importance of immunisation.

Clean water, basic toilets and good hygiene practices are essential for the survival and development of children. Despite improvements water and sanitation-related diseases are one of the leading causes of death in Pakistan. Furthermore, most people are still exposed to drinking unsafe and polluted water.

The National Society will prioritise health and water, sanitation and hygiene (WASH) interventions. It will prepare and position itself for future health- and WASH-related emergencies and develop programmes focused on sustainability and community resilience.

The IFRC will support the National Society to assess the needs of WASH services and supply communities with safe water and sanitation facilities.

### TARGET 1

Develop a business plan for branding and marketing commercial first aid.



**250,000**  
children die every  
year due to diarrheal  
diseases



**147**  
vaccine-derived  
poliovirus type 2 cases  
reported in 2019

### ACTIVITIES

- Participate in coordination meetings with Expanded Programme on Immunisation initiative bodies.
- Deliver messaging to targeted communities around routine immunisation, primary health care, and reproductive, maternal, newborn, child and adolescent health.
- Set up emergency access to water, sanitation and hygiene services for communities at risk from pandemics and epidemics.



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## MIGRATION AND IDENTITY

Funding requirement in Swiss francs

**570,000**

People to be reached

**47,327**


Pakistan is both a country of destination and a country of origin for refugees and migrants, and experiences large-scale internal movements. Millions of people in Pakistan are constantly shifting, both regularly and irregularly, in search of economic opportunities, uprooted by conflict and natural disasters, or due to climate change.

Migrants who are forced by climate change to move from one community to another are not only deprived of their fundamental human rights like clean water, sanitation, health and housing, but they can lose the cultural identity of their homeland.

In a country with large income and wealth disparities, especially in the rural regions (where the most impoverished communities are reliant on agriculture), eroding livelihoods and dwindling food security following adverse impacts of weather could significantly contribute to internal migration in the future. People may be forced to look at alternative livelihood options.

Pakistan has hosted the second largest population of refugees in the world for more than 40 years. One of the most pressing migration issues is under-documented migrants: those holding Afghan Citizen Cards, which protect them from a forcible return but do not entitle them to any other protection or benefits.

The National Society's capacity to provide assistance and protection at critical points along migratory routes is minimal. It will provide cash assistance to Proof of Registration card-holding Afghan refugees, in collaboration with the Commissionerate for Afghan Refugees (CAR). This is a pilot programme which will be expanded.

The IFRC will support the National Society to undertake effective advocacy to support migrants' and displaced people's access to essential public services. The IFRC will also provide the National Society with support and advice to guide its engagement in migration and displacement.

### 🎯 TARGET 1

Conduct an assessment of migration and displacement needs.

### 🎯 TARGET 2

Become recognised as an auxiliary to the CAR.

### ➡️ ACTIVITIES

- Incorporate migrants into emergency response.
- Expand activities with the Government of Pakistan to support migrants excluded from existing interventions and assistance.
- Develop operational guidelines for cash assistance for under-documented people.
- Establish referral networks to assist people on migratory routes.



## VALUES, POWER, AND INCLUSION

Funding requirement in Swiss francs

**340,000**

People to be reached

**24,965**



Pakistan faces gender issues, including gender-based violence, inequality and discrimination. The Constitution of Pakistan upholds the principles of equal rights and equal treatment of all people and the Government of Pakistan has passed legislation to promote gender equality, including the Protection against Harassment of Women at Workplace Act 2010, Prevention of Anti-Women Practices Act, as well as amendments to the Pakistan Penal Code to address acid violence against women. An earthquake in 2005 and floods in 2010 led to severe complications for women accessing aid and assistance, due to culturally imposed restrictions on their mobility and vulnerability towards gender-based violence. Pakistan authorised the Convention on the Elimination of all Forms of Discrimination against Women in 1996. In practice, however, women are subjected to systematic discrimination and have limited access to education, employment and health services.

Gender and diversity are rooted in all of the National Society's programmes. The IFRC is committed to include protection, gender and inclusion in all its programming and will ensure tangible ways to measure progress.

People with disabilities or chronic illnesses are critically affected by disasters. As such, the IFRC will support the National Society to assess gender and diversity to identify the vulnerabilities and capacities of affected people. It will place a particular focus on the specific needs of women and girls with disabilities, to provide them with customised services.

### ACTIVITIES

- Focus on initiatives that promote inclusion, participation, and diversity in opportunities, representation, and decision-making.
- Run sessions on humanitarian education in youth clubs.
- Conduct risk mapping of schools and prepare evacuation plans.
- Roll out minimum standards for protection, gender and inclusion in emergencies and programmes.
- Develop and roll out gender policy.



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## ENABLER 1

ENGAGED WITH RENEWED INFLUENCE, INNOVATIVE AND DIGITALLY TRANSFORMED WITH GREATER EMPHASIS ON NATIONAL SOCIETY DEVELOPMENT

Funding requirement in Swiss francs

**200,000**

As the Government of Pakistan has now formally recognised the National Society as a statutory body rather than an NGO, the National Society will be better able to be more visible and better able to access vulnerable populations.

The IFRC will support the National Society to collaborate with partners through joint ventures with government organisations to raise awareness and visibility further. It will also support the National Society to digitalise systems to run efficiently and ensure accountability in its daily operations. Digital systems will also help to better manage data in disaster response activities.

Following an assessment of its performance and capacity, the National Society will analyse findings to ensure that its programmes and communication aimed at public behaviour change are informed by science and data, and integrated with community initiatives.

The National Society will also establish an Emergency Operations Center to be a central command and control facility for preparing for and managing emergencies. In addition, the National Society will adopt video conferencing for remote meetings and, in the long-term, will establish a web-based news channel and a dedicated radio channel. These communications platforms will help the National Society to further influence decision-makers, increase its impact and share vital information with at-risk communities.

### **ACTIVITIES**

- Develop a resource mobilisation strategy, plus a business and marketing plan.
- Develop media and communication strategy.
- Engage with corporate companies for future collaborations through two formal events.
- Create an e-learning platform and mobile application for volunteers.



© IFRC / Usman Ghani

## ENABLER 2

ACCOUNTABLE WITH AN AGILE MANAGEMENT AND A RENEWED FINANCING MODEL WITH GREATER EMPHASIS ON NATIONAL SOCIETY DEVELOPMENT

Funding requirement in Swiss francs

**420,000**

The IFRC will support the National Society to identify opportunities to build capacity, conduct assessments of training needs, and run consultative workshops to develop its staff and volunteers. At the same time, the IFRC will ensure diversity and gender parity at all levels, and apply zero tolerance to fraud and corruption, sexual harassment, exploitation or abuse and compliance with the Code of Conduct for humanitarian relief.

To be accountable, the National Society will prioritise risk management and improve financial management systems. It will also develop a management framework with transparent and inclusive processes by revising its Human Resources manual and procurement policy to confirm they meet the IFRC's minimum standards.

The IFRC will invest in its presence and programmes in Pakistan and increase its focus on quality in the delivery of services. To do this, it will prioritise policies, procedures, tools and guidelines to mainstream across the organisation and ensure it is working with the National Society as a united and agile organisation.

The IFRC will run a national membership campaign to fundraise, share knowledge and to secure new and additional resources for the National Society. It will also arrange a monthly membership discussion to coordinate support and response to the National Society and the needs of the country.

The IFRC will increase financial resources for the National Society through multilateral and government funding. It will also expand the provision of resources to the National Society for investment in its own development. To complement this, the National Society will strengthen its financial sustainability so that it can continue to provide communities with high-quality humanitarian services.

### **ACTIVITIES**

- Define and set up a sustainable model to recover expenses for Human Resources to deliver humanitarian services accountably to communities.
- Ensure the timely delivery of reports in line with commitments to donors for funds acquired through the IFRC.
- Run one national workshop to build capacity for securing new resources every year.
- Develop a core cost recovery process and financial sustainability roadmap.



## ENABLER 3

TRUSTED BY COMMUNITIES, OWNED AND VALUED BY THE MEMBERSHIP WITH GREATER EMPHASIS ON NATIONAL SOCIETY DEVELOPMENT

Funding requirement in Swiss francs

**400,000**

The IFRC will position itself as a member of a principled and trusted network which strives for mutually respectful cooperation and coordination within the Movement, as well as with external partners. To strengthen the trust and ownership of its membership, the IFRC will support the Pakistan National Society to develop unified by-laws to make itself robust. The IFRC will also support the National Society to integrate the Movement's commitments and actions into strategies, policies, procedures, programmes and operations.

To have access to and engage with communities to deliver life-saving humanitarian aid, the National Society must earn and measure the trust from those communities. For this reason, the National Society will create a framework to assess the effectiveness of its listening to communities' needs and feedback, and respect for local knowledge, expertise and perspectives. It will use the IFRC's Trust Index to help it measure community satisfaction, install community feedback boxes and run focus group discussions. The IFRC will then support the National Society to incorporate community feedback into programmes.

The IFRC network recognises volunteering development and youth action as critical drivers of behavioural change and local action. The National Society will therefore run recruitment drives to enrol new volunteers.

The National Society will also launch a web-based TV channel for sharing information and create a hotline number for community feedback. These communication channels will help to build trust with targeted communities further.

### **ACTIVITIES**

- Organise three-day training for staff to integrate global commitments into the National Society's operational planning.
- Develop a sustainability model for the National Society's branches.
- Establish youth clubs in schools and colleges to enrol diverse volunteers.
- Conduct monthly membership meetings with partner National Societies.



**The International Federation of Red Cross and Red Crescent Societies (IFRC)** is the world's largest humanitarian network, with **192 National Red Cross and Red Crescent Societies** and around **14 million volunteers**. Our volunteers are present in communities before, during and after a crisis or disaster. We work in the most hard to reach and complex settings in the world, saving lives and promoting human dignity. We support communities to become stronger and more resilient places where people can live safe and healthy lives, and have opportunities to thrive.

### Contact Information

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