

# IQRA University Project Relief

A DEDICATED EFFORT FOR PEOPLE  
ADVERSELY IMPACTED BY FLOOD



# Foreword

**Being an institution committed to transform the lives of our students by assisting them becoming a studious and responsible citizen of Pakistan. We assume it as our duty to help the people of Pakistan in the time of crisis brought upon by unprecedented RAINS and FLOOD in past years.**

This year, Pakistan has seen the worst outcome of Climate Change and hit by the hardest & roughest catastrophe of the history, which has brought about one third of the country under water – killing thousands and displacing Millions of Pakistanis from their hometowns.

In the effort to support the people of Pakistan adversely impacted by catastrophic Flooding, we have initiated **Project Relief** to provide support and relief to our brothers and sisters in this time of crisis. We have developed a dedicated response team across our campuses comprising of our esteemed management, faculty members, students societies and public & private partners to reach out to communities at risk specially in the province of Sindh. With this Project we have made a primary commitment to provision urgent humanitarian action to disadvantaged people, including; people with disabilities, orphans, homeless, women & young girls and elderly, stranded amidst chaos and crisis of food & social insecurity. We have conducted multiple activities under this project and achieved the highest mark of provisioning **Ration Packs worth 7 Million PKR alongside thousands of Shelter & Toiletries items with a special focus on women hygiene products** to the people in desperate need.

We have received an overwhelming response for the **Project Relief** from all our employees, students and stakeholders of the this has motivated us to keep going and support more & more people. Our efforts don't stop here, we will continue honoring our commitment of safeguarding our people in crisis and stand with them in their full rehabilitation.

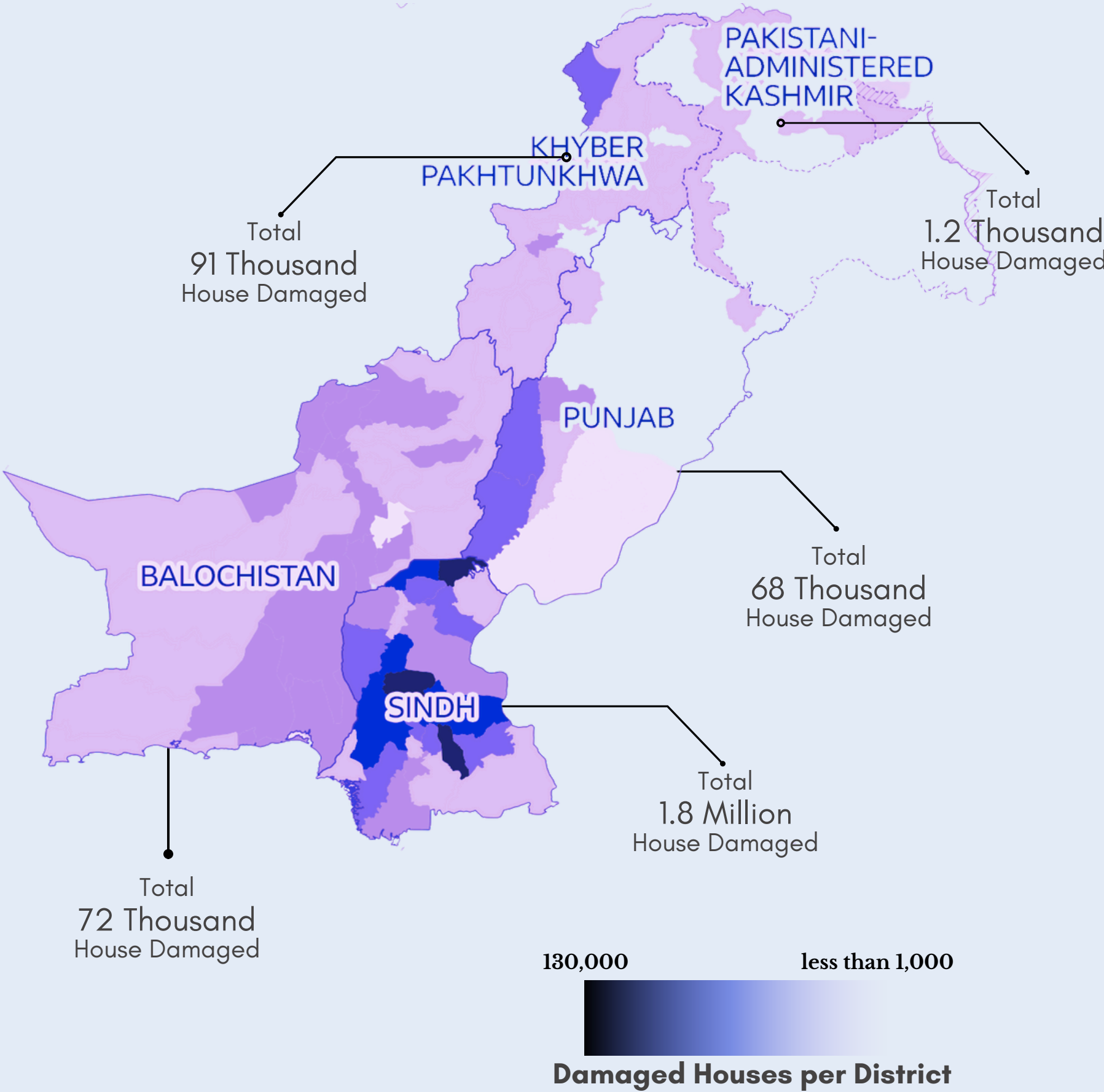
# Situational Analysis

Being one of the least contributor of the overall carbon emission in the world, Pakistan is hit by the worst natural disaster of 2021 and later. The unprecedented volume of rain has resulted in catastrophic floods, affecting 33 Million and displacing around 8 Million people across Pakistan. The province of Sindh has took the hardest hit in all over Pakistan where about 1.8 Million homes have been either fully damaged or become unsafe for living.

The intensity of catastrophe has brought about one-third of the country under water, creating the overall destruction of 9.4 Million of crop-area (Food & Agriculture Organization - FAO).

The situation is getting dire everyday, following up with cascade of crises and consequences which are still emerging. The extempore loss of livestock, crops as well as displacement, have led to loss of livelihoods. From food insecurity to health crisis, the country is standing at one of the biggest human crisis of the history. The extensive loss of livelihoods, assets, and human capital builds on existing disparities and will affect the most vulnerable and marginalized households, with disproportionate impacts on women and girls.

Not only that; the floods have also exacerbated already weak systems, economic standing and inflation, posing risks to a sustained recovery. With the acceleration of climate change the severity and frequency of natural disasters will only increase, hence, institutional & policy reforms as well as investments must go beyond the traditional practices in order to build systemic resilience. We as Pakistan's one of prestigious higher education institution have take it as our duty to safeguard our people in crisis and stand with them in their rehabilitation.



Source: UN OCHA



## A SNAPSHOT OF OUR RESPONSE



12

Charity Drive

3

Charity Events

500+

Student Volunteers  
Engaged

150

Teaching Faculty  
Engaged

30+

Flood Relief Trucks

7 Million PKR

Worth Ration Packs  
distributed

30,000+

Clean Drinking Bottled  
Water distributed

2500

Mosquitos Net & Tents  
Setup

1000+

Medical Supplies Sent

# IQRA University Project Relief 2023



Our flagship initiative **PROJECT RELIEF** is formulated to provide humanitarian assistance to the vulnerable affectees of flood; under this initiative, we have mobilize response teams consisting of faculty members, students societies & volunteers and staff members, dedicated to worked towards providing urgent lifesaving support via charity drive, relief trucks and awareness programs in Punjab, Balochistan, Sindh, Khyber Pakhtun Khuwan, and Gilgit Baltistan. However, given that province of Sindh suffers the worst consequences of the floods, our primary focus area remains Sindh.

The project is primarily focused on providing food and social security to disadvantaged people whose problems have been further exacerbated by the disaster including orphans, homeless, differently abled, women & young girls, elderly and at-risk communities.

# Share your Goods Today

## Make a Change Today

We have began PROJECT RELIEF by setting up collection drives for Goods, Essentials, Food Items and hygiene & sanitary products at each campus of IQRA University on rolling basis for straight five months (May - September 2021). The drive was led by IQRA Management and heavily supported by student societies with special efforts of **Iqra University Corporate Social Responsibility Society**; a dedicated society working towards mobilizing resources for the urgent need of flood victims across Sindh.

In partnership with our stakeholders, we have our specialized team made assessment of the current scenario and list down the requirement of necessary items required by the victims of floods. Assessment teams suggested the target areas for good distribution and setting up medical camps. The team also asserted the need of tents, dry food and medicines, hence we have streamline the overall campaign accordingly.

The associated student societies will then took charge of the collected items for cleaning, arranging and packing those items in a safe and reliable packing materials.





## Relief Trucks

Once the items are properly packaged, a team composed of our students, staff members and key stakeholders work together to set-up the Relief Trucks for families and disadvantaged peoples in crisis. Our efforts in this domain were primarily focused on delivering tons of lifesaving dry edible items, cooked meals, clean bottled water, food packs and high-protein edibles.

Along with edibles, we have also provide medication, first aid kits and other related medical supplies, including shelter items such as tents, tarpaulin shelters, hygiene and sanitation to people inaccessible by land.



# Cricket for Charity

Between the months of August and September, we have organized around three (3) Charity Cricket Tournament at different campuses of IQRA University. The core purpose of the tournament is to raise the awareness regarding Climate Change and Unprecedented Floods as well as generating substantial resources of Essentials, Food and Medical supplies for the families in distress.

The Tournament also provides a fun and constructive environment for the students and faculty members to connect and realize their role as a responsible citizen of the country unitedly, playing towards same goal.

In this regard, a camp has been set up alongside the cricket match, where all the necessary items were collected including but not limited to; Ready-to-Eat foods such as Packaged Food, Powdered Milk, Biscuits, Water Bottles, and Juices; Solar lamps and Torches; Stitched Clothes; Plastic Sheets, Mats, and Shoes; Tents, and Shelter items; Sanitary pads and Napkins, etc.





# Public Private Partnership for Flood Relief

Our Public and Private Partnered Organizations were the key to further accelerate the mission of **PROJECT RELIEF** who have reach out and distributed the collected Goods, Essentials, Food Items and Hygiene & Sanitary products to communities at risk.

In this domain we have prominently partnered with **PNS Bahadur, Pakistan Navy** and **Al-Khidmat Foundation** to spread our impact far & wide.

## Our Partners



الخدمت فاؤنڈیشن پاکستان  
ALKHIDMAT FOUNDATION PAKISTAN





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