

Pakistan Floods Emergency Response Plan (August 2010 - July 2011)

Appealing Agency	UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION (UNESCO)
Project Title	Promoting Cultural Industries for Livelihood Recovery in Flood Affected Areas
Project Code	PKA-FL-10/ER/34388/R
Sector/Cluster	COMMUNITY RESTORATION
Objectives	To use local crafts as a vehicle of economic growth and rehabilitation of the flood affected communities especially women through skill enhancement and technical/financial support.
Beneficiaries	Total: 125,000 2500 Men & Women and 10000 Children Children: 10,000 Women: 1,500
Implementing Partners	Heritage Foundation, PVA, THAAP, Department of Tourism Sindh
Project Duration	Sep 2010 - Sep 2011
Current Funds Requested	\$600,000.00
Location	MULTIPLE PROVINCES
Priority	EARLY RECOVERY

Needs

The recent floods that struck the country in July 2010, have caused tremendous damage to over 25% of the country, losses comprising human life, homes, crops and livelihood. An estimated 1,600 people are dead, 3.5 million children are at high risk from deadly water-borne diseases and more than 20 million people rendered homeless – without food and proper sanitation. No assistance has reached the desperate people in the disaster-hit areas, who are particularly concerned about long term rehabilitation. Livelihood is seriously affected, standing crop gone and future prospects bleak.

According to UN reports, the flood recovery costs for Pakistan's vital agriculture sector and farmers could be in the billions of dollars and agro-based livelihoods may take considerable time to get back into shape. This calls for a paradigm shift, whereby cultural industries have a particular role to play for participatory and community-based development, leading to rehabilitation and economic recovery.

The country's rich traditions in craft and design have been a source of inspiration and delight for people through generations and have become sought after items of value in world markets. Given its rich cultural heritage, Pakistan has a tremendous potential to become a leading player in the cultural industries. With better focused strategic planning and investment, these industries can foster community re-vitalization and development among the vulnerable groups of the flood-affected areas, thereby contributing towards sustainable livelihoods.

Based on a needs assessment in the target areas – Swat, DG Khan, Multan, Shikarpur, and Matiari, UNESCO Islamabad will hold consultative meetings with governmental and non-governmental local partners to make concerted efforts towards a common goal – establish cultural industries as a source of capital asset for economic, social and cultural development.

Activities

Project Area: KP, Punjab and Sindh – Swat, DG Khan, Multan, Matiari, Shikarpur,
 KP-Swat: Islampur, Landikus, Miandam, Fatehpur, Tirat, Madyan, Beshigram
 Punjab-DG Khan: Shaha Saddar din, Peer Aadil, Samina, Haji Gazi, More Jangi, Nari Shumali, Fateh Khan
 Punjab-Multan: Khan Bela, Lutafabad, Boson, Binda Shandila, Jalalpur Khaki, Khaki Punjani
 Sindh-Matiari: Hala, Saeedabad, Sekhat
 Sindh-Shikarpur: Nim, Waryaso, Bambrial, Jahan Wah, Sultan Kot, Jagan

Note: UNESCO is already present in Swat, DG Khan and Multan, carrying out its regular and extra-budgetary projects. The proposed activity has already been successfully completed by UNESCO in 6 UCs of lower Swat under PHRP 2010.

Activities:

- Identifying most affected families through close collaboration with local community.
- Mobilize the affected communities to take initiative and participate in the proposed activities for their socio-economic

revival.

- Conduct trainings of affected people specially women in local handicraft skills (Embroidery, loom products, spinning & weaving, carpet/dari weaving, palm leaf crafts, wooden products, Khusa making, Patch-work, Ajrak etc) in order to provide alternative means of livelihood.
- Engage local craftsmen and artisans for imparting trainings and making/repairing tools (CFW). Distribute stipends to men and women attending trainings.
- Trained men and women provided with Tools and Assets to initiate home-based income generating activities.
- Tools and Assets replaced for affected micro businesses engaged in handicrafts activities.
- Promotional and marketing activities including organizing exhibitions of local handicrafts in other cities and identifying outlets for sales of products.
- Technical/financial support to artisans and handicraft centres, including supply of toolkits, linkages with market and identifying credit facilities in collaboration with partner institutions.

Note:Standard rates set by CR cluster for CFW will be followed.

Outcomes

- Capacity of 2500 men and women enhanced in vocational and handicraft skills.
- Alternative means of livelihood created for men and women.
- Rise in household incomes of flood affected communities.
- Increased economic empowerment of women.
- Revival of closed/affected handicraft enterprises.
- Rise in economic activity in the region.
- Increased visibility and production of handicrafts.
- Use of local resources (labour and raw material) and internal consumption of local handicrafts will contribute towards earlier economic revival

United Nations Educational, Scientific and Cultural Organization	
Original BUDGET items	\$
Total	0

United Nations Educational, Scientific and Cultural Organization	
Current BUDGET items	\$
1. Staff salaries, travel cost	110,000
2. Inputs (logistics, training costs, stipends, equipment and, sub-contracts)	423,750
3. Miscellaneous (security etc)	27,000
4. Agency Overheads (7%)	39,250
Total	600,000