

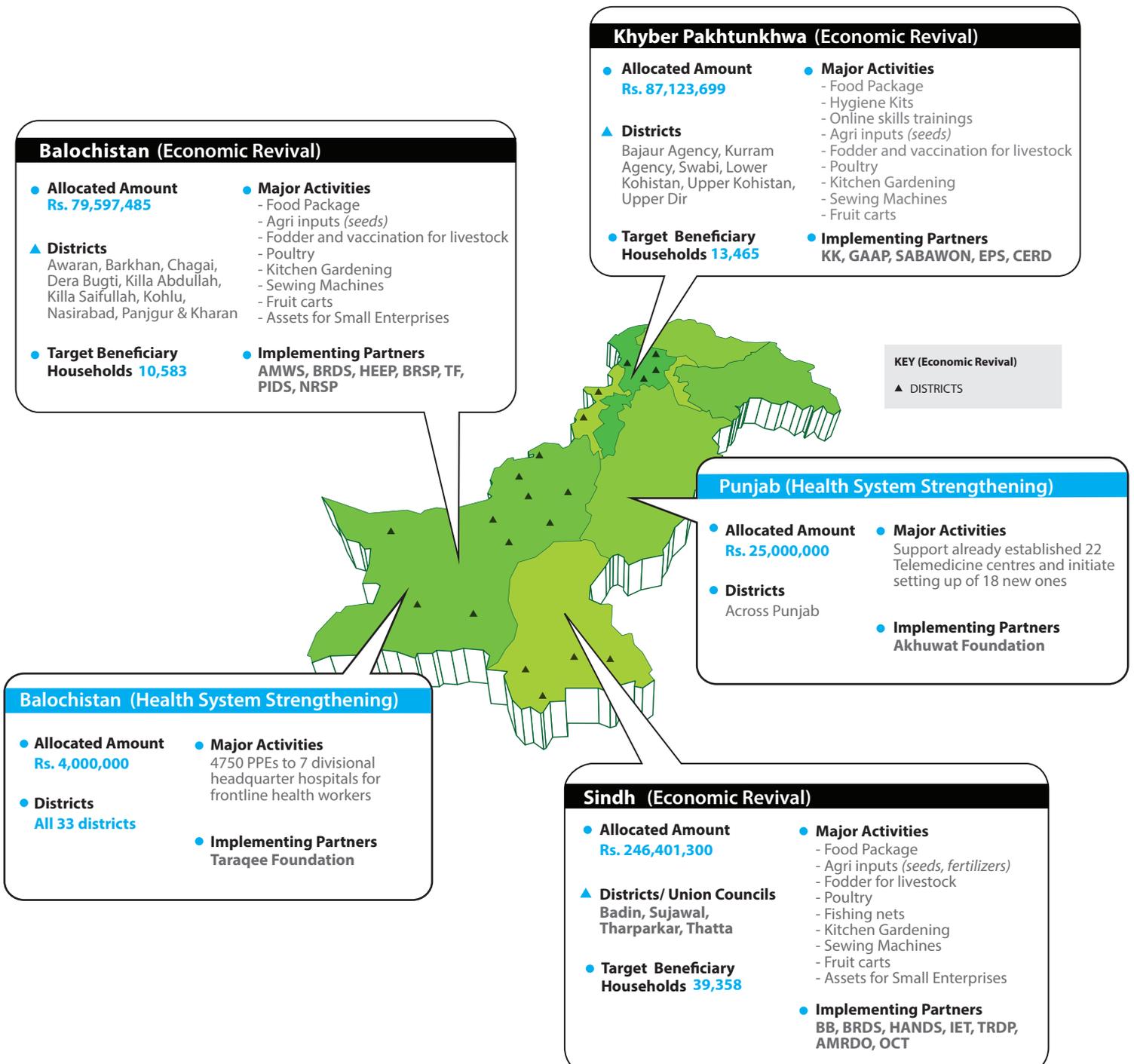
# PPAF COVID-19 EMERGENCY RESPONSE

Update May 2020



Celebrating 20 years of PPAF  
Passion, Knowledge, Action

Pakistan Poverty Alleviation Fund (PPAF) has always been at the forefront of relief and rehabilitation efforts. Working with its partner organizations, PPAF is supporting communities in some of the poorest districts of Balochistan, Khyber Pakhtunkhwa and Sindh whose livelihoods have been affected by the economic downturn associated with the spread of the COVID-19 pandemic in Pakistan. Recognising the immediacy of the challenge, PPAF initiated its COVID-19 Emergency Response Fund and allocated an amount of **Rs. 487 million** out of which Rs. 442 million has been disbursed to-date for 20 of the poorest districts. In support of the Government of Pakistan's objective to revive the economy and avoiding duplication with government schemes, PPAF's focus is on economic revival and resilience. The aim of PPAF's emergency relief is that households are able to not only survive this crisis but that they also do not drop further down the poverty ladder.



### Supporting Microfinance

As a founding member and shareholder of the Pakistan Microfinance Investment Company Limited (PMIC), PPAF supported a major step to provide support to its borrowers and relief to clients during this unprecedented situation. This included rescheduling of principal payments from **17 borrowers (Partner Organizations)** falling due between Jan- Dec 2020 for a period of 12 months amounting to more than **Rs. 10 billion**. Further, markup payments from 5 borrowers, approximately **Rs.125 million**, due in March and June have been deferred till September and December to support their liquidity position and financial health. These measures provided the borrowers with much needed support and liquidity during the period where collections were not possible and clients were unable to carry out their businesses due to lockdown and closure of markets.



### Leveraging Outreach

PPAF leveraged its vast network of community outreach to spread awareness of and supported government efforts by widely supporting registration of eligible households under the Government of Pakistan's **Ehsaas Emergency Cash Programme** through a network of its trusted partner organizations across Pakistan.



### Raising Awareness

To raise awareness regarding COVID-19 prevention and response, PPAF developed information, education and communication material for distribution in communities. This includes audio and visual public service messages, informative flyers and animations developed in English, Urdu and regional languages including Balochi, Sindhi & Pashto. Major topics touched in these informative products include hand hygiene, appropriate use of mask, need for maintaining social distancing, mobility during the coronavirus pandemic, tending for elders and children, myths and facts about coronavirus etc. More than **30,000 followers** of PPAF social media channels have directly accessed this information and shared it further. Besides ensuring availability of all information material on PPAF website **www.ppaf.org.pk**, our partner organizations are kept updated with all the new material developed for onward dissemination to the community institutions through various activities and platforms



Pakistan Poverty Alleviation Fund

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