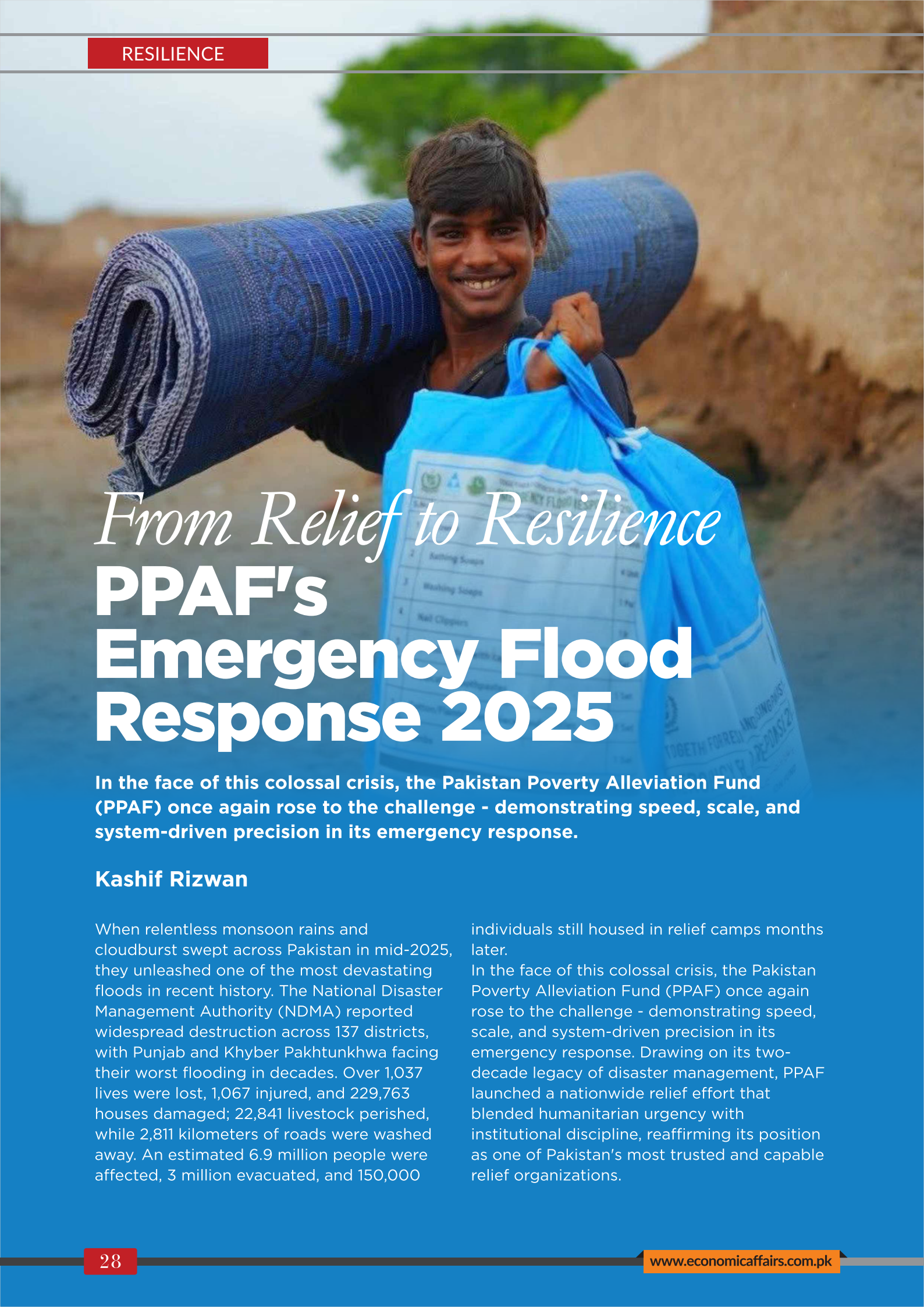




From Relief to Resilience **PPAF's Emergency Flood Response 2025**

In the face of this colossal crisis, the Pakistan Poverty Alleviation Fund (PPAF) once again rose to the challenge - demonstrating speed, scale, and system-driven precision in its emergency response.

Kashif Rizwan

When relentless monsoon rains and cloudburst swept across Pakistan in mid-2025, they unleashed one of the most devastating floods in recent history. The National Disaster Management Authority (NDMA) reported widespread destruction across 137 districts, with Punjab and Khyber Pakhtunkhwa facing their worst flooding in decades. Over 1,037 lives were lost, 1,067 injured, and 229,763 houses damaged; 22,841 livestock perished, while 2,811 kilometers of roads were washed away. An estimated 6.9 million people were affected, 3 million evacuated, and 150,000

individuals still housed in relief camps months later.

In the face of this colossal crisis, the Pakistan Poverty Alleviation Fund (PPAF) once again rose to the challenge - demonstrating speed, scale, and system-driven precision in its emergency response. Drawing on its two-decade legacy of disaster management, PPAF launched a nationwide relief effort that blended humanitarian urgency with institutional discipline, reaffirming its position as one of Pakistan's most trusted and capable relief organizations.

PPAF's Historical Response to Disasters and Emergencies

Before delving into the 2025 flood response, it is essential to understand the depth of PPAF's experience in disaster management, a legacy built over two decades of serving vulnerable communities across Pakistan. Since its inception, PPAF has played a pivotal role in every major national emergency, combining community engagement with robust coordination and accountability.

Through the Drought Mitigation and Preparedness Programs, PPAF implemented large-scale irrigation, dam construction, and water conservation schemes across 40 districts, benefiting more than 250,000 households. After the 2005 earthquake, it led one of Pakistan's largest reconstruction drives: rebuilding 120,000 seismically safe homes and restoring livelihoods for 141,000 households through participatory recovery



models that became international best practices.

In subsequent disasters, PPAF's footprint expanded. It reached around one million families during the 2010–2023 floods, assisted 13,000 internally displaced families in Swat (2009–10), extended shelter and recovery aid to 36,000 households in the 2013 Balochistan earthquake, and supported 66,000 families during the COVID-19 pandemic through livelihood and enterprise support.

Altogether, PPAF has supported around one million flood-affected families nationwide each intervention refining its systems for rapid mobilization, transparent monitoring, and equitable service delivery. These cumulative experiences underpin the 2025 response, making it not an isolated act of relief but part of an enduring institutional strength rooted in resilience and trust.

A Nation in Crisis – PPAF's Swift and Scalable Response

Before delving into the 2025 flood response, it is essential to understand the depth of PPAF's experience in disaster management, a legacy built over two decades of serving vulnerable communities across Pakistan.

The 2025 floods tested Pakistan's resilience at every level. Farmland was submerged, livestock perished, and food security was imperiled. Against this backdrop, PPAF launched an initial PKR 700 million emergency relief response in 13 districts, quickly scaling it up by an additional PKR 600 million to reach 45 districts

nationwide from Sindh's floodplains to the highlands of Gilgit-Baltistan and the valleys of Azad Jammu & Kashmir.

This emergency operation, implemented through PPAF's network of 18 trusted partner organizations, targeted 49,127 families (343,859 individuals) with 147,381 relief packs comprising food, non-food, and hygiene items; 126 health camps; 118 veterinary camps; and the installation of

bridges emergency aid and sustainable recovery.

Political and Administrative Leadership Participation: A Unified National Front

PPAF's flood response was not a solitary effort; it was a national collaboration. Recognizing that effective humanitarian response requires alignment between

Minister and currently MNA, Syed Imran Ahmad Shah, Federal Minister for Poverty Alleviation and Social Safety, Prof. Dr. Ahsan Iqbal, Federal Minister for Planning, Development and Special Initiatives, Mr. Muhammad Raza Hayat Harraj, Federal Minister for Defence Production, Malik Rasheed Ahmad Khan, Minister of State for National Food Security & Research, Sardar Ramesh Singh Arora, Provincial Minister for Minorities Affairs, Mr. Sohail Shaukat Butt, Provincial Minister for Social Welfare and Bait-ul-Maal, Mr. Rahmat Khaliq, Minister for Excise & Taxation, GB, and Engineer Muhammad Ismail, Minister for Finance, GB.

The dignitaries also included four Members of the National Assembly, one Senator, and eleven Members of the Provincial Assembly (Punjab), including four former members.



six water filtration plants, based on rapid needs assessments validated by the NDMA, PDMAs, and local administrations. The efforts reflected not only a swift response but also a data-driven targeting strategy that ensured equitable distribution and minimized overlap.

This multi-sectoral effort combined immediate relief with preventive healthcare, livelihood protection, and community mobilisation for resilience demonstrating how PPAF's humanitarian model

the state and civil society, PPAF actively engaged with political leadership, government agencies, and local administrations.

To ensure transparency and accountability in its Flood Emergency Response, PPAF engaged 46 government dignitaries in distribution events across Khyber Pakhtunkhwa, Gilgit-Baltistan, Azad Jammu & Kashmir, and Punjab. Notable among them were Syed Yousuf Raza Gilani, Chairman Senate, Raja Pervaiz Ashraf, Former Prime

Their active participation enhanced the visibility and credibility of PPAF's response, demonstrating a unified national effort to alleviate suffering. District administrations, including Deputy Commissioners and Assistant Commissioners, played a pivotal role in operational execution, identifying high-impact areas and verifying household data to ensure fairness and transparency.

During a visit to flood-hit communities, Federal Minister for Poverty

Alleviation and Social Safety, Syed Imran Ahmad Shah, commended PPAF's swift, structured, and transparent response:

“PPAF was among the first responders to reach the flood-affected communities. Its well-coordinated and systematic efforts have set a new benchmark for humanitarian effectiveness. PPAF's presence on the ground, its strong partnerships, and the transparency reflect what effective national response should look like.”

His words resonated deeply with both the communities and officials present, capturing the spirit of collaboration that defined this nationwide relief effort.

At the district level, Deputy Commissioners and Assistant Commissioners worked alongside PPAF and its civil society partner organizations' teams to verify data, identify the most affected areas, and oversee relief distribution. This coordination ensured fairness, reduced duplication,

and maintained public trust. Together, these partnerships demonstrated how institutional synergy between government leadership, community networks, and PPAF's operational systems can transform response into recovery.

PPAF Leadership's Oversight: Leading from the Front

Leading from the Front at the heart of PPAF's operational excellence lies its leadership ethos leading by example. The 2025 Emergency Flood Response was designed and executed under the direct guidance of CEO Mr. Nadir Gul Barech, ensuring strategic coherence and operational discipline. Supported by the senior management team, Mr. Barech personally visited flood-affected areas to oversee the operations.

These visits were critical for field validation, community engagement, and problem-solving.

Such visible, hands-on leadership reinforced PPAF's accountability framework and



inspired confidence among partners and beneficiaries alike.

From Relief to Recovery: Building Long-Term Climate Resilience

While relief was the immediate priority, PPAF's vision extended beyond emergency support. The 2025 floods reaffirmed what the organization has long understood that poverty alleviation and climate resilience are inseparable goals.

Under its PKR 3.4 billion “Restoring Social Services and Building Climate Resilience (RSS&CR)” project, PPAF is rehabilitating damaged schools, health units, and water infrastructure across 61 union councils in 19 flood-affected districts. The initiative integrates disaster-resistant construction with livelihood restoration, promoting innovations in climate-smart agriculture, modern livestock management, and laser land levelling. To institutionalize preparedness, 169 Community Emergency





Response Teams (CERTs) have been trained, linking grassroots action with national disaster management frameworks. Additional initiatives, including the PKR 250 million renewable energy and ecosystem restoration programs in GB and AJK, the EUR 9.5 million KfW-funded climate-resilient infrastructure initiative in KP, and the EUR 14.83 million EU-funded Post-Floods Resilient Recovery and Strengthening of the Livestock Sector project in Balochistan underscore PPAF's long-term commitment to sustainable recovery.

In essence, PPAF's post-flood strategy embodies the principle of "building back better" transforming vulnerability into opportunity through resilience, innovation, and inclusion.

Accountability, Inclusion, and Data-Driven Action

Transparency and inclusion

remain cornerstones of PPAF's approach. A state-of-the-art Management Information System (MIS) ensures real-time tracking of aid delivery, providing verifiable data on every household reached.

PPAF's relief efforts accord priority to women-headed households, persons with disabilities, and marginalized groups, aligning with SPHERE Standards and ensuring dignity, fairness, and accessibility for all.

By integrating technology, community participation, and rigorous monitoring, PPAF guarantees that every rupee spent yields measurable impact - a benchmark for institutional credibility in Pakistan's development landscape.

A National Model for Humanitarian Effectiveness

The 2025 Emergency Flood Response reaffirmed PPAF's reputation as Pakistan's most effective and trusted

institution for coordinated disaster management. By combining rapid mobilization, data-backed targeting, government collaboration, and strong leadership oversight, PPAF sets a national standard for humanitarian action.

PPAF's approach demonstrated that relief and development are not separate pursuits, but sequential steps on a shared continuum of resilience. As Pakistan confronts the accelerating threat of climate change, PPAF's model offers a roadmap for localization of Climate Action and disaster governance: a partnership-driven, evidence-based, and inclusive framework for national resilience.

Through its 2025 Emergency Flood Response, the Pakistan Poverty Alleviation Fund has once again proven that institutional empathy, foresight, and integrity can turn crisis into opportunity. Rooted in two decades of experience and reinforced by public trust, PPAF's approach exemplifies the evolution of humanitarianism in Pakistan from reactive relief to proactive resilience, where compassion meets competence, and recovery paves the path toward lasting prosperity.



The writer is the Development Sector Journalist & Editor of The Economic Affairs.