

Rice for life: Surya and the Red Cross supporting communities in Pakistan

In August 2011 the Rice for Life campaign to support communities in Pakistan affected by the 2010 flooding launched in stores across the UK raising an incredible £10,000. With this support the British Red Cross have been able to reach 1,000 farmers with rice seed enabling them to regain their independence.



Pakistan floods: rebuilding livelihoods



In 2011, Pakistan was still recovering from the impact of the 2010 floods – the worst in 80 years – when more heavy rains and floods caused widespread destruction to homes, livelihoods and agricultural land. High levels of stagnant water made it hard to reach affected communities, and people were increasingly at risk of catching waterborne or mosquito-borne diseases.

Seven and a half million people were affected, the majority, in low-lying Sindh province, lost everything: their homes, farmland and belongings.

“Before the floods we had wheat, rice and barley, but the floods took everything. My ten children and I left our village with nothing,” Begum Khatoun, Sindh province

With a lot of farmland affected by water or silt from the floods, the Red Cross had to consider other options to help keep people from starving. Tens of thousands of people faced hardship in the areas of northern Sindh that were hardest hit. Not only did they lose their rice harvest to the floods, but they were also not able to grow a crop during the following wheat season.

How did we help Pakistan recover?

The British Red Cross supported the recovery work, helping flood-stricken families recover their livelihoods and rebuild their homes. However, we understood that the relief effort had to be two-pronged, with urgent immediate relief followed up by helping the largely agricultural population get back on its feet by providing them with the tools for rebuilding their lives.



Livelihoods projects were run in Khyber Pukhtoonkhwa, Punjab and Sindh. In these areas, many people relied on small businesses, agriculture and livestock to live. The floods had damaged huge expanses of farmland and many shops, while employment in other sectors such as road construction has also been affected.

Along with cash grants for income generating activities, and support for community livelihood initiatives, the Red Cross programme provided rice seeds, fertilizer and agricultural tools to help people restart their agricultural production. As the floodwaters receded, this help was provided to tens of thousands of farmers throughout Pakistan to help them restore farm incomes and help get them and their families back on their feet.

Helping communities get back on their feet

Saifal Panhyar, a farmer from Khairpur in Sindh, and his family were lucky to escape as their house collapsed when the floods engulfed his village. After the flood, Khairpur was under five feet of water and acres of crops were lost.

“Our land is our sole source of income and the crops were just ready to be harvested but the continuous rain and now the flood water has badly damaged them,” Panhyar said

The International Federation of Red Cross and Red Crescent Societies (IFRC) helped families in Sindh over the next few months with distributions of food, shelter materials and household items, and provided kits to plant crops once



People in Pakistan want to rebuild their livelihoods, but they need support to do it and this is where the British Red Cross will focus its efforts.”

John English, BRC’s country representative in Pakistan

“In the Larkana region, we targeted nine villages that had been severely affected by the flood waters,” said Amila Suriyarathne, IFRC delegate “Then, together with the country’s agricultural experts, we determined what seeds would be best to provide.”

Families did not waste any time planting the tomato, pea, spinach and turnip seeds, using their own local knowledge and the instructions provided to them. *“It will take some time before the vegetables are ready for eating,” says Marvi, a mother of seven. “Until then we will continue to rely on the food packages handed out by PRCS, and the milk provided by our cows and goats. We can also buy items at the market, but they are very expensive. Usually we can eat only one meal a day.”*



“We are very thankful to the Red Crescent, only the PRCS has helped us. We will use these seeds and anxiously await the food they will produce.”

“But they won’t only give us food, these seeds also give us hope that our future will get better.”

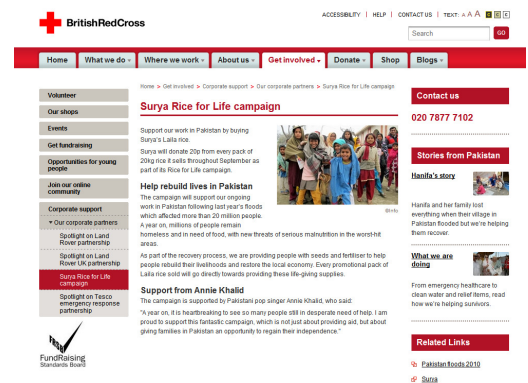
40 year old Begum Khaton, a flood survivor

Promotion and Media Coverage

The 2011 campaign was marked with a press release which was sent to relevant trade media. A piece was also featured on the British Red Cross website showcasing the partnership with Surya and the promotion on Laila rice and a poster was created to promote the campaign and the generous support of Annie Khalid.

The following coverage of the campaign was received:

Coverage	Type
Asian Lite	Print
Talkingretail.com	Online
Evingtonecho.com	Online
Redhotcurry.com	Online
menumagazine.co.uk	Online
BRC website	Online



RICE FOR LIFE

A few weeks after the Anniversary of the Pakistan floods, major monsoon rain and floods have once again devastated over five million people losing their homes, possessions and farmlands. One of UK’s leading world food suppliers continues a major fundraising campaign.

Surya Foods continue to support the British Red Cross as fresh floods affect parts of Pakistan that are still recovering from last year’s flooding. The ‘Rice for Life’ campaign will be donating vital funds to the British Red Cross for every 10kg and 20kg bag of Laila Basmati rice it sells. This funding will go towards regenerating the local economy and help families restore their financial independence.



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Just weeks after the Anniversary of the 2010 Pakistan floods aid agencies warn the emergency is far from over as one of the UK’s leading world food suppliers launches a major fundraising campaign.

In a bid to keep the spotlight on the continuing humanitarian crisis in Pakistan leading world food supplier Surya this month launch a ‘Rice for Life’ campaign - donating vital funds to the British Red Cross for every pack of Laila rice it sells.

Spanning the month of September, all funds raised from the promotional packs will be ploughed into the British Red Cross’ relief efforts in Pakistan following the worst floods in the country’s history.

As part of the recovery process, the British Red Cross is providing people with seeds and fertiliser; enabling them to restore their financial independence, benefit the local economy, look after their families and live with dignity. Seeds and fertiliser have been identified as playing a key role in the recovery process for thousands of families which rely on agriculture as a source of income.

Pakistan pop singer Annie Khalid who is backing the campaign said: “A year on it is heartbreaking to see so many people still in desperate need of help. I am proud to support this fantastic campaign, which is not just about providing aid, but about giving families in Pakistan an opportunity to regain their independence.”

She added: “I have visited the worst affected areas several times in my capacity as a Norwegian Red Cross goodwill ambassador and cannot express how terrible the conditions for these families are. It is essential that we don’t forget these people and keep up the momentum to help Pakistan get back on its feet.”

Using the country’s agricultural experts, tomato, pea, spinach and turnip seeds have been identified as the best seeds to

Thank you for your support, you have made a difference.