

SUPERIOR
UNIVERSITY



MISSION ESSAR

FLOOD RELIEF FUND

پاکستان
آپ کو نگار رہا ہے

HELP PAKISTAN
COME BACK TO LIFE

POWERED BY:



SFRD
SUPERIOR FOUNDATION
FOR RESEARCH & DEVELOPMENT

پاکستان
آپ کو یگار رہا ہے

HELP PAKISTAN COME BACK TO LIFE



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SFRD
SUPERIOR FOUNDATION
FOR RESEARCH & DEVELOPMENT

About

Superior Foundation for Research and Development (SFRD) is a registered non-profitable and non-political entity that functions as the implementation arm of Corporate Social Responsibility (CSR) initiatives of The Superior Group (TSG). Education, Entrepreneurial revolution, health, environment, community development, and media form prime areas of its focus. SFRD extends support to increase access to basic services to the disadvantaged and marginalized segments of society along with undertaking policy-level engagement through its action research to inform and improve the governance systems of Pakistan.

As the implementation arm of the Superior Group's CSR initiatives, SFRD adheres to the CSR Guidelines of the Securities Exchange Commission of Pakistan (SECP) and collaborates with stakeholders to realize the aim of building a just and equitable society leading towards an economically superior Pakistan.



A MAN ENABLING THE COMMUNITIES TO REACH THEIR FULL POTENTIAL

I am confident that we developed this foundation in its mission to improve the lives of people in our community through cutting-edge research, innovative solutions and CSR activities.

We recognize that many of our community's challenges today are complex and multidimensional, requiring an interdisciplinary approach to finding practical solutions. Our foundation is committed to supporting research that addresses these challenges and translating the results of this research into practical and impactful programs and policies.

One of our goals is to partner with community organizations, policy-makers, and other stakeholders to co-create solutions that are responsive to local communities unique needs and aspirations.

We believe that by working closely with community members, we can ensure that our research is relevant, responsive, and effective.

Our primary focus areas are on UN-SDGs, and we actively seek partnerships and collaborations with organizations and individuals who share our vision and mission. We are also committed to ensuring that our research results are widely disseminated and accessible to the public. We believe that by sharing our findings with the broader community, we can help to generate new ideas and insights and to build a more informed and engaged citizenry.

I appreciate your support for our mission. Together, we can make a real difference.

**Prof. Dr.
Ch. Abdul Rehman**

Chairman Board of Directors
Superior Foundation for Research and Development

Vision

Help build Pakistan into a social welfare state through the socio-economic empowerment of citizens and communities.

Mission

To realize and advance the rights of people by strengthening communities across Pakistan through value-added interventions in the fields of social entrepreneurship, research and development, quality education and healthcare, media advocacy, environment, gender equality, and community empowerment, along with undertaking efforts to improve the governance structures through evidence-based advocacy.

Values

- . Respect for Diversity
- . Integrity
- . Building Partnerships
- . Transparency
- . Agility



OUR FOCUS



Education

SFRD is committed to supporting literacy, school education, and higher education in light of Article 25A of the Constitution of Pakistan and Principles of Policy. We provide Knowledge contribution and identification of unaddressed areas. Superior University is supporting SFRD to expedite the deserving community of Pakistan. SFRD focus is aligned with UN-SDGs of Quality Education.

SFRD is one of the best-growing foundations that provide financial and technical support to provide easy access to quality health services for disadvantaged communities. We are committed to facilitating a complete range of accessible healthcare services and arranging medical camps for the deprived community of Pakistan. Chaudhry Muhammad Akram (CMA) Hospital supports SFRD to promote deserving community healthcare. SFRD is actively contributing to sustainable development goals, which have been adopted as national goals by the National Assembly of Pakistan. In this regard, our SDGs focus is Good Health.

Health



Research

Knowledge contribution and identification of unaddressed areas. We are also committed to ensuring that our research results are widely disseminated and accessible to the public. We believe that by sharing our findings with the broader community, we can help to generate new ideas and to build a more informed and engaged citizenry.



OUR PROJECTS

- **Superior University**

Scholarships for marginalized communities to pursue higher education

- **CMACED**

For entrepreneurial development including the promotion of social initiatives

- **ANCRD**

For research and development

- **CMA Hospital**

For facilitating deserving community healthcare

- **NEO News**

The Media Network for media advocacy.



CMA HOSPITAL
DEPENDABLE & TRUSTED



MISSION ESSAR COVID-19

اللَّهُمَّ إِنِّي أَعُوذُ بِكَ مِنْ سَيِّئِ الْأَسْقَامِ

O ALLAH, I SEEK REFUGE IN THEE
FROM EVIL DISEASES

Contributions of Mission ESSAR in Covid 19

COVID-19 changed the economic dynamics of the world but keeping Pakistan's unmatched spirit of philanthropy and volunteerism high, Social Entrepreneurship Program of Superior launched ESSAR drive. ESSAR enabled our youth to be socially responsible and understand the true spirit of volunteerism. Project ESSAR provided ration to families who suffered great deal due to work suspension/closure during lockdown. Not only ration, but medical supplies and other basic necessities of more than one lac families were provided to households through the drive.

Project Essar proved to have an international footing as British Council's new area Director Michael Houlghate positively recognized the effort of CMACED Social Entrepreneurship Program's initiative ESSAR while British Council also applauded the effort globally and called it a 'fantastic' initiative. British Council has been closely working with SEP on the cause of Active Citizenship.

Areas Covered

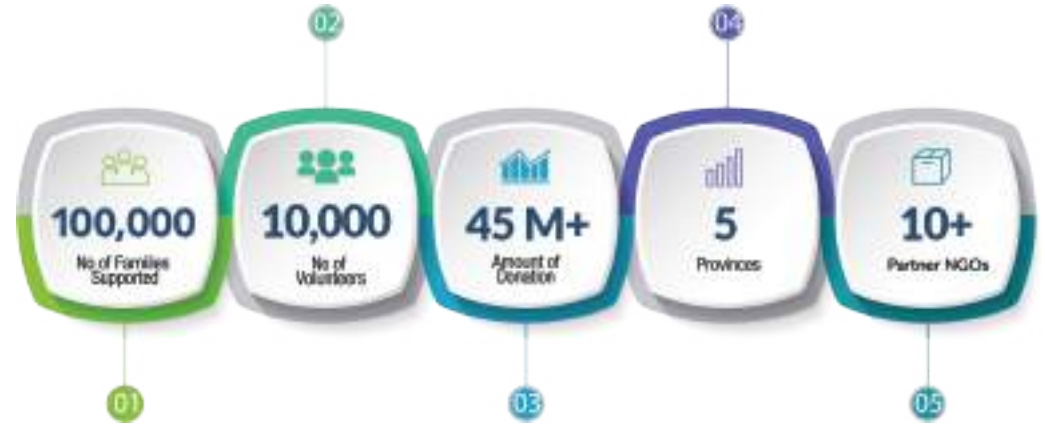
Mustung & Quetta in Balochistan
Arain, Jia Bagha, Naseerabad,
Gujranwala, Sheikhupura,
Mian Channu in Punjab
Gilgit in Province Gilgit-Baltistan
Peshawar, Attock in KPK

Our Partners



Impact

Under the vision of ESSAR, with the collaboration of 10 NGO partners, SEP collected funds more than 45 million rupees and over 10000 volunteers were engaged to provide cooked food for up to 90 days to one Lac poor families in 5 provinces.



MISSION ESSAR FLOOD RELIEF 2022



وَأَنْفِقُوا فِي سَبِيلِ اللَّهِ وَلَا تُلْقُوا بِأَيْدِيكُمْ إِلَى التَّهْلُكَةِ وَأَحْسِنُوا إِنَّ اللَّهَ يُحِبُّ الْمُحْسِنِينَ

"And spend in the cause of Allah and do not throw [yourselves] with your [own] hands into destruction [by refraining]. And do good; indeed, Allah loves the doers of good."

- Surah Al-Baqarah, Verse 195

Unity call for Natural Disaster

"Your support can make a world of difference"

We are facing tragic devastation caused by deadly floods this year. Continuous rains have brought wrecks to the country. Hundreds of precious lives of people have been lost, while thousands of families have been deprived of their homes, livestock, and businesses. According to an estimate, nearly 33 million people have been affected by floods. To help our brethren in this crucial hour, the Superior University has launched the "Mission Essar Relief Fund" and urges you all to come forward to join hands with us to bring up charity or relief goods, i.e. food items, clothes, blankets, tents, medicines, construction materials and much more. I also call on the potential and patriotic youths of Pakistan to come forward and rescue our brothers by volunteering with Mission Essar.

**Prof. Dr.
Ch. Abdul Rehman**

Chairman Board of Directors
Superior Foundation for Research and Development

Situation Overview

Out of the 116 severely hit districts, 81 have been classified as "calamity hit" due to ongoing torrential monsoon rains and flooding. Sindh, Balochistan, and South Punjab are particularly affected, while Khyber Pakhtunkhwa (KP) and Gilgit Baltistan have also been adversely affected. According to NDMA, 33 million people are affected, with severe ramifications for human lives, properties, infrastructure, livelihood, crops, and livestock.



1486
Deaths



12,872
Injured



883,628
Livestock Lost



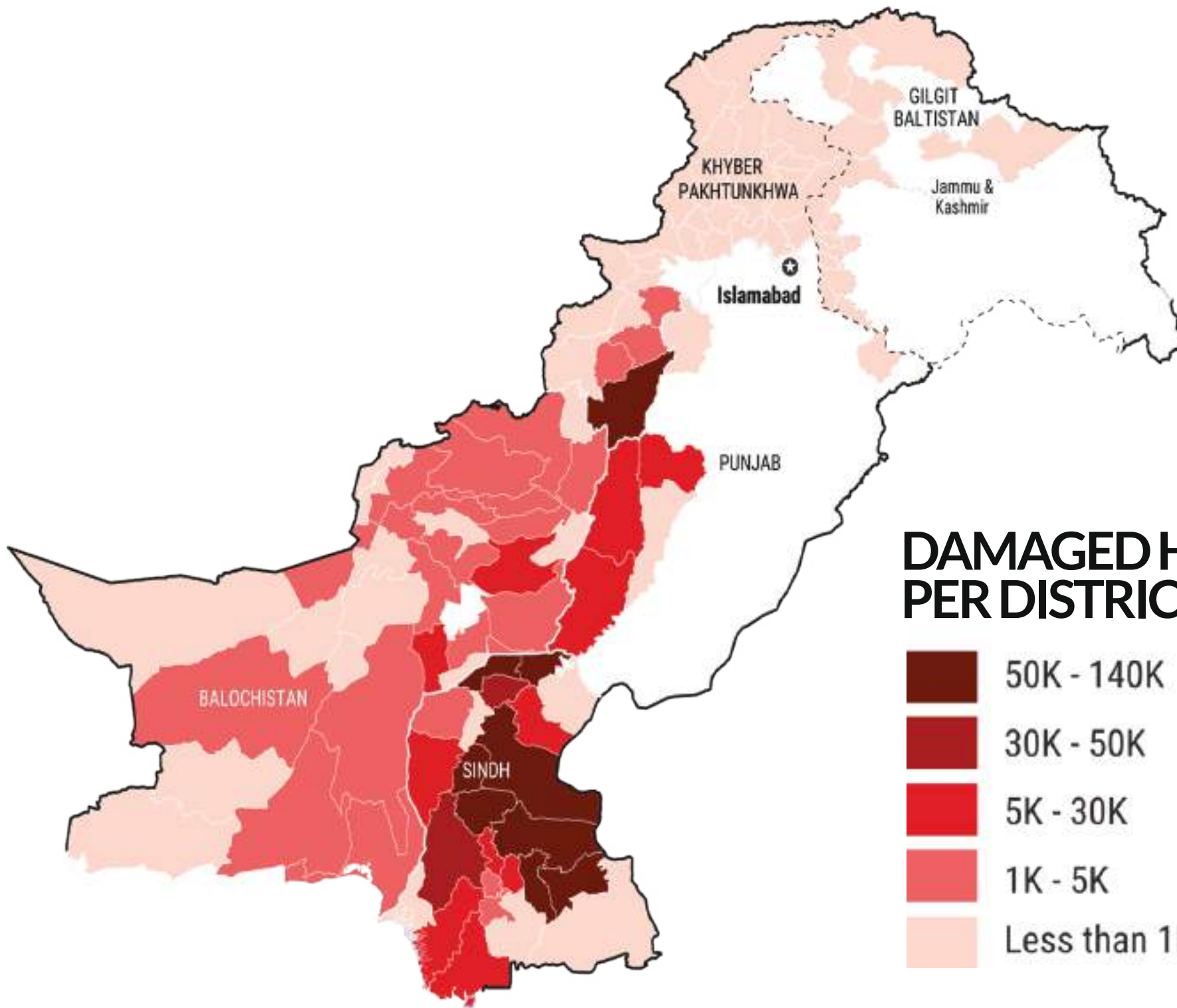
567,868
Fully Damaged



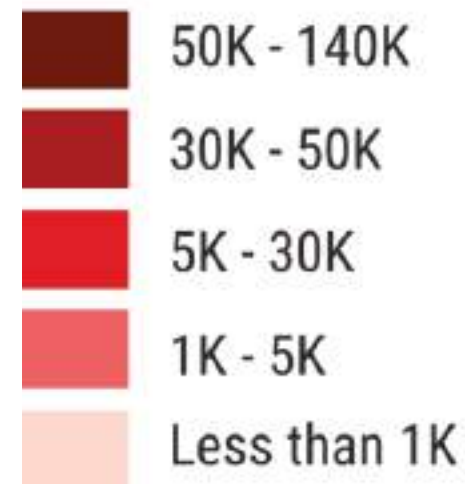
1,183,140
Partially Damaged



1,751,008
Total Houses Damaged



DAMAGED HOUSES PER DISTRICT



Contributions of Mission ESSAR in Flood Relief '22

Pakistan has faced a major disaster in the form of varying intensity of floods across the country and is struggling to mitigate its impact. Moreover, immediate mitigation efforts will be followed by cross sectoral and cross regional rehabilitation initiatives. The required magnitude of relief and rehabilitation efforts warrants concerted efforts by all segments of society which can be brought together by the academia. Association of Private Sector Universities of Pakistan (APSUP) has risen to the challenge of aligning local, provincial, and national efforts to mitigate and manage this unprecedented national disaster. APSUP is a platform of more than 90 universities across Pakistan and is thus ideally suited for launching and converging informed response to flood management. Partner universities of APSUP have a student body that constitutes 40% of the total students enrolled in Higher Education Institutions (HEIs) of Pakistan having huge potential for undertaking and supporting relief efforts.

Disaster management needs are being estimated by APSUP in an institutionalized manner whereby its member universities gather real time information about need of relief measures. Shelter, food, clothing, medical aid etc. are being provided in timely and efficient manner. Faculty and students are working hand in hand to ameliorate the current situation while reaching out to the communities and affluent. Partner universities have established camps for collection of consumables and cash donations that are being overseen by committees of their respective officials and partner organizations. Students have donated their pocket money and staff has donated 1 day salary to the Mission Esaar Fund. Mission Esaar has undertaken mass awareness campaigns in collaboration with electronic media channels like Neo TV, 92 News, and Lahore Rang to further streamline and support the nationwide relief efforts.

Our Partners



What We Have Done So Far

Mission Essar's response teams and thousands of volunteers on the ground have been providing urgent lifesaving humanitarian assistance by relief trucks in South Punjab, Balochistan, Sindh, KPK, and GB. This has been further bolstered by delivering tons of lifesaving cooked food, clean water, food packs, medical aid, tents & tarpaulin shelters, and non-food items to people inaccessible by land. Mission Essar's medical team, exhibiting teamwork with medical volunteers and doctors, is making persistent efforts to help save flood-affected populations from waterborne and infectious diseases. Furthermore, clean water and dignity kits are being delivered to flood victims, particularly to vulnerable groups, persons with disabilities, women, and girls, to protect them from standing water and infectious diseases



PKR 46.581M Donated

PHASE 1 RELIEF ACTIVITIES 2022



إِنْ تُبْدُوا الصَّدَقَاتِ فَنِعِمَّا هِيَ وَإِنْ تُخْفُوهَا وَتُؤْتُوهَا الْفُقَرَاءَ فَهُوَ خَيْرٌ لَكُمْ وَيُكَفِّرْ
عَنْكُمْ مِّنْ سَيِّئَاتِكُمْ وَاللَّهُ بِمَا تَعْمَلُونَ خَبِيرٌ

"And if you give charity openly, it is good, and if you conceal it and give it to the poor, it is better for you.
And it will absolve you of some of your sins. And Allah is aware of what you do."

- Surah Al-Baqarah, Verse 271

Ration & Cooked Food Boxes

The floods have affected millions of population and resulted in damages to livelihoods and infrastructure across Pakistan. Mission Essar has been able to continue assisting thousands of affected people/households. Assistance has been provided through provisions of food and non-food items including tents, plastic sheets, and household items (kitchen utensils) throughout affected parts. Around 2 million acre of agriculture lands have been affected with crop damage and losses of agriculture produce. Mission Essar had announced the establishment of a relief fund to provide ration and started providing ration to 100,000 flood affected families in the first phase and we have achieved 50% of the target. We have secured the commitment of 50,000 ration packs from people who are dedicated to serving the flood victims and served 100000 cooked food boxes.

5000

Cooked Food Boxes



2531

Ration Boxes





Food Packages Distribution at DI Khan-1



Food Packages Distribution at DI Khan-2



Food Packages Distribution at Bahrian



Food Packages Distribution at Rojhan Mazari



Food Packages Distribution at Jampur



Food Packages Distribution at Nurpur



Food Packages Distribution Madain



Food Packages Distribution at Fazilpur



Food Packages Distribution at Gilgit Baltistan

Medical Camps

To assist impacted families during this challenging period, SFRD has established free medical camps for flood-stricken and local communities centered on the flood victims' health requirements, particularly those of women and children. After a flood disaster, managing a medical aid camp takes extensive knowledge and resources. So, more than 100 doctors volunteered their expertise and provided checkups to patients. The number of medical centers had increased in flood-affected areas where it was more important to stop the spread of infectious diseases. Helping those harmed by the floods was a great deed, according to SFRD, and we all have a duty to help the nation's disaster victims.

14,607

Patients Served

500

Medical Boxes



Medical Camp at Rojhan Mazari



Medical Camp at Dera Ismail Khan



Medical Camp at Rajanpur



Medical Camp at Fazilpur





Medical Camps at Behrain Swat



Medical Camps at Mangora



Medical Camp at Kalam



Medical Camps at Nurpur



Medical Camp at Chotti Zarin



Medical Camp at Rojhan Mazari

Winter Packages

The Winter Drive Program was essentially about the dispersion of clothes among the flood affected people in different far flatched regions of Pakistan. In the 2022 flood, Pakistan suffered a massive loss of both lives and infrastructure. This situation left many people without their homes and shelters with no supply whatsoever of winter clothes. Under the umbrella of Superior Foundation for Research & Development, Mission ESSAR- Flood Relief Campaign was initiated which not only helped people through medicine, food and shelter but also provided winter clothes to thousands of people who were living in the open with nothing to cover their skins with against the cruelty of winter.

832

Winter Essentials



225

Sleeping Bags





Winter Packages Distribution at Rojhan Mazari



Winter Packages Distribution at Nurpur



Food Packages Distribution at Gilgit Baltistan

PHASE 2 REHABILITATION 2022



إِنَّ الْمُصَدِّقِينَ وَالْمُصَدِّقَاتِ وَأَقْرَضُوا اللَّهَ قَرْضًا حَسَنًا يَبْضَعُ لَهُمْ وَ لَهُمْ أَجْرٌ كَرِيمٌ

Charitable men and charitable women, who have loaned Allah a good loan—
it will be multiplied for them, and for them is a generous reward.

(Surah al-Hadid, 18).

Rehabilitation

Devastating floods have turned Pakistan upside down, and everything is going downhill, from losing livelihoods to a drowning economy to no education. Besides colossal human and livelihood losses, the devastating floods have severely damaged critical infrastructure, including houses, hospitals, schools, academies, Masjids, roads, bridges, and agricultural land.

“Team Mission Essar believes that no effort will be spared for their rehabilitation.”

Team Mission Essar is working tirelessly to bring normalcy back again, and they have successfully reached the final stage of Phase-2 rehabilitation of Bahrain Bazar Swat. The flood severely damaged the basic infrastructure of Bahrain Bazaar; however, it was restored with immediate efforts. As the market has been shuttered, the local community will resume its work after installing goods.

The rehabilitation of affected people and reconstruction/repair of damaged shops and other infrastructure was a Herculean task, which was impossible to surpass without the active participation of our collaborative partner EO Lahore. The Entrepreneurs' Organization (EO) is a global, peer-to-peer network of more than 17,000+ influential business owners with 213 chapters in 60+ countries. EO is the catalyst that enables leading entrepreneurs to learn and grow, leading to tremendous success in business and beyond.

The initiatives will help to restore the shops to ensure smooth income resources for the flood affectees during the recent rains and floods that hit the swat at the peak of the tourist season.

Our Partners

Collaborative partners play a vital role in the success of a community foundation. Our partners share the mission and values of our foundation, and working together to create positive change in the community. Through strong partnerships, a community foundation can expand its reach, increase its impact, and achieve greater success in addressing the needs of the community it serves.

We are incredibly grateful for the support and partnership of our collaborative partners. Without you, we would not be able to make the positive impact that we do in our community. Your contributions, whether in the form of time, resources, or expertise, are invaluable and have helped us to achieve our mission. We look forward to work together towards a brighter future for our community.



Processes of Rehabilitation



Need Assessment

Needs assessment is the process by which we determined the needs of a flood-affected community. The purpose of this need assessment was to identify areas where interventions or services may be needed and to gather the information that can be used to develop services to meet those needs.

During the needs assessment, data is collected through various methods such as surveys, interviews, focus groups, and observation. The information collected was then analysed and used to identify patterns, trends, and areas where intervention is needed.



Stakeholder Engagement

The visit of our collaborative partners to the flood-affected areas was a significant and meaningful experience. Seeing the devastating impact of the floods on the community firsthand, and hearing directly from those affected, reinforced the importance of our work and the need for continued support and assistance. Our partners' presence and participation in the relief efforts were greatly appreciated by the community and helped to bring hope and support to those in need. We are grateful for their commitment to making a positive impact and for their ongoing partnership in addressing the needs of those affected by the floods.



Technical Visits for Renovations and Construction

The evaluations by professional architects in the flood-affected areas were crucial in determining the extent of the damage and identifying ways to improve resilience and mitigate future risks. Their expertise in assessing the structural integrity of buildings, identifying areas vulnerable to flooding, and providing recommendations for repair and rebuilding was invaluable.



Planning for Implementation

The discussion with flood-affected traders was an essential step in the rehabilitation process. Hearing their firsthand accounts of the impact of the floods on their businesses, and learning about their specific needs and concerns, was vital in developing a comprehensive and effective rehabilitation plan. We appreciated their willingness to share their experiences and insights and the valuable feedback they provided on the tentative plan. Their engagement helped us to understand better the unique challenges faced by the traders and to identify ways to support their recovery and the revitalisation of their businesses. It was clear from the discussion that, by working together, we can help the community bounce back and recover from the flood's destruction.



Execution

The execution plan for addressing the needs of flood-affected areas was developed with input from community members, experts and collaborative partners. It is designed to address the immediate needs of those affected while also working to improve resilience and mitigate future risks. The plan includes a comprehensive approach, including rebuilding and repair and long-term risk reduction strategies. The execution of the plan was being closely monitored and evaluated to ensure its effectiveness in addressing the community's needs.



Inauguration of Bahrain Bazaar

The inauguration of shops after flood destruction is a significant event for the community as it marks the beginning of the rebuilding process and the return of normalcy. It signals that the business owners are back on their feet and are ready to serve the community again. The event may include speeches from local officials and shop owners and ribbon-cutting ceremonies.

Need Assessment



Stakeholder Engagement



Technical Visits for Renovations and Construction



Planning for Implementation



Execution



Inauguration of Bahrain Bazaar



PHASE 3 COMMUNITY DEVELOPMENT 2023



من يريد الدخول فليعامل الجنة الناس كما يحب أن يعامل

Whoever wants to enter

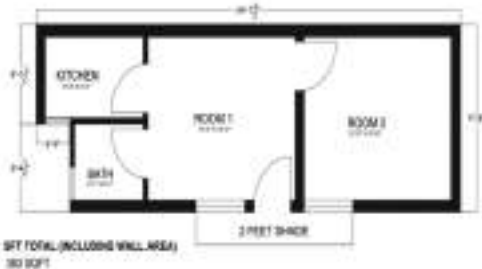
Paradise, let him treat people the way he would love to be treated.

-Sahih Muslim 1844

Future way forward

"Rebuilding communities together, stronger than before for a flood-resilient future"

Phase 3 of Mission ESSAR Flood Relief



Rebuilding Destroyed House

Per House
Rs 500,000



Repair of Damaged Houses

Per House
Rs 200,000



Community Adoption

Per Community
Rs 100,000



Adopt a Child for higher education

Per Child | Per Year
Rs 100,000



Smile Baskets

Per Basket
Rs 10,000



Winter Packages

Per Person
Rs 10,000

FOR QUERIES AND DONATIONS; PLEASE CONTACT:

For Foreign Donations:

IBAN: PK58BKIP0206400157760001

Account Number: 206400157760001

Account Title: Superior Foundation for Research and Development

Bank: Bank Islami Pvt Ltd, **Branch Code:** 2064

Account Branch: Wahdat Rd Branch, Lahore, Pakistan.

For National Donations:

IBAN: PK45HABB0050097900310655

Account Number: 50097900310655

Account Title: Superior Foundation,

Bank: Habib Bank Limited

Account Branch: Ali Block, Garden Town, Lahore

MEDIA PARTNERS



THE PASSIONATE TEAM



Ms. Ayesha Zahid



Mr. Muneeb Ahmed



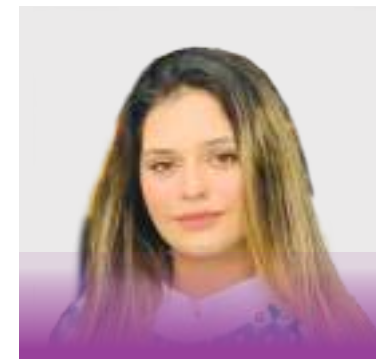
Dr. Usman Sadiq



Syed Muhammad Ali



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PARTNERS AND COLLABORATORS

