NEWSLETTER

THE SPHF COMMUNE

SPHF
Sindh People's Housing for Flood Affectees
A Public Sector Company of the Government of Sindh

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WISHES YOU A

HAPPY NEW YEAR



A Picture Speaks a Thousand Words

Reflecting on 2024, SPHF's milestones highlight resilience and unity, with climate-resilient houses and the beaming faces of beneficiaries symbolising hope and renewal.

SINDH CHAMPIONING RESILIENCE AT COP-29

CHIEF MINISTER SINDH, MURAD ALI SHAH'S KEYNOTE ADDRESS

At COP29 in Baku, Azerbaijan, Chief Minister Sindh, Murad Ali Shah delivered a powerful narrative of hope, detailing Sindh's journey of recovery from the 2022 floods. Far from a tale of despair, his address chronicled a remarkable transformation that has redefined disaster response on a global scale.

The floods were unprecedented—displacing more than 15 million people and destroying over 2 million houses. While floods have been a recurring challenge for Sindh, with previous events in 1976, the 1990s, 2010, and 2020, the 2022 monsoon was uniquely devastating, described by the UN Secretary-General as a "monsoon on steroids" fuelled by global carbon emissions.

What set this recovery apart was a housing reconstruction initiative that began with a vision from Chairman Bilawal Bhutto Zardari. Initially considered impossible, the initiative evolved into a collaborative masterpiece of public-private partnership. The Government of Sindh committed 50 billion rupees, leveraging an additional $500 million from the World Bank, with further support from the Asian Development Bank and Islamic Development Bank.

The project's innovation lies in its technological approach. A state-of-the-art monitoring system allows real-time tracking of construction progress, beneficiary validation, and fund disbursement—ensuring transparency and efficiency that has inspired global confidence.

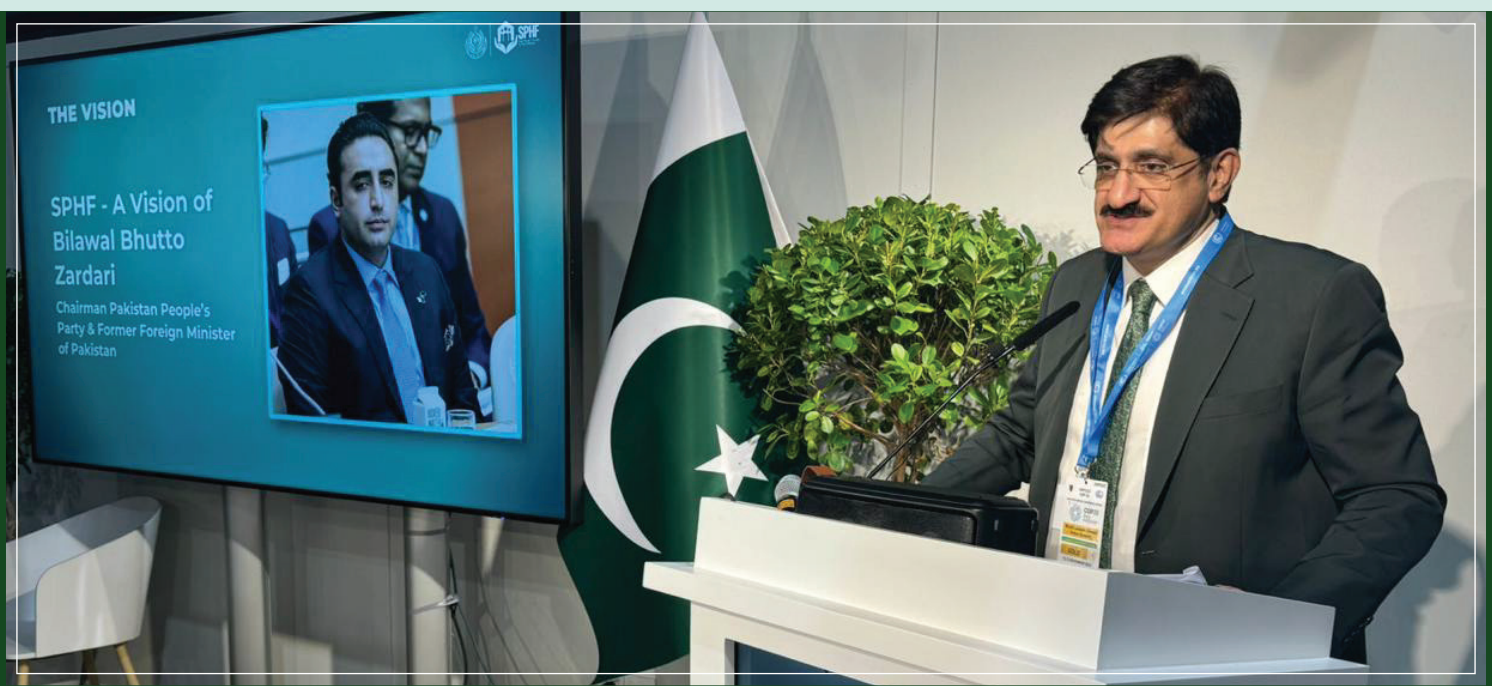
The scale is unparalleled. Surpassing Nepal's post-earthquake housing project, Sindh has now constructed over 350,000 houses, with 800,000 more under construction. The impact goes beyond mere shelter. For instance, Gul Hassan and his visually impaired friends now enjoy unprecedented mobility through specially designed tactile pavements connecting their homes.

The initiative has also sparked a social revolution. Over 800,000 women, 99% of whom had never previously accessed banking services, now hold their own bank accounts—a transformative step towards financial inclusion and economic empowerment.

The vision extends beyond housing. Ongoing efforts include- Connecting 3,000 villages with water, sanitation, and hygiene (WASH) facilities. Benefiting 1.5 million people with clean water and sanitation. Digitizing maps of 60,000 villages to assess social infrastructure needs In a symbolic gesture of global solidarity, a village in District Sanghar has been named Antonio Guterres Village, honouring the UN Secretary-General's leadership during the crisis.

Chief Minister Shah's call to action resonates globally: continued support to create 60,000 climate-resilient settlements in Sindh. This is more than reconstruction—it's a blueprint for resilience, an evidence of human spirit, and a model of collaborative climate adaptation. To watch the complete keynote address click the link below

https://www.youtube.com/watch?v=GlesfLKScII



PAKISTAN'S REVOLUTIONARY HOUSING INITIATIVE EMERGES AS GLOBAL EXEMPLAR FOR CLIMATE RESILIENCE AT COP-29

As part of its commitment to COP29's objectives, the Government of Sindh hosted a special event titled "Sindh People's Housing for Flood Affectees: A Blueprint for Global Resilience" on November 16, 2024, at the Pakistan Pavilion in Baku, Azerbaijan. This dynamic hour-long session brought together global experts and stakeholders to spotlight SPHF's ground-breaking housing initiative as a transformative model for disaster recovery and climate resilience. The event featured a compelling panel discussion, where distinguished speakers Dr. Valerie Hickey World Bank, Ms. Xiaohong Yang from the Asian Development Bank (ADB), Dr. Issa Faye Islamic Development Bank (IsDB), and Mr. Khaild Mehmood, CEO, SPHF shared insights, highlighting the initiative's unprecedented scale and commending it as the world's largest and most impactful housing program.

We view this initiative as more than a project In many ways. This is miracle happening in Sindh province.

— DR. VALERIE HICKEY
GLOBAL DIRECTOR, ENVIRONMENT DEPARTMENT WORLD BANK



"It is a transformative endeavour that redefines disaster recovery and resilience - building. For decades there have been smaller floods in many countries and governments have never figured how to provide housing. This program goes beyond bricks and mortar, providing lasting security and stability for families. By offering genuine safety to 300,000 households during monsoons and generating a million jobs."

Dr. Hickey also pointed out that the initiative's impact on women has been especially profound, enabling 800,000 to open their first bank accounts, enhancing financial independence, and securing land certificates. These steps not only ensure financial security but also foster long-term resilience among vulnerable populations. By focusing on inclusivity, the program thoughtfully incorporates people with disabilities and other marginalized groups, ensuring no one is left behind. SPHF further empowers local communities with sustainable livelihoods and financial inclusion.

Recognizing the exceptional results delivered by the Sindh government and its people, the World Bank has committed an additional $450 million to its initial $500 million investment. Beyond supporting Sindh, this initiative serves as a global model for rebuilding lives in disaster-stricken regions. It showcases how large-scale projects can drive climate resilience, socioeconomic recovery, and sustainable development, offering a blueprint for vulnerable communities worldwide.



The SPHF initiative stands as a remarkable evidence to the power of technology and community-driven approaches in disaster recovery.

— XIAOHONG YANG
DEPUTY DIRECTOR GENERAL CENTRAL WEST ASIA DEPARTMENT, ASIAN DEVELOPMENT BANK

"With a $1.5 billion investment implemented within just two years, the project has achieved unparalleled efficiency, transparency, and impact owing to MIS mechanism, which enables anyone, anywhere, anytime to actually find out where every penny has been spent. This system has revolutionized project execution, enabling real-time tracking of expenditures, beneficiary data, and community amenities. This technological backbone ensures accountability and empowers local communities to take ownership of their recovery."

According to Ms. Yang, The Asian Development Bank is proud to be a partner in this transformative journey. By leveraging digital tools and community-driven planning, SPHF has created resilient, inclusive infrastructure that aligns with global best practices. We are eager to collaborate further in phase two, expanding climate resilience programs and supporting Sindh's efforts to build a sustainable future for its people. This initiative exemplifies how international institutions can drive collective impact through innovation and commitment.

What sets SPHF apart is its participatory approach, allowing communities to actively shape the design and implementation of their houses and infrastructure. The program's focus on climate resilience is evident in the inclusion of community input, ensuring structures are built to withstand future floods. With its proven track record, the SPHF initiative offers a scalable model for integrating local ownership with advanced technology, setting new benchmarks for sustainable development.

The SPHF project represents a paradigm shift in disaster recovery, focusing on transparency, innovation, and community-driven solutions.



DR. ISSA FAYE
DIRECTOR-GENERAL, GLOBAL PRACTICES AND PARTNERSHIPS
ISLAMIC DEVELOPMENT BANK

"The use of data-driven reporting and MIS technology ensures accountability and measurable outcomes, while the inclusion of community input maximizes effectiveness. The Islamic Development Bank (IsDB) is deeply honoured to support the SPHF initiative, a ground-breaking effort that aligns with our core mission of fostering resilience and sustainable development in the Islamic world."

As the only multilateral development bank from and for the South, our support for Pakistan and Sindh is rooted in a mandate of solidarity and shared responsibility. This initiative not only addresses immediate housing needs but also lays the foundation for long-term resilience through green infrastructure and human capital development.

He further added that by leveraging innovative financial instruments such as Islamic green sukuk bonds and Takaful insurance, IsDB is committed to making this model scalable, accessible, and sustainable for rural communities. Our involvement in SPHF reflects a broader vision of empowering communities to lead their recovery while addressing systemic challenges like climate change and economic inequality.

By combining grants, concessional funding, and private sector investments, we aim to catalyse sustainable growth and resilience in Pakistan and beyond. This initiative is a proof to what can be achieved when governments, communities, and international institutions collaborate for a shared purpose.



What makes this initiative even more remarkable is the resilience and resourcefulness of the beneficiaries themselves.

KHALID MEHMOOD SHAIKH
CHIEF EXECUTIVE OFFICER, SINDH PEOPLE'S HOUSING FOR FLOOD AFFECTEES

"Among the 2.1 million households, 63% have a monthly income below $70, and 34% earn less than $30. Despite these financial constraints, when entrusted with $1,000 for rebuilding their houses, these individuals exhibited exceptional entrepreneurial skills—managing budgets, purchasing materials, hiring masons, and creating sturdy homes that stand as an evidence to their determination."

This beneficiary-driven model, which avoids contractors and empowers individuals, has already mobilized $2 billion for the project. An additional $4 billion will be needed to continue this unprecedented effort. Never before in history has a housing initiative rehabilitated 15 to 16 million people on this scale, demonstrating the transformative impact of the Sindh People's Housing for Flood Affectees initiative.

The people and government of Sindh have shown remarkable resilience in their commitment to rebuild 2.1 million houses. For sustainability, the government's expanding to WASH facilities, and our two years' experience shows that communities embrace and advance good initiatives. Private builders are now following Sindh's resilient housing guidelines, creating a culture of best practices. We're launching WASH facilities for 3,000 villages, benefiting 1.5 million people. Communities are also using their new bank accounts for agriculture and livestock investments. The key is sensitizing and supporting communities – they then create wonders themselves.



GOVERNMENT OF SINDH TO HOST ASIA PACIFIC SHELTER AND SETTLEMENTS FORUM 2025

The Asia Pacific Shelter and Settlements Forum (APSSF) 2024, held from October 21-23 in Manila, convened nearly 500 influential leaders, including government representatives, development experts, civil society advocates, and practitioners from across the region. This landmark gathering served as a dynamic platform for forging alliances and driving transformative dialogue on shelter and settlement innovations. The event featured thought-provoking discussions, immersive Q&A sessions, engaging virtual interactions, and vibrant networking opportunities at the renowned Marketplace.

Among the highlights of the forum was the participation of the Sindh People's Housing for Flood Affectees (SPHF) Khalid Mehmood Shaikh, CEO of SPHF, delivered a commanding keynote address during the opening ceremonies, elevating SPHF to the global stage as the largest housing initiative of its kind. He showcased its mission to reconstruct 2.1 million climate-resilient houses, directly benefiting over 12 million people. Shaikh emphasized SPHF's revolutionary use of technology and its unwavering commitment to a beneficiary-centric approach, heralding it as a pioneering model of inclusive, resilient housing for a rapidly evolving world.

Shaikh positioned SPHF as an exemplar of innovation, inclusivity, and resilience—an initiative redefining what is possible in global housing solutions. He also called for bold regional collaboration, urging stakeholders to unite in knowledge-sharing and resource mobilization to address the escalating housing crisis.

The forum concluded with the Government of the Philippines officially passing the baton of hosting the Asia Pacific Shelter and Settlements Forum 2025 to the Government of Sindh. This monumental decision crowns Karachi, Pakistan, as the next host city, spotlighting Sindh's rising stature as a leader in addressing complex housing challenges and advancing sustainable development.

Sindh is set to showcase its vision, ingenuity, and commitment to reshaping the future of shelter and settlement practices at APSSF 2025. With an unwavering focus on nurturing partnerships and catalysing innovation, Sindh stands ready to lead the Asia-Pacific region toward a more inclusive and resilient future.









SPHF PROGRESS TILL DATE

In less than two years, the Sindh People's Housing for Flood Affectees (SPHF) program has transformed catastrophe into opportunity.

By prioritizing beneficiary-led sustainable reconstruction, SPHF has transformed a narrative of destruction into one of remarkable recovery. Each reconstructed home represents not just a shelter, but a symbol of renewed hope and community resilience.

The program's impact extends deep into the heart of Sindh's flood-affected regions, demonstrating an innovative approach to disaster recovery that places local communities at the centre of their own reconstruction laying a foundation for more sustainable and resilient future development.



VALIDATIONS COMPLETED
2.1 MILLION



BANK ACCOUNTS OPENED
1,000,000



DISBURSEMENTS MADE
800,000



POST-PLINTH CONSTRUCTIONS
500,000



HOUSES COMPLETED
350,000

FINANCIAL INCLUSION OF 2.1 MILLION BENEFICIARIES

In line with its commitment to transparency and integrity, the Sindh People's Housing for Flood Affectees (SPHF) opted for direct transfers to bank accounts, ensuring the financial inclusion of 2.1 million individuals. This decision not only streamlined the distribution process but also empowered beneficiaries by integrating them into the formal financial system. To achieve this, SPHF collaborated with all major banks, which played a crucial role in facilitating the opening of accounts for the beneficiaries.

This collective effort has significantly enhanced access to financial services for flood-affected communities, promoting financial inclusion and providing them with the tools to build a more resilient future.

BANKING PARTNERS

Sindh Bank
430,000
ACCOUNTS OPENED

Allied Bank
219,142
ACCOUNTS OPENED

NRSP Microfinance Bank
139,868
ACCOUNTS OPENED

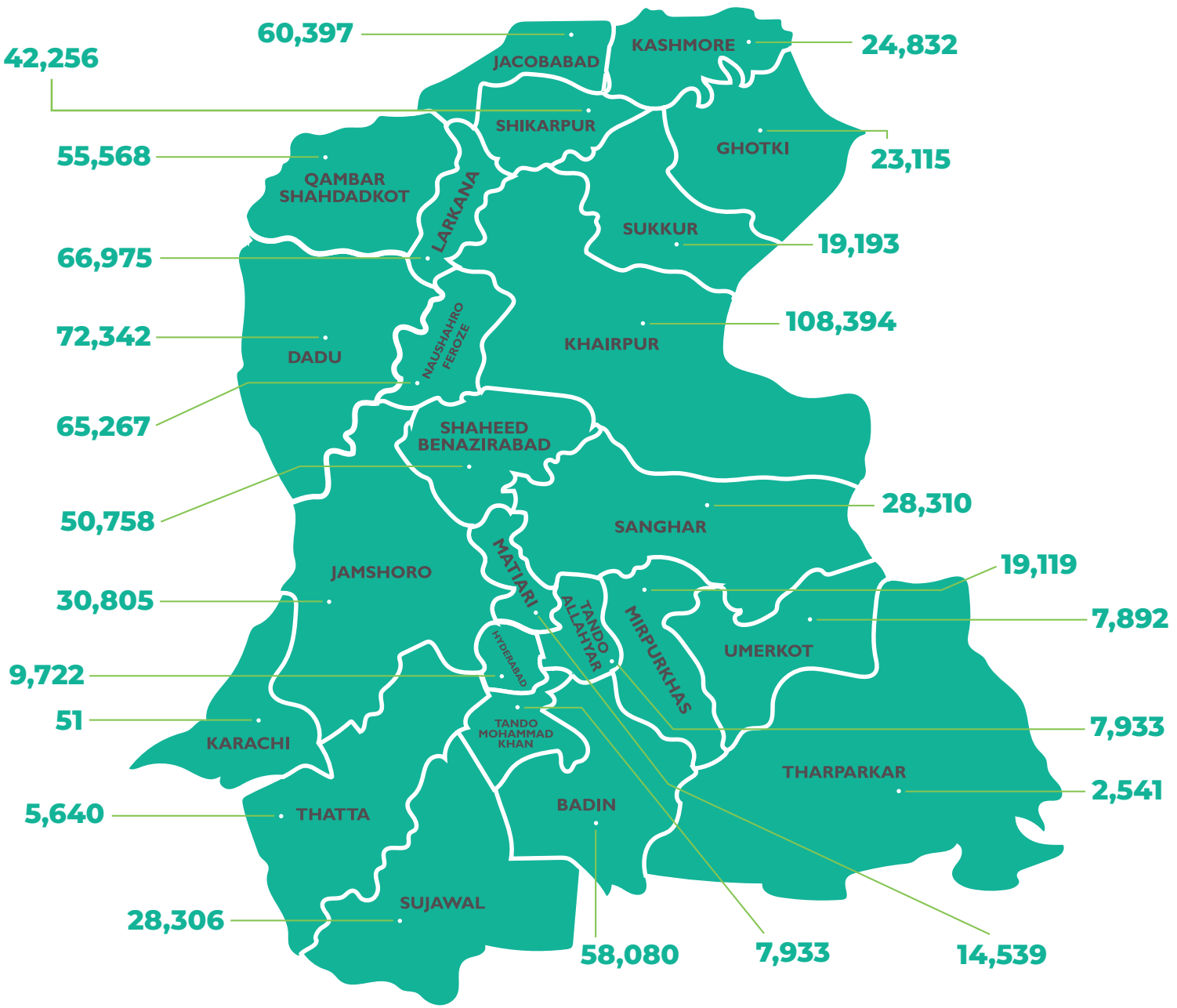
BankIslami
51,341
ACCOUNTS OPENED

NBP
41,208
ACCOUNTS OPENED

Bank Alfalah
100,000
ACCOUNTS OPENING IN PROCESS

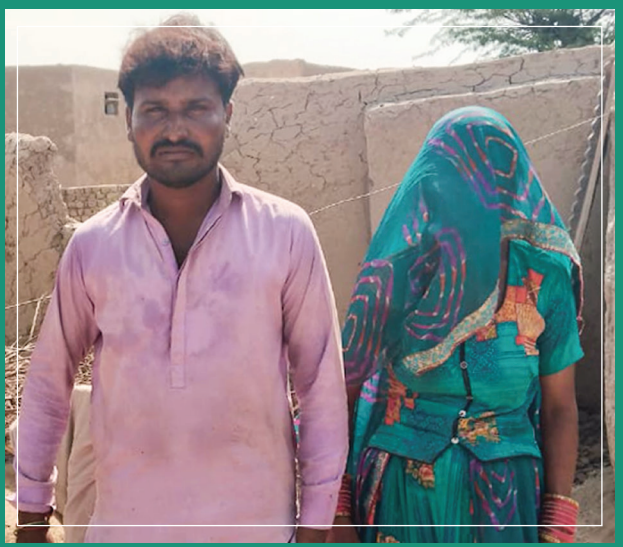
OTHER BANKS
117,442
ACCOUNTS OPENED

District Wise Funds Disbursement



FEATURED STORIES

DILEEP'S - VIBRANT RENAISSANCE





In the heart of Umerkot, a quiet revolution in artistry is unfolding through the hands of Dileep, the painter—a man whose passion for colour and creativity has not only reshaped his own life but also inspired his entire community. From a young age, Dileep was captivated by the world of art, immersing himself in painting walls. However, in the resource-deprived village of Umerkot, opportunities to formalize his passion were scarce. His family's financial struggles forced him to work as a labourer, often separated from his loved ones in Karachi to survive.

When the 2022 floods ravaged Umerkot, Dileep, then employed in Karachi, returned to his family, whose home had been destroyed. It was during this trying time that the Sindh People's Housing for Flood Affectees (SPHF) initiative offered Dileep a glimmer of hope—he received funds to rebuild his home.

For Dileep, this house was not just a shelter, but a gateway to a new beginning. As construction began, he reignited his love for painting, starting with murals in his own home. His vibrant designs and colours quickly caught the eye of his neighbours, who began commissioning him to paint their homes as well. What began as a personal project blossomed into a flourishing venture.

Dileep's artwork, inspired by the rich culture and traditions of Sindh, brightened the village and filled it with renewed energy. His murals became symbols of hope, each stroke reflecting resilience in the face of adversity.

Dileep's income grew, providing him with a sustainable livelihood. No longer just a labourer, he had become an artist, crafting his future one mural at a time.

Dileep's journey reflects the power of transformation, where adversity gave way to opportunity, and passion turned into a thriving reality. Today, he is not just a painter but a skilled artist—a living example of how, through resilience and creativity, one can turn hardship into a masterpiece.



FEATURED STORIES

KALI'S - TALE OF PERSEVERANCE









Kali's voice trembles as she recounts the harrowing events that reshaped her life. A widow and the matriarch of an eight-member family, including her son's children, Kali had always relied on her industrious spirit to survive. She and her daughter-in-law, Samarta, laboured tirelessly to make ends meet—cooking, cleaning, fetching water, and crafting intricate embroidery. But the rains of 2022 tested them beyond imagination.

"My son fell ill with malarial fever during the floods," Kali recalls, her eyes welling up with tears. "We couldn't save him. They brought his body back after the waters receded. Our home, our sanctuary, was completely destroyed." The floods ravaged their village, leaving behind a trail of devastation. Kali and her family were engulfed in despair, with nowhere to go and no shelter from the relentless rain. Fever and pain consumed them, while hunger gnawed at their spirits. There was water everywhere, and hope was nowhere to be found.

Despite the overwhelming loss, Kali refused to surrender. She found solace in her bond with Samarta, whom she lovingly describes as a daughter. Together, they endured the unbearable, holding onto their faith and the faintest glimmer of hope. Their prayers were answered when the Sindh People's Housing for Flood Affectees (SPHF) initiative reached their village. With support from SPHF, Kali's family received a new home—a haven of safety and stability amidst the chaos.

For Kali, the new house is like a sanctuary of hope and a foundation for rebuilding their lives. Within its sturdy walls, her youngest daughter has found the freedom to dream of an education and a brighter future. "I want her to grow up, be educated, and marry when the time is right," Kali shared, her voice filled with quiet determination. This home has given them the strength to envision a tomorrow without fear, turning their prayers into plans and their despair into resilience. Through her tears and smiles, Kali's voice carries a profound message: even in the face of unimaginable loss, the human spirit can rise again, stronger and more beautiful than before.

https://www.youtube.com/watch?v=2sCFz77VDP8

INAUGURAL WASH TECHNICAL WORKING GROUP (TWG) MEETING

On November 19, 2024, the Sindh Housing Recovery and Reconstruction Platform (SHRRP), in partnership with the Sindh People's Housing for Flood Affectees (SPHF), organised the inaugural WASH Technical Working Group (TWG) meeting in Karachi. This event marked the launch of a collaborative initiative aimed at building sustainable, climate-resilient WASH (Water, Sanitation, and Hygiene) infrastructure for flood-affected communities across Sindh.

The meeting served as a critical platform to define the structure and objectives of the WASH-TWG, with discussions centred on fostering robust stakeholder collaboration, establishing localized WASH standards, and driving innovative solutions to address the region's complex challenges. Participants emphasised the importance of optimizing resource utilization and aligning efforts to meet Sindh's WASH objectives, in harmony with the United Nations Sustainable Development Goals (SDGs). The WASH-TWG also reaffirmed its commitment to advancing climate-resilient infrastructure and service delivery systems capable of withstanding future disasters.

Chief Operating Officer of SPHF, Najaf Malik, opened the session by commending the unwavering commitment of partners and stakeholders to addressing Sindh's pressing WASH needs. He highlighted the urgent necessity of delivering sustainable WASH solutions to over 3,000 flood-affected villages, emphasizing WASH as a vital component of SPHF's $2.1 billion housing initiative. Malik announced the launch of 50 pilot projects to test innovative, localized solutions tailored to Sindh's diverse landscapes. Complementing this, Jhaman Lalchandani, SPHF's WASH Specialist, expanded the focus to comprehensive infrastructure, including pavements and drainage systems. He emphasized a community-led approach with direct funding for localized solutions, integrating gender equity, cultural sensitivities, and sustainable practices into WASH designs.

While, the WASH Technical Expert at SHRRP, Qurban Ali Shah, reinforced the need for collaboration by proposing a framework to map resources and avoid duplication of efforts. He advocated for the immediate creation of a live resource mapping document and a robust resource mobilization strategy to better target vulnerable communities and enhance alignment among stakeholders. Together, these efforts aim to ensure impactful and sustainable WASH interventions across Sindh.









ORIENTATION AND TRAINING FOR IP ENGINEERS FOR WASH PILOT VILLAGES









The Sindh Peoples Housing for Flood Affectees (SPHF) is amplifying its transformative efforts by launching a comprehensive Water, Sanitation, and Hygiene (WASH) Programme, alongside vital infrastructure development, in approximately 3,000 villages across Sindh. This bold initiative aims to uplift the lives of over 264,000 households by enhancing living conditions and public health standards. Developed through extensive consultations with national and international agencies, the WASH strategy has been meticulously reviewed and approved by the SPHF Board and Sindh Cabinet, reflecting a commitment to sustainable and impactful change.

To ensure effective implementation, SPHF has initiated a pilot phase in 45 flood-affected villages across 23 districts, relying on insights from implementing partners. Intensive training sessions in Hyderabad and Sukkur engaged 45 participants from NRSP, SRSO, TRDP, SAFCO, and HANDS, focusing on pre-feasibility analyses and the development of tailored Project Design Documents (PDDs). These sessions equipped participants with expertise in conducting topographic surveys, mapping sanitation and water supply systems, and integrating solutions that address hygiene, prevent open defecation, and promote sustainability.

By incorporating settlement improvements like street pavements, drainage, and flood protection, alongside safe waste disposal and groundwater management, the pilot sets a benchmark for community-driven WASH solutions. Emphasizing robust community engagement and securing household buy-in, SPHF aims to establish resilient, healthier villages. This initiative reaffirms SPHF's unwavering dedication to not just rebuilding houses but nurturing hope and resilience across Sindh.

SPHF's CAMPAIGN ON 16 DAYS OF ACTIVISM AGAINST GENDER BASED VIOLENCE





As part of the global 16 Days of Activism Against Gender-Based Violence, Sindh People's Housing for Flood Affectees (SPHF) launched a powerful initiative, organizing 169 community sessions across 24 districts of Sindh. These sessions reached more than 6,157 participants—4,746 women and 1,411 men—empowering them with vital knowledge on gender-based violence, fundamental human rights, and the dangers of early childhood marriages. Participants were educated on their right to live free from violence, their right to education, and their right to own property.

The initiative also brought together key community leaders and stakeholders, including GBV service providers and district government officials, to amplify awareness and connect community members to essential services. Additionally, SPHF organized five impactful district events in Thatta, Tando Mohammad Khan, Shaheed Benazirabad, Dadu, and Qambar Shahdadkot. These events provided project beneficiaries with critical insights into GBV prevention and mitigation services available through the Women Development Department, the Women and Child Protection Cells of Sindh Police, and other civil society organizations like the Legal Aid Society.

Participants gained a deeper understanding of the legal framework surrounding GBV in Pakistan. Over 600 individuals, including community members, district administrators, and representatives from various government departments and civil society organizations, attended these events, forging stronger connections to help combat gender-based violence and promote lasting change.









EUROPEAN UNION'S VISIT TO VILLAGE LAKHO BHANBRO, THATTA

The EU mission recently visited Lakho Bhanbro, a historic 200-year-old village, where the EU-funded PAIDAR programme is driving sustainable transformation. This village is at the forefront of a ground-breaking initiative, as SPHF and UNIDO work together to improve communal infrastructure and provide essential social services. As part of the PAIDAR programme, Lakho Bhanbro has become a model for future settlement development, with planned upgrades including flood-resistant housing, boundary walls, street pavements, drainage systems, and rehabilitated handpumps.

This collaboration is a crucial part of a broader vision to uplift flood-affected villages in Sindh, ensuring the long-term sustainability and effective implementation of such interventions.

On 19th November 2024, the EU mission, led by Mr. Mario Ronconi (Head of Unit for South and South East Asia, DG INTPA), witnessed these transformative efforts first-hand, marking a new era of climate-resilient, community-driven development. As part of the visit, Mr. Ronconi planted a coconut tree during a plantation drive, symbolizing resilience and hope for the future.

The mission included other EU delegates, such as Mr. Jeroen Willems, Head of Cooperation; Ms. Barbara Riksen, Head of Section for Rural Development & Economic Cooperation; Ms. Laura Vitullo, Desk Officer for Pakistan, DG INTPA; Ms. Enrica Montersino, Program Manager for Rural Development & Private Sector Development; and Mr. Carlo De Rosa, Program Manager for Rural Development, Food Security & Nutrition. Representatives of SPHF, UNIDO, and beneficiaries engaged with the delegation, sharing insights on settlement planning and showcasing the impactful interventions being implemented.











AL JAZEERA SPECIAL REPORT - REBUILDING AFTER THE DELUGE

In a recent report by Kamal Hyder for Al Jazeera, the SPHF's efforts in Sindh's Mirpurkhas District were highlighted, showcasing how the scars of the devastating 2022 floods are gradually healing through a monumental reconstruction initiative. Families like Muhammad Muluk's, who lost everything in the disaster, are finding hope in an ambitious project aimed at building 800,000 flood-resistant houses across 24 districts, providing refuge to over 12 million displaced people.

For beneficiaries like Daramche Kumar, these houses symbolize more than just shelter—they are sanctuaries and a pathway to stability after years of vulnerability. Provincial officials, including Khalid Mehmood Shaikh, CEO of SPHF, emphasize the broader impact of this effort, highlighting the economic renewal and resilience it brings to affected communities.

The report also highlighted how this initiative is complemented by the government's efforts to promote tree planting, aimed at combating climate change and enhancing regional resilience. As stories of hope and renewal emerge, Sindh's journey from devastation to recovery continues to inspire optimism for a more secure and sustainable future.

https://www.youtube.com/watch?v=o8zseBqxBbk





SPHF CEO,
KHALID MEHMOOD SHAIKH IN CONVERSATION WITH FINANCIAL TIMES



"We have shown we can put money to good use, to build things, so we hope the international community can have faith to let us show what else we can do."

https://www.ft.com/content/5dbcb6d5-d6bf-4549-9aa5-fd964efbc206

KHALID MEHMOOD SHAIKH, CEO, SPHF APPEARS ON SUBH SAY AAGAY - HUM NEWS

Mr. Khalid Mehmood Shaikh, CEO SPHF, recently featured on HUM TV's morning show, Subha Se Agay to shed light on the SPHF initiative by the Government of Sindh. He shared that this monumental project seeks to rebuild 2.1 million climate-resilient houses, directly benefitting over 15 million individuals impacted by the catastrophic floods. As one of the world's largest housing rehabilitation endeavours, it represents an extraordinary commitment to providing durable, inclusive housing—restoring dignity, nurturing resilience, and paving the way for a prosperous future for flood-affected families.

"We have specified guidelines for construction. Last summer, we experienced torrential rains again, and many houses were damaged in Sukkur. However, none of the houses facilitated by SPHF in 2022-23 were affected. The credit for this doesn't just go to us; it is equally shared by the beneficiaries. When a person builds their house, they put in maximum effort to ensure it is rebuilt better, stronger, and more resilient to withstand any future calamities or unforeseen episodes of rain. I would like to commend the resilience of our beneficiaries, who have actively worked to counter the recurring loss and damage caused by monsoons. By building stronger, safer, and more beautiful houses, they have showcased their strength and unity as a community."

https://www.youtube.com/watch?v=ur1UZcgs5K4&t=721s



COKE STUDIO-FAMED RAPPER BABAR MANGI'S TRIBUTE, '*MUZBOOT BUNIYAD*' TO SPHF

For Mangi, the vibrant streets, resilient people, and aesthetic charm of Sindh offered a profound muse for his music. Always on the lookout for subjects that resonate with meaning and emotion, his journey to explore the Sindh People's Housing for Flood Affectees (SPHF) initiative culminated in the creation of his latest song, Muzboot Buniyad (Strong Foundations).

Reflecting on his experience during the shoot, Mangi shared how deeply he was moved by his interactions with the community. "Some of the people already knew me and my music," he recounted with a smile. "One moment that stood out was when I arrived at a location, and someone was playing one of my songs in the background. Everyone was dancing to the tune. When they found out I was the singer, they were ecstatic and began following me around."

One particular scene etched in his memory was during the filming of a performance. As Mangi lip-synced his lyrics from a window of one of the SPHF houses, a young boy standing outside began to mimic his rap style. "It was fascinating to watch," he said, his voice tinged with pride. "He didn't know the lyrics or the words, but his enthusiasm to imitate me was simply wonderful. It made me realize the power of music to inspire."

The transformation within the community left a lasting impression on Mangi. "It was heartening to see the homes providing so much more than just shelter. They brought people together—women sorting grains, men engaged in tasks, and families gathering in communal spaces to discuss their lives. It felt like a thriving and functional community."

For Mangi, the SPHF initiative symbolizes more than the reconstruction of houses; it represents the revival of lives and the spirit of togetherness. "The homes have not only provided a roof over people's heads but have united them as a community to support one another. It's a remarkable initiative making a tangible impact."

While reflecting on his connection to Sindh, Mangi revealed that he once considered moving to Australia but decided against it. "The stories of Sindh, its culture, and its people are the foundation of my lyricism. These are stories you won't find elsewhere. Whenever I visit Sindh, I immerse myself in conversations with everyday people. My music tells their stories—stories of the present, of the common man, because they need to be heard."

Through his music, Mangi endeavors to empower his audience with a simple yet profound message:

> *"Ideas are more important than the money in your bank account. Ideas propel growth, build communities, and unite people. If we move forward together with our ideas, we can grow as a nation and make a mark on the global stage."*

Muzboot Buniyad is more than just a song; it's a proof of the resilience of Sindh's people and the power of community to inspire transformation.

https://www.youtube.com/shorts/7VQxGCTiJXI







SINDH HUMARI JAAN HAI –
VLOG BY DINO ALI







When Dino, the renowned influencer, arrived in Sindh, he was deeply moved by the aftermath of the 2022 floods, which had displaced millions, leaving countless families without shelter. However, what he discovered through the Sindh People's Housing for Flood Affectees (SPHF) program was far beyond the rebuilding of homes—it was a profound restoration of lives and dignity.

The SPHF program utilizes cutting-edge technology to ensure both transparency and efficiency at every stage. From beneficiary verification to fund transfers, each process is meticulously tracked through a specialized app. Funds are directly deposited into beneficiaries' bank accounts, and engineers oversee construction progress on-site, using geo-tagging to monitor developments in real time. This approach not only streamlines the process but ensures that every step is transparent and accountable.

What captivated Dino the most, however, was the program's commitment to women's empowerment. In the flood-ravaged regions of Sindh, 800,000 women have been granted land ownership, disaster-resilient houses, and, crucially, access to financial systems. For the first time, these women have the autonomy to manage their finances, make decisions about their homes, and shape their futures. This initiative is fostering a sense of independence and dignity among women, allowing them to rebuild not just their homes, but their lives and communities.

One beneficiary shared her heartfelt words with Dino:

> *"It is a feeling beyond words to have our own property. We once lived in temporary shelters, struggling to survive. Now, we feel safe, proud, and at peace. Thanks to the Government of Sindh, we are no longer just surviving—we are thriving."*

Though the memory of the devastation caused by the 2022 floods will forever remain etched in their minds, the SPHF initiative has infused the people of Sindh with newfound hope, strength, and a vision for a brighter future. As Dino concluded,

> *"There is still much to be done, but we will not falter. Because Sindh is not just a place—it is our soul."*

https://www.youtube.com/shorts/O-T-aBJ530k

MEDIA GALLERY

COP 29 | *Baku, Azerbaijan*





ASIA PACIFIC SHELTER FORUM 2024 | *Manila, Philippines*






EUROPEAN UNION MISSION | *Karachi*





INT'L AFFORDABLE GREEN & RESILIENT HOUSING CONFERENCE | *Islamabad*






MEDIA GALLERY

INTERNATIONAL RURAL WOMEN'S DAY | *24 Districts of Sindh*







16 DAYS OF ACTIVISM | *24 Districts of Sindh*







JOURNALISTS MEETUP | *Islamabad*



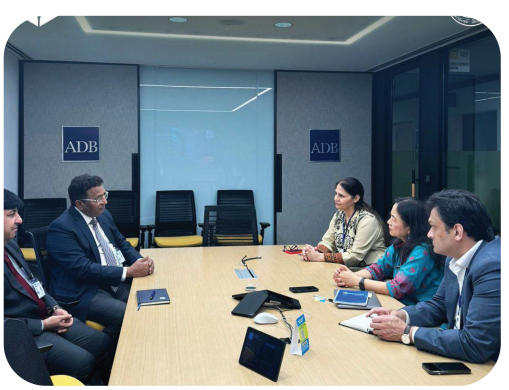




CEO SPHF'S PRESENTATION & MEETINGS AT ADB HQ | *Manila, Philippines*







CONTACT PAGE






























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