

THE SPHF COMMUNE



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SPHF DRIVES GLOBAL RECOVERY EFFORTS AS A CORNERSTONE OF VISION SINDH



MURAD ALI SHAH
CHIEF MINISTER OF SINDH

In a landmark presentation on July 4th, 2024 at the Sindh Assembly Auditorium, Sindh Chief Minister Syed Murad Ali Shah unveiled 'Vision Sindh,' outlining the province's transformative progress over the past 15 years. The presentation, attended by a diverse array of stakeholders, highlighted significant achievements across energy, infrastructure, healthcare, education, housing, and social welfare.

A centerpiece of the event was the Sindh People's Housing for Flood Affectees (SPHF) initiative, described by Shah as the world's largest rehabilitation project. The initiative aims to reconstruct homes for 2.1 million individuals from the province's rural population of 23 million, with 15 million people already benefiting—exceeding the population of 154 countries worldwide.

The Chief Minister detailed the extensive progress made: validation of 2 million houses, 805,000 bank accounts opened, funds distributed to 555,000

affected individuals, and 373,000 houses reaching the post-plinth construction level, with 150,000 houses fully constructed. This monumental effort is supported by Rs112 billion already secured, with an assurance of Rs548 billion more to come.

Beyond physical reconstruction, the SPHF initiative is driving broader socio-economic impacts. It has empowered women, generated over one million jobs, and promoted financial inclusion through the opening of 2 million bank accounts.

The 'Vision Sindh' presentation was more than a display of achievements; it was a proof of resilience and determination of the Sindh government and its people. Under the leadership of Chief Minister Shah Sindh is setting a global benchmark for disaster recovery and sustainable development, demonstrating that with robust planning, transparency, and community engagement, transformative progress is not only possible but inevitable.

<https://www.youtube.com/watch?v=T7LMMCQY5B8>

300,000
HOUSES COMPLETED
WORLD'S LARGEST HOUSING INITIATIVE



Director General for Central and West Asia Asian Development Bank



YEVGENIY ZHUKOV

DIRECTOR GENERAL FOR CENTRAL AND WEST ASIA

I am pleased to announce that the Asian Development Bank (ADB) has approved a \$400 million concessional loan to support the reconstruction of houses and community infrastructure in Sindh province, severely impacted by the devastating floods of 2022. This substantial investment, through the Sindh Emergency Housing Reconstruction Project, aims to rehabilitate flood-damaged homes, restore essential community infrastructure, and bolster livelihood recovery, with a strong emphasis on enhancing community resilience.

This initiative is a clear demonstration of ADB's

unwavering commitment to aiding Pakistan's recovery from one of the most challenging disasters in recent history. The floods affected 33 million people nationwide, causing significant damage to homes and infrastructure. Our project specifically targets Sindh, the province hardest hit by this calamity, to rebuild not just structures, but also lives and livelihoods.

We are dedicated to supporting Pakistan in this critical phase of recovery and are confident that our combined efforts will contribute to a more resilient and thriving Sindh.

Regional Director, IsDB Regional Hub, Türkiye Islamic Development Bank



DR. WALID ABDELWAHAB

DIRECTOR, ISDB GROUP REGIONAL HUB TÜRKIYE ISLAMIC DEVELOPMENT BANK

I am pleased to witness the commencement of implementation of the Islamic Development Bank's €188.7 million financing of the Sindh Flood Emergency Housing Reconstruction Project. This initiative, in partnership with the Government of Sindh, marks a significant step in rebuilding the lives of families devastated by the 2022 floods. The project will deliver much-needed climate-resilient housing to displaced families and help restore communities in Sindh.

Our collective action today is about more than just rebuilding homes; it is about laying the foundation for sustainable development and resilience in the face of future challenges. Aligned with the Islamic Development Bank Group's Country Engagement Framework (CEF) for Pakistan for years 2023-2025, this project is a cornerstone of our ongoing cooperation with Pakistan, reflecting our shared commitment to tackling the challenges posed by climate change and natural disasters.

This endeavor aims to construct 700,000 houses, benefiting approximately 4.2 million people, and providing 75,000 water, sanitation, and hygiene (WASH) facilities. This project represents a critical part of Pakistan's journey towards recovery and prosperity. The Islamic Development Bank is contributing to these efforts by constructing 155,000 core housing units, benefiting 0.9 million people, and providing 13,000 WASH facilities. The Government of Sindh, alongside the Economic Affairs Division, are our partners in this project while the implementation will be managed by the Sindh Peoples Housing for Flood Affectees, ensuring efficient, inclusive and impactful outcomes.

We at the Islamic Development Bank remain dedicated to supporting Pakistan's recovery efforts and strengthening our partnership for a resilient and thriving future.

SPHF PROGRESS TILL DATE

In just over a year and a half, the Sindh People's Housing for Flood Affectees (SPHF) program has achieved extraordinary progress in transforming the lives of those impacted by the devastating 2022 floods. This initiative has empowered families to rebuild their homes with resilience and strength, facilitating not just recovery but a resurgence of

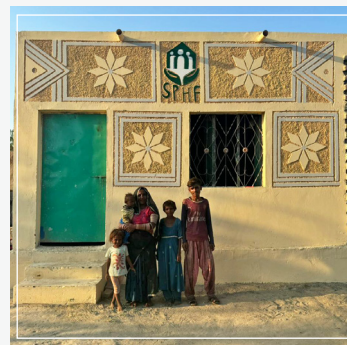
hope and stability across Sindh. By focusing on beneficiary led sustainable reconstruction and the revitalization of livelihoods, SPHF has been instrumental in restoring dignity and resilience to flood-affected communities, marking a significant milestone in the region's recovery.



VALIDATIONS COMPLETED
2 MILLION

BANK ACCOUNTS OPENED
900,000

DISBURSEMENTS
750,000



POST-PLINTH CONSTRUCTIONS
450,000

HOUSES COMPLETED
300,000

“My team works on the Sindh People's Housing for Flood Affectees (SPHF) project. I was here in Karachi and rural Sindh about a year ago when we were just starting the project. I have to say that at that time, I was quite worried—not because I had any concerns about the capacity of the SPHF team or our team to manage the project, but rather due to the huge geographical scale of the project, as we were covering a large number of scattered settlements. My concern at that time was how we would manage to ensure quality in the construction. Now, coming back a year later, I have to say that I am very pleasantly surprised at how well it has been managed.

My challenge to the team at that time—both the SPHF team and my World Bank team—was whether we could set up a state-of-the-art Management Information System (MIS) that would use technology to monitor each and every house being built. I have to say, they have delivered. I looked at the MIS today, and you can go in and see the progress of every house using photos and other collected data.

The second thing I want to highlight is gender empowerment. Six hundred thousand women have gotten bank accounts for the first time; this is truly a remarkable achievement. The grievance redressal mechanism that we have set up is absolutely state-of-the-art, and this is something that I would like us to showcase to the world to demonstrate how SPHF has done it. I believe other countries can learn from this experience.

First of all, I want to commend SPHF as partners for the job they have done. We are just getting started, and I have to say that about 150,000 houses have been built so far, out of the approximately 2 million that need to be built. So, we have a lot of work ahead of us, but it's a very, very good start, and I am really proud to have partnered with SPHF.”



ABHAS JHA, Manager for Infrastructure Resilient Policy and Finance - World Bank South Asia Region

<https://www.youtube.com/watch?v=Zai49KPwbfo>

FROM GRATITUDE TO WORDS- A BENEFICIARY'S POETIC TRIBUTE TO SPHF

*A natural disaster struck upon us, in the form of heavy rain,
People of every age, affected, enduring the pain.
Rain victims called for help, voices loud and clear,
Then the survey began, and the government drew near.*

*Teams arrived at every door, offering hope and care,
SPHF showed kindness, their team beyond compare.
Then came the joyful news—Rs. 75,000 on the way,
Our happiness knew no bounds, our spirits bright and gay.*

*We became buyers of bricks, cement, and steel,
Each installment arrived in time, making the dream real.
DPC, lintel, roof, and plaster built with grace,
Now our home stands tall, in its rightful place.*

*Look how beautiful it is, this house we now own,
A gift from the government, their compassion clearly shown.
With heartfelt thanks to Sindh's leaders we send,
Sobharu prays their blessings never end.*

آئي آفت اسان تي، وڏا واکا ڪيون وسڪار،
برسات بيهي نه پئي، ٻوڙي ڇڏيائين پيدا توڙي ٻار،
مينهن متاثر ماڻهوءَ هتي پيا ليلائن لاچار،
پوءِ ته سروي شروع ٿي ماڻهن جي، سرڪار لڏي سار،

ٽيمون آيون گهرن ۾، ڏين پيا دل لاسا دلدار،
قرب ڪيا ايس پي ايڇ ايف، جنهن ۾ ماڻهو مزيدار،
خبر ملي خير سان، ته پنجهتر آيا اتو هزار،
حد نه رهي خوشيءَ جي، ٿي پيو روح بهار،

پوءِ سرون، سيمينٽ، سريبي جا، ٿياسين خاشا خريدار،
پئسا مليا قسطن ۾، اسان کي پورا چڪر چار،
ڊي پي سي، لينٽر، چٽ، پليستر، تڪڙا ڪيم تيار،
هاڻي گهر اسان جو نهي ويو آ، ڏسو سهڻا هي سينگار،

هي همدردي حڪومت جي، آهي نمايان نروار،
اسان گورنمينٽ سنڌ جا، آهيون دل سان شڪر گذار،
اهي اعليٰ عملدار، سدائين سکيا هجن سوپارو چوي

https://youtu.be/vqmQHArIfyQ?si=S5I7n2QZe_hjZRLT



SOOBHARRO BHATTI

NAUSHEHRO FERAZ
SPHF ID: 445068

STANDING STRONG: THE RESILIENCE OF SPHF HOUSES DURING THE 2024 RAINS

Pakistan sees yet another unusual monsoon season, with unprecedented rainfall all over the country. In August alone, it was reported that Sukkur witnessed Record-Breaking Rainfall with 290mm of rain falling in just one day, setting a new record not seen in 77 years. This downpour surpasses the previous record of 374mm over 12 days in 2022. According to provincial authorities, this rainfall is the most significant in nearly eight decades.

Areas such as Thatta, Sujawal, Badin, Jacobabad, Naushahro Feroz, Ghotki, Sukkur, Sanghar, Dadu, Shaheed Benazirabad, and Kashmir have faced heavy rains through August. Tando Mohammad Khan, Tando Allahyar, Mirpurkhas and Khairpur Mirs were also regions that witnessed unprecedented monsoon showers this year after 2022.

Fortunately, this time, the people of Sindh were spared the severe impact of heavy rainfall due to their newly constructed climate-resilient homes. The SPHF rehabilitation project's core philosophy and stringent construction guidelines were designed to ensure that these homes would withstand heavy rains and floods, enduring climatic changes that previous kutcha houses could not.

The raised plinth levels, along with the reinforcements used in building the walls and ceiling, are a strategic approach to ensuring strength and durability against climate catastrophes. This is why SPHF requires verification at every phase of construction before proceeding to the next step in building each house.

In light of the recent record-breaking rainfall across Sindh, these climate-resilient homes have proven not only their ability to withstand extreme weather but also their role as a shield, protecting communities from the devastating impacts of such events. The SPHF's efforts and diligence in mitigating the usual catastrophes during the monsoon season have borne fruit, offering respite to the people of the province, who can now endure the harsh climate with a strong roof over their heads.

“Now, when it rains, we have no fear or worry. We are living in peace and happiness.”

Afsana Ghulam Muhammad, Shikarpur

“Before, we would run for cover at the first sign of rain, fearing damage, displacement, and the loss of our belongings. Now, with these resilient homes, we enjoy the weather without fear. Our home has truly become a place of safety and comfort.”

Mehru, Tando Mohammad Khan

<https://reliefweb.int/report/pakistan/pakistan-severe-weather-and-floods-update-ndma-pmd-pdma-media-dg-echo-partners-echo-daily-flash-19-august-2024>



CABINET DECISIONS

Sindh Cabinet Meeting held on August 15th, 2024. SPHF presented several agendas of which the following decisions were taken:



01

The Sindh Cabinet approved the inclusion of flood-affected individuals who were previously left out of the survey done on damaged houses.



02

The Sindh Cabinet also approved a training program for 20,000 masons that would be carried out through implementing partners.



03

It was also decided that an additional Rs. 50,000 will be provided to disabled beneficiaries for new homes, so they can construct homes according to their specific needs.



04

The Sindh Cabinet approved the provision of land titles to non-SPHF beneficiaries who are residing on state land in the areas where SPHF houses are being constructed.



05

The Cabinet approved to implement WASH (Water, Sanitation, and Hygiene) facilities under the SPHF program in flood-affected areas.



06

The Sindh Cabinet approved the release of funds for flood-affected individuals living on other private land (beneficiaries who don't own land or are residing as tenants) on the condition that the landowner donates land to the beneficiary or transfers the land in the name of the beneficiary for at least ten years.

VILLAGE SETTLEMENT PLANNING

TRANSFORMING VILLAGES - BUILDING A BRIGHTER TOMORROW THROUGH SOCIAL INFRASTRUCTURE.

A significant step is underway in Sindh, which is set to reshape 200 villages across Thatta, Badin, Sujawal, Larkana, and Tharparkar. Led by the EU-funded, UNIDO-implemented PAIDAR program, this initiative goes beyond infrastructure, blending cutting-edge GIS technology, household surveys, and hands-on community engagement.

Sindh People's Housing Foundation (SPHF) partnering with the PAIDAR ensures that essential services—like water and sanitation, allied infrastructure are planned with precision, meeting the actual needs of the communities. More importantly, local residents actively guide the process, turning top-down development into a grassroots movement for sustainable change. This initiative empowers villages to take charge of their own future, building stronger and more resilient communities.

“ This settlement planning initiative is a game-changer for rural Sindh and the entire province. By feeding village-level data into a dynamic provincial dashboard, we'll align local needs with broader development goals, streamline action prioritization, track progress, and measure impact—all while enhancing overall governance in Sindh. ”

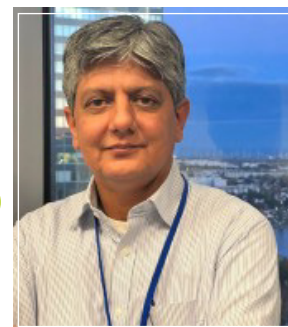
Mr. Badar-ul-Islam, National Programme Coordinator – UNIDO

With SPHF and PAIDAR joining forces, this project is setting a new standard in rural development, creating lasting social and infrastructural improvements for brighter village futures.

PIONEERING SUSTAINABLE DEVELOPMENT IN THATTA

Work is underway in Thatta District, starting with 78 villages within a 15 km radius of the Rural Growth Centre (RGC) Gorhabari. This project will directly impact 3,171 households, setting a foundation for expansion across other districts. Each settlement plan outlines the needs, costs, and transformative impact for the communities.

SPHF and UNIDO are spearheading efforts to execute settlement plans aimed at improving communal infrastructure and providing essential social services in selected villages. The partnership has initiated interventions in Village Lakho Bhanbro, Thatta, positioning it as a model for future projects. Planned upgrades include flood-resistant housing, boundary walls, street pavements, drainage systems, and rehabilitated handpumps. These improvements set the standard for communal infrastructure development, ensuring effective implementation and long-term sustainability across all target districts.



FEATURED STORIES

FARHANA KHATOON - THE POWER OF RESILIENCE AND RENEWAL

DISTRICT: KHAIRPUR - SPHF ID: 823415

In the heart of Khairpur, Sindh, where the golden dates sway in the wind, lives Farhana Khatoon—a woman whose life is a true example of resilience and the relentless pursuit of hope. Farhana is no stranger to hard work. Every day, she immerses herself in the demanding yet painstaking task of pitting dates. In a small factory nestled in Karmabad Ubri, she not only labors with precision but also leads a team of women who, like her, depend on this craft for their livelihood.

For Farhana, the rhythmic routine of sorting, cleaning, and filling dates was more than just a job—it was a lifeline, one that supported her family and kept them afloat. But in 2022, the monsoon brought devastation. The torrential rains were unforgiving, and as the floodwaters surged, the walls of Farhana's modest home crumbled. The security she had painstakingly built around her family was swept away in a matter of hours.

Homeless and displaced, Farhana and her family found themselves in a tent, their lives turned

upside down. The factory work continued, but the weight of uncertainty hung heavy in the air. Yet, Farhana did not allow despair to consume her. She knew she had to rebuild—not just her home, but her life, her dignity.

When the Sindh People's Housing for Flood Affectees (SPHF) program arrived in Khairpur, it was as though a lifeline had been extended. Farhana was nominated as a beneficiary, and with the first installment of Rs. 75,000, she laid the foundation for what would become a new chapter in her life. With each subsequent installment, she watched as her dreams took shape—brick by brick, wall by wall.

But Farhana wasn't content to simply rely on external aid. She invested her hard-earned income into the construction, ensuring that her new home was more than just a shelter—it was a symbol of her perseverance. She chose to paint the walls in vibrant colors, a reflection of her optimism and a promise to her children that better days were ahead.

Today, Farhana stands proud in front of her newly built home, a structure born from sweat, determination, and the support of the SPHF program. Her children now play safely in a house that stands firm against the elements—a house that Farhana once thought she could only dream of. Beyond this, with the security of a permanent home, Farhana has also established a small entrepreneurial venture, where she and the women of her community pack dates to supply to small retailers in her district.

Farhana Khatoon's story is not just one of survival; it's a story of revival, a powerful reminder that with resilience, determination, and a little help, even the darkest of times can lead to the brightest of beginnings.

<https://www.youtube.com/watch?v=jOxBz2sJLzE>



FEATURED STORIES

GHULAM MUSTAFA BROHI – A LOCAL CHAIWALA BREWING DREAMS

DISTRICT: SHAHEED BENAZIRABAD - SPHF ID: I109671



In Noor Ahmed Shah village, nestled within the heart of Shaheed Benazirabad, Ghulam Mustafa Brohi once lived a modest but content life. A laborer by trade, he worked long hours at a local tea shop, scraping together enough each day to support his family. His wife, Shahar Bano, contributed to their meager income by stitching vibrant Rillis, the traditional quilts that are as much a part of Sindh's cultural fabric as the people themselves. Together, they nurtured their children in a home filled with warmth and love, despite its simplicity.

But the year 2022 brought with it a disaster that would test their resilience to the core. Torrential rains flooded their village, turning their once-secure world into a sea of uncertainty. For two long months, stagnant water surrounded their home, bringing with it disease and despair. With their house on the brink of collapse and skin diseases spreading through the village, Mustafa had no choice but to move his family to safety, abandoning the life they had painstakingly built.

Mustafa believed that the most the government could offer were rations to keep them alive—never imagining that their fortunes would change so drastically. Yet change they did, when the Sindh People's Housing for Flood Affectees (SPHF) program arrived in the village. The program did more than survey the damage; it offered a lifeline. Mustafa and Shahar received all the four installments that would allow them to rebuild not just their house, but their hope. With each payment, bricks were laid, walls were erected, and slowly, the ruins of their old life gave way to the foundation of a new one.

Mustafa, with the spirit of a man who knows the value of hard work, returned to his tea-making roots. He opened his small chai dhaba—a humble establishment he proudly refers to as a VIP hotel—where the aroma of fresh tea once again beckons villagers to take a moment of solace in their day. Business, once lost to the rains, is now thriving again. Every cup of tea Mustafa serves is a reminder that no storm lasts forever, and that with resilience, a new dawn is always on the horizon.

Shahar Bano, too, has found renewed purpose. Within the walls of their newly built home, she continues her craft, stitching Rillis that tell the story of survival and resilience. Each piece she sews, mirrors strength of a woman who has seen her world fall apart, only to stitch it back together with love and care.

Their home, standing tall against the landscape of a village still recovering, is more than just a shelter—it is a symbol of their unwavering spirit. The walls, painted with the colors of hope, echo with the laughter of their children, who now have a safe place to grow, learn, and dream.

In every corner of their house, in every cup of tea served at the dhaba, and in every stitch of a Rilli quilt, the story of their resilience is woven—a story of love, hope, and the power of community.

<https://www.youtube.com/watch?v=Wp2jA6Ej3oQ&t=47s>

CLIMATECHANGETOWN.PK

PIONEERING PAKISTAN'S FIRST CLIMATE-RESILIENT TOWN

In the heart of Tando Muhammad Khan, a groundbreaking initiative is unfolding. Mirzo Awan Village has been chosen as the site for Pakistan's first-ever pilot project aimed at establishing climate resilience at the grassroots level. Renamed Climate Change Town, this visionary initiative is setting the stage for a future where communities are empowered to withstand the growing threats of climate change.

The project is more than just a symbol of progress—it is a model for climate-resilient settlements across the country. A comprehensive master plan is being developed to fortify the village against the worsening effects of extreme weather. This plan encompasses every facet of sustainability, from ensuring efficient communication during climate disasters to designing a robust and decentralized system for drainage and circulation.

At the core of this transformation is renewable energy integration, a critical component of the village's future. Solar energy and other sustainable power sources are being woven into the fabric of the community, reducing dependency on conventional, environmentally harmful methods.

What sets Climate Change Town apart is its commitment to empowering the local population. Community engagement and hands-on training are not merely side objectives—they are central to the project's success. Villagers are not passive beneficiaries; they are active participants, equipped with the knowledge and tools to maintain and enhance their own resilience.

As the first of its kind, Climate Change Town is poised to become a beacon of sustainable development and climate adaptation, creating a legacy that will inspire similar efforts across Pakistan.

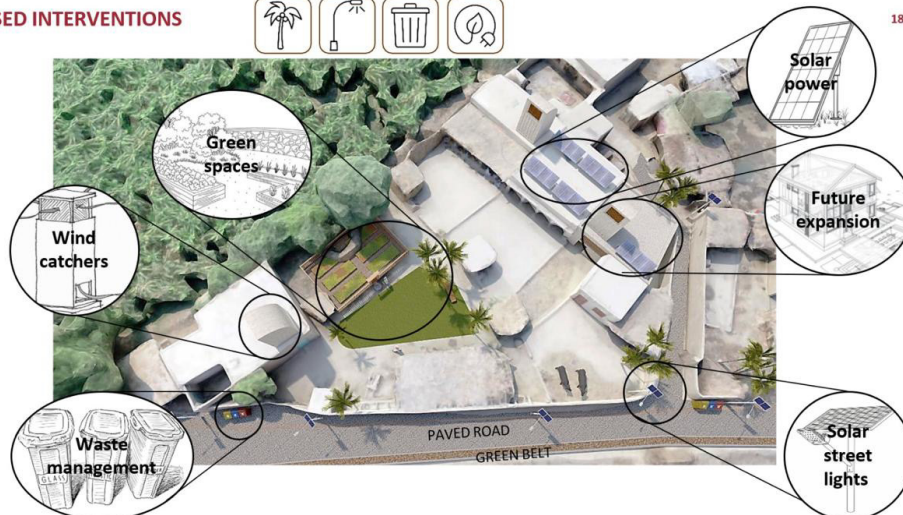
<https://climatechangetown.pk/>



CLIO AWARD

SPHF won the esteemed CLIO AWARD in the 'Out of Home' category for its groundbreaking ClimateChangeTown.pk campaign.

PROPOSED INTERVENTIONS



18

SHRRP EVENT EXPLORES STRATEGIES FOR COASTAL RESILIENCE AND RECOVERY

The Sindh Housing Recovery and Reconstruction Platform (SHRRP) recently hosted a pivotal event titled "Unlocking the Potential of Coastal Resilience," focusing on innovative, sustainable housing solutions for Ketu Bandar. This gathering catalyzed collaboration among key stakeholders to augment community resilience and expand economic opportunities in this flood-stricken region.

Ketu Bandar, home to over 3,023 households devastated by the 2022 floods, is a priority for the Sindh People's Housing for Flood Affectees (SPHF) housing grants. The area urgently needs resilient, affordable housing capable of withstanding cyclones, floods, and high tides, using locally sourced materials. The event zeroed in on pressing issues and explored sustainable solutions in critical areas including housing, Water, Sanitation, and Hygiene (WASH), alternative livelihoods, and tourism.

Leading up to the event, the team, SPHF in partnership with HANDS Pakistan under SHRRP platform, conducted thorough assessments across various Ketu Bandar villages. The focus shifted from merely identifying housing solutions to understanding broader community needs across WASH, livelihoods, and infrastructure. These field visits provided critical insights into the daily challenges faced by residents, ensuring the event's discussions were finely tuned to address these specific needs.

Bringing together 60 participants from government, development

organizations, and academia, the event stimulated rich dialogue and collaboration. Together, they crafted actionable plans aimed at enhancing resilience and advancing sustainable development in Ketu Bandar.

A symposium was also hosted by the Sindh Housing Recovery and Reconstruction Platform (SHRRP), Haneer Murtuza Architects showcased cutting-edge approaches to flood-resilient construction. Their presentation highlighted innovative timber construction techniques, including the post-and-beam method, sustainable materials, and modular design principles.

The event highlighted the critical need for robust and affordable housing solutions capable of withstanding natural disasters. Panel discussions revealed the significant progress being made in the region, with WWF Pakistan demonstrating its extensive efforts and readiness to foster collaboration and share expertise.

Additional insights were provided by Muslim Hands, Welthungerhilfe, and USPCAS-W, Mehran University of Engineering & Technology, focusing on enhancing water quality, encouraging community-driven tourism, and implementing effective water disinfection strategies.

This symposium marked a vital moment in advancing resilient infrastructure for Ketu Bandar, reflecting a strong commitment to ongoing innovation and cooperative efforts to address the community's needs.



KILNS OF CHANGE-RECONSTRUCTING WITH RESPONSIBILITY

The Sindh Housing Recovery & Reconstruction Program (SHRRP) hosted the "Building a Clean Future: Transforming Sindh's Brick Kiln Industry" event, uniting influential stakeholders from government, academia, the private sector, and development organizations. With over 60 billion bricks required for flood recovery efforts, transitioning Sindh's 5,000+ brick kilns to greener, cleaner technologies is essential for the region's sustainable development.

The event centered on actionable strategies to overhaul the brick kiln industry, emphasizing environmentally sustainable practices and building upon the success of zigzag technology. Notable commitments were made, with CRS pledging to transform one kiln and the Asian Development Bank (ADB) committing to the conversion of 10 brick kilns.

The event featured prominent participation from the World Bank, STEVTA, Sindh's Climate Change and Environment Departments, Punjab's Environment Department, Labor Department, and leading academic institutions like NED and MUET. The Brick Kiln Association of Pakistan, along with kiln owners from Sindh and Punjab, engaged in discussions focused on reducing carbon emissions and embracing cleaner technology. Sindh's Environment Department and SPHF reaffirmed their dedication to a sustainable future, exploring innovations like zigzag technology and the potential use of waste materials in brick production.



SPHF COMMEMORATES INDEPENDENCE DAY WITH A TRIUMPH OF RESILIENCE & REBIRTH

On August 14th, Pakistan's Independence Day took on a profound new meaning as the Government of Sindh reflected on an extraordinary journey of renewal. The devastating floods of August 2022 had left countless families displaced and shattered, but the Sindh People's Housing for Flood Affectees (SPHF) program had transformed despair into hope, setting a new standard for disaster recovery and community rebuilding.

In a compelling television campaign launched to mark the floods' second anniversary, the SPHF initiative unveiled a story of incredible rebirth. The campaign didn't merely commemorate a day—it celebrated a monumental achievement in the face of adversity.

The heart of the commercial was Aisha, a 7-year-old whose life had been revitalized by SPHF. The commercial featuring Aisha's journey through her village was a vivid portrayal of renewal. The once distressed village now buzzed with vibrant, uniquely designed homes, symbolizing the collective spirit that had risen from the ruins. Neighbors, now filled with hope, were seen painting their homes in bright colors, drawing clean water from new pumps, and planting seeds in fertile soil. Each scene spoke of a community

that had not only rebuilt its infrastructure but had also rekindled its heart and soul.

The climax of the campaign came as the entire village gathered at sunset to unveil a giant Pakistan flag, jubilantly sewn together by the residents. This powerful display of unity and pride was more than just a celebration—it was a demonstration of determination that had carried these families through their toughest days.

This Independence Day, the SPHF initiative stood as a symbol of what can be achieved through collective effort and unwavering spirit. The campaign was a tribute to the lives transformed, the communities restored, and the resolute spirit of the people of Sindh, flaunting a future bright with promise and renewal.

The campaign was disseminated through all major digital and social media platforms, as well as featured on most satellite television channels.

https://www.youtube.com/watch?v=_7xpnciu9ao



AN UNFORGETTABLE CELEBRATION FOR MYSTAPAKI & SPHF BENEFICIARIES

Bilal Hassan aka Mystapaki who enjoys the attention of 166K followers on Instagram, brings a compelling account of his visit to Sindh, where he explores the transformative impact of the Sindh People's Housing for Flood Affectees (SPHF) program. Amidst the backdrop of August 14th, a day traditionally filled with patriotic fervor, Bilal's journey offers a stark and poignant contrast.

Arriving in Khairpur, a region known for its heritage and date orchards, Bilal witnesses the strength of communities rebuilt after the 2022 floods. Despite relentless rain, the new SPHF homes stand resilient, symbolizing not just shelter but renewed life and hope. These houses, constructed in 2024, are more than walls; they represent a fresh start for those who lost everything.

Bilal's video captures a vivid tapestry of diverse cultures uniting in celebration. From poetic welcomes and traditional Ajrak to the aarti performed by the Hindu community, each moment is a tribute to the unity and spirit of the people.

He praises SPHF's remarkable achievement, building resistant homes across Sindh, which surpasses global efforts in scale and impact. The homes are crafted with care by the very hands of those they serve, turning adversity into opportunity.

A standout moment in Bilal's narrative is the sight of a newlywed Hindu couple beginning their life together in one of these homes, surrounded by a chorus of jubilant village women. It is a powerful symbol of resilience and renewal, captured with striking clarity in Bilal's evocative storytelling.

Through Bilal Hassan's lens, the video becomes a powerful exhibit of human endurance, community strength, and the profound impact of thoughtful support in rebuilding lives.

Watched 120K, liked by 7,529 people and shared by another 1,102, this special 14th August featuring SPHF was much appreciated and enjoyed by a diverse audience on the social media.

“Our houses are well-built. When it rains, we can go outside without worrying about them. At night, we have sweet dreams and sleep peacefully.”

Ali, Khairpur

<https://www.instagram.com/reel/C-pjSlwiU2o/?igsh=MXg5eXQxc2w0NGV5OQ%3D%3D>



KHALID MEHMOOD SHAIKH, CEO, SPHF | IN CONVERSATION WITH M. MALICK ON AIK NEWS

Political analyst and renowned anchorperson Mohammad Malick, invited SPHF CEO, Khalid Mehmood Shaikh to his show "Breaking Barrier" on Aik News. During the conversation, Malick lauded the Government of Sindh's SPHF initiative, emphasizing the swift advancement of the project, the empowerment of women, and the provision of resilient homes to beneficiaries.

<https://www.youtube.com/watch?v=kVxRB0urV8g&t=13s>



MUZAMAL SUHARWARDY'S VISIT TO SINDH HIGHLIGHTS SPHF'S ONGOING IMPACT

Hum TV program Khabar Aur Tajzia's host Muzamal Suharwady, accompanied by SPHF CEO Khalid Mehmood Shaikh, recently traveled to four districts of Sindh- Jamshoro, Dadu, Sukkur and Khairpur, to assess the ongoing reconstruction efforts for flood-affected communities. The visit provided a firsthand look at the progress being made to restore homes and rebuild lives. This special episode highlights the vital work being done on the ground in four districts to bring hope and stability back to the families impacted by the 2022 floods.

Chief Minister Sindh, Murad Ali Shah, joined Muzamal Suharwady for an exclusive conversation about the efforts to rebuild homes for flood victims. He discussed the significant milestones achieved and the challenges faced by the Government of Sindh and SPHF during the implementation of this sustainable housing initiative. This insightful dialogue sheds light on the dedication and collaborative efforts driving the recovery process.

<https://www.youtube.com/watch?v=iRETm-N0Mo4&t=51s>



SPHF: A BLUEPRINT FOR INCLUSIVE RECOVERY AND RESILIENCE

KHALID MEHMOOD SHAIKH CEO SPHF | VCAST STUDIO WITH NAVEEN NAQVI

“When the global chairman of Mashreq Bank visited this office and saw this initiative, he said, this is a wonder in the world; I've never seen such a system. Your project can very easily be replicated in Ukraine, Yemen, Gaza, and Syria, wherever there's been a mass destruction of houses.”

Khalid Mehmood Shaikh, CEO SPHF, highlights the replicability of their public-private partnership model for rehabilitation on the VCast Podcast.

<https://youtu.be/39DBTDwKGqo?si=SEi49cepcFIWma8>



A NEW CHAPTER FOR KHUDA DINO THARANI: ALI GUL MALLAH'S VISIT TO SUJAWAL



In a series of vlogs on the SPHF rehabilitation initiative titled Dost Khe Ghar Mili Wayo, social media influencer and TV and theater actor Ali Gul Mallah takes us on a journey through District Sujawal. Here, he celebrates the joy of friendship as he reunites with his old friend, Khuda Dino Tharani, a renowned Sindhi actor. Dino's new home, built through the Sindh People's Housing for Flood Affected (SPHF) initiative, stands as an evidence of survival after the devastating floods of 2022.

With a beaming smile, Khuda Dino welcomes Ali Gul into his newly constructed house, a symbol of renewed hope. "A thousand blessings on you, my friend!" Dino exclaims, reflecting the happiness this home has brought to his family. The house, delivered as part of the government's

promise to build 2.1 million homes for flood victims, is more than just shelter—it is a new beginning.

Ali Gul, deeply moved, expresses his gratitude to the Government of Sindh for empowering people like Khuda Dino. Together, they reminisce about their artistic journey, noting how, despite the hardships, Sindh's cultural spirit remains alive. Dino speaks of brighter days ahead for his family, where art, tradition, and life can flourish once again.

Their reunion is a celebration of friendship, strength, and the promise of a brighter future for artists and communities across Sindh.

“Life has improved with the help we've received. Our children can now dance and perform freely. The art world is flourishing, and while everything is shared on Facebook, the stage is far from over—it's still alive, and happiness remains.”

Khuda Dino Tharani, stage artist and performer.

SPHF ID: 1731570

<https://www.youtube.com/watch?v=ryPsZsFB0d4>

MEDIA GALLERY

WORLD BANK MISSION

Hyderabad, Naushahro Feroze, Sehwan, Matiari



ADB INCEPTION MISSION

Naushehro Feroze, Khairpur, Sukkur, Larkana, Matiari, Dadu and Jamshoro



CONSULTATION ON SAFE DRINKING WATER

Karachi

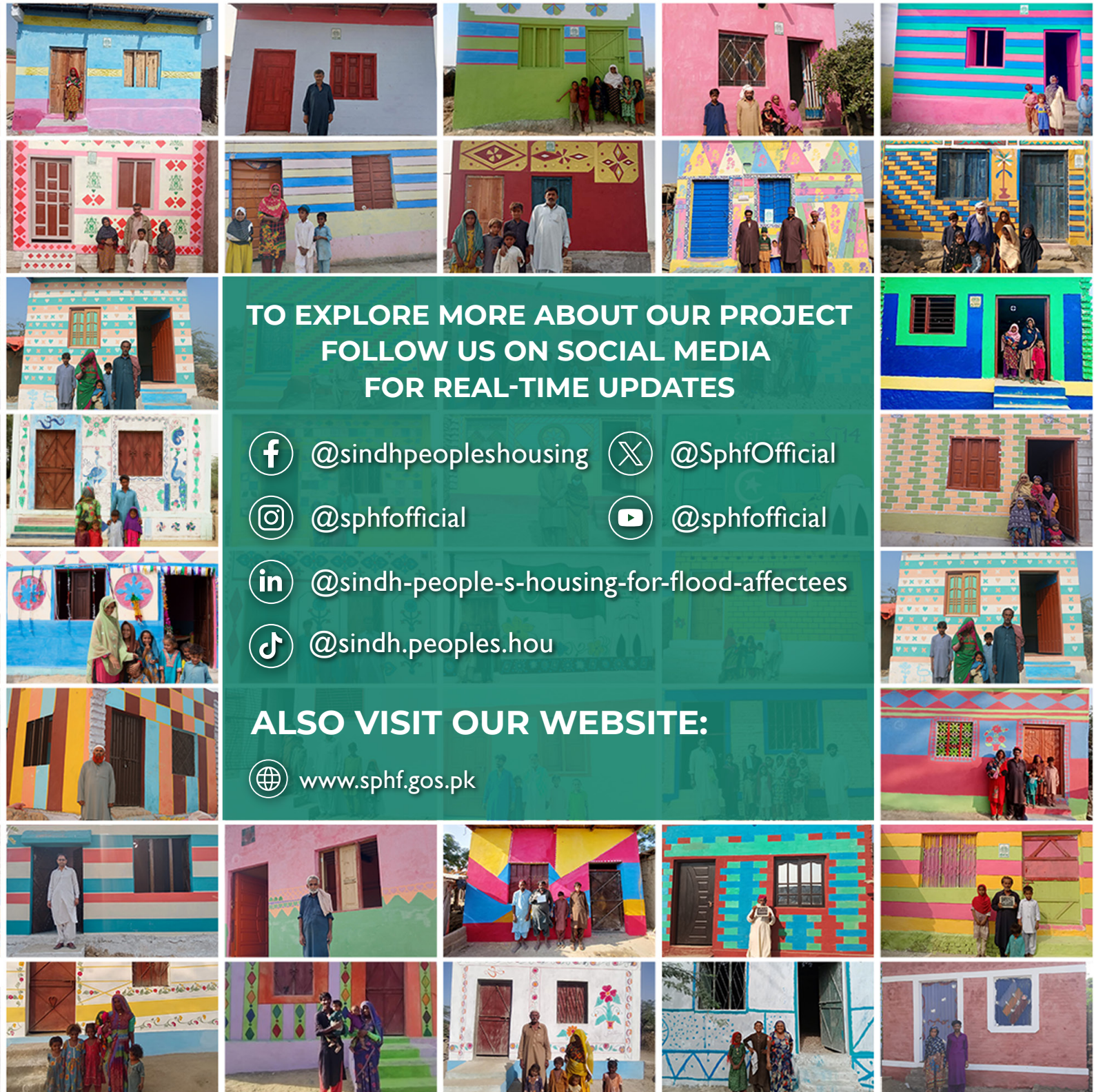


JOURNALISTS MEETUP

Islamabad



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