

Why aid for Flood Victims of Pakistan is so slow and pitiful

Reflections, August 30. 2010

During July 2010 for five days, the people of Pakistan's impoverished Swat Valley have witnessed the worst floods in the country's history — a disaster that has submerged homes and wiped out entire villages. Torrential rains in Northwest Pakistan and later spreading to other provinces of Pakistan have turned to devastating floods, displacing millions of children and families.

Over 2,000 people are reported dead, and over 20 million people have been affected, nearly half of them children. Families are in dire need of assistance to make it through this crisis.

In spite of the high ranking of Canadians as donors among other nations of the world, Canadians have been very reluctant donors for this disaster.

So, is the no-action from DART of Canadian Armed Force's the Disaster Assistance Response Team (DART). It is a multidisciplinary military Canadian organization designed to deploy on short notice anywhere in the world in response to situations ranging from natural disasters to complex humanitarian emergencies, (a significant function of this team is deployment of water filtration system). Unfortunately the DART is not deployed and neither the government of Pakistan has requested:

<http://www.comfec-cefcom.forces.gc.ca/pa-ap/ops/fs-fr/dart-eicc-eng.asp>

Considering the humongous scale of the disaster, World Community in general and Pakistani Community in particular have not moved enough to mobilize the aid why? There are a number of reasons, some perceived and some hard facts.

I believe Media has not given the same exposure as they did for other disasters. There was no significant media present on the ground in Pakistan, while major media were present at the other disasters elsewhere. There was more coverage on 5th anniversary of Katrina this month than the Pakistan disaster.

It is only now that I hear from my favourite CBC, Radio 1, making announcements appealing for aid and updates with reports from their correspondent on the ground in Pakistan.

What ever the cause, these helpless victims need your help, I would suggest all aid organizations should pool together to keep the pictures of the devastation up front. They can do it by buying major advertisement in mainstream papers and TV commercials.

Here is my analysis of other reasons why the aid is not forthcoming:

1. Racial discrimination against Muslims.
2. The government is corrupt, and community inside the Pakistan and outside does not trust to hand over any money to fill their coffers.
3. Pakistan is perceived as associated with Taliban. Taliban are hated everywhere particularly when dead bodies of Canadian soldiers are coming home fighting Taliban in Afghanistan.
4. There is no high profile champion in Canada to take this cause and mobilize the fund raising.
5. Pakistan's Government has no empathy, projected by the president Zardari on European tour when the disaster happened he kept on touring Europe for many days before he came home.
6. Efficiency: people are less inclined to give, if they perceive all of the money is not going to help-out immediately. Some money by donor government is earmarked for long-term projects.

I have also scanned many talk shows and online comments/blogs and they have similar or much harsher comments.

Here are some ideas to help the cause and motivate the Canadians.

1. If you are concerned about the channeling of money then send money directly or indirectly (through any one you know in Pakistan) to local reputable organization (some listed below). One-fifth of the land is submerged in water. Almost like one the big province of Canada.
2. All donations made until September 12 will be matched by the government. Visit [CIDA](#) for more details:
<http://www.acdi-cida.gc.ca/acdi-cida/ACDI-CIDA.nsf/eng/ANN-820133234-NKW>
3. Millions of people are affected, homeless and sick. Take a look at many moving videos posted by Pakistani on Youtube.com and photos posted by many agencies.

There is no shortage of Canadian, International and Pakistani organizations. Do some research and due diligence,

Some Examples:

Red Cross:

<http://www.icrc.org/>

<http://www.ifrc.org/>

<http://www.redcross.ca/article.asp?id=000005&tid=003>

UNICEF: <http://www.unicef.org/>

Doctor without Borders: <http://www.doctorswithoutborders.org/>

Canadian: Muslim Welfare Centre: <http://www.muslimwelfarecentre.com/>

IDRF: <http://idrf.com/>

Edi Foundation: <http://www.edhifoundation.com/>

Plan to Change the World: <http://plancanada.ca/>

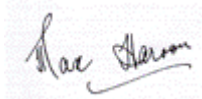
Human Concern International: <http://www.humanconcern.org/>

WE must give credit to some Pakistani Government agency, which have put together a website, where we can see how aid is coming and where it is being spent:

National disaster management authority of Pakistan:

<http://www.ndma.gov.pk/>

To you and your inspiration



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