

# Relief Industry

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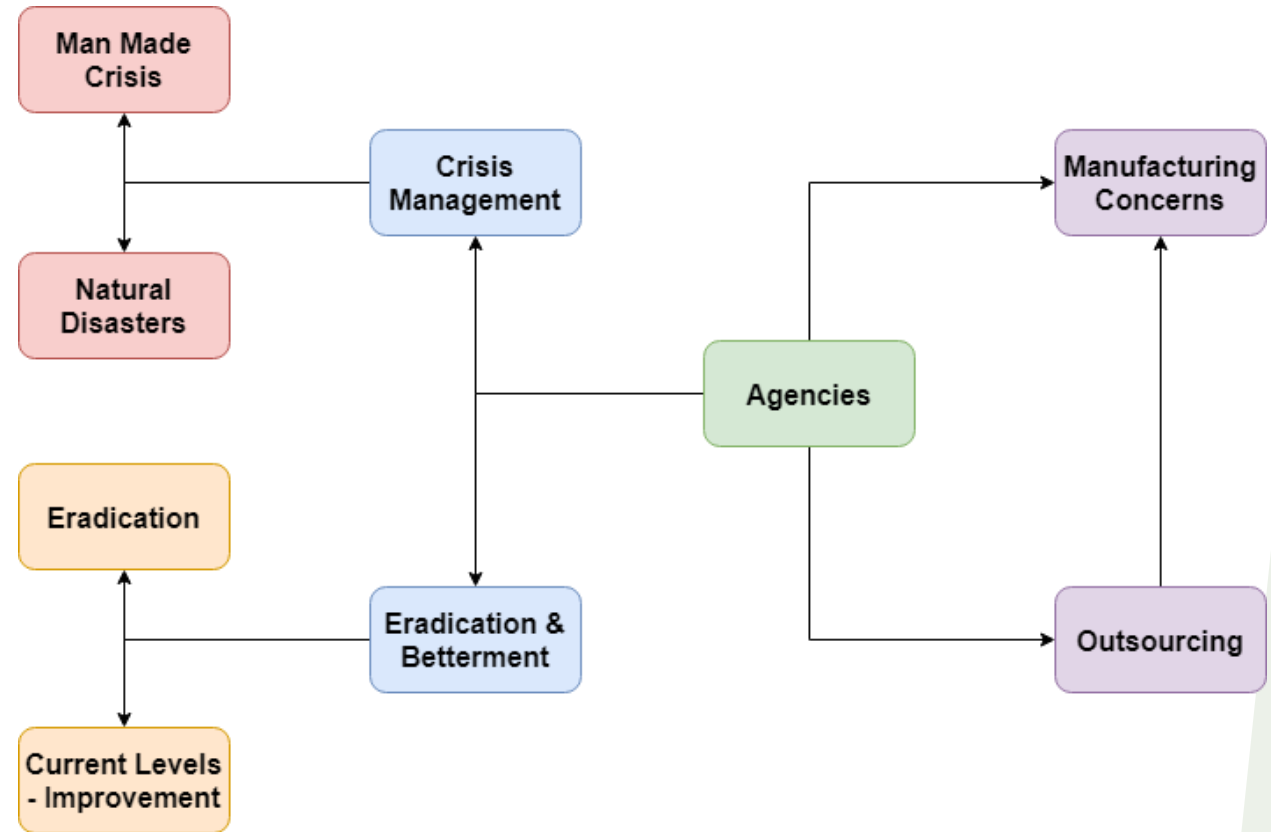
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# Relief Industry

Relief Industry comprises provision of relief related items to needy caused by volatile and unpredictable natural events or by unequal distribution of wealth due to failing economic system of the world or due to man made crisis like war and industrial accidents.

Relief needs are determined by mainly two types of needs. (i) Crisis based needs – needs caused by calamities etc. and (ii) Needs to eradicate or eliminate diseases etc.



# Major Affected Areas - 2019

## Syria War

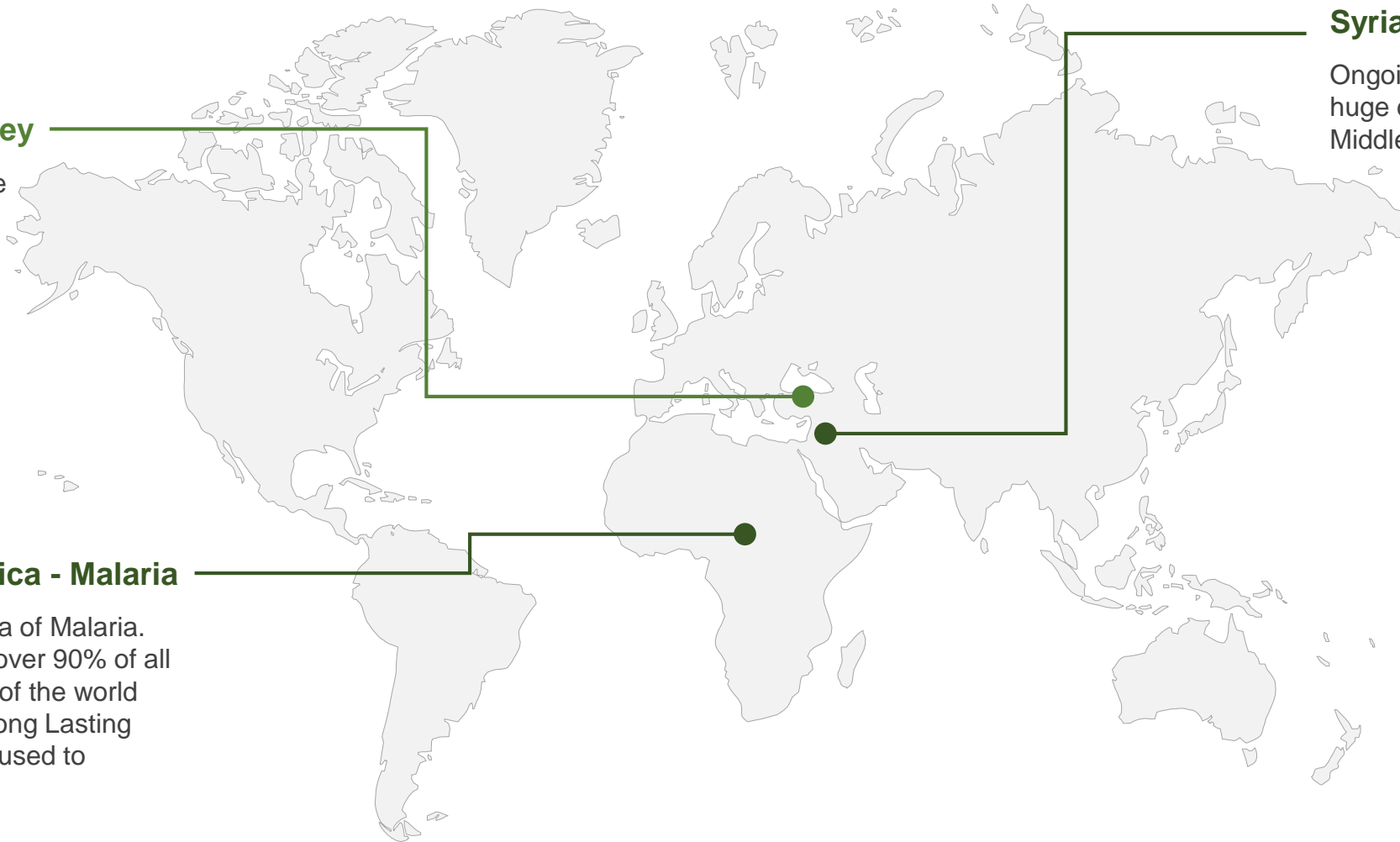
Ongoing Syrian War has created huge demand for relief goods in Middle East

## Syrian Refugees - Turkey

Most of affected people have taken refuge in Turkey creating demand for relief goods such as Tents and blankets

## Africa - Malaria

Africa is major area of Malaria. Africa constitutes over 90% of all the malaria cases of the world Relief Good like Long Lasting Insecticidal Net is used to prevent Malaria



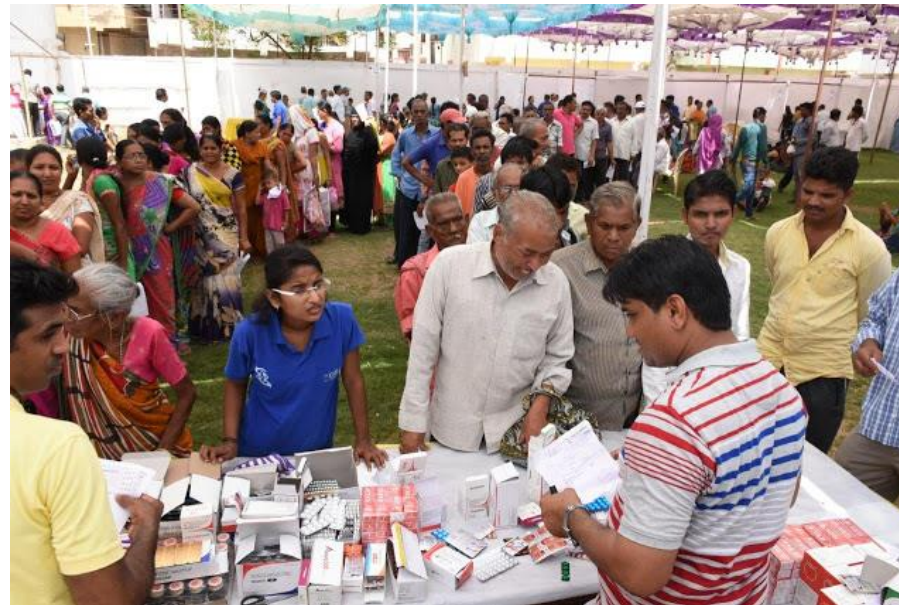
# Crisis Management

- Crisis are caused by two types of calamities i) Human Made ii) Natural Calamities
- Human Made Calamities mainly include War, Genocides, Industrial accidents etc.
- Natural Calamities include Earthquakes, Floods, Heatwaves, Hurricanes etc.
- Many national and international organizations work for the people who are affected by these calamities. These organization include national institutions like Pakistan National Disaster Management Authority, International organizations like UNESCO, UNHCR and many non profit organizations.



# Eradication & Betterment - Needs

- Many international and national organization are working for the improvement of lives. These organizations work for the eradication of diseases, poverty and other things. Some of these organizations are working for the betterment of human lives by providing education, better health facilities etc.
- International organizations provide health services like provision of Insecticidal nets to prevent malaria, free medicine, cheap contraceptive measures.



# Relief Industry – Donor Agencies



- There are many donor agencies in the world providing relief items to the world. There are two types of agencies (i) Agencies formed by United Nations (ii) Other private NGO based agencies.
- These agencies provide relief items to needy. These agencies mainly source relief goods from other companies by placing orders from all over the world. Demand by these agencies have caused a whole relief industry to form. This industry includes both manufacturers and traders of relief items.
- The key challenges for these players is of provision of relief items on time, Maintenance of Quality standards and supply chain management.
- World Health Organization after detailed scrutiny give approval to health related products.
- Failure to meet any of the quality standards or getting black listed from WHO is the key risk for the market players. Failure to tackle these challenges will lead to cancellation of future orders as they say “There is no tomorrow in Relief industry”.

# Relief Industry – Donor Agencies

- There are many agencies targeting different segments of the world. Some agencies target Refugees, some target better education whereas some target improvement in overall education standards.
- In Pakistan there are few organizations providing relief items. These organizations include government owned organization like Pakistan National Disaster Management Authority and non governmental organizations - NGOs.
- Some of international agencies are enlisted below

Key Player	Function
UNHCR	Provision of Relief items to Refugees
UNICEF	Protection and defence of children right
IDA Foundation	Disaster Management
Red Cross	Emergency assistance, disaster relief and Education
Oxfam	Fighting poverty
World Health Organization	United Nations Agency for providing better health services

# Tents & Blankets

Tents & Blanket make major part of Relief Goods

Demand of Tents & Blankets is largely dependent on disasters and is very unpredictable

UNCHR is major buyer of relief goods

Demand from UNHCR has seen volatility in recent years

Suppliers provide complete set of relief goods which also include solar light, jerry cans etc.





# Long Lasting Insecticidal Nets - LLINs

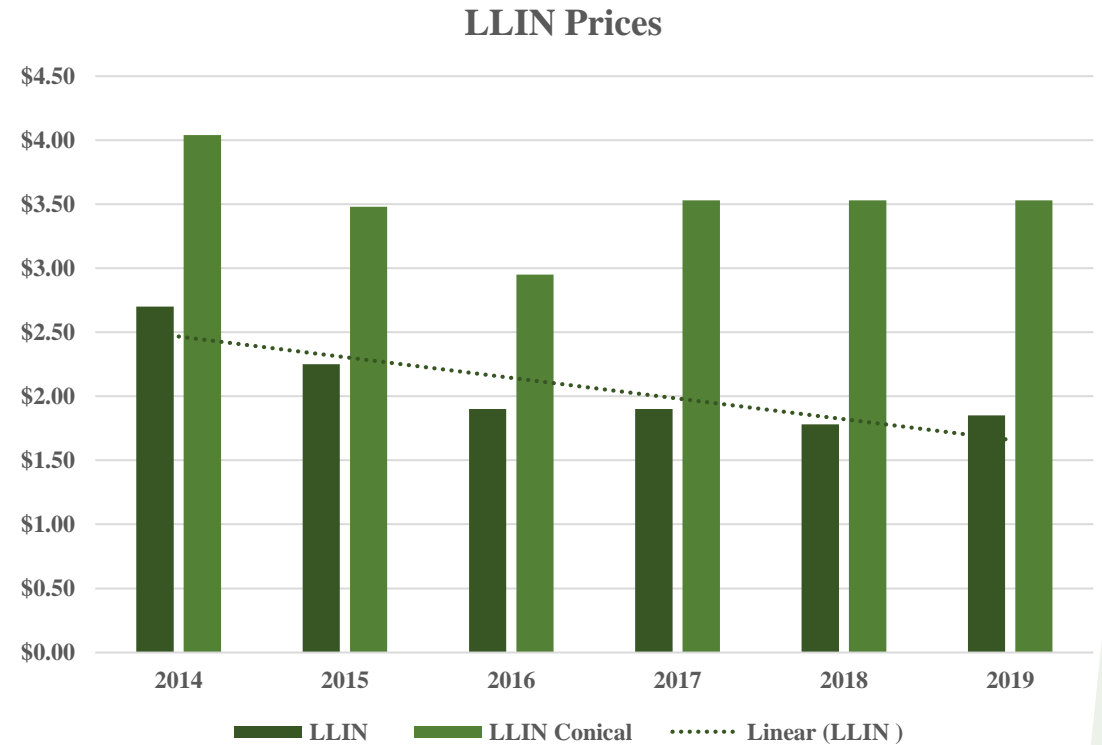
Long Lasting Insecticidal Net is a Medicated mosquito net to prevent Malaria

WHO approves LLINs providers after stringent checks

Two types of LLINs – Conical and Simple

Demand for LLINs is constant and it is not going to diminish in near future

Price of LLIN has seen decreasing trend in recent years due to increased cost efficiency factor of latest technology



Source : Unicef

# Major Players

## International



## Local



# Bibliography

United Nations High Commissioner for Refugees  
 United Nations International Children’s Emergency Fund  
 World Health Organization  
 National Tent House  
 Vestergaard

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