

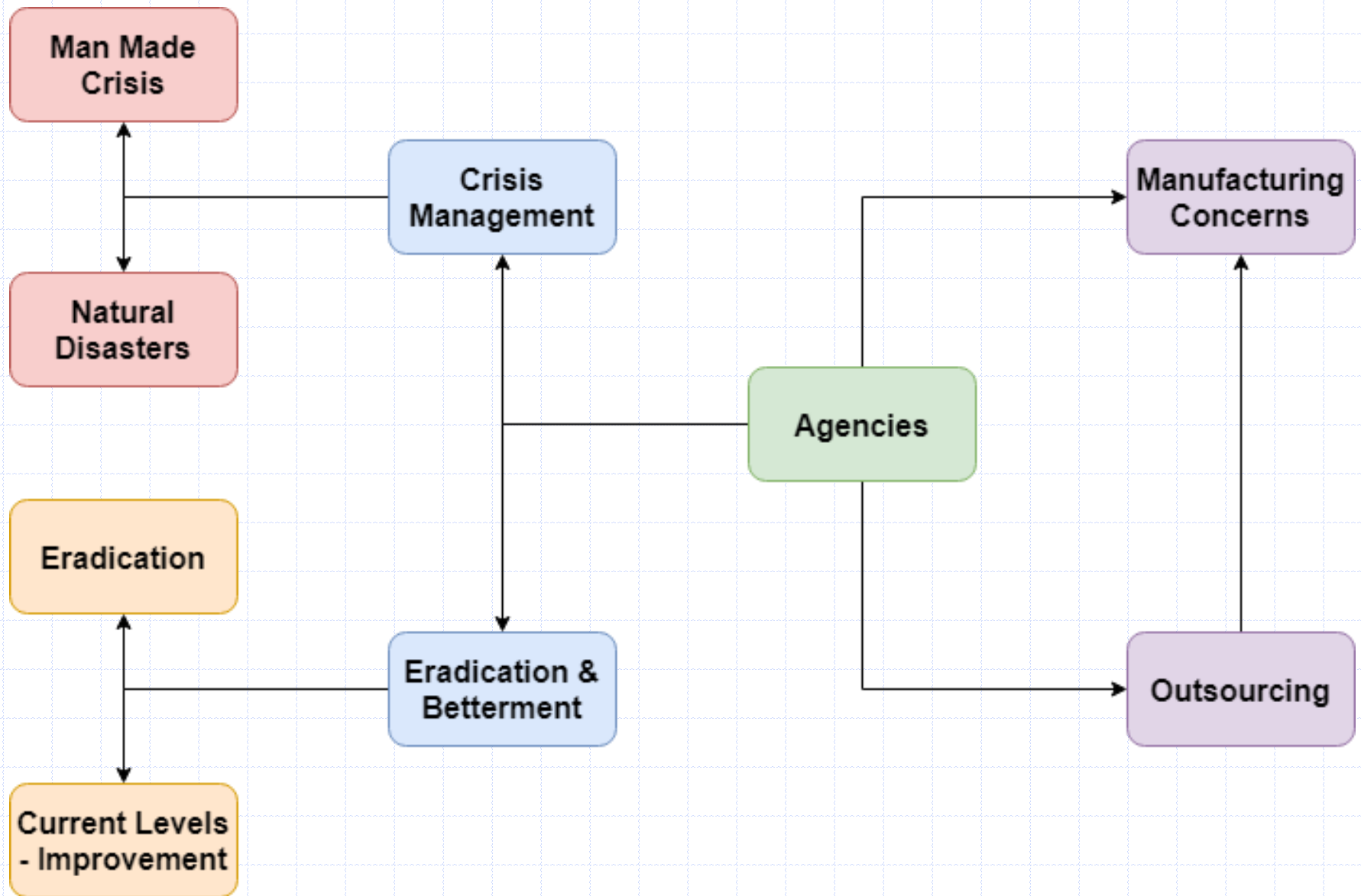


Relief Industry

Relief Industry
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Relief Industry



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 or 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.



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

- 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”.

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
UNESCO	Contribution to peace and security
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

Key Relief Goods Providers

- There are many international companies providing relief goods to Donor agencies. Relief industry is multi billion dollar industry but this is dependent upon frequency of crisis or disasters.
- Countries like China, India and Turkey have many companies providing relief goods.
- Pakistan has a strong presence in Relief Industry, in which it provides many relief goods to donor agencies.
- In Pakistan, Haji Sheikh Noor Ud Din (HSNDS) has lion's share of relief industry market in which it provides relief items and health items to needy via international donor agencies.
- Relief items provided by HSNDS include : Tents, blankets, plastic sheets, stoves etc. whereas, health items include Long Lasting Insecticidal Nets and contraceptive products.
- National Tent house is another company providing relief items to same donor agencies albeit at a smaller scale.

Bibliography

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2. United Nations International Children’s Emergency Fund <https://www.unicef.org/>
3. World Health Organization <http://who.int/en/>
4. NRS international <http://www.nrs-international.com/>
5. National Tent House <https://nationaltenthouse.com/>
6. Vestergaard <https://www.vestergaard.com/>

Analyst	Muhammad Wasif Financial Analyst m.wasif@pacra.com	Muhammad Hassan Supervisory Senior muhammad.hassan@pacra.com
Contact Number: +92 42 3586 9504		

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