



unesco

Needs Assessment and Rehabilitation Framework



Akademos

CONTENTS

Acknowledgements	2
1. Executive Summary	3
2. Target Provinces	4
3. Programme Background	5
4. Aims and Objectives	6
5. Methodology	7
5.1 Tools	7
5.2 Sampling	7
5.3.1 <i>Field Visits</i>	8
5.3.2 <i>Focus Group Discussions</i>	9
6. Focus Group Discussion Overview	10
7. Field Challenges, Limitations, and Successes	11
7.1 <i>Challenges</i>	11
7.2 <i>Limitations</i>	12
7.3 <i>Successes</i>	13
8. Needs Assessment & Impact of Floods	14
8.1 <i>Cultural Professions</i>	15
8.2 <i>Impact of Flood</i>	17
9. Urgent Assistance & Relief Measures	18
9.1 <i>Urgent Assistance</i>	18
9.2 <i>Relief Measures</i>	20
9.3 <i>Recommendations</i>	21
10. Way Forward	23
11. Conclusion	24

Acknowledgements

Researchers

Muhammad Saad Akbar
Mohammad Amanullah Haneef
Mahnoor Saleem

Primary Author

Mahnoor Saleem

Editors

Muhammad Saad Akbar
Mohammad Amanullah Haneef

External Consultants

Danish Jabbar Khan
Meeza Ubaid (UNESCO ICH Global Facilitator)

Akados Project Team

Sarah Malik (Consultant)
Mudabber Gulzar (Data Analytics Consultant)
Field Supervisors and Enumerators across 10 districts

UNESCO Project Officer

Mariam Saleem Farooqi

Executive summary



The Post-Disaster Needs Assessment highlighted damages of **PKR 1 billion** to cultural heritage and **PKR 2 billion** to the tourism sector.

Pakistan faced unprecedented devastation from the 2022 monsoon rains, impacting over 33 million people and causing widespread fatalities, infrastructure damage, and loss of cultural heritage in regions like Swat, Larkana, and Quetta. The Post-

Disaster Needs Assessment highlighted damages of PKR 1 billion to cultural heritage and PKR 2 billion to the tourism sector, revealing urgent funding gaps in the revised Pakistan Floods Response Plan.

This project aims to conduct a comprehensive assessment of damages and needs in heritage sites and the creative economy in flood-affected districts of KP, Sindh, and Balochistan provinces in Pakistan.

Akademios utilized two principal methods: Focus Group Discussions and Surveys. Surveys were conducted across all targeted districts to gather quantifiable data reflecting the extent of damages incurred. Aiming to capture diverse perspectives, these tools were meticulously designed, reviewed by UNESCO, and approved before data collection commenced.

The methodology employed referral and snowball sampling techniques to identify cultural professionals in remote areas. Multistage cluster sampling ensured diverse representation across various cultural dimensions. Over 20 cultural professions within each district were explored, ensuring comprehensive coverage and a holistic view of the impacted communities.

03 FGDs and 200 Surveys were conducted in Larkana (Sindh), Swat (KP), and Quetta (Balochistan). These data collection tools facilitated candid discussions among community representatives regarding flood impacts, damages to cultural assets, and recommendations for recovery.

The assessment identified various cultural professions linked to folk tradition and heritage, including craftsmen, performers, gastronomy experts, and more. Traditional craftsmen, dressmakers, and culinary experts were notably prevalent across the provinces.

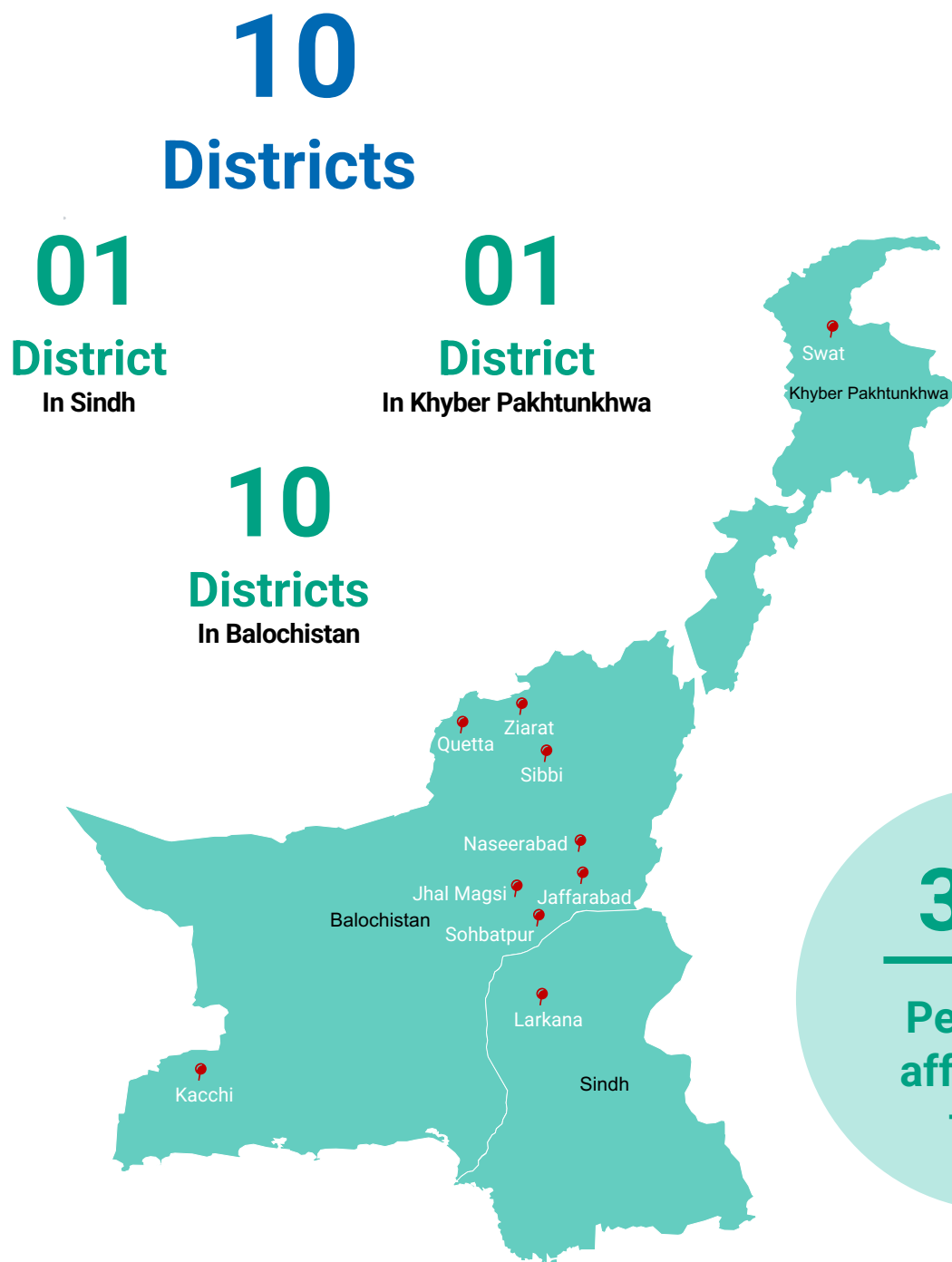
Floods affected different professions uniquely. For instance, road damage disrupted market linkages, affecting tangible asset traders significantly, while the entertainment industry faced reduced demand due to audience income limitations.

Infrastructure damage, increased raw material costs, and limited access to markets were major hurdles that requires urgent assistance. Professions such as performing arts, culinary experts, and artisans experienced severe income declines, loss of workspaces, and challenges in reaching customers. Urgent reconstruction of homes, schools, and infrastructure is vital in flood-affected regions, particularly in Swat and Quetta.

Building flood-resilient roads and houses is crucial for sustainable income generation and ensuring safety during climatic disasters. Mechanisms for sustainable income development are necessary, reducing dependency on external factors and climate conditions.

Target Provinces

Sixty-six districts of Pakistan have been officially declared to be 'calamity hit' by the Government of Pakistan – 9 in KP, 23 in Sindh, 31 in Balochistan and 3 in Punjab.



Programme Background

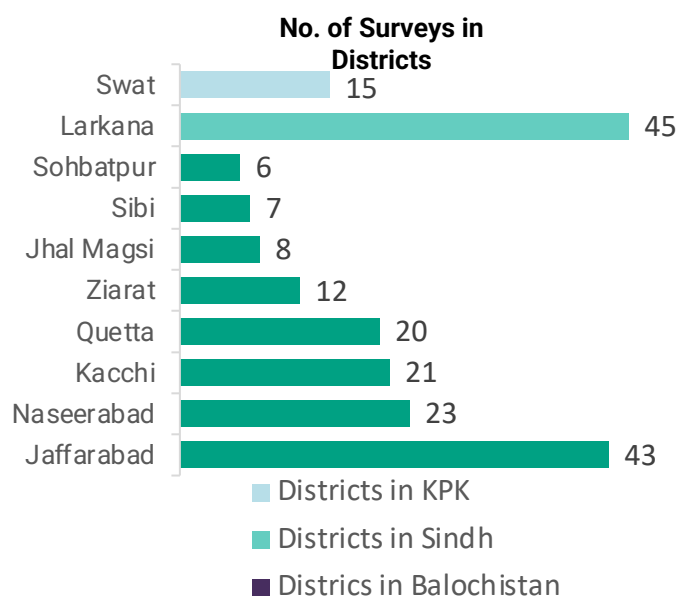
Pakistan witnessed record-breaking monsoon rains in 2022, which eventually led to unprecedented damage not only to the natural but also to the landscape of the regions. Since the monsoon season began in mid-June, floods have affected at least 33 million people and have caused widespread fatalities, killed livestock, and damaged and destroyed public and private infrastructure across the country¹.

In October 2022, the Government of Pakistan published the Post-Disaster Needs Assessment (PDNA) for the floods, which was conducted jointly with the Asian Development Bank (ADB), the World Bank, and numerous United Nations agencies in Pakistan. UNESCO led the Culture Sector analysis for PDNA, and the findings indicated damages amounting to approximately PKR 1 billion. Additionally, the tourism sector has suffered damages close to PKR 2 billion. The PDNA also indicates that new investments will be needed to strengthen Pakistan's adaptation and resilience to climate change. As of 28th June 2023, donors have funded only 67.7%² of the \$816 million requested in the revised Pakistan Floods Response Plan. Every sector of the plan is underfunded with clear

consequences of the inadequate funding³, at a time when humanitarian needs remain critical.

UNESCO mobilized funds for assistance to Pakistan in the aftermath of the flood, and under the Heritage Emergency Fund, UNESCO Pakistan is supporting the government by conducting a detailed needs assessment to identify the impact on the livelihood of creative professionals in selected flood affected districts in Khyber Pakhtunkhwa, Sindh and Balochistan.

This report was completed by the firm Akademos, with the technical support of the UNESCO Field Office in Islamabad. This intervention was supported by the UNESCO Heritage Emergency Fund. We wish to thank its donors: the Qatar Fund for Development, the Kingdom of Norway, the French Republic, the Government of Canada, the Principality of Monaco, ANA Holdings INC., the Republic of Estonia, the Kingdom of the Netherlands, the Grand Duchy of Luxembourg, the Principality of Andorra, the Slovak Republic, and the Republic of Serbia.



People in Balochistan, Sindh & KPK were affected by flood



People in Balochistan, Sindh & KPK were NOT affected by flood



¹<https://reliefweb.int/report/pakistan/revised-pakistan-2022-floods-response-plan-01-sep-2022-31-may-2023-04-oct-2022>

²<https://fts.unocha.org/multiyear/2313/summary>

³<https://reliefweb.int/report/pakistan/pakistan-monsoon-floods-2022-cost-inaction-consequences-inadequate-funding-15-march-2023>

Aims and Objectives

The main objective of the project is to conduct a detailed damages and needs assessment to document the impact on heritage sites and livelihood of those working in the creative economy in selected flood-affected districts of KP, Sindh and Balochistan provinces in Pakistan.

The specific objectives of the study can be broken down into following:

- To survey the damages to tangible and intangible cultural heritage in selected flood-affected districts of KP (Swat), Sindh (Larkana) and Balochistan (Jaffarabad, Nasirabad, Suhbatpur, Jhal Magsi, Kacchi, Sibi, Ziarat, and Quetta).
- To identify specific needs for restoration and reconstruction of the damaged sites.
- To develop an actionable framework for immediate assistance and long-term rehabilitation of cultural assets in selected flood-affected districts of KP, Sindh and Balochistan.

This project aims to not only quantify the damages incurred but also to create a roadmap for the strategic allocation of resources and the execution of measures aimed at the preservation and revitalization of the cultural heritage affected by the floods.



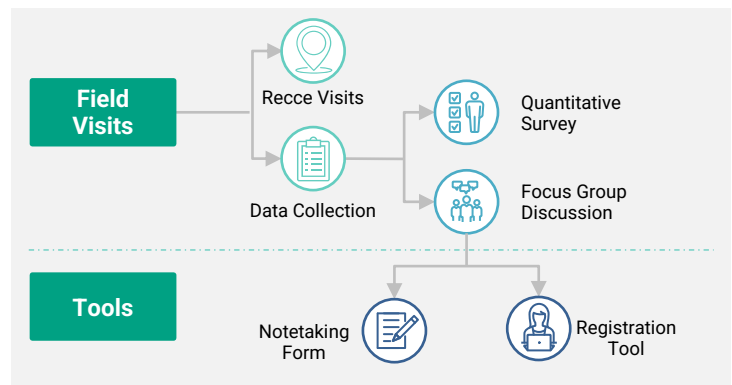
Methodology

This section will describe the methodology used to collect data in the following ten target districts in all three flood-affected provinces: Swat in Khyber

Data collection was carried out, keeping the following variables in view:

- Demographic Information
- Cultural professions present in the district
- Direct and indirect impact of the flood
- Urgent assistance required
- Recommendations and suggestions for restorative activities

Pakhtunkhwa (KP), Larkana in Sindh, and Quetta, Ziarat, Naseerabad, Sohbatpur, Jhal Magsi, Kacchi, Sibi and Jaffarabad in Balochistan.



ii. Tools

Akademios conducted data collection through two distinctive methodologies in three provinces:

- Focus Group Discussions with Community Representatives
- Surveys

iii. Sampling

Akademios performed referral and snowball sampling to identify the community members in each target district. After identifying the community members engaged in cultural professions, we employed a multistage cluster sampling. This method aimed to ensure a broad representation of local community members and those in the creative economy, covering diverse cultural perspectives, traditions, genders, and age groups.



Field Visits

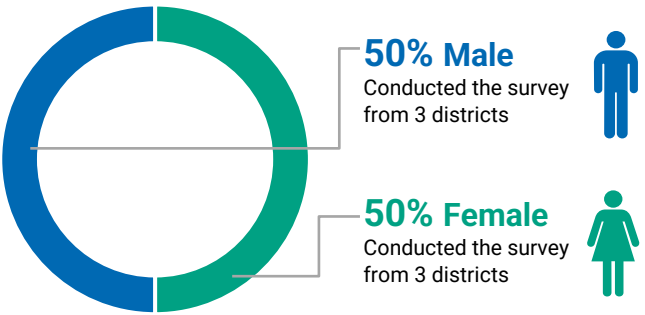
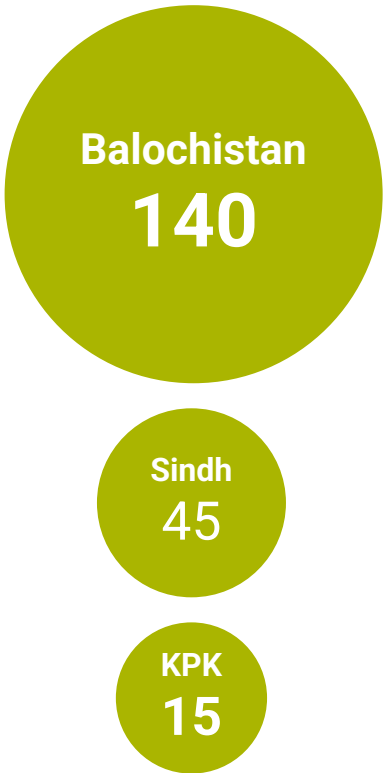
Akadememos conducted two field visits in each of the target districts of Khyber Pakhtunkhwa, Sindh, and Balochistan.

The initial recce visits were carried out to identify cultural professions within each district and gain a better understanding of the community. These visits enabled us to create a district profile for every flood-affected cultural professional, explore local traditional markets for mapping, and meet relevant stakeholders closely involved in the cultural sector of each target district or province. It was also important to get a sense of the magnitude of devastation, in terms of infrastructure and its potential effects on the cultural consumer market.

The second visit in each district focused on data collection through on-field surveys, followed by focus group discussions in one of the target districts from each province. The table below illustrates the timeline of the field visits, including the duration in each district, the team members deployed, and the total number of visits made per district.



RESPONDENTS PER PROVINCE



10 Districts		
	Surveys Conducted 200	Surveys in Each District 20 
Focus Group Participants		
Larkana 70+	Swat 28	Quetta 45

Focus Group Discussion

Akademios consultants conducted three Focus Group Discussions (FGDs) in Larkana (Sindh), Swat (Khyber Pakhtunkhwa), and Quetta (Balochistan) with community representatives. The selection of districts for FGDs in each province was contingent upon the total population, proportionate to the damage to tangible and intangible cultural heritage.



Focus Group Discussions' Overview

Larkana FGD	Swat FGD	Quetta FGD
14th September '23	19th September '23	3rd November '23
Introduction and Purpose of FGD. Introduction of participants. Discussion over the damages, recovery, protection, and urgent and long-term assistance required.	Introduction and Purpose of FGD. Introduction of participants. Discussion over the damages, recovery, protection, and urgent and long-term assistance required. UNESCO Project Team member discussing the market linkages, usage of mobile wallets and social media accounts for better consumer outreach and payment modes, respectively. Communications Team taking short interviews of the selected flood-affected people.	Introduction and Purpose of FGD. Introduction of participants. Discussion over the damages, recovery, protection, and urgent and long-term assistance required. Communications Team taking short interviews of the selected flood-affected people.



Field Challenges, Limitations & Successes

Given the gravity of the on-ground situation and the extensive scope of this project, specific limitations and obstacles arose during the data collection process. However, despite these challenges, the on-ground team and consultants

achieved significant success in acquiring key insights that will contribute to a better understanding of the community's needs.

i. Challenges

Mobilizing Relevant Cultural Occupations

One of the primary challenges that Akademos encountered was the mobilization of relevant cultural professionals from each district. This difficulty stemmed from the remote locations of villages within the districts, making it challenging to engage with these professionals effectively. To address this, Akademos efficiently deployed its on-ground field supervisors and local facilitators, resulting in the successful completion of a targeted pool of individuals for data collection. It is also noteworthy that the Provincial Culture Directors played a role in reaching the relevant target groups of people.

Reaching Out to Women for Surveys

Akademos encountered a similar challenge while conducting surveys via phone calls. Enumerators found that a significant number of women in the target districts either did not own a phone or, if they did, were hesitant to speak openly about their issues due to a language barrier. This obstacle was addressed through persistent calls and communication, encouraging female respondents to express themselves independently.

Communication Barrier with Women

Another challenge Akademos encountered while conducting Focused Group Discussions (FGDs) was the difficulty women faced in communicating openly in the presence of men. This challenge was particularly discovered during Swat and Quetta FGD, as opposed to Larkana FGD. However, this challenge was effectively addressed by engaging with women on a personal level through our female consultants in the field. This approach facilitated a more open and candid exchange of information.

Inability to Identify Urgent Assistance Needs

Due to the delayed implementation of the flood needs assessment, it was discovered that many beneficiaries had already taken steps to address most of their damages independently. It was emphasized that these beneficiaries, despite facing a loss of hope, had determined that the only way forward was to regain their footing and commence the reconstruction of their workshops, homes, and cultural assets. This rebuilding process was seen as crucial for them to recover their monthly incomes.

However, during Akademos' recent visit for the Quetta Focused Group Discussion (FGD), several pressing issues requiring urgent assistance were highlighted. For instance, certain suburban areas of Quetta still lacked access to clean water for

household consumption. Additionally, some residents expressed the need for assistance in reconstructing protective walls along the river to safeguard against potential future flood-related devastation.

ii. Limitations

Widespread Adversities of Floods

The impact of the 2022 floods has resulted in widespread adversity across the three target provinces. It became evident during data collection that a significant number of damaged sites and districts could not be adequately captured due to the project's limited scope. Through multiple discussions with relevant stakeholders in each district, it was revealed that numerous districts and areas had been severely affected, leaving many cultural professionals devastated in the aftermath of the floods.

Limitation of Scope

It's important to note that the limited geographical scope of the project prevented a comprehensive depiction of the overall damages caused by the floods in Pakistan. Despite this limitation, Akademos made concerted efforts to present a true reflection of the targeted provincial damages, especially within the sector of tangible and intangible cultural heritage.



In the Quetta focus group, the local facilitator is translating a question for the respondents regarding the cultural damages due to the 2022 floods.

Diversity of Professions

Even after Akademos made its best attempt to collect data from the most diversified group of professionals, it was not entirely successful in mobilizing them. This is primarily attributed to the substantial geographical distances between suburban areas, coupled with transportation issues, which resulted in the omission of certain cultural professions that were not categorized or included in some parts of the study.

Extent of Damages in Districts

During the data collection phase, it was discovered that certain target districts did not experience the same level of severity in flood impact as others. For instance, the residents of Swat were not as affected as those in Kalam. Conversely, some affected areas were situated far from the main city, creating challenges for the participation in FGDs. In Quetta, for example, the areas of Killi and Hanna Urak faced significant flood impact; however, their participation in the FGD was minimal due to logistical limitations.

Time Limitation of the Project

It's crucial to recognize that the impacts of the 2022 floods are extensive. However, documenting all the damages in the cultural heritage sector faces significant challenges due to time constraints and limitations in the geographical areas covered.

iii. Successes

Diversified Cultural Professions Identified

Even with these challenges and limitations, many of the diverse cultural professions were successfully identified and categorized. While this also proved to be a challenge at some point, most of the predominant cultural professions were captured in the study.

Successful Focus Group Sessions

In addition to this, the FGDs turned out to be very successful, with a significantly higher turnout than expected. In Larkana, 70+ participants joined the FGD, and provided their useful insights through a very engaging session. Similarly, in Quetta and Swat, many participants willingly turned up for the session, on short notices and remained fully engaged throughout the sessions.

Insights derived from women-driven Culture Professions

Another success in this assessment was to ensure that there was correct gender representation. Many of the tangible and intangible cultural professions have a significant number of women, who either work independently or supply products to vendors in the market. Having their insights on this assessment helped in understanding the myriad difficulties that women face in the wake of climatic disasters, and to ensure that the correct steps can be taken to assist them in resuming their work.

Successful Validation of Collected Data

While collecting data on post-flood damage, most of the respondents confirmed that there was no damage identified at any of the heritage sites in the surrounding areas. This finding was further confirmed during FGDs, and physically during recce visits. Moreover, most of the information gathered during recce visits was validated by the FGD participants, thereby ensuring that the information gathered was correct and supported the overall findings of this needs assessment.



In the Quetta focus group, the moderator is leading a discussion among respondents about the impact of the 2022 floods and the broader recovery efforts needed in the region.

Need Assessment

This Need Assessment presents crucial findings resulting from the project. These findings align with the specific objectives outlined by UNESCO within this project's scope, which encompassed surveying damages to both tangible and intangible cultural heritage. Furthermore, it aimed to pinpoint precise requirements for restoration and reconstruction while formulating a practical framework for immediate assistance and the enduring rehabilitation of cultural assets.

This needs assessment not only reveals the impact of climatic disasters on cultural assets and professions but also opens numerous opportunities for deeper exploration. The insights gathered in this assessment pave the way for further primary research, enabling the formulation of a comprehensive corrective action plan.

The ensuing sub-sections provide field insights through the lens of cultural professions prevalent in flood-affected districts, outlining the impact of floods on both tangible and intangible cultural assets, wherever applicable. Additionally, they highlight the immediate relief measures suggested by the respondents targeted in the assessment.

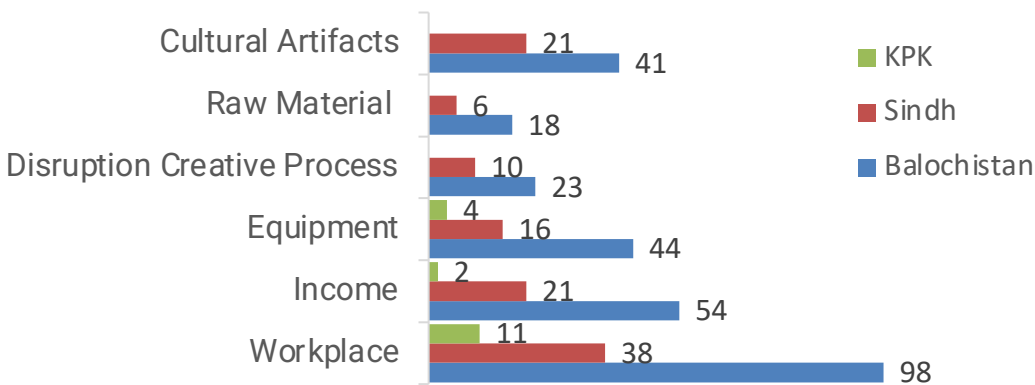


Figure 4: Cultural assets damaged during the 2022 floods

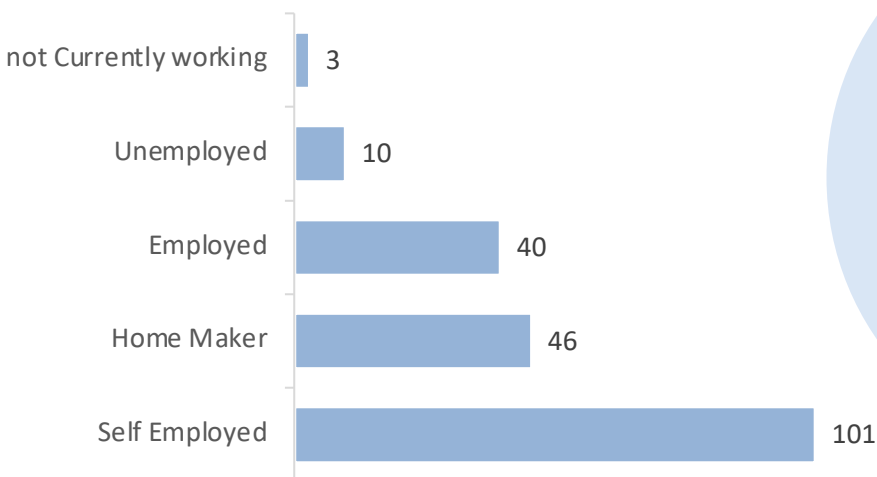
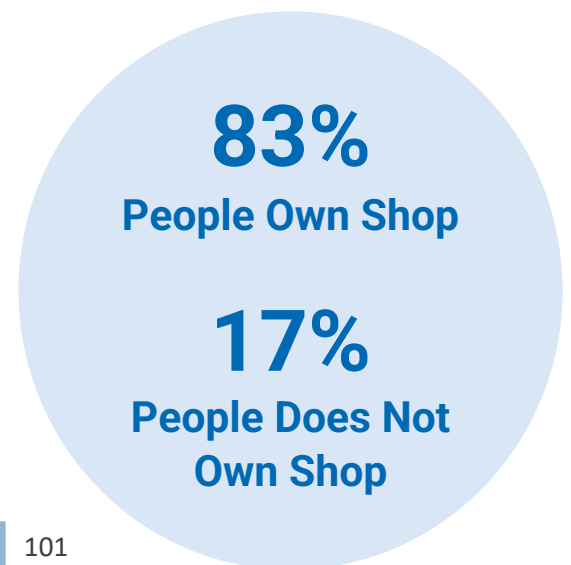


Figure 3: Employment Situation in Balochistan, Sindh & KPK



Cultural Professions

Cultural professions, in the context of this assessment, include all commodities and services that are linked to folk tradition or heritage. This includes singers, dressmakers, embroidery workers, dancers, people linked to the heritage tourism industry etc.

As part of this assessment, tangible and intangible cultural assets were divided into ten different categories; **traditional craftsmen, performing arts, cultural gastronomy, music, literature, oral traditions, film and theatre, social rituals, traditional knowledge and museum and galleries.**

Some of these professions were predominantly present in certain districts compared to others. Traditional craftsmen, for instance, had the highest percentage in most districts – with most craftsmen present in Larkana (45) and Jaffarabad (43).

However, within this category of cultural professions, there are sub-categories that further define the kind of craftsmanship present in these districts. For instance, the representative number of cultural

dressmakers is significantly higher than other sub-categories such as shoemakers or pottery makers. Within this, **traditional embroidery is also a popular profession, whereby the gender ratio is almost equally split, with 49 percent men and 51 percent women involved in this business.**

Similarly, cultural gastronomy, or working in the local cuisine, is a popular profession within all three provinces, having a significant majority again in Larkana and Jaffarabad. Many of the respondents reported that this trade has been passed down from generations, and they carry their family recipes that have become a great attraction for tourists. With this, a certain locality within Quetta, Kuchlak, is known for its culinary specialties, and therefore, is an important site for those involved in the culinary business.

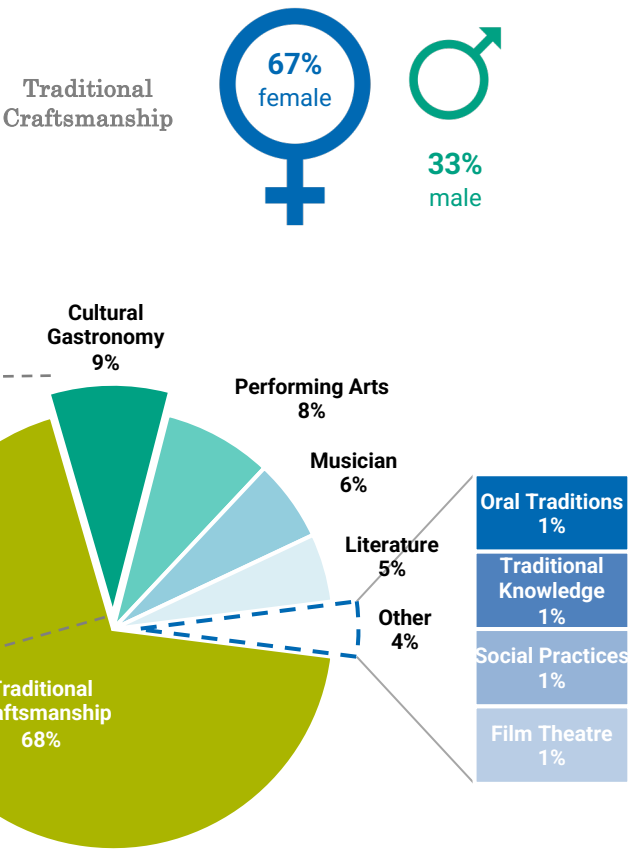


Figure 1. Professions across all districts

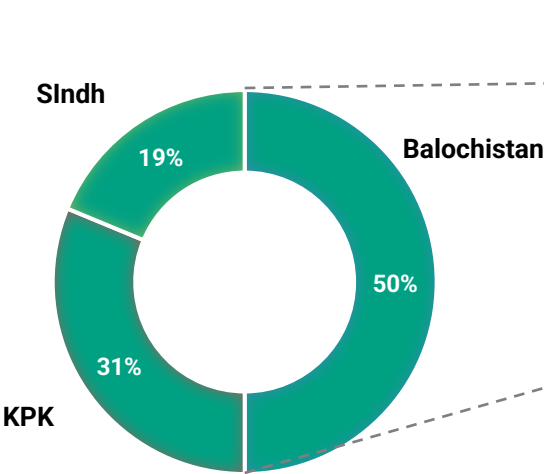


Figure 2. Cultural Gastronomy in Balochistan, Sindh & KPK

Other cultural professions, while present, are unique and do not have a large majority of people involved in them. However, within Sindh, many of the respondents and participants of FGDs expressed their involvement with performing arts, such as dancing and singing. Again, as an intangible cultural asset, this is mostly passed down from generations, with a few having had professional training. However, like other professions, performing arts have also faced serious consequences of the 2022 floods.

Market linkages are not only important for tangible assets such as handicrafts and the culinary business, but also significant for those involved in the services industry, such as musicians and dancers. These linkages ensure the right kind of networking and connectivity to their prospective clients. *With the 2022 floods, road infrastructure has been severely impacted leading to many of these linkages being affected, especially in Swat (Khyber Pakhtunkhwa).* Many of the roads in all different districts were broken or blocked, making it difficult for people to access shops and clients. More importantly, inaccessibility to raw materials, and in case of restaurants, to ingredients, affected business greatly. One of the participants from Quetta's FGD mentioned that a portion of his establishment had submerged leading to furniture damage and a prolonged lack of access to electricity. However, while those trading tangible cultural assets were significantly impacted due to loss of market linkages, the cultural service industry also had its share of the catastrophe.

The entertainment industry suffered gravely with little to no demand of their services. Those belonging to this industry faced second-hand effects, since now much of their audience had lesser disposable income to spend on entertainment. This was expressed more so in Larkana's FGD, where there was a notable number of performing arts' individuals who shared their concerns. Owing to this, there were also some individuals who resorted to changing their professions, as shared by participants from Quetta.

Most of these cultural professions have been

affected in a multitude of ways. While some are facing hurdles due to lack of tourists, others are unable to practice due to loss of infrastructure. As mentioned, second-hand impacts are also imperative in understanding what the overall effects have been. While this will be discussed in detail in the following section, it is important to reflect on how these individuals are functioning in the current conditions.

Many of the survey respondents and FGD participants mentioned an overall loss of income. However, to make their ends meet, a chunk of them is now leveraging the power of social media to sell their products and services. WhatsApp and Facebook have helped individuals bypass infrastructural obstacles and reach consumers through digital media. It is important to note that these individuals have had a pool of clients that they can still access. However, those who are not technologically advanced, or have access to a defined pool of consumers, are still struggling. One of the FGD participants from Swat mentioned that they have acquired customers through strategically placed exhibitions and stalls. This has been particularly important for those trading Islampur shawls, an antique commodity, unique to Swat's heritage.

Expression from affectees

“I used to travel to Quetta in a local car, which took an hour at most to take a beautician course. *Now it takes 2-3 hours to travel due to the damaged roads, which is why I stopped taking the course*”.

Impact of Flood

In the aftermath of the 2022 flood, a significant number of participants suffered the loss of their homes and businesses due to the widespread destruction caused by the floods.

This led to a decline in both income and opportunities for many. In Sindh, for instance, many reported that the consequences of the heavy rain, followed by the flood, was the primary source of damage. In many villages, water levels rose to 5 feet, and unfortunately with the lack of proper drainage, some of the water has still not fully drained.

Many of the respondents reported significant damage to homes, schools and infrastructure. One of the FGD participants from Quetta shared, *"The community hall in Killi Shahnur, constructed by the government, was a central venue for weddings, important meetings, and other events. However, it was completely destroyed in the flood"*. Therefore, for many of the people trading tangible cultural assets lost important avenues of selling, which has direly impacted their incomes. Similarly, as mentioned by performing artists, loss of agricultural income has led to a massive decline in the demand of their services. Having to deal with issues of shelter and food, people in the entertainment industry have reduced demand.

Another noteworthy issue that came to the forefront was increased prices of raw materials as an after-effect of the flood. With road closures and broken infrastructure, the supply of raw materials was

limited, leading to price gouging and therefore, lower revenues for people in the flood-affected districts. A participant from Balochistan mentioned, *"I used to sell locally produced goods to tourists, but now the work has reduced due to a lack of tourists"*. In Swat, artisans and needleworkers experienced a significant drop in income as they lost their workspaces and customers. Similarly, from Sindh, many of the participants mentioned that they travel a minimum of 30-50 kilometers to urban centers. With damaged infrastructure, these distances have become massive hurdles for them to approach customers and their shops, leading to increased travel costs and access to raw materials.

All in all, most of the cultural professions in all three provinces have suffered staggering losses. These losses aren't just limited to tangible cultural manifestations but also to intangible ones.

While those who had shops and stalls in marketplaces have lost access to these centers, or had shops that got damaged, many of those providing services have also lost their chance to network and connect to prospective clients. However, those who had a clientele before the floods, have been using WhatsApp, Facebook and Instagram to continue their marketing and expand their access from local clients to international.

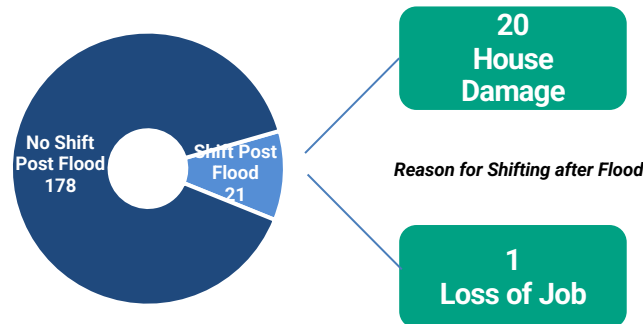


Figure 4: No. of people who shifted or stayed there after flood

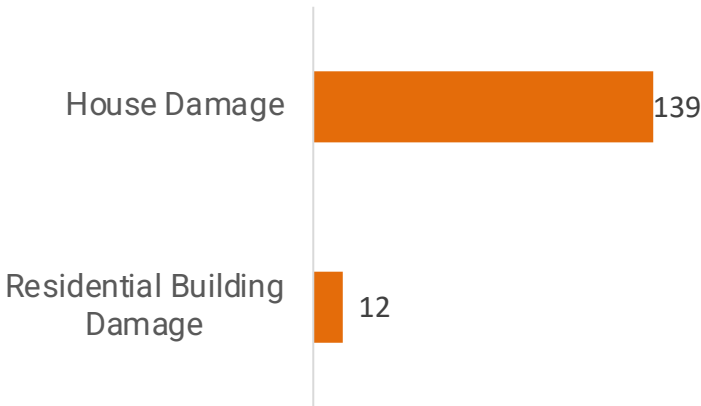


Figure 5: Non-Cultural Damage

Urgent Assistance

The following need urgent assistance:



Affordable Raw Material Costs in Khyber Pakhtunkhwa

Affordable Raw Material Costs in Khyber Pakhtunkhwa

In a focus group conducted in Swat, participants highlighted concerns about the elevated expenses of raw materials resulting from the district's incapacity to produce them post-floods. Additionally, they raised issues regarding the increased transportation costs incurred when sourcing raw materials from major cities in Pakistan. Respondents urgently requested support in accessing more affordable raw materials to enhance their income levels and restore their standard of living to pre-flood conditions.



Enhance Market Linkages in Sindh and Khyber Pakhtunkhwa

The individuals affected by the floods expressed their concerns about a diminished consumer market following the disaster. They urgently sought assistance in establishing market connections within their districts to improve the marketability of their products. They emphasized the need for support to reach their target market across Pakistan, proposing participating in various exhibitions as a viable avenue.



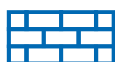
Building of Skill Centers in Balochistan

In a focus group held in Quetta, participants highlighted the necessity of establishing skill centers dedicated to fostering and preserving their cultural professions. They emphasized the significance of refining the distinctive traditional craftsmanship prevalent in Balochistan. Doing so, they believed, would cater to the needs of low-income households by reviving these professions and effectively utilizing their skill sets without the need to switch their professions.



Provision of Clean Water in Quetta

Residents of Quetta expressed significant concerns regarding their water access during both surveys and focus group discussions. They highlighted the pressing issue of limited access to clean water, resulting in various health problems due to water contamination. Furthermore, they mentioned the inconvenience of having to travel long distances to obtain even contaminated water for household use. Their urgent plea emphasized the crucial need for clean water provision to ensure better health and prevent illnesses.



Protection Wall for Resisting Flood in Quetta

Respondents from Quetta, in surveys and discussions, stressed the critical necessity of reconstructing the protection wall damaged during floods. The wall initially served to shield the city from floodwaters. They emphasized the urgency of rebuilding it, emphasizing the need for a sturdy structure capable of effectively preventing floodwaters from entering the city, subsequently averting potential disasters.

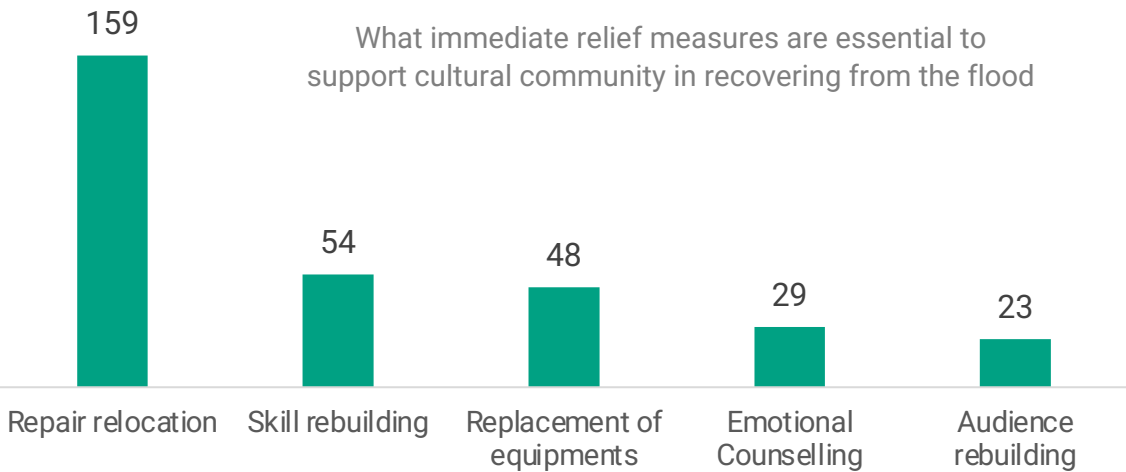
District	Cultural Professions	Urgent Assistance
Larkana	Performing Arts, Music/Musicians, Literature, Traditional Craftsmen	• Theatre Construction • Recovery of Damaged Cultural Assets • Market Linkages
Swat	Traditional Craftsmen (Swati Shawl makers), Cultural Gastronomy	• Affordable Raw Materials • Market linkages
Quetta	Traditional Craftsmen and Cultural Gastronomy	• Skill Centers • Skill Building and Resilience • Clean Water • Protection Wall for Preventing Future Floods
Jaffarabad, Naseerabad, Jhal Magsi, Kacchi, Sibi, Ziarat, Sohbatpur	Traditional Craftsmen, Cultural Gastronomy, Performing Arts, Literature, Social Practices, Rituals and Festive Events	• Recovery of Damaged Cultural Assets • Employment Opportunities

Relief Measures

In the absence of external rescue and help, people impacted by the flood took matters in their own hands and managed immediate assistance themselves. While locals helped each other, there was some immediate assistance received through the Arts Council and some government agencies. However, in KP, and particularly Swat, the residents found themselves without any relief assistance for months. This left them devoid of basics, such as access to food, adequate shelter and financial support.

In some instances, particularly in Sindh, participants reported negligible food rations being offered. While

some of the aid was provided by government agencies, they were still scanty and did not fulfil requirements as needed. In Quetta, respondents mentioned receiving assistance from Islamic Relief, Taraki Foundation, UNICEF and the World Bank. However, this assistance was mainly pertaining to trainings and compensation for those who were enrolled. There were some rehabilitation efforts made by UNICEF and the World Bank. Participants mentioned that UNICEF helped repair damaged schools and the World Bank helped in constructing some school, while Taraki Foundation's efforts were focused on skills training.



In the Quetta focus group, the moderator is leading a discussion among respondents about the impact of the 2022 floods and the broader recovery efforts needed in the region.

Recommendations

Based on the findings from the surveys and the focus group discussions, it was analyzed that the needs of the community are diverse and range from immediate assistance to long-term rehabilitation. Since there are a multitude of cultural professions in these three provinces, individuals suggested measures that were required within their particular field, and overall infrastructure rehabilitation measures for the whole community.

Understanding the unique requirements of people impacted by the flood, it is pertinent to note that many have been unable to get their audience and consumers back for their businesses to resume as they were pre-floods. While immediate rescue and rehabilitation measures were taken care of by the community, many of them want to reach out to customers and potential audiences through social media and communication apps, such as WhatsApp, Facebook and Instagram. In Quetta, for instance, only 7 out of 45 FGD participants promoted their work through social media while the others wanted the right kind of training and resources for technological literacy.

Within the realm of basic needs, the community suggested distribution of sufficient ration and financial assistance for income support. However, while these needs are rather abstract, many of the participants suggested that they needed avenues to showcase their products. In Balochistan, KP and Sindh, FGD participants and survey respondents suggested arranging exhibitions to promote local products, such as handicrafts, to boost sales and expand their consumer network. As part of this,

some of the respondents in KP suggested that they would like to have more opportunities for selling locally produced goods in other cities - initiatives like exhibitions and transportation support can revitalise local businesses and generate new opportunities. Within this stream, most of the participants suggested skills training for stitching and local embroidery, and this was particularly observed among women during focus groups.

Another requirement highlighted during the surveys and FGDs was their need to get access to good quality raw materials and ingredients. With transportation hurdles and reduced access to markets, participants suggested that access to raw materials could assist in boosting their sales and therefore, help in income generation. One of the participants from Balochistan mentioned "It used to be easy to obtain raw materials, but since the floods led to the loss of these materials, their prices have increased. As a result, incomes have decreased for everyone".

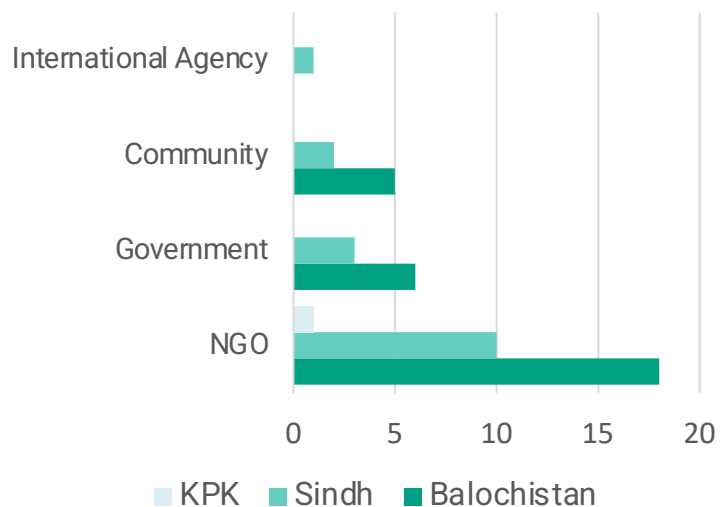


Figure 7: Source of Aid in Balochistan, Sindh & KPK

In terms of urgent assistance, most of the participants shared the need to reconstruct and rehabilitate homes, schools and infrastructure. However, in Quetta, participants mentioned that a wall, used to stop water from the Hanna Lake, needs to be reconstructed since it is a cause of damage to the rest of the surrounding areas. Similarly, in KP, Kalam has experienced extensive damage with both the infrastructure and roads suffering significant harm. Furthermore, the lingering presence of water poses an ongoing threat. To mitigate risks for the community, it is imperative to construct more resilient roads and houses that can withstand heavy rainfall and floods, ensuring the safety and well-being of the residents.

For long term rehabilitation, community members suggested building better

infrastructure. Especially with road infrastructure that has been a major hurdle in resuming work, flood-resilient roads are pertinent for income-generation. Furthermore, community members also suggested having mechanisms in place for sustainable income development. This, again, is important to ensure that businesses primarily are not dependent on climatic conditions or other external factors. Digitization and the use of technology, therefore, is essential in ensuring that people have a good grasp of their consumer pools, and are not majorly affected by external conditions. Inevitably, climatic disasters do have an effect on the day-to-day life. However, with such mechanisms in place, it can be ensured that the time between disaster and resumption of work is minimised.

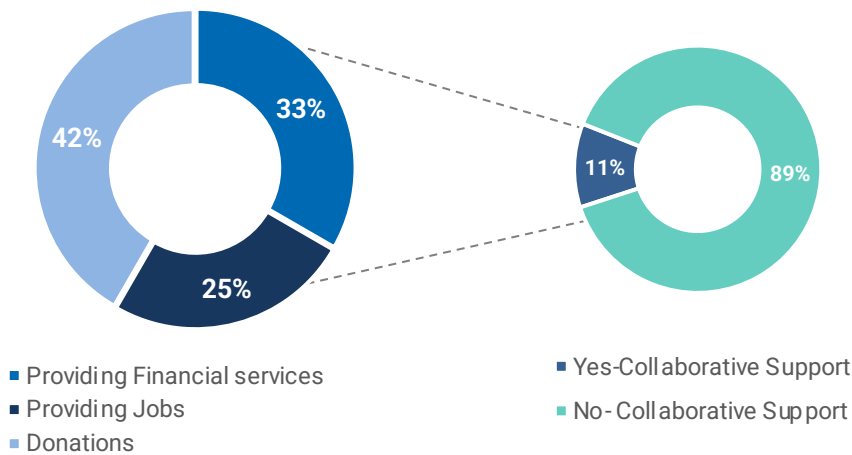


Figure 8: Any Community Support? If yes, then how did they support?

Way Forward

During recce visits and initial engagements with Provincial Culture Directors, it became evident that several districts in Khyber Pakhtunkhwa and Sindh have endured substantial damage from recent floods. These districts hold considerable historical and cultural importance. Specifically, cultural professions in Charsadda and Nowshera districts of Khyber Pakhtunkhwa suffered severe losses during the floods and are presently in a phase of recovery, as reported by one Culture Director.

Likewise, in Sindh, the districts of Dadu, Jamshoro, and Kamber Shahdadt were severely impacted, affecting over 1 million low-income residents in 2022. The Culture Director of Sindh emphasized the necessity to assess the cultural professions in the affected district of Khairpur. While these districts were not individually surveyed due to project limitations, it's crucial to highlight the unfavorable impact of the floods on these areas, considering their substantial tangible and intangible cultural assets including the creative industries. Recognizing these assets could prove beneficial for any future projects or interventions.

Moreover, developing a comprehensive list of intangible cultural assets in Pakistan stands as a pivotal initiative for the Government of Pakistan. There could be a comprehensive mapping or

inventorying of the country's intangible cultural heritage. This could be fed in the federal and provincial list of ICH elements inventoried through the process of community-based inventorying. It holds multifaceted benefits that can significantly impact various facets of the country's cultural landscape, socio-economic development, and global recognition. A major impact would be raising awareness of ICH and also its safeguarding. Documenting intangible cultural assets entails identifying and recording diverse elements such as traditions, rituals, folklore, performing arts, oral histories, craftsmanship techniques, and knowledge systems passed down through generations. This comprehensive inventory would serve as a repository, preserving Pakistan's rich and diverse cultural heritage for future generations. It helps in safeguarding these invaluable traditions against erosion or extinction due to various modernization factors. Secondly, having a consolidated list of intangible cultural assets serves as a valuable resource for researchers, scholars, policymakers, and cultural practitioners. It provides a structured framework for understanding, studying, and promoting these cultural elements. Furthermore, this inventory supports upcoming projects by providing insights for preserving and promoting these cultural treasures, contributing to Pakistan's identity and global recognition.

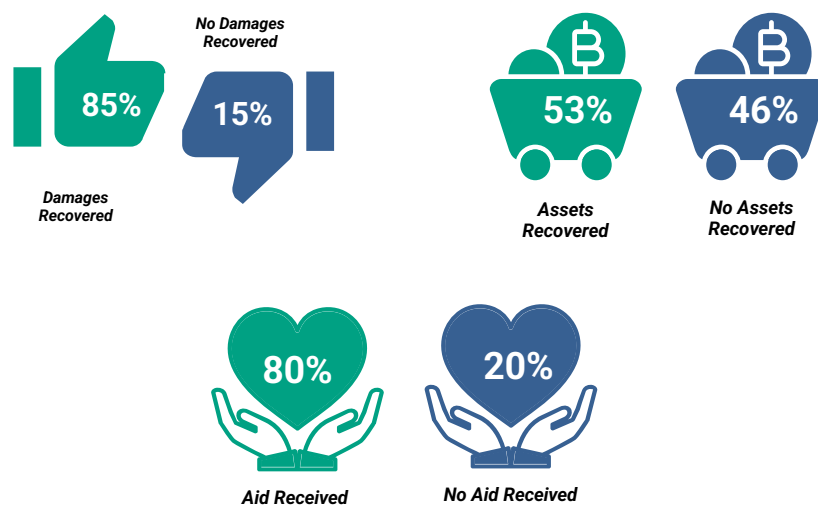


Figure 6: Recovery from Damages

Conclusion

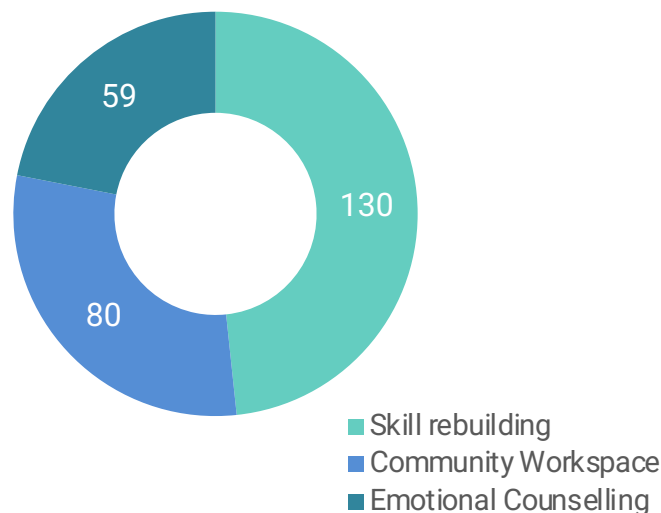
The 2022 floods in Pakistan caused significant damage to cultural heritage and impacted the lives of many cultural professionals across ten districts. Akademos assessment revealed diverse challenges faced by these professionals.

The floods disrupted various cultural professions. From disruptions in market connections for tangible asset traders to reduced demand in entertainment due to economic constraints, each profession encountered unique hurdles. Damaged infrastructure and increased costs further compounded their struggles.

Immediate assistance is crucial. Swat requires affordable raw materials, Quetta needs clean water access, and flood protection walls need reconstruction. Long-term plans must focus on resilient infrastructure, sustainable income sources, and digital literacy for business recovery.

Communities showed resilience, suggesting exhibitions to promote local products, skills training for livelihoods, and social media use for business. However, concerted efforts are needed. Government support is vital to protect these cultural professions, ensuring stability for households and preserving Pakistan's rich heritage.

This assessment highlights the need for targeted action. By addressing immediate needs and fostering long-term resilience, there's hope to restore cultural heritage and support flood-affected communities.



What potential measures should be taken to protect high-alert areas to become more resilient to future flood disasters?



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info@akademosresearch.com | www.akademosresearch.com