



Noakhali, August 2024

# EMERGENCY APPEAL

## WORLD FOOD PROGRAMME

### EASTERN FLOOD RESPONSE

The **Eastern floods** are among the most severe in recent decades, devastating large parts of southeast and northeast Bangladesh. Nearly 6 million people across 11 districts have been impacted, with half a million displaced to shelters and 1 million stranded by floodwaters.

As co-lead of the Food Security Cluster, WFP, alongside local government authorities, including Deputy Commissioners and Upazila Nirbahi Officers, activated five standby partners, delivering lifesaving **food assistance** to the most affected areas in Cumilla, Feni, Noakhali, Moulvibazar, Laxmipur, and Cox's Bazar.

As families return home and markets reopen, WFP is transitioning from direct food assistance to **unconditional cash transfers**, while also mobilizing funds to launch additional support through **cash-for-work** and **income-generating** activities, as well as **emergency school feeding**, aimed at fostering long-term recovery and rebuilding efforts for the affected communities.

*WFP wishes to thank Canada, the European Union, France, Germany (via WFP's corporate Anticipatory Action trust funds and multilateral funds), KOICA, Norway, Sweden, UNICEF, and our private donors, including those contributing through ShareTheMeal and the Japan Association for WFP, for their timely and critical contributions towards its responses to the Eastern, Jamuna basin and Sylhet floods and Cyclone Remal.*

**EASTERN FLOODS (IN USD)**  
**REQUIRED FUNDING: \$45 MILLION**  
 (\$31 MILLION COVERED IN THE REVISED HUMANITARIAN RESPONSE PLAN)  
**GAP: \$39 MILLION**

**CYCLONE REMAL, SYLHET & JAMUNA FLOODS**  
**REQUIRED FUNDING: \$27 MILLION**  
**GAP: \$10 MILLION**

**TOTAL REQUIRED: \$72 MILLION**  
**TOTAL GAP: \$49 MILLION**





Cumilla, August 2024

## PHASE 1

# IMMEDIATE FOOD ASSISTANCE

During the **initial emergency phase**, WFP ensured that vulnerable households received crucial food assistance through a one-time distribution of fortified biscuits. These families, many of whom were living in temporary shelters or stranded in flooded areas, had limited access to food and no cooking facilities. Each household received a 5 kg carton of fortified biscuits, which were locally sourced and packed with protein, vitamins, and essential minerals to meet immediate nutritional needs.

**Target population:** 130,000 families (or 650,000 people)

**Target districts:** Cumilla, Feni, Noakhali, Moulvibazar, Laxmipur and Cox's Bazar

**Amount:** 5kg per family

**Funding need:** US\$1.1 million (for contingency food stock; US\$1 million covered in HRP)

**Gap:** None

The distribution was conducted in collaboration with four Cooperating Partners, pre-selected from WFP's standby emergency roster, ensuring swift and effective delivery to the hardest-hit communities.

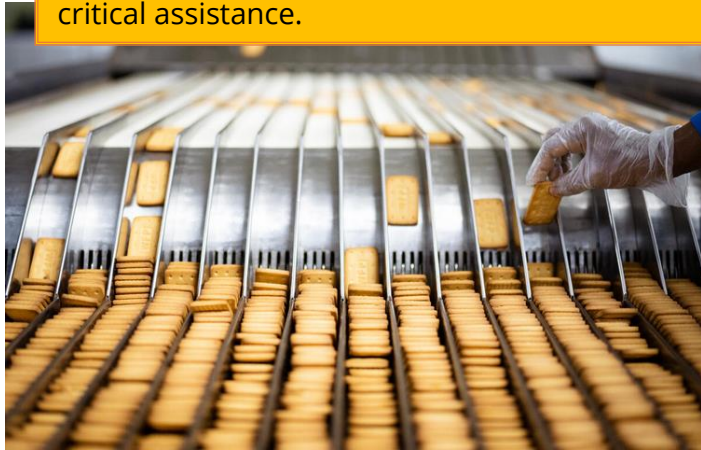
**WFP's fortified biscuits** are a critical component of its emergency food assistance strategy, particularly in crisis situations like the recent floods. Each biscuit is packed with calories, protein, and 16 essential vitamins and minerals, offering a quick and effective way to address immediate hunger and prevent malnutrition, especially in vulnerable groups like children, pregnant women, and the elderly. Compared to traditional food bags, which often contain rice, lentils, and oil that require cooking facilities, fortified biscuits offer several distinct advantages. They are ready-to-eat, eliminating the need for cooking. They are also lightweight and compact, easier to transport and distribute. Additionally, their long shelf life ensures that they remain fresh and safe to eat even in challenging conditions.



Feni, August 2024



WFP's fortified biscuits are locally produced according to corporate specifications. They are a vital source of energy, protein, and essential vitamins and minerals. During the recent flood response in eastern Bangladesh, WFP reached more than 600,000 people stranded in shelters or cut off by floods with this critical assistance.







Feni, September 2024

## PHASE 2 UNCONDITIONAL ASSISTANCE

As floodwaters recede and markets reopen, WFP is shifting from in-kind food assistance to **unconditional cash transfers** to help flood-affected families meet their essential needs. This approach will also support local economic recovery as communities begin to rebuild. WFP is leveraging existing government social protection systems to reach vulnerable women who are among the most in need with cash transfers.

Each woman will receive a **two-time cash transfer of BDT6,000 (US\$50) each**, sent to their own bKash account. This support is crucial for helping families meet their nutritional needs, which have been compromised by the hardships caused by the floods. Our current target is 166,000 families (or 830,000 people) in Cumilla, Feni, Noakhali, Laxmipur, and Moulvibazar.

**Cash assistance** is rooted in a holistic understanding of both immediate and long-term needs in emergencies. It has proven to be an effective tool in disaster response, and it is especially crucial once local markets begin to recover. By leveraging existing social protection systems, WFP ensures that cash assistance reaches those most in need, particularly female-headed households, families with persons with disabilities, pregnant and breastfeeding and older people. This approach not only addresses immediate food insecurity but also empowers recipients with dignity and choice, while contributing to the economic recovery of disaster-affected areas.

**Target population:** 166,000 families (830,000 people)

**Target districts:** Cumilla, Feni, Noakhali, Laxmipur, and Moulvibazar

**Amount:** BDT 6000 (\$50) per family

**Duration:** Two months

**Funding need:** US\$21 million (Entire amount covered in HRP)

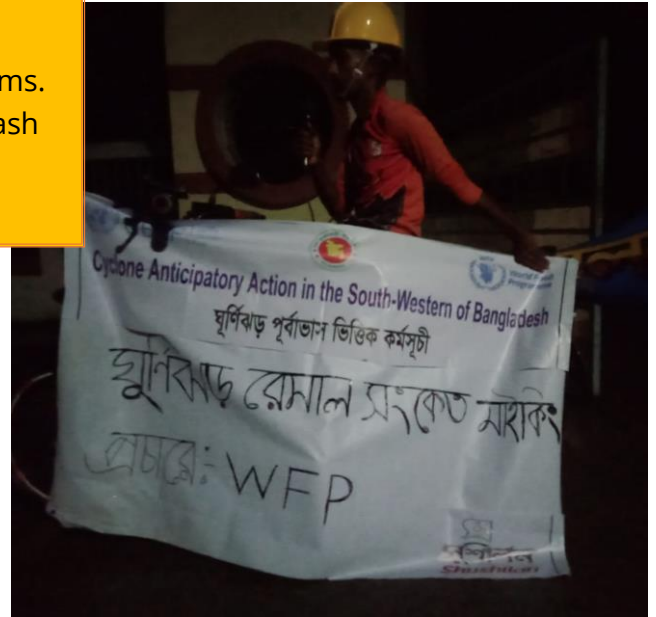
**Gap:** US\$16 million



Feni, September 2024



In response to Cyclone Remal in May and the Jamuna basin floods in July, WFP provided anticipatory cash assistance to around 30,000 families in Khulna and Barishal, and 90,000 families in the Jamuna basin, enabling them to better prepare for the incoming storms. Following these initial efforts, WFP extended further cash assistance to support families in their recovery and rebuilding efforts in the aftermath of these calamities.







Khulna, June 2024

## PHASE 3

# CONDITIONAL ASSISTANCE

To continue supporting communities in their recovery and rebuilding efforts, WFP is preparing to launch an integrated livelihood support scheme. Families will be engaged in various **food-for-assets** activities and earn an income to meet their food needs while critical community infrastructure will be rebuilt or repaired. Vulnerable families without able-bodied members will engage in **income-generating** activities (IGAs) tailored to their needs.

WFP will also support recovery in the education sector by providing **emergency school feeding** in flood-affected areas, where many children have not returned to school due to disruptions. This intervention addresses immediate hunger while encouraging parents to send their children back to school, a critical step toward long-term recovery and resilience.

WFP's Livelihood, or food-for-assets (FFA) and cash-for-work programmes are designed to address immediate food needs while also promoting economic recovery, long-term food security, and resilience against future shocks. In Bangladesh, WFP has implemented large-scale FFA projects over the past five decades, significantly impacting the livelihoods of the most vulnerable populations. These schemes include rehabilitating degraded lands, agriculture infrastructure, planting trees, constructing wells and ponds, drainage systems, and building embankments and feeder roads. Recognizing the increased risk of malnutrition exacerbated by climate shocks, FFA projects also encompass nutrition-sensitive interventions, using social and behaviour change communication to build communities' awareness on nutrition and promote critical issues such as gender equality and social inclusion.

### Livelihood Support

**Target population:** 70,000 families (350,000 people)

**Target districts:** Cumilla, Feni, Noakhali, Moulvibazar, and Laxmipur

**Amount:** BDT 500 per day, 20 days per cycle

**Duration:** 3 months

**Funding need:** US\$22 million (US\$7 million covered in HRP)

**Gap:** US\$21 million

### Emergency school feeding

**Target population:** 270,000 students

**Target districts:** Cumilla, Feni, Noakhali, and Laxmipur

**Duration:** 4 months

**Funding need:** US\$1.8 million (Entire amount covered in HRP)

**Gap:** US\$1.8 million



A newly completed food-for-assets (FFA) project in Rangpur, northern Bangladesh, has resulted in significant infrastructure improvements. The project included raising homesteads, constructing accessible roads, and building flood embankments, all designed to protect communities from flooding and other water-related disasters.

