



# World Food Programme

## DELIVERING IMMEDIATE FLOOD RELIEF IN SOUTHEASTERN BANGLADESH IN 2015



The emergency operation covers food and cash assistance to displaced people and seeks donor funding.

### Immediate Food Distributions

WFP has delivered emergency food assistance in southeastern Bangladesh after the area was struck by floods and cyclonic storm Komen.

The first response in late June reached more than 150,000 people whereas the second in early August supported an estimated 165,000 people. With significant overlap of affected areas this totals around 185,000 individuals.

WFP together with the Bangladesh Red Crescent Society and the Mukti Foundation has distributed 240 tons of fortified biscuits to stranded people in the six most affected upazilas of Chakaria, Cox's Bazar Sadar, Pekua, Maheskhali, Teknaf and Ramu in Cox's Bazar district as well as in Lama upazila of Bandarban district.

### Unconditional Cash Transfers

WFP is planning to support 35,000 ultra-poor people in 7,000 households with unconditional cash transfer assistance as immediate relief.

The assistance targets particularly affected and remote areas in Cox's Bazar and Bandarban to prevent food insecurity and undernutrition from deteriorating. It supports families in critical need with 3,000 taka per month over three months, totaling US\$115 per family.

To ensure accurate, timely and direct beneficiary and non-beneficiary feedback WFP is establishing a complaints mechanism in the form of a hotline.

### Funding the Emergency Operation

WFP is appealing for additional resources to respond to the floods emergency. An estimated US\$1.5 million is urgently required to meet the costs of the first phase of immediate food and cash assistance.

### Context

Southeastern Bangladesh has faced a rapid succession of natural hazards lately. Many places experienced massive rainfall in June and July, the highest in 50 years, and people have been hit by flash floods, landslides and a cyclonic storm that is unusual for the season.

Nearly 2 million people have been affected. Many who already lost their homes and sources of income to the earlier floods in late June are especially vulnerable to deteriorating food insecurity and aggravating poverty.

In June a Joint Needs Assessment of the Government and development partners prioritised 38,700 households for immediate food security assistance. The subsequent Joint Response Plan recommends supporting these people with cash assistance. A Rapid Market Assessment verifies that markets are functional and the Government as co-chair of the Humanitarian Coordination Task Team has confirmed its readiness to accept international assistance.

During the assessment period a second phase of heavy rain fell and on 29 July cyclonic storm Komen made landfall, causing further damage and prolonging the flooding. WFP is now coordinating a rapid assessment on behalf of the Food Security Cluster to better determine the humanitarian impact, which may lead to an expanded response.

Fighting Hunger Worldwide



Photos: WFP/Ranak Martin; WFP/Kamrul Mithon