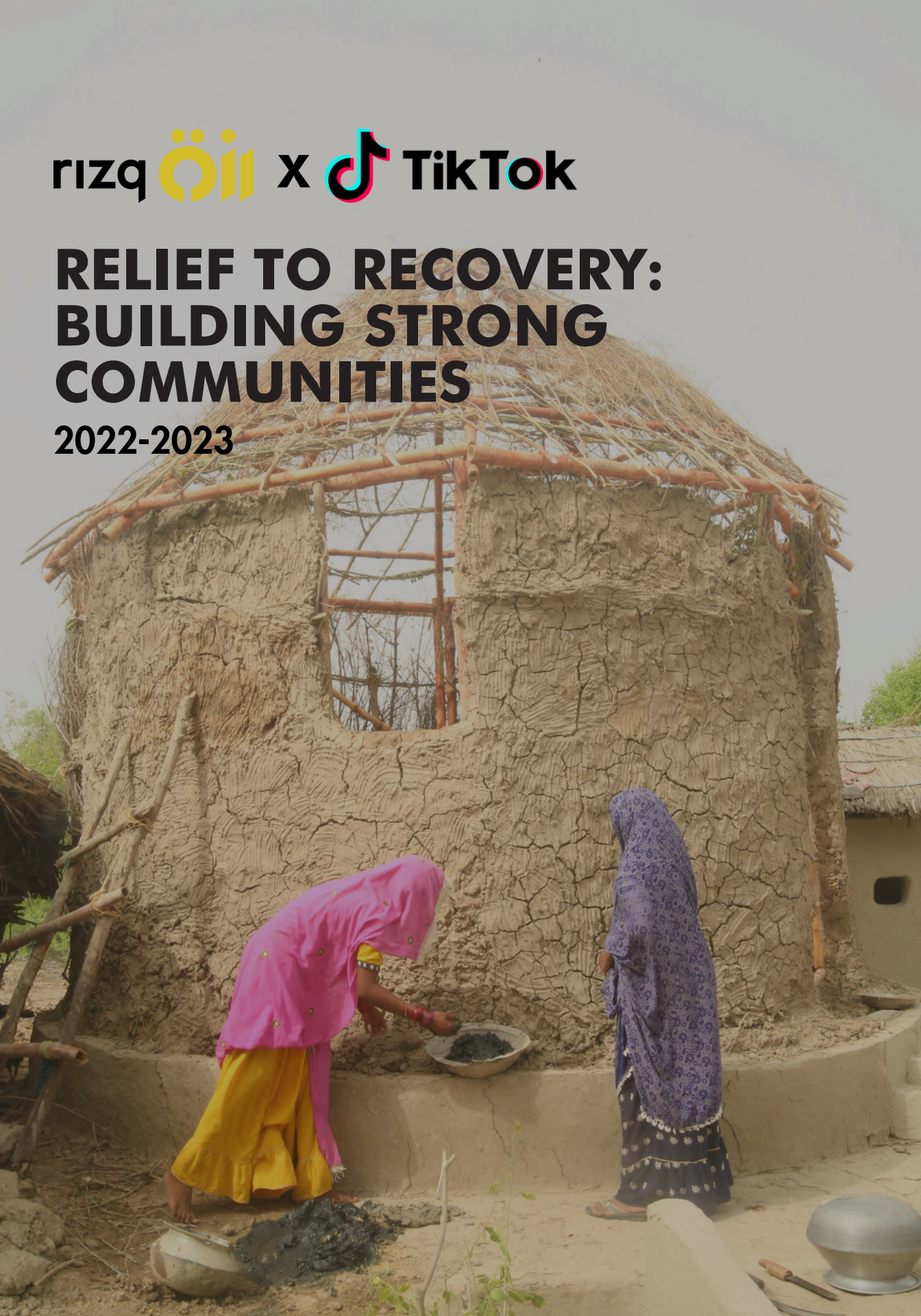
rizq x TikTok

RELIEF TO RECOVERY: BUILDING STRONG COMMUNITIES

2022-2023



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MESSAGE FROM THE CEO



When the 2022 floods swept across Pakistan, families who had lost their homes, crops and livestock needed help immediately. Our first task was simple: make sure no one went hungry. TikTok stood with us from those first weeks, and that support allowed us to do far more than respond to a crisis.

Together, we moved from relief to recovery. We fed families in camps and flooded villages, put seed and fertiliser back in the hands of small farmers, and helped communities in Sindh rebuild homes designed to withstand the next disaster. When TikTok returned to support our Ramadan drive in 2024, the partnership grew into a sustained commitment to food security for Pakistan's most vulnerable families.

This partnership has shown what is possible when a global company places its trust in local implementation. It has reminded us that recovery is not a single moment but a journey, from a hot meal, to a harvest, to a safe roof overhead. We are grateful to TikTok for walking that journey with us, and we look forward to building the next chapter together.

Qasim Javaid
CEO, Rizq

EXECUTIVE SUMMARY

The 2022 monsoon floods were among the worst disasters in Pakistan's history. They submerged a third of the country, affected more than 33 million people, and destroyed homes, livestock, roads and farmland on a massive scale. For millions of families, the floods brought immediate hunger and also wiped out the livelihoods and shelter they would need to recover.

Rizq Trust and TikTok responded with a partnership built on a relief-to-recovery model. Over three years and two projects, with total support of **USD 250,000**, the partnership worked across emergency food assistance, livelihood restoration, climate-resilient housing and food security.

In the relief phase (October 2022), Rizq provided food packages to **1,500 flood-affected families**, reaching an estimated 10,500 individuals, and providing over 300,000 meals. Alongside this, three live emergency kitchens, run in collaboration with the NDMA, military personnel and the Pakistan Air Force, served **60,000 freshly cooked meals** at about 2,000 meals per day.

In the rehabilitation phase (November 2022 to January 2023), the partnership focused on recovery:

- **Kisaan Dost Program**: 193 small farmers in Kot Addu and Taunsa, South Punjab, received interest-free, collateral-free wheat inputs, rehabilitating 800 acres. Farmers reported an average 50% yield increase, and improved crop quality and germination.

- **Rizq Eco-Housing**: In partnership with the Heritage Foundation of Pakistan, Rizq built 100 low-cost, low-carbon, disaster-safe homes across two communities in Mirpurkhas, Sindh. The homes shelter around 700 people and are supported by eco-toilets, hand pumps, solar panels and training for 300 villagers.

Together, these projects show how corporate support combined with a locally rooted implementation partner can reach families at every stage of crisis and recovery.



PROJECT BACKGROUND



Climate change has hit Pakistan very hard, and its most vulnerable communities bear the greatest cost. The 2022 monsoon brought extreme rainfall and flooding that submerged a third of the country, with Sindh, Balochistan and South Punjab among the worst affected.

The scale of loss was staggering. National figures recorded over 1,700 deaths, more than 12,500 people injured, over 1.4 million homes destroyed, 736,459 livestock lost, and more than 5,500 km of roads and 243 bridges damaged. Millions of acres of farmland were flooded, wiping out standing crops and the next season's planting.

Beyond these numbers, families faced hunger, loss of income, disease and the prospect of a long winter without shelter. Small farmers, who were already trapped in cycles of high-interest debt to middlemen, lost both their harvests and the means to plant again.

A crisis of this scale needed more than a one-time emergency response. It required support that moved with communities, from immediate survival through to rebuilt livelihoods and homes.

PROJECT OVERVIEW

Rizq Trust and TikTok first came together in 2022 to support flood-affected communities in Pakistan. TikTok provided the funding, and Rizq provided on-ground implementation through its field teams, local government coordination and community networks. What began as flood relief grew into a three-year partnership spanning emergency response, rehabilitation and food security.

Objectives

1. Provide immediate food assistance to flood-affected families through dry rations and live emergency kitchens.
2. Restore the livelihoods of flood-hit small farmers through interest-free agricultural inputs.
3. Rebuild safe, affordable and climate-resilient homes for displaced families.
4. Strengthen food security for vulnerable families during Ramadan.



PROJECT FOCUS AREA





Food Security & Emergency Relief

Flood-affected families were identified with local government and community groups and received food support during the most critical weeks. Household rations met longer-term needs, while emergency kitchens provided hot, nutritious meals every day.

Livelihood Recovery for Small Farmers

Through the Kisaan Dost Program, small farmers received quality seed, fertiliser and training at zero upfront cost, with no interest and no collateral. Farmers repaid only after harvest, so they could restart cultivation without falling back into exploitative debt.

Climate-Resilient Housing

Rizq Eco-Housing rebuilt homes using local, low-cost and low-carbon materials, with communities actively involved in construction. The result is housing designed to withstand future floods.

Community Participation & Sustainability

Each intervention was delivered through local networks and community involvement. Examples include identification surveys, farmer trainings and the 300 villagers trained in eco-construction. This ensured that recovery was owned by the communities themselves.

KEY INTERVENTIONS



1. Emergency Flood Relief (Phase 1: October 2022)



1.1 Dry Ration Distribution

Rizq teams carried out community identification surveys in coordination with local government and community-based organisations, including distributions in Touns. Each identified family received a food package sized to sustain a family of seven for three months. Packages contained flour, sugar, rice, lentils, and masqutoo oils. Where communities were cut off by floodwater, food was delivered directly.



1.2 Live Emergency Kitchens

Rizq set up three temporary kitchens, run in collaboration with the NDMA support of local personnel, with logistics support from live tandors. This way displaced families hot, nutritious food chapatis served every day, including pulao and chapatis from live tandors. This way displaced families hot, nutritious food

2. Rehabilitation & Recovery (Phase 2: November 2022 – 2023)



2.1 Kisaan Dost Program

The Kisaan Dost Program (KDP), delivered through GroRizq, helped flood-hit small farmers return to cultivation. Its inaugural cycle supported wheat farmers in Kot Addu and Taunsa, South Punjab. Farmers received certified seed, fertiliser and other essential inputs on an interest-free, collateral-free basis, and repaid only after harvest.

Farmers were identified through field surveys and trained on optimal input use. Rizq's field officers, led by Agriculture Head Dr Atta Ullah Khan, conducted crop reviews two months after sowing.



2.2 Eco-friendly Housing

In rural Sindh, Eco-Housing project provided low-cost homes to affected families. Working with Heritage Foundation homes were built using Barefoot Social Architecture (BASA), guided by renowned architect Yasmeen Lari. The approach uses local materials such as lime, mud, bamboo and thatch, keeps costs and carbon footprint low, and involves community members directly in construction.

Two communities were developed in Mirpurkhas, Sindh: Altaf Khaskheli Goth, inaugurated as a zero-carbon community with TikTok's support, and the Mir Talpur community. Alongside the homes, the communities received shared infrastructure, including traditionally decorated community stoves. Families were also supported with three months of food sustenance while they resettled.

Key Impact

100	ecofriendly houses constructed
193	small farmers supported
360K	meals distributed during floods
1500	families supported



STORIES OF CHANGE



Being part of the Kissan Dost program has been like a miracle for me and many other small farmers like me. Before I joined, I felt stuck in a never-ending struggle. I own a small piece of land, and making enough money was always hard. I often ended up with only half as many crops as I could have grown. I'm living proof that when small farmers like me get the right help and chances, we can not only survive but also do well.

Muhammad Rashidi,
Farmer, Taunsa

"During the tough floods last year, our village faced neck-high waters, leaving us hungry and without clean water. That's when Rizq stepped in, surveyed our village, and helped us build new homes. These houses are a relief, they don't leak, and we're no longer afraid of rain. With stoves, solar panels, toilets, and handpumps, Rizq made sure our community is not just happy but also safe."

Maina Bibi,
Mirpurkhas, Sindh



PROJECT OUTCOMES

Beyond the numbers, the partnership created impact across several dimensions of post-disaster recovery.



From Relief to Recovery

The partnership did not end when the emergency did. The same communities supported with food in the first weeks were later supported to replant their fields and rebuild their homes. Assistance stayed connected to people's changing needs.



Livelihoods Restored Without Debt

By replacing high-interest loans from middlemen with interest-free, collateral-free inputs, the Kisaan Dost Program helped farmers recover without taking on new debt. It also delivered higher yields and better-quality crops.



Safer, Greener Homes

Eco-Housing gave displaced families homes that are affordable, low-carbon and built to withstand future floods. Shared water, sanitation, cooking and solar infrastructure turned rebuilt houses into functioning communities.





A Sustained Commitment to Food Security

TikTok's return in 2024 for the Ramadan drive extended the partnership beyond disaster response. It brought food support to vulnerable families in nine cities, including in Gilgit-Baltistan.

A Model for Corporate–Local Partnership

The collaboration showed how corporate funding, delivered through a locally rooted partner with field presence and community networks, can reach families at every stage of a humanitarian response.

CONCLUSION

The Rizq x TikTok partnership began with an urgent need: to feed families who had lost everything to the 2022 floods. Over three years, it became a broader commitment to helping Pakistan's most vulnerable communities survive crises and recover from them.

Through food rations and emergency kitchens, the partnership reached families at their hardest moment. Through the Kisaan Dost Program, it helped small farmers return to their fields free from exploitative debt. Through Eco-Housing, it gave displaced families safe, climate-resilient homes and the infrastructure to build community life again. Through the Ramadan drive, it carried that care forward to families across the country.

The partnership's strength lies in its integrated approach. It connected immediate relief with longer-term resilience, and paired TikTok's support with Rizq's on-ground presence. Rizq is deeply grateful to TikTok for its trust and continued commitment, and we look forward to building the next chapter together in disaster response, food security, livelihoods and community resilience.