



## BUSINESS GUIDE

### HUMANITARIAN NEEDS AND PRIORITIES

# SRI LANKA

JUNE 2022

Photo: WFP Sri Lanka



AFFECTED POPULATION

5.7M



PEOPLE TARGETED

1.7M



REQUIREMENTS (US\$)

\$47.2M

## OVERVIEW OF THE CRISIS

**Sri Lanka is experiencing a multidimensional crisis, compounded by food insecurity, threatened livelihoods, shortage of essential medical items and rising protection concerns.**

Sri Lanka is facing its worst economic crisis since independence. Concurrent challenges in public finance and sovereign debt, as well as the availability and affordability of food, fuels, fertilizers, and medicines, have disrupted livelihoods across the country. The significant reduction in agricultural production in Sri Lanka, compounded by the rising prices of fuel and basic food items, have made food unaffordable for a segment of the population, and the government has forecasted food shortages during the next months. Hospitals in the country report shortages of essential medicines and

other health items, while frequent power outages affect the delivery of health services. Negative coping mechanisms are threatening the loss of livelihoods, and an observed rise in violence raises protection concerns. An estimated 5.7 million people are in need (PIN) of humanitarian assistance in 25 districts across the country. Of those, the [Humanitarian Needs and Priorities Plan \(HNP\)](#) aims to reach 1.7 million people, requiring \$47.2 million in humanitarian funding.

The HNP has three strategic objectives:

- Save lives through the provision of food assistance and essential medicines, targeted nutrition services, safe drinking water and emergency livelihoods support for the most vulnerable.
- Provide immediate agricultural support that allows the resumption of basic productive activities for the maintenance of livelihoods and food and nutrition security.
- Provide protection from violence, especially that based on gender, age disability, and other vulnerabilities, and prevent and mitigate other protection risks through timely assistance, including mental health and psychosocial support and education.

These objectives and corresponding priority needs will be implemented through three key sectors, namely: Food Security and Livelihoods (FSL), Health, and Protection, including Gender-based Violence and Child Protection. Specifically, the sectors will cover the following:

## Food Security and Livelihoods

Food and nutrition security supported by the provision of safe drinking water, basic agricultural support and emergency livelihoods. For more information, please contact the following organizations:

- The [World Food Programme \(WFP\)](#) is scaling up its existing 2022 programme to reach a further 3 million people with in-kind food, vouchers and nutritional support. Prioritizing voucher assistance to pregnant women in six poor urban areas of Colombo and food assistance to children through national school meals programme, WFP also aims to support the resumption of Sri Lanka's Thripasha nutrition programme that provides food fortified with vitamins and minerals to undernourished children under five and pregnant and lactating women. The most impactful way to support WFP's work to provide food assistance to those most in need in Sri Lanka remains through financial contributions. [Click to Give food aid in Sri Lanka \(ShareTheMeal\)](#).
- The [Food and Agricultural Organization \(FAO\)](#) supports local food production of vulnerable households by protecting, restoring and diversifying agricultural-based livelihoods through the provision of critical inputs and productive assets and/or cash transfers, covering agriculture, livestock and fisheries sectors. These activities are aimed to safeguard harvests, animal production and fisheries, ensuring food security through availability and access to sufficient and nutritious locally produced food.
- The [International Organization for Migration \(IOM\)](#) is assisting the refugee returnees and other groups in vulnerable contexts through a combination of dry food assistance and financial cash transfer modalities as deemed appropriate to the context. Further, as a step to ensure the mid-term food security IOM will also distribute drought resistant seed varieties to a selected group of beneficiaries to enhance food security in the country.
- The [United Nations Children's Fund \(UNICEF\)](#) interventions include procuring and distributing life-saving supplies (maternal, neonatal, and nutritional items) in response to extensive stock outs and a deteriorating food security situation coupled with messaging and counselling for infant and young child feeding. UNICEF will also support the water supply sector given the lack of water purification supplies which threatens the availability of safe drinking water in urban and rural settings. [Click to Donate](#).
- The [United Nations Development Programme \(UNDP\)](#) planning to support critical agriculture assistance including cash and voucher support to food-insecure and resource poor households. UNDP has launched a Private Sector Giving Facility for Sri Lanka in collaboration with a number of leading Sri Lankan private sector organizations and welcomes contributions from companies and individuals which will be used to fund projects outlined in the HNP. Learn more and contribute by emailing [fadhil.bakeermarkar@undp.org](mailto:fadhil.bakeermarkar@undp.org).

## Health

For the next three months, health support provided by humanitarian partners will focus on ensuring the availability of vital and essential medicines and medical supplies in order to save lives and keep vital health services functioning. For more information, please contact the following organizations who are working together to address the health crisis:

- The [World Health Organization \(WHO\)](#) and [UNDP](#) are working with government and partners to ensure the provision of health care and essential medicines to address urgent needs.

- [UNICEF](#) works with partners to ensure access to primary healthcare services especially for women and children and that health staff are trained.
- The [United Nations Population Fund \(UNFPA\)](#), together with partners, is focusing on sexual and reproductive health, including maternal and new-born health; and infection prevention and control, key health priorities is to ensure essential life saving and life sustaining SRH services, including drugs and commodities for women, girls and marginalized and vulnerable groups. [Click to Donate.](#)

## Protection

Provision of support to general protection, protection from Gender-based Violence (GBV) and child protection, as well as addressing mental health and psychosocial and education needs that expose to the most vulnerable, especially children, to further risks.

- [UNICEF](#) works with partners to strengthen emergency case management services for the most vulnerable children and prevent and respond to family separation, including children with disabilities, through government and CSO partners. UNICEF will work with frontline workers, families, and youth to provide psychosocial support to help manage the stress and prevent violence in families.
- [UNFPA](#) together with partners, is focusing on protection from sexual and gender based violence, predominately for women and girls and the most vulnerable. UNFPA also coordinates and responds to survivors of GBV with multi-sectoral services such as health care, mental health & psychosocial support, information, and referrals to other sectors.
- [IOM](#) has planned specific and targeted assistance to address the immediate needs of victims of trafficking and migrant returnees in vulnerable situations with immediate assistance such as food, non-food items, sanitation and medical assistance. Further, IOM has planned to provide psychosocial support to survivors of gender-based violence (SGBV) to improve their psychological wellbeing. In addition, IOM will support the National Anti-Human trafficking task force (NAHTTF) to escalate the support provided to these individuals in vulnerable situations.
- [UNDP](#) is providing counseling and legal aid / case management support services to Gender-based violence survivors living in shelters.

# HOW THE PRIVATE SECTOR AND INDIVIDUALS CAN HELP

## 1 MAKE A FINANCIAL CONTRIBUTION

Financial contributions to reputable aid agencies are one of the most valuable and effective forms of response in humanitarian emergencies. Public and private sector donors are invited to contribute cash directly to aid organizations participating in the [Humanitarian Needs and Priorities \(HNP\) plan](#) which are listed above. In the HNP each sector also has a designated focal point that can be contacted for additional information.

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The [Asia-Pacific Alliance for Disaster Management Sri Lanka](#) (A-PAD SL) is the major private sector coordinating body for disaster risk reduction and management in Sri Lanka, representing more than 700 local businesses. A-PAD SL is also a founding Member Network of the OCHA/UNDP supported [Connecting Business initiative](#) (CBI). A-PAD SL has established a relief fund in collaboration with a wide range of companies and other partners; to contribute, [learn more or contribute here](#).

The International Federation of the Red Cross and Red Crescent Societies (IFRC) has issued an Emergency Appeal for Sri Lanka which is accessible [here](#).

## 2 MAKE AN IN-KIND CONTRIBUTION OF GOODS OR SERVICES

While humanitarian aid is needed urgently, The United Nations urges companies to refrain from sending unsolicited donations that may not correspond to identified needs or meet international quality standards. Donors are highly encouraged to send cash rather than in-kind donations. Donations-in-kind are useful when they meet a pre-identified need on the ground for which supply through other means (procurement, prepositioned stock) is not available. In other circumstances they may not fit needs, can potentially be administratively burdensome (placing demands on thinly stretched emergency personnel), and may undermine local markets (where local supply is available).

For any additional questions about in-kind donations, please reach out to OCHA with as much detail as possible, including what you wish to donate and how much, the estimated market value, your time frame for delivery, details on shipping and any other conditions. We will then guide you to the most appropriate recipient organization(s). Companies with employees, suppliers, or customers in the country or region, or those with existing agreements with responding humanitarian organizations should aim to provide support directly to these groups. For more information, please contact Karen Smith, OCHA's Private Sector Engagement Advisor, at [ocha-ers-ps@un.org](mailto:ocha-ers-ps@un.org).

## 3 MAKE A COMMERCIAL OFFER

If your offer is commercial in nature, please refer to the UN Global Marketplace at [ungm.org](http://ungm.org).

## CRITICAL REMINDERS

- The UN Secretary-General encourages companies to coordinate their response efforts with the United Nations and the humanitarian coordination system to ensure **coherence with priority needs and to minimize gaps and duplications with the other responders**.
- All response activities should be guided by the humanitarian principles of **humanity, impartiality, neutrality, independence and Do No Harm**. For more information, see the [Guidance Note: Conflict Sensitivity in Private Sector Disaster Management](#).



### HUMANITY

Protecting life and health while ensuring respect for human beings



### NEUTRALITY

Actors must not take sides in hostilities or engage in controversies



### IMPARTIALITY

Action must be carried out based on needs alone with no distinction to social classes



### INDEPENDENCE

Action must be carried out autonomously from the objectives of other actors

- Business contributions to UN response efforts must comply with the [Guidelines on Cooperation between the UN and Business Sector](#).
- It is important to ensure that donated items meet [Sphere Standards](#) and reflect priority needs.

- Affected people must be at the centre of any humanitarian response, for their increased engagement and empowerment in decision-making to address their specific needs, and to ensure that international response remains accountable to them. In particular, people in need of humanitarian assistance **must be protected from sexual exploitation and abuse (SEA)** and have access to channels to report it and have it addressed. Further guidance for the private sector is available [here](#).
- The **risk of transmitting COVID-19** implies specific access requirements and biosafety measures protocols must be followed.

## WHERE TO FIND THE LATEST INFORMATION

- For an updated list of maps, situation reports, and other information please visit [ReliefWeb](#). For additional resources for the private sector, please visit the OCHA/UNDP Connecting Business initiative [Sri Lanka Economic Crisis](#).

## WE ARE HERE TO HELP

For more information on how businesses can help, please contact:

- Azam Bakeer-Markar, Partnerships Officer in the Office of the UN Resident Coordinator, Sri Lanka, [azam.bakeermarkar@un.org](mailto:azam.bakeermarkar@un.org)
- Karen Smith, OCHA, Private Sector Engagement Advisor, at [ocha-ers-ps@un.org](mailto:ocha-ers-ps@un.org).

