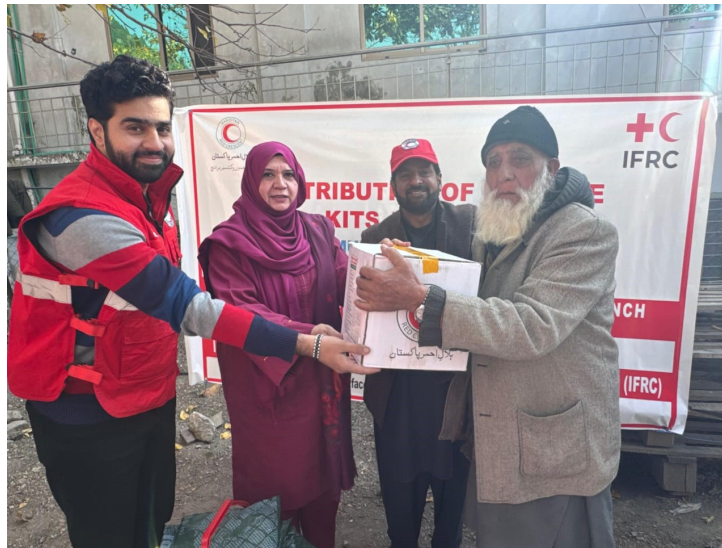

PRCS AJK State Chapter, IFRC disburse Essential Relief Items to Monsoon Flood-Affected Families in the State metropolis:



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Altaf Hamid Rao

MIRPUR (AJK): November 21: – The Pakistan Red Crescent Society (PRCS) AJK State Branch, with generous support from the International Federation of Red Cross and Red Crescent Societies (IFRC), on Friday, distributed critical relief items to families affected by the 2025 monsoon floods

in AJK'S Capital District of Muzaffarabad, it was officially said.

“More than 150 hygiene kits, long-lasting insecticidal nets (LLINs), jerry cans, buckets, and other non-food items were handed over to flood-affected households of district Muzaffarabad”, the AJK PRCS spokesman Adnan Qureshi told our Special Jammu Kashmir state Correspondent Altaf Hamid Rao on Friday.

He continued that the distribution marks a key milestone in PRCS's ongoing Monsoon Floods 2025 Emergency Response Operation, which continues to address immediate life-saving needs while laying the foundation for early recovery.

Ms Gulzar Fatima, Secretary PRCS AJK State Branch, personally led the distribution and interacted directly with affected families, many of whom lost homes, belongings, and access to clean water during the devastating floods.

Speaking on the occasion, Ms Gulzar Fatima emphasized the vital role of hygiene promotion in preventing disease outbreaks in disaster-affected communities.

“In the aftermath of floods, contaminated water and poor sanitation become major problems. Hygiene is not a luxury – it is the first line of defense against water-borne diseases such as cholera, diarrhea, and skin infections that can spread rapidly in overcrowded and unsanitary conditions.

These hygiene kits, jerry cans, and buckets may look simple, but they empower families to store safe water, wash hands regularly, and maintain personal and environmental cleanliness. By protecting health today, we are protecting lives tomorrow.” She said.

She further added

“The affected families in Muzaffarabad have shown extraordinary resilience in the face of unimaginable loss. Our teams are committed to standing shoulder-to-shoulder with them until they regain dignity and stability. We are deeply grateful to the International Federation of Red Cross and Red Crescent Societies for their timely and generous support, which has made this rapid response possible.”

The distribution was supervised by Mr Naveed Awan, Programme and Disaster Management Manager (PDMM), and Mr Awais Ahmed, WASH Officer, PRCS National Headquarters Islamabad, who also conducted on-site hygiene promotion sessions for beneficiaries, demonstrating proper handwashing techniques and safe water storage practices.

Further distributions of shelter tool kits, cash assistance, and livelihood recovery support are planned in the coming weeks.

The Pakistan Red Crescent Society appeals to national and international donors, partners, and the general public to continue supporting the flood-affected population of Azad Jammu & Kashmir during this critical recovery phase.