



# MISSION ESSAR FLOOD RELIEF FUND

پاکستان  
آپ کو بگاڑ رہا ہے



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SUPERIOR FOUNDATION  
FOR RESEARCH & DEVELOPMENT

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# My Dear PAKISTANEO

We are facing tragic devastation caused by deadly floods this year. Continuous rains have brought wrecks in the country. Hundreds of precious lives of people have been lost while thousands of families have been deprived of their homes, livestock, and businesses. According to an estimate, nearly 9 crores (90 Million) people have been affected by the floods. To help our brethren in this crucial hour, the Association of Private Sector Universities of Pakistan (APSUP), and

Pakistan Association of Private Medical & Dental Institution (PAMI) have launched "Mission Essar Relief Fund". I urge you all to come forward to join hands with us to bring up the charity, or relief goods i.e. food items, clothes, blankets, tents, medicines, construction materials and much more. I also call on the potential and patriotic youths of Pakistan to come forward and rescue our brothers by volunteering with Mission Essar.

**Prof. Dr. Chaudhry Abdul Rehman**  
**Chairman**

Association of Private Sector Universities of Pakistan (APSUP)

**President**

Pakistan Association of Private Medical & Dental Institution (PAMI)



## Mission ESSAR

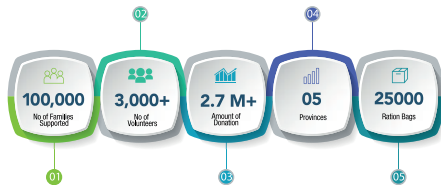
Mission ESSAR is a promise to help Pakistan in the time of need. Pakistan's unmatched spirit of philanthropy and volunteerism is known throughout the world whenever catastrophe has hit our homeland people of Pakistan have always responded to the call and helped Pakistanis regain their lost property and business.

Covid-19 changed the economic dynamics of the world but keeping Pakistan's unmatched spirit of philanthropy and volunteerism high, Superior Foundation launched ESSAR drive in 2020-21. ESSAR enabled our youth to be socially responsible and understand the true spirit of volunteerism. Mission ESSAR provided ration to families around us who suffered great deal due to work suspension/-closure during lockdown. Not only ration, but medical supplies and other basic necessities

of more than one lac families were provided to households through the drive.

Mission Essar proved to have an international footing as British Council's new area Director Michael Houlghate positively recognized the effort of Superior Foundation initiative ESSAR while British Council also applauded the effort globally and called it a 'fantastic' initiative. British Council has been closely working with SFRD on the cause.

**Mustung & Quetta in Balochistan**  
**Arain, Jia Bagha, Naseerabad,**  
**Gujranwala, Sheikhpura,**  
**Mian Channu in Punjab**  
**Gilgit in Province Gilgit-Baltistan**  
**Peshawar, Attock in KPK**



This year Association of Private Sector Universities of Pakistan (APSUP) and Pakistan Association of Private Medical & Dental Institution (PAMI) have collaborated with Superior Foundation for Research & Development (SFRD) for Mission ESSAR 2022 and established **Mission ESSAR Flood Relief Fund by donating initially PKR. 5M** and we are reaching out to Academic Institutions, Industry and General Public who are always known for their magnanimity and philanthropy to come forward and support this noble cause which is specifically for the relief of flood stricken areas by providing them monetary help for rehabilitation of homes, re-initiation of businesses and in kind support in terms of **Food, Clothes, Medicine, Shelter in bringing Pakistan back to life.**

## WHY Mission ESSAR 2022

Recently unprecedented floods due to incessant rains have created havoc in the areas of Pakistan, especially southern Punjab, Balochistan, and Sindh, causing immeasurable misery and devastation. Many precious lives have been lost, thousands of people have been rendered homeless, and property worth crores has been destroyed. Never before has Pakistan witnessed a calamity of huge magnitude after the Pandemic of 2019-2021.

In this hour of need, even a small contribution would go a long way in the quick rehabilitation of those affected by deadly floods.

|                        |               |                      |                        |                     |
|------------------------|---------------|----------------------|------------------------|---------------------|
| <b>30 Million</b>      | <b>1000</b>   | <b>350+</b>          | <b>1 Million</b>       | <b>5 Lac</b>        |
| <b>Homeless People</b> | <b>Deaths</b> | <b>Children died</b> | <b>Homes destroyed</b> | <b>Cattles died</b> |

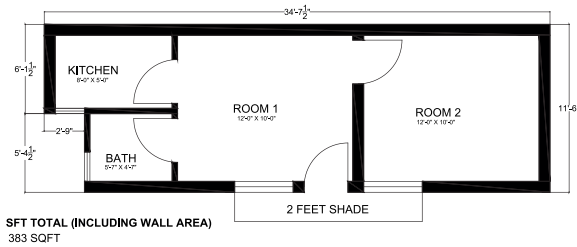
"A Little May Be More For Those Who Have Nothing."

Money and donation can be sent to SEP account with the title "Help After Rain." Money raised with this initiative will be distributed to affected areas. The path to recovery can be long but effective.

**Contribute generously.**

# HELP PAKISTAN COME BACK TO LIFE

## BY DONATING FINANCIALLY AND IN KIND



**Build a House**  
**Rs. 500,000/-**



**Re-initiate a business**  
**Rs. 25,000 - 50,000/-**



**Dry Food Items**  
**Rs. 5,000/-**



**Medical Camp**  
**Rs. 25,000/- camp**



**Free Higher & Secondary Education**  
**Sponsor a child**



**Clothes & Blankets**  
**Rs. 5,000/-**



**Life Saving Medicines**  
**Rs. 5,000/-**

**IBAN: PK45HABB0050097900310655**

**Account Number: 50097900310655**

**Account Title: Superior Foundation**

**Account Branch: Ali Block, Garden Town, Lahore**

**Bank: Habib Bank Limited**



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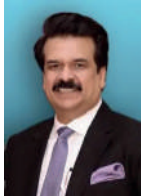


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