



PHALS
PROGRAM FOR HELPLESS AND LAGGED SOCIETY

PHALS Comprehensive Humanitarian Response & Recovery



**Building safer homes, restoring livelihoods, and
supporting vulnerable families through coordinated
emergency and recovery actions**

Who We Are

PHALS- (Program for Helpless And Lagged Society) is a non-government organization (NGO) based in Cox's Bazar, Bangladesh started its journey in 1992. It is formally registered with Ministry of Social welfare in 1996 and NGO Affairs Bureau in 1999. All activities of the organization are in line with the guidance provided by the Ministry of Social Welfare (MOSW) and NGO Affairs Bureau (NGOAB) of the Government of Bangladesh. The principles, activities and approaches of PHALS correspond to national priorities for development and directly linked with current National Strategic Plan. PHALS's activities have significantly contributed to attaining Millennium Development Goals (MDG) by the government, particularly Goals 1, 2, 3, 7 and 8. PHALS has developed its 2nd Strategic Plan (2022-2026) to ensure that its program interventions on education, protection, disaster risk reduction, livelihood and legal aid support implemented in Cox's Bazar district partnering with donor, development partner and government of Bangladesh that add significant values to national response for achieving Sustainable Development Goals (SDGs) particularly 1, 2, 4, 5, 6, 10, 13 and 17. PHALS has vibrant presence and strong footprint in emergency response program since the influx in 2017 with several interventions aligning with sectors and RRRC office as well as government of Bangladesh. Over the last 32 years PHALS has expanded its work in the area of education, protection, disaster risk reduction and livelihood including the cross-cutting issues which complementing and contributing to the national response in these areas which are under government focus.



Vision

A country without poverty and discrimination in which every person can exercise her/his right to a life with dignity and proper livelihood through comprehensive sustainable development.



Mission

To work together with GO/NGO and INGO for the less privileged and marginalized people to improve their livelihood standard up to reasonable percentage in terms of poverty, education, gender, environment, health care, basic human, disability and children right to concern.



Core Value

Simplicity, Honesty, Accountability, Transparency
Effectiveness, Belongingness, Inclusion, Attainable.

Partners & Acknowledgments

This initiative was made possible through the generous support of: **German Federal Foreign Office (GFFO), Aktion Deutschland Hilft, DFAT (Australian Aid), Malteser International, BRAC, and Local Government**, in collaboration with **PHALS**.

PHALS extends heartfelt thanks to community volunteers, local leaders, and partner organizations for their coordination and trust.

Introduction

Cox's Bazar, a district renowned for its natural beauty, is one of Bangladesh's most disaster-prone areas. Floods, cyclones, and tidal surges regularly impact coastal and island communities. The 2017 Rohingya influx and subsequent humanitarian challenges have made the area more vulnerable.

PHALS (Program for Helpless and Lagged Society), in collaboration with **Malteser International** and **BRAC** implemented multiple emergency and recovery initiatives under **TOGETHER 2.0** projects through the **HOIFA** intervention and **Mocha Cyclone Response** project from 2021 to 2025, supporting both host and FDMN communities. Financial Supported By **GFFO, ADH and DFAT (Australian Aid)**.

These initiatives provided a blend of immediate humanitarian support, recovery assistance, and community awareness, ensuring that affected families could recover, rebuild, and prepare for future shocks.

Key Activities and Achievements



Cash Support

**594 households
received cash
assistance**

- 250 Household in Cox's Bazar district, 130HH Palongkhali and 120 HH in Whykong Union at Ukhiya and Teknaf Upazila received unconditional cash support under the Emergency Flood Response for Rohingya and Host Community in Cox's Bazar project (2021)
- 6 fire-affected families received BDT 10,000 each (PM Khali Union, Feb 2023).
- 12 fire-affected families in Kutubdia Para and Samitee Para received BDT 10,000 each (Jan 2024).
- 6 fire-affected families in Halkara Para, Chakaria, received BDT 10,000 each (Feb 2024).
- Under the TOGETHER 2.0 HOIFA project, a total of 320 vulnerable families received cash assistance to support their recovery and resilience. Among them, 170 Cyclone Mocha-affected families received unconditional cash grants, while 150 flood-affected households benefited from mobile-based cash transfers (bKash/Nagad).



Elderly people received unconditional cash support 10,000 BDT through HOIFA initiatives under ToGETHER 2.0 Program.



Mobile Banking Agent transfer unconditional cash transfer to the affected community through HOIFA initiatives under ToGETHER 2.0 program.



In collaboration with government authorities, PHALS distributed unconditional cash support to assist the most vulnerable families.





Food and Non-Food Item (NFI) Distribution

594 households received cash assistance

- 100 FDMN families in Camp-11, Palongkhali, Ukhia received NFI kits (clothes, slippers, and essentials).
- Distributed dry food packages (flattened rice, sugar, UHT milk, biscuits, ORS, candles, and water) to a total of 3,695 households including 500 households during Cyclone Mocha, 2,000 households in Pekua and Chakaria Upazilas during the August 2023 flood, and 1,000 households in Eidgaon and Cox's Bazar Sadar (Samiti Para). In addition, 195 households in Cox's Bazar Sadar received rice, oil, and lentils as dry food support during the 2024 flood.
- Provided 200 LED rechargeable torchlights for Disaster Management Committee and volunteers (100 pieces for Cox's Bazar Sadar Upzila, 50 pieces for Ramu Upazila and another 50 pieces for Pakua Upazila)
- 100 DRR protection Kits provided in saint Martine and Shahparir deep Teknaf.



"Bringing hope in every package"-Packages of dry food distributed to disaster-affected people.



"Spreading care and comfort through dry food distribution for disaster survivors."



In a gesture of solidarity, the PHALS Executive Director and the UNO of Cox's Bazar Sadar distributed dry food packages to waterlogging-affected families in Cox's Bazar Sadar Upazila.



Essential aid, delivered with care — PHALS in action.



Emergency Dry Food Aid — A small Lifeline in Times of Crisis.



Serving with Dignity: Prioritizing Our Elders in Every Aid Effort.



Clothing Care in Crisis — PHALS Delivers Where It Matters Most.



Dignity in Every Kit — Apparel Support for Camp Residents.



Together for Relief — PHALS Distribute NFI Kits to Those.



Sharing hope through food — because every meal brings strength in times of crisis.



Together we care — distributing food to bring comfort and dignity to affected families.



A small act of kindness, a big impact — food support for those in need.



PHALS distributed 100 hazard kits among communities living in the most disaster-prone areas of Saint Martin and Shahparir Dwip in Cox's Bazar Sadar.



Shelter and Housing Support

**Almost 550
vulnerable
families
Ensured
safe shelter
and restored
living conditions**

- 15 New house construction for severely affected families.
- 30 Renovation of damaged houses post-Mocha and flood.
- Provided household utensils (pots, jugs, and kitchen items) to 350 families.



Turning recovery into reality — newly built houses handed over to Cyclone Mocha-affected families.



Step by step toward recovery — new houses are taking shape for affected communities.



Rebuilding hope — new houses constructed for families who lost their homes in Cyclone Mocha.



PHALS provided household utensil kits to restore basic living needs for affected communities.



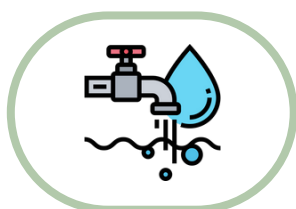
Rebuilding not just homes, but hope — repairing houses for families impacted by Cyclone Mocha.



Household utensils distributed to promote dignity and comfort for affected families.



Utensil distribution ensures families regain normalcy after losing belongings in the disaster



WASH Interventions

Over 500+ households gained access to safe water and sanitation facilities and 400 adolescents girls dignified with MHM kit.

- 6 deep tube wells installed (3 in Cox's Bazar Sadar: Chawfoldondi, Varuwakhali, Khurolia; and 3 in Pekua: Mognama, Ujantia, and nearby unions).
- 25 New sanitary latrines constructed and 30 damaged latrines repaired.
- 10 Pathways prepared in flood-prone areas to improve safe movement and access to basic services to fetch water from tube-well or use sanitary latrine easily without any difficulties.
- Menstrual hygiene kits distributed to 400 young women in Rohingya camp-19.



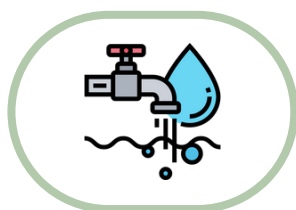
Building sanitation, restoring dignity — PHALS supports families with new latrines.



Building hope through action — installations in progress for a safer tomorrow.



"From scarcity to safety — PHALS ensures safe drinking water through tube well installation.



Winter Support

1000 project participants protected from winter

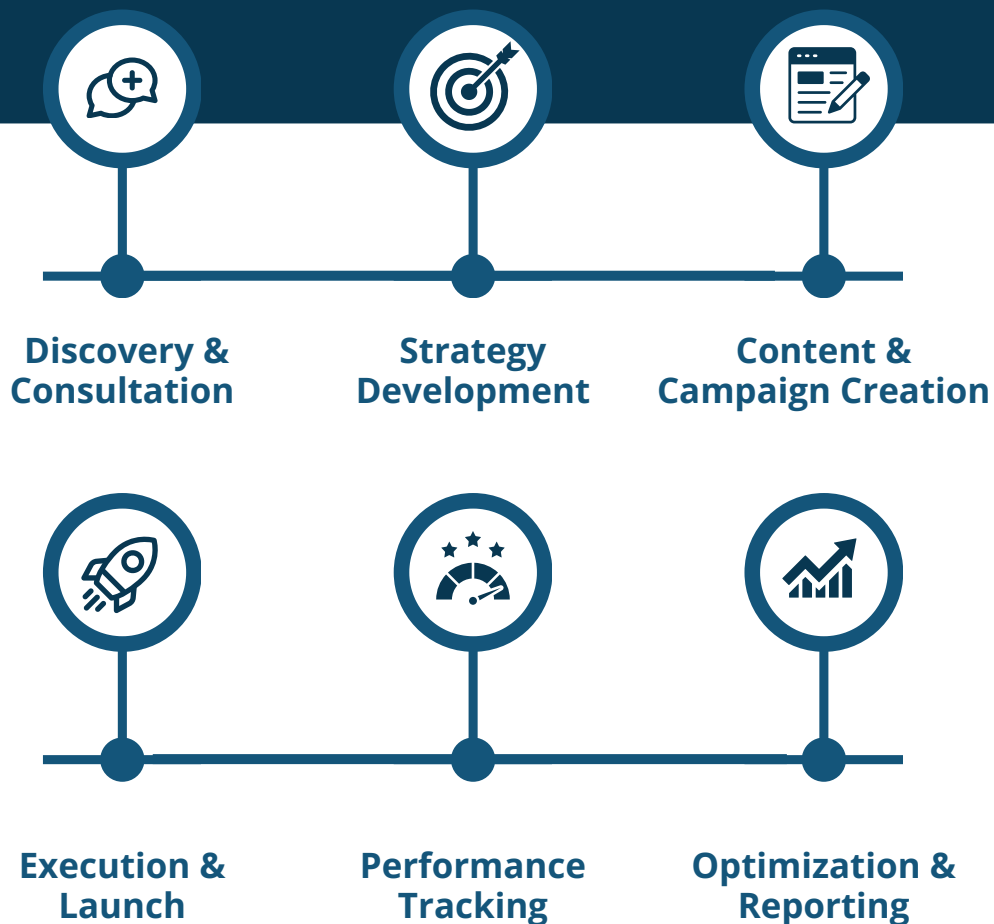
- 1,000 blankets distributed (500 in Cox's Bazar Sadar and 500 in Pekua Upazila).
- Focused on elderly, women-headed, and persons with disabilities.



PHALS, in collaboration with the UNOs of Cox's Bazar Sadar and Pekua Upazilas, distributed essential blankets to vulnerable households in need

Our Process

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Client Success Stories



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Let's Work Together

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