

Jazba-e-Tameer
(The Desire to Rebuild)

Photography by Mark Edwards

Supporting the Internews Pakistan Emergency Information Project

"It has often been said that knowledge is power. Giving people the right information at the right time is a form of empowerment. It enables them to make the decisions most appropriate for themselves and their families."

Jonathan Walter, editor, *World Disasters Report*, International Federation of Red Cross and Red Crescent Societies

The October 8th, 2005 earthquake in Pakistan killed more than 80,000 people and left another 3.5 million homeless. Within days of the disaster, a team of young Pakistani reporters – supported by DFID and the Swiss Agency for Development and Cooperation under the Internews Pakistan Emergency Information Project – were producing a daily hour-long programme on humanitarian information for survivors. The programme, *Jazba-e-Tameer* (Desire to Rebuild), was broadcast by three emergency radio stations by November 15th and by a total of 17 radio stations across the earthquake zone and the country within four months of the disaster. In January 2006, Mark Edwards spent a week following the reporting team into affected communities as they gathered information and feedback for the daily programme.

Between November 2005 and June 2006, the *Jazba* team produced over 250 programs in close collaboration with key relief organisations such as UN OCHA, UNHCR and ICRC, providing vital information to affected people, and feedback about relief and recovery programmes to international and local organizations. This exhibition marks the transition of the emergency response into a new rehabilitation and reconstruction phase in Kashmir and the North West Frontier Province, one year after the disaster. It explains how the daily radio programme created a platform for the voices and concerns of people affected by the quake and how it triggered improvements in aid implementation.

Highlights of the programme have included an interview with the government relief coordinator in Balakot, who was able to end speculation about a false rumour suggesting 60,000 people had to be evacuated from the city; and a report from Mansehra about the illegal sale of relief goods such as tents, medication, blankets and food items by local shopkeepers. There have been stories on tent schools, life in refugee camps and the specific needs of women in the wake of the disaster; on the science behind an earthquake, and where to find help with illness and injury.

Internews Pakistan played a key role in lobbying the government to issue new radio broadcasting licences to support the information needs of affected communities as the relief operation evolves into a reconstruction process. An additional six FM licenses were issued by the government in March 2006, taking the number of new FM stations in the quake regions to 16, transforming the media landscape.

The SDC Governance Unit supported the first phase of the project, which included the procurement and distribution of 10,000 wind-up and solar radio sets in the camps in collaboration with UNHCR. SDC is supporting a second phase of the project in 2006/7.

The exhibition also features wider local media support initiatives that were undertaken by Internews in Indonesia after the 2004 tsunami in Banda Aceh, and the 2006 earthquake in Yogyakarta.

Internews works to improve access to information for people around the world by fostering independent media and promoting open communications policies. Its programmes are built on the conviction that providing people with access to vibrant, diverse news and information empowers them to make their voices heard and to participate effectively in their communities.

www.internews.org and **www.internews.fr**

Mark Edwards is one of the most widely published editorial photographers in the world. He founded Still Pictures, regarded as the leading photo agency specializing in environmental issues, the Third World and nature. He is the co-author with Lloyd Timberlake of *Hard Rain: Our Headlong Collision with Nature*, the first in a series of hard-hitting illustrated books published by Still Pictures Moving Words exploring the issues that will define the 21st century.

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The Swiss Agency for Development and Cooperation (SDC) is Switzerland's international cooperation agency within the Swiss Foreign Ministry. 2006 marks the 40th anniversary of the SDC's commitment to poverty alleviation in Pakistan.

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