



Report on Emergency Response: Flood-Affected Communities in Cox's Bazar and Noakhali District (2024)



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Situation Overview: The recent flash floods and waterlogging in Cox's Bazar and Noakhali district, triggered by intense rainfall and upstream water flows since August 22, 2024, have severely impacted over 5.8 million people across 11 districts in the eastern region of Bangladesh. The floods resulted in loss of life, injuries, and displacement of families. The ongoing flood have resulted in significant loss of life and displacement. As of September 2024, A total of 67 death¹ in the ongoing flash flood where 26 deaths have been claimed in Feni, 17 in Comilla, six in Chittagong, 11 in Noakhali, three in Cox's Bazar, and one each in Brahmanbaria, Khagrachhari, Moulvibazar, and Lakshmipur districts. Among the victims, 42 were male, seven female, and 18 children. Additionally, 605,767 families remain stranded across 68 upazilas in the 11 flood-affected districts, including Feni, Comilla, Chittagong, Khagrachhari, Noakhali, Moulvibazar, Habiganj, Brahmanbaria, Sylhet, Lakshmipur, and Cox's Bazar. The recent floods have severely impacted several districts, including Feni, Cumilla, Lakshmipur, Noakhali, Chattogram, and Moulvibazar. The flood has also affected agriculture significantly, with 296,852 hectares of crops impacted. Fisheries losses amount to USD 122 million, and livestock losses stand at USD 34 million as of August 31, 2024. Additionally, damage to sanitation facilities is evident, with over 42,360 latrines fully damaged and 121,128 partially damaged by August 27, 2024².



Amid the devastating floods, the collective spirit of our community shines brightly. People from all across the country have come together to rescue, contributing their efforts to distribute essential supplies: dry foods, regular meals, medicine, cloths and mineral water. These acts of kindness and solidarity have made a significant impact to save lives. A total of 352,942 individuals found internally displaced and staying in 3,870 flood shelters, where they received essential care and protection. These shelters not only housed people but also accommodated 34,518 cattle, recognizing the importance of livestock in rural communities.

However, the battle is far from over. In 45 villages, the situation remains dangerous due to submerged rural roads. These impassable pathways hinder access to relief supplies, medical assistance, and communication. Humanitarian aid workers (NGOs), community people are on the front lines, tirelessly pushing through to reach even the most remote areas. They're distributing essential items—food,



¹ <https://www.dhakatribune.com/bangladesh/357043/death-toll-from-floods-climbs-to-67>

² <https://www.brac.net/dakcheamardesh/sitrep/01092024SitRep08.pdf>



shelter, and hope—with unwavering commitment. But here's the twist: coordination isn't always as smooth as we'd like. So, overlapping of services and food distribution are still threatening to reach the most vulnerable as they are staying remote areas and most of the responders are distributing food and NFI to nearest and accessible shelters.

Flash Flood Hit Cox's Bazar Again: Cox's Bazar district faced a second wave of flash floods due to excessive rainfall starting from September 12, 2024. According to the Cox's Bazar MET office, a staggering 501mm of rain fell on September 13, 2024—marking the highest single-day rainfall in decades. The impact has been severe, particularly for those residing in low-lying areas. Media reports indicate that over 90% of the town and its neighbourhoods are now submerged. Major roads, including the Kolatoli beach road, are underwater, causing significant inconvenience for both residents and tourists³. The continuous heavy rainfall has heightened the risk of landslides in the hilly areas. Tragically, six lives have been lost—three in refugee camps and three in the towns of Jhlongjha union. In response, the district administration is urgently seeking support from humanitarian aid organizations. As a local first-responder organization, Mukti Cox's Bazar is committed to providing humanitarian assistance during emergencies. In collaboration with the District Administration, Mukti Cox's Bazar has extended relief support to the affected communities in Cox's Bazar district

Mukti Cox's Bazar's Flood Response (2024): From the very onset of the floods in August 2024, Mukti Cox's Bazar remained vigilant, closely monitoring the situation. The emergency response team of the organization jumped into action, diligently assessing the flood impact and keeping senior management informed. On August 22, 2024, Mukti Cox's Bazar made a crucial decision that Mukti Cox's Bazar will response to the affected people of both Cox's Bazar and Noakhali district. Following the decision, Mukti Cox's Bazar deployed its Emergency Response Team (ERT) for the humanitarian response.

Dry Food and NFI distribution at Cox's Bazar district: Rapidly, on August 26, 2024, we have distributed essential relief items to 500 affected families. These relief packages included dry foods, candles, fireboxes, and mineral water—a lifeline for those who are stranded due to heavy rainfall. This effort was carried out in collaboration with the District Administration, emphasizing the power of collective action during crises.

On September 13, 2024, Mukti Cox's Bazar once again stepped up to provide essential aid to 500 affected communities in Cox's Bazar district. The heavy rainfall and flash floods had left many stranded, and these relief packages were a lifeline for them. The supplies included dry food, candles, and gas lighters. This humanitarian effort was carried out in close coordination with



³<https://www.dainikcoxsbar.com/articles/view/37785/%E0%A6%AC%E0%A7%83%E0%A6%B7%E0%A7%8D%E0%A6%9F%E0%A6%BF-%E0%A6%95%E0%A6%AE%E0%A6%B2%E0%A7%87%E0%A6%93-%E0%A6%A6%E0%A7%81%E0%A6%B0%E0%A7%8D%E0%A6%AD%E0%A7%8B%E0%A6%97%E0%A7%87-%E0%A6%B9%E0%A6%BE%E0%A6%9C%E0%A6%BE%E0%A6%B0%E0%A7%8B-%E0%A6%AE%E0%A6%BE%E0%A6%A8%E0%A7%81%E0%A6%B7>



the District Administration, highlighting the importance of strengthening local government efforts. In response to the consecutive natural disasters of August and September 2024 within 20 days interval—flash floods and heavy rainfall—Mukti Cox’s Bazar promptly mobilized to provide essential aid. A total of 1000 affected families received emergency relief packages. These packages included dry food supplies and non-food items (NFIs) crucial for their well-being during these challenging times. By reaching out to these families, Mukti Cox’s Bazar demonstrated its commitment to supporting the community during crises. The coordination efforts with the District Administration ensured efficient and targeted assistance to those in need.

Emergency Response at Noakhali District: From 23 August, 2024, the flood situation of Feni, Noakhali, Lakshipur and Comilla have severely get worsened and emerged humanitarian crisis. So, Mukti Cox’ Bazar decided to enhance the humanitarian support to the flood affected communities. As the flood crisis deepened in Feni, Noakhali, Lakshampur, and Comilla, Mukti Cox’s Bazar recognized the urgency of the humanitarian support and engaged in thoughtful discussions with senior management and the executive body to list a course of action. After fruitful discussions 2 decisions have made such as



1. Deposit 1 day salary of all staff to Chief Advisor relief fund totalling 1.2 million BDT.
2. Provide new cloths i.e saree and towels to 1000 families of Noakhali district.

Contributing to Chief Advisor Relief Fund: Mukti Cox’s Bazar assembled the entire staff, urging them to contribute one day’s salary. The collective effort resulted in a substantial deposit of more than 1.2 million BDT to the relief fund. This financial support aims to strengthen broader relief efforts and provide immediate aid to those affected. On September 11, 2024 Mukti Cox’s Bazar deposited total 1,278,612 BDT to Chief Advisor Relief fund for Noakhali, Feni, Lakshampur and Chadpur district.



Clothing Assistance for Noakhali District: Mukti Cox’s Bazar (MCB) recognized the dignity and well-being of flood-affected families. So, MCB take the decision to distribute new clothing—sarees and towels—to 1000 families in Noakhali district. These simple yet essential items offer comfort and a sense of regularity during challenging times.

Deployment of Emergency Response Team (ERT): Mukti Cox’s Bazar, a dedicated humanitarian organization, rapidly responded to the crisis from organization contingency fund and deployed a team of





10 staff members to provide relief to the affected families at Noakhali Sadar Upazila in Noakhali District. This Emergency Response Team (ERT) was a mix of experts—from program management to logistics, procurement, government liaison, communication, and monitoring. On August 30, 2024, the ERT set off toward Noakhali Sadar Upazila and by evening, the team members reached the destination and ready to provide relief to the flood-affected families. The team has a plan to conduct a meeting with the Upazila Administration, but the Upazila Nirbahi Officer (UNO) was caught up in a meeting with the Adviser-Disaster and Relief. So, our ERT couldn't meet her that day, and they couldn't pin down the exact spot for relief distribution.

Coordination with Local Administration: Collaboration with local authorities was crucial.

Mukti Cox's Bazar worked closely with the Upazila Nirbahi Officer, engaging two Union secretaries and one BRDB officer. So, The ERT team of Mukti Cox's Bazar sat down with Upazila Nirbahi Officer (UNO) Ms. Akhinur Jahan Nila on 31 August 2024 and informed her about the cloth distribution plan. After discussion, she fixed the shelters of 2 unions named Ashawdia and Ewojbalia for the distribution. Then the ERT team moved to the shelters and distributed the items to the affected families.



Distribution of Cloths: The relief distribution took place at more than 10 shelters in Ashadia and Ewojbalia Union within Noakhali Sadar Upazila targeting women and adolescent aged 17 and above. The ERT visited all the shelters physically and enlisted the names of the women who are present at the shelters and distributed the cloths to each of them. Total 1000 pcs of saree and 1000 pcs of towels on 31 August and 01 September 2024 to the flood affected women of above-mentioned unions.



Noakhali Sadar Upazila witnessed a remarkable display of compassion as they reached out to flood affected families as a caring neighbour. Following the directive of Upazila Nirbahi Officer (UNO) Mukti Cox's Bazar distributed clothing assistance to 495 women—each receiving a saree and a towel on August 31, 2024. These simple items became symbols of hope, received directly into grateful hands.



On September 1, 2024 Mukti Cox's Bazar distributed sarees and towels to 505 families in Ashawdia Union and the ERT, undeterred by water levels, walked for three hours—2 to 2.5 feet of water anyhow—to reach those in need.



The Union Secretary, Suborna Aktar, and the Upazila Rural Development Officer witnessed this extraordinary effort. Noakhali Sadar Upazila's Development Officer, Mr. Shahidur Rahman, expressed heartfelt gratitude to Mukti Cox's Bazar mentioning that this distribution was unlike anything he'd seen before—organized, beautiful, and respectful. The staff members, acted like guardians of dignity, sought permission every time they took pictures of the affected women. He also underscored the critical need for recovery programs as the floodwaters caused destruction on crop fields and urged to Mukti Cox's Bazar for on firm livelihood interventions.

Ms. Akhinur Jahan Nila, Upazila Nirbahi Officer expressed heartfelt gratitude to Mukti Cox's Bazar. But she didn't stop there—she's looking ahead as her expectation highlighted into two critical areas such as repair maintenance of WaSH facilities and restoration of livelihoods. Shelter wise distribution information is given below-



SL	Shelter Name (Ewojbalia Union)	Quantity
1	Kormulla High School	138
2	Hazi Rahmat Ullah Nurani Quran Madrasah	44
3	West Ewojbalia High School	49
4	Rajapur Government Primary School	76
5	Jomidarhat High School	76
6	Miji Monjil	56
7	Ishakpur Sweater Factory	16
8	Major (Rtd) Mannan High School	16
9	Aziz market community center	28
10	Ashwadia girls' school and college	125
11	Midhar hat high school	144
12	Yeasin dollar building	52
13	Shafiullah academy school	61
14	Ashwadia Moulovi Bazar Government primary school	119
	Total	1000



Challenges: The ERT has faced below challenges during distribution-

1. Remote shelters were cut off by inundated roads and communicating with those in need became very difficult.
2. Our Emergency Response Team (ERT) lacked essential safety gear. No gumboots to wade through floodwaters, no first aid for unexpected twists.

Recommendations:

1. Provide safety gears and first aid for the ERT.
2. Provide briefing before departure for the emergency response.
3. Explore alternative communications methods for remote shelters

Conclusion: Mukti Cox's Bazar's commitment demonstrates solidarity and compassion during emergencies and the response made by us has a positive impact on flood-affected families in Sadar Upazila. Our vision extends beyond the immediate response—to continue supporting the affected communities. However, the organization faces a funding constraint, having already utilized its own contingency fund.

Photo Gallery:





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