

UNIVERSITI TEKNOLOGI MARA

**ASSESSING DISTRIBUTION EFFICIENCY
IN THE HUMANITARIAN FLOOD RELIEF
SUPPLY CHAIN**

MAZRUL HISYAM BIN AB MALIK

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ABSTRACT

Humanitarian relief supply chain is a supply chain that can create cost-effective material flows, financial value flows and information flows for the planning, implementing, and controlling of relief operation during disaster or crises. Increasing humanitarian needs, unmatched by increased funding, require innovative ways of working, ways that generate more efficiencies, avoid duplication, and increase the quality of goods and services by the aid ecosystem. Floods are Malaysia's most prevalent natural calamity, wreaking havoc in both urban and rural areas. More than 100,000 people were affected during the December 2021 Klang Valley flash flood disaster and more than 10,000 volunteers from various NGOs and other charity organizations were organised throughout to assist the disaster victims. Apart from following the National Security Council's standard operation procedure for pandemic Covid-19 humanitarian assistance in this flood and according to the order of the disaster management procedure by the federal government and the state government, NGOs had to cooperate and coordinate with the procedures of the federal government and state government to distribute tasks and assistance during the December 2021 flash flood disaster, to ensure that the distribution of humanitarian relief supply for the victims is carried out successfully. This study examines the problems that Malaysia's humanitarian relief supply chains stakeholders faced during the flash flood disaster, as well as the factors that influenced aid distribution efficiency. This study uses qualitative research methodology, based on a case study of humanitarian aid operations carried out during the December 2021 Malaysian flash flood crisis at Klang Valley, in-depth interviews with government agencies and established NGOs and relief agencies were conducted. The results of the interviews and observations of flood relief operations were analyzed using the content analysis method. This study has found that in ensuring the efficiency of the distribution of relief supplies during a flood disaster, it is important to coordinate between all parties involved in disaster management, infrastructure and facilities, communication, resource availability in making operations successful, leadership among flood disaster management leaders, awareness, and involvement community during flood relief operations.

Keywords: *Humanitarian Relief Supply Chain, Humanitarian Supply Chain, Distribution Relief Operation, Non-Governmental Organizations, Challenges in Distribution Aid Relief, Qualitative Methodology*

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This section provides a discussion of the study's background as well as an explanation of the development or scenario of the study's title. An explanation of the problem statement of the study is also displayed to give an overview of why this study needs to be implemented. Following that, the researcher explains the study's questions and objectives to be met. The end of this section also includes the importance of this study on the discipline of knowledge and its importance to related stakeholders.

1.1 Background

Since the Second World War, the concept of a humanitarian aid community has evolved (Oloruntoba & Gray, 2006). The United Nations defines a disaster as "a major disruption of a community's or society's functioning including extensive human, material, economic, or environmental losses and impacts, which exceeds the affected community's or society's ability to cope using its resources"(United Nation, 2009). In the meantime, the World Health Organization (WHO) defines a disaster as an event that causes damage, devastation, ecological loss, human loss and suffering, and health degradation. According to the International Federation of Red Cross and Red Crescent Societies (IFRCS), certain disasters are caused by a complex combination of natural and man-made factors, including a breakdown of authority, looting, and attacks on critical assets, as well as warfare and war. These can include food insecurity, epidemics, armed conflicts, dispossessed populations, and pandemic emergencies. Most of the disasters hit without notice or prognosis, leaving limited time to prepare for effective mitigation.

Humanitarian assistance aims to save lives, alleviate suffering, and protect human rights after natural disasters or other crises. Humanitarian assistance aids people who have suffered the consequences of natural disasters, armed conflicts, and silent disasters (Prasanna & Haavisto, 2018). They can be natural, such as storms, earthquakes, floods, and tsunamis, or man-made, such as wars, conflicts, terrorist