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NBP initiates awareness campaign

KARACHI: National Bank of Pakistan (NBP) has initiated a thought provoking public awareness campaign 'Bank on Savings', focusing on saving-saving trees, saving environment, saving lives.

NBP's fact-based multimedia campaign together with its reach seems to have highlighted the ingredients to attain this objective quite effectively.

NBP campaign highlights the traffic standing beside any road one can observe how haphazard things really are.

The way people drive, overtake, walk and cross the roads is anything but sane. Ignoring traffic lights, driving in the wrong lane and coming onto the road where one shouldn't, has become a normal practice. It is neither considered illegal nor dangerous until, god forbid, one meets the inevitable.

As the fact in the NBP campaign points out, following traffic laws can save over 40,000 precious lives annually. The campaign sheds light on the unsafe methods of garbage and waste disposal prevalent in our country. Particularly those with medical conditions, such as asthma patients, are at very high risk as indicated in the campaign fact. **STAFF REPORT**