

NBP KICKS OFF RESCUE OPERATION IN FLOOD DEVASTATING AREAS IN SINDH UNDER THE CSR - NBP STANDS WITH THE FLOOD AFFECTED FAMILIES AND PROVIDES FOOD RATION BAGS TO THE FLOOD AFFECTED FAMILIES

Karachi: October 02, 2012: Being nation's bank, NBP is always the first corporate entity to come forward and help the nation whenever a calamity hits its countrymen. To mitigate sufferings of the people affected by recent massive floods, National Bank of Pakistan has decided to reach out to flood affectees and has provided them relief goods (eatables) in bags.

The bank has initially distributed around planned to distribute 1000 bags containing eatables across the affected areas as Kamber/Shahdadkot, Jaccobabad, Kashmore, Shikarpur and Larkana. The Bank's Regional Management Teams with the help of local administration will distribute the food items.

It is not the first time that NBP comes forward to help the nation in need. In 2011 floods, National Bank of Pakistan distributed cumulatively more than 25,000 rations bags in all affected areas, more than 8,000 tents, established 27 medical camps in which 21,000 patients were given treatment, 2000 mosquito nets were also distributed. NBP earmarked Rs. 158.0 million for Flood affected people out of which Rs. 25 Million contributed in Prime Minister Relief Fund 2011; Rs. 50 Million for Medical Camps and ration bags and Rs. 66.5 Million for tents. Apart from Rs.141.5 million, all NBP Staff, clerical/non-clerical staff, officers, junior to senior management have contributed Rs.16.774 million from their salaries to Prime Minister's Flood Relief Fund-2011. To discharge its social responsibilities as well, the bank has established a separate entity namely Corporate Social Responsibilities (CSR) and allocated a hefty budget.

In 2010 Floods, to mitigate sufferings of the people affected by recent massive floods, the management of the National Bank of Pakistan, besides contributing Rs.50 million to the Prime Minister's Flood Relief Fund-2010 and Rs.10 million to the Bakhtawar Flood Relief Fund and provided relief goods (eatables) in bags at an approximate cost of Rs.60 million. The Bank also distributed 40,000 food bags across the regions in the affected areas. Each bag contained eatables for a family of about six persons and sufficed their requirements for approximately one week.

NBP Senior Management and all employees of the Bank are committed to stand with the nation at every time when our countrymen are in need. Mr. Qamar Hussain, President NBP has said that NBP being nation's bank will always discharge its social responsibilities and with a view to helping affectees of the massive devastation caused by rains and floods, President NBP expressed his deep concern for the sufferings of the people who have been displaced from their homes as a result of the floods and appealed to the people of Pakistan to come forward and donate generously to help their countrymen in this hour of need.

