

Nestlé Pakistan joins efforts to clean up Korang River

ISLAMABAD, April 26, 2015: Nestlé Pakistan teamed up with Green Force, a local environment group, and Green Volunteers to help clean up the banks of Korang River.

The river, which passes through Islamabad and is heavily polluted, flows into Rawal Lake and provides water for Rawalpindi.

The three-hour campaign involved around 200 participants, parliamentarians and school children from 10 institutions among them. A team of volunteers from Nestlé Pakistan, including the company's Managing Director Magdi Batato, also took part in the activity.

Waqar Ahmad, Head of Corporate Affairs at Nestlé Pakistan, said on the occasion, "For Nestlé, environmental sustainability is a key component of our Creating Shared Value commitments. That means managing operations in a way that protects the ecosystem, being a steward of natural capital, and working with stakeholders, among other things. We are happy to be here and walk the talk." He said that the employees who had taken part in the activity were part of Mashal-e-Rah, the company's employee volunteer programme, which encourages employees to engage and assist local communities.

Senator Mushahid Hussain, who was among the organisers, said, "Let's work together for making our national capital one of the prettiest cities of the world, so that we can all be proud of a green and clean Islamabad".

The partakers picked up garbage from a kilometer-long stretch of the river banks. The garbage was collected and put in bags. The activity was followed by brief speeches, snacks and distribution of prizes to the team that collected the most garbage.

Ms. Cristina Afridi of Green Force said, "The river is a critical source of water and it is a pity that it is so polluted. We are here not only to highlight the problem but also to be a part of the solution by doing our bit. We are happy to work with organisations with similar objectives and create synergy for raising awareness and preserving the environment."

The CDA Environment Directorate and the Environment Protection Agency were also present.

About Nestlé Pakistan

Nestlé Pakistan is the leading Nutrition, Health and Wellness company in Pakistan; meeting and exceeding all the international standards in manufacturing of their products. Nestlé Pakistan believes in creating shared value for the communities in which it operates with a focus on Nutrition, Water, Environmental Sustainability, Rural Development, and its People. Nestlé Pakistan works with more than 190,000 farmers for collecting milk and engages in a number of rural development programmes for community development.

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