

**PRESS RELEASE**

**GRADUATING OUT OF POVERTY**

Islamabad, May 11<sup>th</sup>, 2018: Benazir Income Support Programme (BISP) in collaboration with Nestlé Pakistan officially launched their “Rural Sales Program”. This transformative collaboration between Nestlé Pakistan & BISP has enabled BISP beneficiaries often referred to as "poorest of the poor" women, to earn a livelihood for themselves and their families. To date more than 250 beneficiaries have been enrolled as Nestlé Pakistan Rural Sales Agents across 12 districts of Punjab and Sindh. By 2021, the number of beneficiaries is expected to go up to 5,000 at least.

The program has seen many success stories such as Sajida Bibi from Renala who has successfully enrolled all 6 of her children back in school. In addition to a rigorous sales training, woman like Sajida Bibi also participate in nutrition awareness sessions, especially tailored for rural women that have helped them make healthier lifestyle choices for themselves and their families. By 2021, at least 10,000 female nutrition will be covered by the Rural Healthy Women, sister program.

Chairperson BISP commented, “I am very proud of this partnership. BISP beneficiaries receive Rs.4, 834 every quarter, those who are part of this program are now earning up to Rs.10, 000 per month on average! I hope other corporates follow the footsteps of Nestlé Pakistan, so our beneficiaries can become a productive workforce of Pakistan”.

Applauding the joint effort of the two organizations, Mr. Bruno Olierhoek; CEO Nestlé Pakistan commented, “The problems the world faces today can only be addressed through cooperation and collaboration. We can no longer afford to work in silos, be it the private sector, non-profit or the government. Public and private partnerships are addressing key development challenges across the globe. These initiatives are also helping achieve the UN Sustainable development Goals 1 and 5; No Poverty and Gender Equality.”

World Bank Pakistan Country Director, Illango Patchamuthu said, “The partnership between BISP and Nestlé Pakistan is a great example of how a public private partnership can bring the bottom of the food chain and the poorest of the poor into the mainstream. These efforts need to continue if we want to help the bottom 40 percent and share prosperity with them.”

Nestlé Pakistan has also launched the Healthy Women Program which imparts relevant nutrition knowledge amongst BISP beneficiaries, beyond the Sales training.

The launch event was attended by senior government officials, ambassadors and media. The launch event concluded with a recognition ceremony for BISP beneficiaries.



### About Nestlé Pakistan

Nestlé is the world's largest food and beverage company. It is present in 191 countries around the world, and its 328,000 employees are committed to Nestlé's purpose of enhancing quality of life and contributing to a healthier future. Nestlé offers a wide portfolio of products and services for people. Their ranges of 2000 brands include local favorites like *Nestlé MILKPAK* and *Fruita Vitals*. Company performance is driven by its Nutrition, Health and Wellness strategy. Nestlé is based in the Swiss town of Vevey where it was founded more than 150 years ago.

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