

Karachi heat: Nestlé donates 80,000 litres of water for heatstroke victims

Karachi, June 26, 2015: Nestlé Pakistan has donated 80,000 litres of water to the National Disaster Management Authority (NDMA) to be distributed at centres set up for heat stroke affectees in Karachi.

The centres include 4 set up by the Pakistan Army and 10 set up by Sindh Rangers. The four Army centres are: Ayesha Bawany High School, Shahra-e-Faisal; Shah Mardan School, Race Course Ground, Safora Goth; UP Mor Sindh Government Hostel, North Karachi; and Ansaar Memorial Football Ground, Singer Chowrangi, Landhi.

The prevailing heatwave in Sindh, particularly in Karachi, has caused more than 1,000 fatalities in the last one week. According to official estimates, around 40,000 people have suffered heatstroke.

Waqar Ahmad, Head of Corporate Affairs at Nestlé Pakistan, said, "We want to stay close to the people of Karachi and help them through this difficult time. Nestlé believes in spreading the goodwill. We were in the process of deciding how to best reach out to those affected when the NDMA contacted us. We are in contact with other NGOs and corporate organisations to support their initiatives because we feel partnering with a national authority like NDMA and local NGOs helps us adopt an integrated and efficient approach to provide relief to affected communities."

NDMA Chairman Maj General Asghar Nawaz was appreciative of Nestlé Pakistan's donation. "The company committed to donating water as soon as we contacted them. It is good to see that the spirit of giving is alive. We have received the water and will be distributing them at various centres soon. I urge others in private sector and all individuals to help in any way they can, keeping in mind especially that it is Ramazan." -End

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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