Ehsaas signs MoUs with donors to commence operations through Ehsaas Rashan Portal

June 22, 2020, Prior to the commencement of operations through Ehsaas Rashan Portal, the donor organizations including Pepsi Co, Lucky Cement, Bank Alfalah and Saylani Welfare International Trust committed to donate cumulatively 12 million meals to deserving beneficiaries by signing MoUs with Ehsaas. In a ceremony organized at Ehsaas offices in Islamabad, heads and senior officials of these four donors signed MOUs and non-disclosure agreements with Ehsaas to receive beneficiary data for ration disbursement in specific geographies under the Ehsaas Rashan program. Witnessing the signing of MoUs, Dr. Sania Nishtar remarked, “The Ehsaas Rashan program is principally a means to link private sector organizations willing to donate food rations, to government verified beneficiaries. The role of government is primarily that of onboarding credible donor organizations, verifying beneficiaries, and providing donor organizations list of verified beneficiaries to conduct targeted disbursement of ration.” The signing ceremony was followed by a briefing to the Prime Minister. The Prime Minister appreciated the efforts of donors that have partnered on this important initiative.