



Press Release

PM INAUGURATES NATIONAL BANK'S LOW COST HOUSING PROGRAM MOBILE UNIT

Islamabad (June 7, 2021): Prime Minister Imran Khan in a small ceremony inaugurated the NBP's Mobile Unit to promote Low Cost Housing Program. The Mobile Unit aims to promote the scheme's offerings. All the queries of the borrowers will be answered by a qualified team and this will help speed-up the processing of the applications.

The Mobile Unit is fully equipped with dedicated trained staff to address all the requirements of the prospective borrowers who would want to learn about this scheme and to assess the eligibility criteria. NBP's Mobile Unit targets to outreach especially the underserved communities. This initiative will also help break the barrier and misconception "This is not for Me".

President NBP, Arif Usmani briefed the PM about the mobile unit, he explained how the eligible clients will be given the application form, tentative calculation sheet and the required list of documentation along with the information of the nearest NBP Branch where they may submit their documents for further processing. National Bank is currently the market leader in Low Cost Housing having 680 designated branches across Pakistan to facilitate any prospective borrower.

The Prime Minister congratulated the NBP team for their untiring efforts and constant flow of innovative ideas to make Low Cost Housing Program a success and reaching out to the segment of society which was ignored and unbanked during the last several decades. He further alleged that providing all possible facilities to the low-income population is government's top priority. He called on the banks to facilitate the provision of home loans to the people as much as possible and ensure their facilitation.

Mr. Usmani further informed the PM that initially this Unit will be parked at 6 locations of Islamabad and 8 locations of Rawalpindi on periodic basis. Strategic locations have been selected to consider as encashment areas, densely populated or far from NBP branches. In order to further enhance our outreach we have introduced Low Cost Housing Mobile Unit with an objective to cater to those who are unable to visit the branches due to their busy schedule, or those female borrowers who are unable to visit branches; Also accessibility for those who live in un-banked areas will be addressed. This unit will also ensure that the branch traffic is regulated as part of pandemic response and that the general public can come to the mobile unit for information on the scheme.

The Mobile Unit, in partnership with NAPHDA and the National Bank of Pakistan, will facilitate people to obtain loans for low-cost housing projects.

During the pilot phase of initial 14 days, the Mobile Unit will cover Islamabad at 6 locations including Tambri Chowk, I-10 Markaz, Aabpara **Market**, Melody Market, F-10 Markaz, Main Bazaar Murree. During next 8 Days the Mobile Unit will cover the following areas of Rawalpindi i.e Peshawar Road, Adyala Road, Tench Bazar, Bank Road Saddar/ Kashmir Road, Khanna pul, Commercial Market, 6th Road, Pirwadhai and Peshawar Road. Once the pilot phase is completed the Mobile Unit will move to the unbanked areas, small towns and tehsils.

Photo & Caption:



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