

INTERNATIONAL
THE NEWS

Wednesday, July 06, 2011

NBP initiates awareness campaign

Our correspondent

KARACHI: The National Bank of Pakistan (NBP) has initiated a thought-provoking public awareness campaign "Bank on Savings", focusing on saving-saving trees, saving environment, saving lives, a statement said on Tuesday.

The NBP's fact-based multimedia campaign together with its reach seems to have highlighted the ingredients to attain this objective quite effectively, it said.

The NBP campaign highlights the traffic standing, besides any road one can observe how haphazard things really are. The way people drive, overtake, walk and cross the roads is anything but sane. Ignoring traffic lights, driving in the wrong lane and coming onto the road where one should not become a normal practice.

The NBP campaign points out that following traffic laws can save over 40,000 precious lives annually. The campaign highlighted on the unsafe methods of garbage and waste disposal prevalent in the country.

Particularly, those with medical conditions, such as asthma patients, are at very high risk as indicated in the campaign fact.