

Pakistan Poverty Alleviation Fund
PPAF-GRASP MoU signing with Financial Institutions
Thursday, 23 December
Islamabad

#	Newspaper	Language	Weblink
1	The Nation	English	25 December 2021, Page-09 https://nation.com.pk/25-Dec-2021/ppaf-broadens-financial-support-to-uplift-agribusinesses-in-pakistan
2	Daily Times	English	25 December 2021, Page-B2 https://dailytimes.com.pk/859390/ppaf-broadens-financial-support-to-agri-businesses/
3	Business Recorder	English,	26 December 2021, Page-5, combined edition https://epaper.brecorder.com/2021/12/26/5-page.html
4	National Herald Tribune	English	25 December, Page-2, combined edition https://www.dailynht.com/epaper/page.php?id=2&edition=lahore&dt=25-12-2021
5	Pakistan Today	English	25 December 2021, Page-9, combined edition https://www.pakistantoday.com.pk/2021/12/25/epaper-december-25-isb-2021/
6	Daily Spokesman	English	25 December 2021, Page-6, combined edition https://dailyspokesman.net/live/daily-spokesman-december-25-2021/
7	Daily Nawa-i-waqt	Urdu	26 December 2021, Page-3 https://www.nawaiwaqt.com.pk/E-Paper/islamabad/2021-12-26/page-3/detail-16

The Nation

PPAF broadens financial support to uplift agribusinesses in Pakistan

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ISLAMABAD

The MoU between Pakistan Poverty Alleviation Fund (PPAF) and top financial institutions (FIs) of the country would ease financial support to Micro, Small and Medium Enterprises (MSMEs) to develop livestock and horticulture sectors in 22 districts of Sindh and Balochistan.

This shared understanding by all stakeholders emerged at the signing ceremony to partner with 5 more FIs, making it a total of 19 FIs, that are on board for the EU funded Growth for Rural Advancement and Sustainable Progress (GRASP), being implemented by International Trade Centre (ITC) in partnership with PPAF and Food and Agriculture Organization (FAO).

Besides others, Zain ul-Haq Qureshi, Chief Executive Officer, Asia Insurance Company Limited; Hussain Ali Haider, Coun-

try Head - SMED, Askari Bank Limited; Sardar Mohammad Abubakr, Chief Finance & Digital Officer, Mobilink Microfinance Bank Limited; Ali Raza Anjum, Chief Operating Officer, The First Microfinance Bank Limited; and Arshad Hassan Awan, Executive Vice President (Credit Division), Zarai Taraqati Bank Limited were present on the occasion to sign MoUs on their organisations' behalf. Previously in Karachi on 9th Dec 2021, PPAF had signed MoUs with Allied Bank Limited, Advans Pakistan Microfinance Bank Limited, ASA Pakistan Limited, Bank Alfalah Limited, JS Bank Limited, Meezan Bank Limited, National Bank of Pakistan, Pak Oman Microfinance Bank Limited, SAFCO Support Foundation, Sindh Enterprise Development Fund, Sindh Microfinance Bank Limited, Shah Sachal Sami Foundation (SSSF), Thardeep Microfinance Foundation and United Bank Limited (UBL).

Daily Times

PPAF BROADENS FINANCIAL SUPPORT TO AGRI BUSINESSES

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Speaking on the occasion Nadir Gul COO PPAF emphasized the need for partnering with FIs to strengthen the Small and Medium Enterprises (SMEs) sector.

He further added that SMEs are the pivotal contributors to the economy hence need to be supported fully for the sustainable development of the country.

He welcomed the overwhelming response of the FIs to join hands in ensuring access to finance for businesses' graduation. Speaking on the occasion Ishaq Khan Abbasi, Group Head, PPAF, was of the view that linking FIs with other pro-

grams of PPAF will help greatly increase access to finance among rural communities.

Tariq Sardar reiterated that GRASP is a flagship project of ITC, and it is fully committed to strengthening SMEs at the grassroots level but also pushing to provide a conducive environment and pro-SME policies at the macro level.

Muhammad Shahbaz Jamil, President, Zarai Taraqati Bank (ZTBL) applauded PPAF, under the umbrella of GRASP, for taking this initiative to support the growth of agri-based enterprises.

He also shared a statistic that ZTBL has a 20pc share of agriculture lending and offered commitment from ZTBL to ensure the growth of SMEs.

While assuring support of Mobilink to the GRASP project, Mobsammad Abubaker highlighted the need to expand Digital Financial Services (DFS) to include remote areas. He also pointed out the role corporate aggregations can play in ensuring project delivery and enhancing the impact of the project.

Hussain Ali Haider, while appreciating the initiative, stated that handholding and mentoring of beneficiaries will strengthen the whole value chain in the targeted districts. **APP**

BUSINESS RECORDER

Founded by M.A. Zuberi



ISLAMABAD: Chief Finance and Digital Officer Mobilink Microfinance Bank Ltd (MMBL) Sardar Muhammad Abubakar (right) and Nadir Gul Baroch, Chief Operating Officer, Pakistan Poverty Alleviation Fund (PPAF) signing a memorandum of understanding (MoU), here.

MMBL, PPAF sign MoU on capacity building, financing for MSMEs

RECORDER REPORT
ISLAMABAD: Mobilink Microfinance Bank Limited (MMBL) – the largest digital bank in Pakistan has inked a Memorandum of Understanding (MoU) with the Pakistan Poverty Alleviation Fund (PPAF) for capacity building and financing of micro, small and medium enterprises engaged in livestock and horticulture sectors across the underprivileged districts of rural Sindh and Balochistan.

The agreement was signed by Chief Finance and Digital Officer, MMBL, Sardar Muhammad Abubakar and Chief Operating Officer, PPAF, Nadir Gul Baroch, under the PPAF's Growth

for Rural Advancement and Sustainable Progress (GRASP) project, working to accelerate sustainable development in the region. Senior executives from both organisations were also present on the occasion.

Myriad enterprises are working at micro, small and medium levels in the country that have the potential to catalyse sustainable economic development at the grassroots level but they fall short of their goals due to lack of access to financial services. The MSMEs based in rural areas are particularly unfortunate in this regard.

Courtesy, MMBL's expansive digital financial ecosystem, these MSMEs are now receiving timely

financial backing to plan and execute their business decisions to attain their full potential for growth and sustainability. The bank's digital financial ecosystem offers customized financial products well suited for each customer and business far across the country and is particularly supportive of the rural businesses and those owned and led by women.

The MMBL has financed thousands of micro, small and medium businesses across all provinces.

The recent agreement with the PPAF is also an extension of the bank's long-term commitment to promote financial inclusion and equitable economic growth in the country.



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DAILY
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 RAWALPINDI / ISLAMABAD

روزنامہ
 نوائے وقت

راولپنڈی
 ایڈیٹر: منیر مجید ظہیری
 اسلام آباد
 ایڈیٹر: منیر مجید ظہیری

لاہور ڈاکر لیتھی راولپنڈی / اسلام آباد ملتان کوئٹہ اور گوادریس جیک وقت شائع ہوتا ہے

جلد	21	عددی	1443	26	نمبر	2021	12	پر	2078	پ	صفحات	34	شمارہ	168
فون	0111-2222-007	فون	0111-2222-007	تیم	30	روپے	30	روپے	30	روپے	30	روپے	30	روپے

زرعی شعبے کی تقویت، پی پی اے ایف، نمایاں مالیاتی اداروں کے مابین معاہدہ

اسلام آباد (نمائندہ خصوصی) پاکستان پاورٹی
 ایلیمنٹل فاؤنڈیشن (پی پی اے ایف) اور ملک کے
 نمایاں مالیاتی اداروں نے ملک میں زرعی شعبے کو
 تقویت دینے کیلئے اس شعبے میں چھوٹے اور
 درمیانے درجے کے کاروباروں کو سرسبز بنانے کی فراہمی
 کی جانی تاکہ اس حوالے سے پی پی اے ایف
 اور ملک کے 19 مالیاتی اداروں کے درمیان ہونے
 والی معاہدے کی یادداشت (ایم او ای) کی رو سے
 صوبہ بلوچستان اور صوبہ سندھ کے 22 اضلاع میں
 پائیدار روہمی ترقی کے منصوبے کے تحت لاجسٹک
 اور پائیدار ترقی کے شعبوں کے فروغ کے لیے سرسبز بنانے کی
 فراہمی کا اہتمام کیا جائے گا۔ یہ منصوبہ اگلے سال
 ستمبر کے تحت پی پی اے ایف اور ایف او ڈی ایچ کے
 اشتراک سے عمل میں ہے۔

