

Government of Pakistan
Poverty Alleviation and Social Safety Division
Press Release

Prime Minister Khan to launch Ehsaas Nashonuma tomorrow in KP

August 12, 2020 – Islamabad, Pakistan: Prime Minister Imran Khan will tomorrow launch “Ehsaas Nashonuma”, a new conditional cash transfer program aimed at addressing stunting and malnutrition in young children across the country.

Forty percent of children in Pakistan are impacted by stunting. Stunting (Low height for age) is the impaired growth and development that children experience from poor nutrition, repeated infection, and other conditions.

Pakistan’s high rates of 40.2% stunting, 28.9% underweight and 17.7% wasting are indicative of an on-going malnutrition crisis among children. Stunting negatively impacts brain function, organ development, and immune system, ultimately limiting future productivity.

Ehsaas Nashonuma will seek to tackle this by improving the nutrition and health of vulnerable children during the most critical period in their early development – from conception to two years old.

“Ending malnutrition has long been a priority for the Prime Minister. In his first speech to the nation, he held up a CT scan of a child to show that stunting does not just affect physical but also development of the brain.” said Dr. Sania Nishtar, Special Assistant to the Prime Minister speaking to news channels today. “Poor nutrition is a national tragedy that costs Pakistan three percent of GDP every year, but our targeted new program will start to reverse that trend; beyond 1000 days, stunting becomes irreversible, which is why it is critical to address it in that narrow window”, she further added.

Ehsaas Nashonuma is expected to deliver conditional cash transfers to the poorest pregnant women and mothers with children under two years, linked to the consumption of specialized nutritious food, immunizations, and attendance of health awareness sessions.

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