

Government of Pakistan
Poverty Alleviation and Social Safety Division
Press Release

Ehsaas to partner with Facebook on malnutrition ‘Hackathon’



November 20, 2019 – Islamabad: The Poverty Alleviation & Social Safety Division (PASSD) has today announced it will partner with Facebook and Invest2Innovate to host a first-of-its-kind ‘Design Hackathon’ on malnutrition at the National Incubation Centre, Islamabad on 14th – 15th December.

Millions of children in Pakistan suffer health and development consequences due to malnutrition, making it a priority area of the Ehsaas poverty alleviation program. The Design Hackathon will connect experts in malnutrition with digital marketers who, with additional

support from Facebook, will help build innovative digital campaigns around the specific challenges of malnutrition. By partnering with technology and social media platforms, the Ehsaas program be able to reach new people across Pakistan with educational messages on malnutrition and the different facets associated with this disease.

“Ehsaas is bringing together the brightest talent in digital marketing and technology to tackle malnutrition across the country and improve millions of lives”, said Dr. Sania Nishtar, Special Assistant to the Prime Minister of Pakistan on Social Protection and Poverty Alleviation. “Social media is an important channel through which educate and inform the public, and we are excited to see the results of this pioneering Design Hackathon.”

Interested digital agencies, health startups, NGOs and individuals with applicable skills who are committed to social justice and poverty alleviation in Pakistan are encouraged to apply. Applications are now open at <https://forms.gle/ctZ1zJdVjbWVhy3d7>