



Ehsaas Emergency Cash

Talking Points

- Ehsaas Emergency Cash program has been planned in the context of the economic hardship being experienced by the vulnerable due to the ongoing coronavirus crisis. The financial assistance under the program is meant to help them buy rations so that they don't go hungry.
- Program covers 12 million families; 12,000 per family, total budget Rs. 144 billion.
- An SMS campaign will be the entry point to identify these beneficiaries. Through an aggressive communication campaign, citizens will be informed that they can send an SMS on 8171 to check their eligibility status.
- In the event of their being eligible, they will receive an SMS message informing them of how to collect money. If they are not identified in the database, they will be directed to contact their respective district administration.
- Special data analytics on defined parameters (Government officials, those owning cars, and those with history of multiple foreign travel) will be applied by NADRA on all categories of potential beneficiaries, to address inclusion errors.
- Among the 12 million beneficiaries, special cash assistance of Rs. 1,000 per month will be given to the currently enrolled 4.5 million *Kafaalat* beneficiary families, in addition to the regular cash transfer of Rs. 2,000 per month. 7.5 million other new beneficiaries will be given a lump sum of Rs. 12,000 as well. This is one-time assistance. They will get a lump sum of PKR 12,000 covering 4 months.
- People will be able to collect cash from Points of Sale (POS) of biometrically enabled branchless banking operations and biometrically enabled ATMs. All cash transfers will be made after biometric verification of each beneficiary through NADRA.