

# press release

For immediate release

## **Standard Chartered celebrates World Sight Day**

**Standard Chartered's Seeing is Believing initiative has impacted over 12 million beneficiaries since 2003 in Pakistan**

Karachi, 11 October 2018 – Every year, on the second Thursday of October, World Sight Day is celebrated to raise awareness for the 36 million people who are blind and an additional 217 million people suffering from moderate or severe visual impairment around the world. Therefore, we launched Seeing is Believing in 2003 to tackle avoidable blindness.

80 per cent of the blindness and vision loss are curable or preventable. That means four out of five of the visually impaired lose their sight needlessly. In September, Standard Chartered announced that it had reached the goal it set in 2011 to raise USD100 million for the fight against avoidable blindness and visual impairment. The goal has been reached two years ahead of the Bank's 2020 target date.

The journey in Pakistan is truly inspiring, impacting over 12 million beneficiaries. The Bank has helped conduct over 500,000 sight restoring surgeries, trained over 60,000 lady health workers and screened over 1.5million children for refractive errors. The Bank also has 25 visually impaired employees who are a critical part of its workforce.

Standard Chartered Pakistan, Chief Executive Officer, Shazad Dada said: "In Pakistan, we have come a long way in the Seeing is Believing journey. We started by simply helping restore people's eyesight by sponsoring cataract surgeries and training lady healthcare workers. This progressed to taking up complex initiatives like the current Diabetic Retinopathy project across numerous districts in the country. We are proud that as a result of our Seeing is Believing programme, we have helped reduce the prevalence of cataract blindness by 20per cent in Pakistan."

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**For more information or interview opportunities, please contact:**

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**Standard Chartered**

We are a leading international banking group, with more than 80,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

For more information please visit [www.sc.com](http://www.sc.com). Explore our insights and comment on our blog, BeyondBorders. Follow Standard Chartered on Twitter, LinkedIn and Facebook

**Standard Chartered Pakistan**

Standard Chartered Bank (Pakistan) Ltd. is the oldest and largest international bank in Pakistan. It is also the first international bank to be awarded Islamic banking licence and the first to open an Islamic banking branch.

The Banks serves both Corporate Institutional and Retail Clients. Provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and, trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance to Corporate Institutional Clients. It also offers a complete suite of Islamic banking solutions under its Standard Chartered Saadiq brand.

Standard Chartered was assigned a rating of AAA/ A1+ by PACRA. In 2012 and 2013 it won the award for Best Bank in Pakistan by The Asset Triple A for two consecutive years.

The Bank employs more than 3,400 people in Pakistan and has a network of 80 branches in 11 cities.

**About Seeing is Believing**

Seeing is Believing is a global initiative to tackle avoidable blindness. It is led by Standard Chartered and the International Agency for the Prevention of Blindness (IAPB). IAPB is the leading umbrella organisation for non-governmental organisations working in the field of eye care.

For more information about Seeing is Believing's USD100 million milestone, visit:

*[[sc.com/seeingisbelieving100million](https://sc.com/seeingisbelieving100million)]*