

PRESS RELEASE

DG RDA Kinza Murtaza Launches Special Public Awareness Campaign 2024.

Launch of SMD Truck in Rawalpindi to Inform General Public about Housing Schemes and Dengue Prevention Measures.

RAWALPINDI, November 5, 2024: The Director General, Rawalpindi Development Authority (RDA), Kinza Murtaza, officially launched the "Public Awareness Campaign 2024". This initiative aims to educate residents about the various housing schemes available in Rawalpindi while emphasizing the importance of dengue prevention measures.

The campaign is designed to provide the public with vital information regarding approved housing schemes, including details about residential units, plots, and associated facilities. It also seeks to raise awareness about dengue, its symptoms, and preventive steps to curb the spread of the disease. At the campaign launch, DG RDA Kinza Murtaza said, "We are committed to providing accurate and accessible information about housing schemes so that citizens can make informed decisions based on their housing needs. By promoting only approved housing schemes, we are helping residents avoid the risks associated with unapproved developments, such as legal issues, financial risks, and the absence of essential infrastructure like roads, water, and electricity."

The campaign also underscores the importance of preventing the spread of dengue. DG RDA Kinza Murtaza emphasized the need for collective efforts to combat the disease, saying, "Prevention of dengue is not just an individual responsibility; it requires a concerted effort from the entire community. We are urging citizens to take necessary actions, including the cleaning of water bodies and the destruction of mosquito larvae."

Public engagement will be facilitated through the use of the SMD (Special Mobile Display) truck, which will travel across various areas of Rawalpindi, distributing educational materials, and providing expert advice on both housing schemes and dengue prevention.

"Our top priority remains the health and safety of our citizens," added DG RDA Kinza Murtaza. This campaign will not only raise awareness about housing options, but it will also equip citizens with the knowledge and tools to protect themselves from potential health risks like dengue. We encourage everyone to cooperate with us in this important initiative so that together, we can make Rawalpindi a safer, healthier, and more prosperous city.
