

10 Million Pounds for Luxor's underprivileged



The Ministry of Social Solidarity and Mansour Group launched an initiative to the people of Luxor. The initiative was carried out in line with a memorandum of understanding signed between the ministry and the Mansour Group under the patronage of Mansour Group Chairman, Mr. Youssef Mansour. The initiative aims to support the poorest families living in the Governorate of Luxor.

Minister of Social Solidarity, Dr. Ghada Waly, indicated that the Ministry is undertaking the targeted development of partnerships with the private sector in an aim towards sustainable development in Egypt's poorest areas. She added that the memorandum of understanding signed with the Mansour Group marks the successful implementation of this approach.

Under the memorandum, the Mansour Group will finance the purchasing of 1,000 new Suez Canal Investment Certificates at EGP 10,000 per certificate.

The total value of the certificates is ten million pounds through the Ministry of Social Solidarity. The ministry distributed the certificates to the poorest families in the Luxor Governorate. The distribution focused on widows who provide for children below 16 years of age and persons with special needs.

The Social Solidarity Directorate in Luxor chose the families based on its records. The Directorate selected the Armant and

Esna districts due to their proximity to Banque Misr to facilitate the purchasing of the certificates.



Youssef Mansour stated that this initiative is a part of the Mansour Group's strategy to contribute towards sustainable development and the alleviation of poverty. He added that Luxor was selected because it is an Upper Egypt governorate and a major international tourist site, noting that it needs massive and continuous efforts to combat poverty, illiteracy, and all of the other social challenges that it faces in order to enhance both its local and global stature.