On this Day, we come together to remember one of the most heinous crimes of our time: the systematic killing of six million Jewish men, women and children and millions of others by the Nazis and their collaborators in the Holocaust.

We pledge that we will never forget. We vow to tell their stories and honour them by defending everyone’s right to live with dignity in a just and peaceful world.

Seventy-five years ago, the liberation of the death camps ended the carnage but horrified the world, as the full scope of the Nazis’ crimes became clear.

Out of these horrors, the United Nations was created to bring countries together for peace and our common humanity, and to prevent any repetition of such crimes against humanity.

The resurgence of hatred in recent years, from violent extremism to attacks on places of worship, shows that antisemitism, other forms of religious bigotry, racism and prejudice are still very much with us.

Seventy-five years on, neo-Nazis and white supremacists are resurgent, and there are continued efforts to diminish the Holocaust and deny or downplay the responsibility of perpetrators.
But just as hatred persists, so must our resolve to fight it.

Today and every day, we commemorate the victims of the Holocaust by pursuing truth, remembrance and education, and by building peace and justice around the world.

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**UNDP PRESS RELEASE**

UNDP Pakistan launches the 22nd issue of its quarterly policy magazine, the Development Advocate Pakistan under the theme ‘Nudging for Development’

27 January 2020, Islamabad— UNDP Pakistan, along with Ministry of Planning Development and Reform and Swiss Development Cooperation launched the 22nd issue of the Development Advocate Pakistan (DAP) under the theme ‘Nudging for Development’. DAP is a quarterly policy magazine of UNDP Pakistan and Swiss Development Cooperation. The latest issue of DAP on Nudging for Development features a combination of analysis and public opinion articles by national and international experts—including Dr. Fadi Makki, Mr. Raheel Waqar, Mr. Nathan Maddix, Mr. Saugato Datta, Ms. Huma Khan, and Mr. Tom De Bruyne. Nudges are small ‘push’ in the direction that leads people to imperceptibly opt for choices that benefit them. The issue introduces a variety of thematic areas where nudges have been employed globally and the tremendous positive impact they have had.

“Nudges are based largely on non-economic incentives; they are relatively easy to use and effective in influencing behaviours,” said Mr. Ignacio Artaza, Resident Representative a.i., UNDP Pakistan at the occasion. “For this reason, the potential in Pakistan is tremendous. Pakistan can benefit by infusing nudges in policy making.”

Dr. Jehanzeb Khan, Deputy Chairman Planning Commission, thanked UNDP Pakistan and Swiss Development Cooperation for their efforts in bringing a new concept to the forefront, bearing potential to influencing behaviours as low-cost solutions for addressing problems.
The launch also included a panel discussion on ‘Nudging for Development’ in Pakistan, and ideas on key development issues and challenges in Pakistan. Experts included Dr. Farah Said, Mr. Raheel Waqar, Mr. Hasnat Masood, Ms. Samar Hassan, Dr. Shahida Saleem, and Mr. Daniel Valenghi. The event was attended by government officials, behaviour experts, students, and other stakeholders.

Read the 22nd issue of Development Advocate Pakistan: Nudging for Development

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