

**Government of Pakistan**

**Benazir Income Support Programme**

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Press Release

**INVESTING IN WOMEN'S ECONOMIC EMPOWERMENT SETS A DIRECT PATH TOWARDS  
POVERTY ALLEVIATION: MARVI MEMON**

Karachi ( ) Investing in women's economic empowerment sets a direct path towards poverty alleviation and financial inclusiveness. BISP is trying its level best to empower its beneficiaries. BISP intends to harness entrepreneurial potential of its beneficiaries through E-commerce. BISP E-Commerce initiative would provide market access to beneficiaries making them self-reliant. This was stated by Minister of State and Chairperson MNA Marvi Memon while addressing at the inauguration of Bohra Women Talent Expo and Food Festival at Al Jamea Safiya playground.

Chairperson BISP reiterated that through BISP E-Commerce, the products of beneficiaries are available online giving international recognition to the traditional products of the country. She further added that market access to the handicrafts of marginalized segments would contribute in their welfare. Chairperson BISP highlighted that it is a positive sign that one lakh beneficiaries have already started their own businesses benefiting from PM Interest Free Loan Scheme.

BISP has recently signed an MOU with AHAN to refine the skills of the beneficiaries so that they may find a decent living for themselves and their families. Chairperson BISP sought cooperation of Bohra Community to impart vocational skills to the beneficiaries.

Chairperson BISP visited the stalls and lauded the sincere efforts of the artisans and management. Chairperson BISP was warmly welcomed by Sheikh Ishaq, Sheikh Mustafa, BISP officials and beneficiaries.