

**Government of Pakistan**  
**Benazir Income Support Programme**

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**PRESS RELEASE**

**April 18, 2016**

**Bisp Evaluates Cheezmall Proposal To Introduce Bisp Beneficiaries To International Market Under E-Commerce Initiative**

Islamabad ( ): Investing in women's economic empowerment sets a direct path towards poverty alleviation and financial inclusiveness. BISP has discovered a way to financial empowerment of its beneficiaries through E-Commerce. BISP intends to harness entrepreneurial potential of its beneficiaries by marketing the products of poor women. This was stated by Minister of State & Chairperson BISP MNA Marvi Memon in a meeting with the delegation from Cheezmall headed by its CEO, Mr. Aurangzeb Khan.

The Cheezmall delegation called on Chairperson BISP in order to give a briefing on their proposal regarding online promotion and sale of BISP beneficiaries' products at international level. Cheezmall, originating from China, is an online shopping website created by professionals of E-Commerce who have past experience of managing and running Alibaba, a global leader in the field. In order to replicate the successful model of Alibaba, Cheezmall utilizes expertise of Alibaba for training of their managers. It started its operation in Pakistan last year.



Aurangzeb Khan CEO Cheezmall, Mr. Nino Zhao VP Marketing, Ms. Maggie Cheng Director Sourcing, Mr. Haider Qazi Senior Marketing Executive, and Mr. Awais Maqbool Business Development Manager represented the Cheezmall. Chairperson BISP was assisted by Secretary BISP Muhammad Saleem Ahmed Ranjha and BISP management.

Chairperson BISP reiterated that through BISP E-Commerce, the products of beneficiaries are already 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.

CEO Cheezmall, Mr. Aurangzeb Khan stated that we need to establish strong vendor base in Pakistan and BISP beneficiaries would be unique vendors for the Cheezmall. Cheezmall is highly interested in promoting these poverty ridden women. Cheezmall delegates presented their business and marketing plan for maximizing the profits for beneficiary products. It was discussed that Cheezmall would undertake pilot initiatives in seven districts of the country covering all the regions equally. Cheezmall would deal directly with the beneficiaries; BISP being only the facilitator.

Chairperson BISP directed BISP E-Commerce team to further discuss and evaluate the Cheezmall proposal and business model so that an efficient and transparent mechanism of including BISP beneficiaries in the E-Commerce set up may be established.