

PRESS RELEASE  
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**BISP PARTNERS WITH STARTUPS TO PROMOTE BENEFICIARY EMPLOYMENT**

Islamabad ( ): Startups would be encouraged by BISP for beneficiaries and young entrepreneurs so that they may exit poverty and become financially empowered. After launching E-commerce initiative, BISP is on a drive to promote employment of its beneficiaries through skill development and job placement by partnering with entrepreneurs. This was stated by Minister of State and Chairperson BISP MNA Marvi Memon during her visit to best startups in town in a bid to explore employment opportunities for BISP beneficiaries.

Chairperson BISP visited Meraki Art Gallery, Delivery Ten, Every Catalogue, Kids n Moms and FAST University. In the initial phase of BISP-Entrepreneurial partnership, Meraki Art Gallery would train and work with young artists and BISP beneficiaries to produce paintings that would be exhibited in Pakistani embassies abroad. Delivery Ten would deliver beneficiary products across the country, BISP beneficiaries would be trained in data entry by Every Catalogue and ten BISP kids would attend Montessori free of cost at Kids & Moms Montessori under Corporate Social Responsibility.

Chairperson BISP urged the students of FAST University to come up with innovations benefitting the illiterate and poor of the country. She appreciated the students for Smart Top up Kiosk project with salient features of easy load, utility bill payment and online money transfers.

Chairperson BISP added that BISP is dedicated to empower and bring dignity and meaning to life of its beneficiaries. BISP not only supports its beneficiaries financially but also endeavors to make them self reliant and financially empowered by adopting different poverty exit strategies.

