

Government of Pakistan
Benazir Income Support Program

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Chairperson Bisp Projects Positive Image Of Pakistan At Marcon' 16

Karachi: The current government has put the country on path to development with prime focus on economic growth, job creation and welfare of the poorest. The positive economic indicators within a short span of time speak high of consolidated efforts of Prime Minister Nawaz Sharif's economic team headed by Finance Minister Senator Ishaq Dar. The increase of BISP budget upto Rs. 102 billion highlights present government's commitment towards the uplift of the marginalized segments of the society. This was stated by Minister of state and Chairperson BISP MNA Marvi Memon addressing MARCON '16 organized by Marketing Association of Pakistan (MAP) at Karachi. The event was addressed by Chairman Privatization Commission Muhammad Zubair, Policy Analyst Javed Jabbar, MD Nestle Bruno Olierhoek, CEO Mobilink Jeffery Hedberg and other notables.

MAP is a forum for professional marketers. The association has made significant contributions towards promoting marketing as a discipline, encourages and supports new entrants and keeps its members abreast of latest market trends. MARCON (International Marketing Congress) is a high profile event that attracts not only marketing and business leaders as speakers but also sponsorship from top national and multinational corporate players in Pakistan.

Chairperson BISP reiterated that she feels proud to mention that BISP, being one of the largest social safety nets worldwide, is a success story that projects positive image of Pakistan. BISP beneficiaries have already started efforts to graduate out of poverty by marketing their own made products through BISP E-commerce and starting business benefiting from PM Interest Free Loan Scheme. Chairperson also shared success stories of BISP beneficiaries who have endeavored to come out of the vicious circle of poverty.

Chairperson BISP added that beneficiaries are contributing to Pakistan's future by getting their children enrolled in schools under Waseela-e-Taleem (WeT) initiative of BISP. WeT is bringing underprivileged children to schools through federal-provincial government collaboration.

On the occasion Chairperson BISP said that the rapid growth of women entrepreneurs has drawn international attention and helped Pakistan to build a soft image abroad. She mentioned that these inspirational women depict the real image of Pakistan. BISP invites them to motivate beneficiaries to graduate out of poverty under "Sisters in Success" initiative of. She acknowledged the contributions made by inspirational women like Jehan Ara, Rabia Gharib, Fiza Farhan , Shamim Akhtar, Haleema Bhutto, Lt Zakia Jamali, Maria toor, Sharmeen Obaid Chinoy to name a few.

In the end, Chairperson BISP commended the BISP development partners like National Health Insurance Program, PM Interest Free Loan, Khidmat Card, UNDP, NDMA, World Bank, Akhuwat, PPAF and others that are playing a pivotal role in improving the lives of Pakistanis and marketing better image of Pakistan by creating success stories of poor women.