

Government of Pakistan  
Benazir Income Support Programme  
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**PRESS RELEASE**  
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**BISP TO FACILITATE BUSINESS COMMUNITY FOR CSR ACTIVITIES  
THROUGH ITS DATA: MARVI MEMON**

Islamabad ( ) BISP may facilitate the corporate sector to carry on Corporate Social Responsibility (CSR) activities through its data. On scientific basis, BISP may help them to identify the areas where they can contribute to the welfare of the poorest of the poor. It was stated by the Minister of State and Chairperson Benazir Income Support Programme (BISP) MNA Marvi Memon in her address during the 10<sup>th</sup> CEO Summit Asia 2015 with the theme “Believe in Pakistan” and book launch of “100 performing CEOs, leaders and companies of Pakistan 2015”. The event was organized by CEO Club Pakistan and Manager Today Magazine and was attended by CEOs of national and international companies, diplomats and the politicians.



ISLAMABAD: Minister of State and Chairperson BISP, MNA Marvi Memon present at 10th CEO Summit Asia 2015. (Dated: August 26, 2015)

In her opening remarks, Chairperson BISP congratulated the business community for their leadership, creating organizational brilliance and enhancing human capacities for

the country. She said if we believe in Pakistan, we need to demonstrate excellence in every field. Nothing short of hundred percent excellence is actually belief in Pakistan.

She stated that she is honored to be part of government and BISP and we believe in the welfare of the vulnerable segments of society. BISP, with more than 2000 employees and 500 field offices, is serving 5.1 million poor beneficiaries with the purpose of giving dignity, empowerment and meaning to their lives under the vision of the present government. We are striving to make BISP pride of Pakistan. BISP has played a huge role in the empowerment of women. BISP is the National Socio-economic Registry (NSER) of 27 million households and National Identity Cards are necessary for women beneficiaries to receive financial assistance. Through the issuance of CNIC to beneficiaries, BISP has given these women identity as the citizens of Pakistan and has enabled them to exercise the right to vote. Now they earn respect and the right of decision making in their family systems.

Chairperson BISP said that the government has allocated the huge budget of Rs. 102 billion for BISP with the objective of welfare of poor people. She urged the development partners, business community, international social safety nets, academia, media, local philanthropists and civil society to join hands with BISP to coordinate their CSR activities in order to serve the marginalized population in an effective manner. BISP may facilitate the business community to select the areas for their CSR activities through the multidimensional data available in the demographic directory of BISP. She made an appeal to the corporate sector to direct their philanthropist efforts towards BISP beneficiaries.

She further discussed the areas of education and health where the joint efforts of the government and the corporate sector may focus for graduating the beneficiaries out of extreme poverty. She said that adult literacy is an area in which efforts can be put for raising literacy in the country and creating opportunities of income generation for the poor. She mentioned some wonderful projects working on the adult literacy by bringing illiterate and unproductive segments into the mainstream, equipping them with higher

secondary education within a short span of two years and thus providing them a launching pad for further education and income generation. She added that the small efforts like provision of tablets may enhance the quality of education in such projects. She also mentioned the Waseela-e-Taleem programme of BISP under which beneficiary children from 5 to 12 years of age in 32 districts of the country are provided free education with a monthly stipend of Rs. 250 with the condition of 70% compulsory attendance in schools.

Chairperson BISP further discussed the health related areas like immunization, mother and child care, nutrition and stunting. She said that the business community may choose any district on the basis of data available in the demographic directory of BISP to undertake health initiatives for the poor people. She commented that the malnutrition causes low IQ levels and it is in the best interest of corporate sector to work in this area so that they get a population for employment with higher IQ levels.

Chairperson BISP also urged the audience for provision of small loans to the poor so that they may start their own work and graduate out of extreme poverty.

In the context of women empowerment and creating success stories, she told about an initiative by BISP “Sisters and Success” in which three women committees are being constituted. First committee will be comprising of international women leaders, second committee will consist of Pakistan successful women and the third one will consist of BISP beneficiaries. She congratulated the event management for their book launch and expressed her determination to publish a book on success stories of BISP beneficiaries.

She also discussed another initiative of BISP “Agro Buddies” under which university students will help beneficiary family members in the implementation of best agricultural practices based on latest knowledge. Agriculture and IT students will join hands with the children of poor beneficiaries and they will excel and grow together.

In the end, Chairperson BISP thanked the event management for inviting her as key note speaker and made an appeal to the business community that this interaction will be followed by the concrete efforts focusing on the wellbeing of the poorest of the poor.

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