

**Government of Pakistan  
Benazir Income Support Programme**

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**Press Release  
August 09, 2016**

**BISP-CHEEZMALL EXHIBITION TO GENERATE INCOME FOR POOR AND  
BRAND PAKISTAN**

BISP E-Commerce is a unique initiative of BISP to harness entrepreneurial potential of its beneficiaries by marketing their products, so that they may graduate out of poverty. The products of beneficiaries, available online, provide international recognition to the traditional handicrafts. These exhibitions under BISP E-Commerce not only help to generate income for poor women but are branding Pakistan as well. This was stated by Minister of State and Chairperson BISP MNA Marvi Memon while inaugurating exhibition of handicrafts made by BISP beneficiaries. The exhibition was held through mutual collaboration of BISP and Cheezmall in Thatta.



***Minister of State and Chairperson BISP, MNA Marvi Memon inspecting handicrafts of beneficiaries at a stall during BISP-Cheezmall exhibition held at Thatta. (Dated: August 09, 2016)***

The pilot phase of BISP-Cheezmall collaboration will cover seven districts across the country, one in each province and territory. This is the second exhibition as the first one was held in Hunza last month.

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. It started its operations in Pakistan last year.

During the exhibition, BISP beneficiaries showcased a large variety of products which were purchased by Cheezmall and visitors immediately and on spot payments were made to beneficiaries.

The exhibited products included caps, shoulder bags, wall hangings, glass paintings, wallets, key chains, door bells, pouches, cushion covers, foot wear, wooden products, carpets, jewelry items, shawls, local dresses and traditional rilli. At the event, the food stalls were also setup by beneficiaries that earned them handsome amount of money.

Director Cheezmall Mr. Ghazanfer delivered the message of Cheezmall on behalf of CEO Aurangzeb Khan and Co-founders Mr. Wang Qu and Mr. Lichenglong. He said that these exhibitions were a first step towards long term cooperation between BISP and Cheezmall focusing on the betterment of the poor across Pakistan.