

Government of Pakistan
Benazir Income Support Programme

Press Release
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BISP WILL BE THE PRIDE OF PAKISTAN

Islamabad () I have made a strong commitment with the Prime Minister, Muhammad Nawaz Sharif, that I will lead Benazir Income Support Programme (BISP) to become a pride of Pakistan and an exemplary model for the rest of the world to follow. Chairperson BISP, Ms. Marvi Memon gave these remarks while addressing a group of young media women in Islamabad Hotel today.

She added that the Prime Minister has a vision to empower women of his country so that they can play an effective role in the development of this country. I am grateful that in order to realise this vision, he has chosen me as the Chairperson and I intend to work to the best of my abilities for upholding this trust.

Women empowerment is one of the eight development indicators of Millennium Development Goals. Benazir Income Support Programme took up this challenge of achieving women empowerment at institutional level by making women representative of the household as prime beneficiary of the Programme, which is also considered as a giant leap towards financial empowerment of women in Pakistan.

While commenting on the role of BISP, Ms. Marvi Memon stated that BISP is following the vision of empowering family through empowerment of women as head of the household.

A five day workshop was organized by Women Media Centre Pakistan titled 'Empowering women in media'. Chairperson BISP, Ms. Marvi Memon was invited as Chief Guest for the certificate distribution ceremony to the participants on the last day of the event.

Addressing the participants, Ms. Marvi Memon commended the organizers and the young media women for their remarkable efforts in organizing the event. She said that women in media must consider their job as a mission and do their utmost for a better and developed Pakistan. She also recognized the fact that working women have to make more sacrifices but these sacrifices must be made for the development of the country.

In the end, she advised the young participants of the workshop to engage with public to have a better understanding of their sentiments as well as their problems. She added that media persons have a responsibility of being a watchdog and a mouthpiece for the people of Pakistan and fulfilling this responsibility is essential for development of the country.