

UN SECRETARY GENERAL’S SPECIAL ADVOCATE ON INCLUSIVE FINANCE FOR DEVELOPMENT, QUEEN MAXIMA OF NETHERLANDS VISITS BISP FIELD OFFICE IN RAWALPINDI

ROLE OF BISP IS COMMENDABLE IN THE FINANCIAL INCLUSION OF PAKISTANI WOMEN: QUEEN MAXIMA OF NETHERLANDS

INITIATIVES OF BISP FOCUS ON INCLUDING POOR BENEFICIARIES IN THE FINANCIAL SYSTEMS: MARVI MEMON

Islamabad/ Rawalpindi: UN Secretary General’s Special Advocate on Inclusive Finance for Development, Queen Maxima of Netherlands paid a visit to BISP field office in Rawalpindi. As part of the schedule of her visit to Pakistan, the purpose of visiting BISP field office was to gauge and appreciate the contribution of BISP in the country’s pursuit of goal of including masses in the financial systems.

On the occasion, Minister of State and Chairperson BISP MNA Marvi Memon, Minister of State for National Health, Services, Regulations and Coordination, MNA Saira Afzal Tarrar, MNA Shaista Pervez Malik, Secretary BISP Mr. Muhammad Saleem Ahmed Ranjha, diplomats, representatives of national and international organizations, media and BISP beneficiaries were present.



UN Secretary General’s Special Advocate on Inclusive Finance for Development, Queen Maxima of Netherlands along with Minister of State and Chairperson BISP, MNA Marvi Memon inaugurating an initiative of BISP “BISP E-Commerce” during her visit to BISP field office in Rawalpindi. (Dated: February 10, 2016)

Chairperson BISP along with other noteworthy guests welcomed Queen Maxima on her arrival. Immediately after her arrival, Queen Maxima inaugurated the recent initiative of BISP on E-commerce which focuses on improving handicraft skills of BISP beneficiaries and provision of better access to their products in the national and international markets with the cooperation of organizations like AHAN- a government organization and TCS.

Afterwards, Queen Maxima was shown a brief documentary on BISP narrative and its various initiatives which are contributing in the women empowerment and welfare of beneficiary families. She was also given briefing on 'Customer Feedback System on Financial Inclusiveness Capacity of Customers' and 'Issuance Process of BDC Cards to the Beneficiaries including Banks and NADRA'. Chairperson BISP informed Queen Maxima that by adopting advanced payment mechanisms and biometrically verified complaint and feedback system, BISP is making endeavors to include beneficiaries in the financial systems so that they could be empowered as envisioned by the Prime Minister of Pakistan.

During the visit, Queen Maxima in the company of Chairperson BISP interacted with the beneficiaries of BISP. These beneficiaries also included those who are benefitting from Waseela-e-Taleem program of BISP, PM Health Insurance Scheme, CM Punjab Interest Free Loan Scheme and BISP E-commerce. During the interaction, beneficiaries informed Queen Maxima how these interventions in the fields of education, health and employment were creating positive impacts in their social status and in the lives of their families.

While talking to beneficiaries, Queen Maxima expressed her happiness for being among the beneficiaries. She said that the role of women is very important in the well being of their families and the development of society. She acknowledged that the contribution of BISP in the financial inclusion of Pakistani women is commendable as this organization is providing them opportunities to make progress in life.

On the occasion, Chairperson BISP presented a painting on the concept of social safety net and demographic directory of BISP to the Queen Maxima. Chairperson BISP also explained the BISP initiative of 'Sisters in Success' under which chain of cooperation among three committees comprising the international women leaders, national prominent personalities and BISP beneficiaries is established for motivating the marginalized segments of the society.