

**Government of Pakistan
Benazir Income Support Program**

PRESS RELEASE

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**BISP INVITES MARIA TOOR FOR INTERACTION WITH BENEFICIARIES
UNDER “BISP EMPOWERS TALK” (BET) INITIATIVE**

**BISP AIMS TO ACHIEVE SDGs OF ZERO HUNGER, POVERTY REDUCTION AND WOMEN
EMPOWERMENT: MARVI MEMON**

**BESIDES PROVIDING FINANCIAL ASSISTANCE, BISP INSTILLS MOTIVATION AND INSPIRATION
AMONG ITS BENEFICIARIES: MIAN RIAZ HUSSAIN PIRZADA**

Islamabad: We are living in a world of massive change and diversity. We cannot afford to squander the capabilities of half of our population. We need to embrace new thinking, new ways of rebuilding our society and empower women- the real architects of the society. BISP is a model social safety net program which aims to achieve SDGs of poverty reduction, zero hunger and women empowerment. This was stated by the Minister of State and Chairperson BISP, MNA Marvi Memon, in her welcome note, during an event organized at BISP Secretariat under “BISP Empowers Talk” (BET) initiative.



“BISP Empowers Talk” (BET) is a BISP initiative to encourage idea generation, success transfer, motivation and inspiration for BISP beneficiaries in order to increase empowerment, dignity and meaning to life. Under this initiative, BISP had invited Maria Toor, national squash champion to deliver an address to the BISP beneficiaries. Maria Toor is national squash champion since 2004. She is ranked 48th in the world. She was awarded “Salaam Pakistan award” in 2007 by the President of Pakistan.

Federal Minister for Inter Provincial Coordination, Mian Riaz Hussain Pirzada graced the occasion as chief guest. The event was attended by members of Parliament, diplomats, representatives of government organizations, national and international organizations, media, civil society and a large number of BISP beneficiaries.

During his address, Mr. Riaz Hussain Pirzada acknowledged the BISP initiative of BISP Empowers Talk and reiterated that BISP not only provides financial assistance but also instills motivation and inspiration among its beneficiaries. The Federal Minister praised the national squash champion Maria Toor and referred her as a role model for the women. He urged the BISP beneficiaries to pay special attention to physical activity of their children as sports are vital for mental and physical growth.

Maria Toor, in her address appreciated the contribution of BISP in the welfare of the marginalized segments of society and the fast pace at which the organization is growing. She encouraged the poor beneficiaries to break the shackles of conservative society and poverty by getting advantage of the social and financial assistance provided by BISP. She gave them a message of hope and courage that would help them to come out of the vicious circle of poverty.

Chairperson BISP, on the occasion, said that “BISP Empowers Talk” objective is to put women role models in front of most vulnerable women of Pakistan to encourage them to get out of misery created by poverty. She added that BISP through cash transfer and other initiatives aims to give dignity, empowerment and meaning to the lives of more than 5.2 million beneficiaries as envisioned by Prime Minister Nawaz Sharif. “BISP Empowres Talk” initiative is another step towards implementing this vision.