

Government of Pakistan

Benazir Income Support Programme

January 20, 2016

Press Release

**BISP TAKES INITIATIVE TO SAVE BENEFICIARIES FROM MALNUTRITION
AND STUNTING**

Islamabad: BISP organized a training workshop for its BISP Beneficiary Committee (BBCs) in Rawalpindi divisional office in collaboration with National Fortification Alliance (NFA). This initiative sets a very important agenda for BBCs for generating awareness among BISP beneficiaries regarding diets containing nutrition values. This awareness will help in saving beneficiaries from malnutrition and stunting.

BISP has around 47000 BBCs in 32 districts of the country. Each BBC comprises of 25-30 members and it elects its own leader. These BBCs are a platform for



ISLAMABAD: Minister of State and Chairperson BISP, MNA Marvi Memon sitting with BISP beneficiaries during a training/orientation workshop organized for BISP Beneficiary Committee (BBCs) in Rawalpindi in collaboration with National Fortification Alliance (NFA). (Dated: January 20, 2016)

creating awareness among beneficiaries through monthly meetings on the issues related to BISP and other matters which are important for their welfare.

Minister of State and Chairperson BISP, MNA Marvi Memon, who was present on the occasion said that by improving nutrition values in the diet of our population especially women and children, the grave issues of malnourishment and stunting can be addressed in the country and it will cause an increase of 3 % in the GDP of the country. She further said that these training workshops will also be arranged for BBCs of other districts so that a nationwide awareness campaign takes place.

The representatives of NFA gave a detailed briefing on the eating habits, cooking methods and various food items which are beneficial in maintaining nutrition values. They emphasized upon the importance of mother feed for infants, vegetables and pulses in this regard. It was made clear during this training session that by adopting simple methods and eating habits which do not cost any money, the problems of malnourishment and stunting in the women and children can be tackled and it will result into healthy generations in the future.