

PRESS RELEASE
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BISP DEVELOPES '100 DAYS ACTION PLAN' TO DEAL WITH THE CHALLENGES

ISLAMABAD: (Mar 18) “Benazir Income Support Programme (BISP) has developed 100 Days Action Plan (100 DAP) with over 70 actionable items with specific deadlines and responsibilities in order to meet the operational and service delivery related challenges.” Minister of State/ Chairperson BISP, MNA Marvi Memon said on Wednesday while talking to the print media during an interactive session at BISP Secretariat.

She further said that BISP is moving towards e-governance systems as all the action plans of 100 DAP will be tracked by the higher management of the organization and also by the Prime Minister and the Finance Minister through the dashboard mechanism. The 100 DAP was developed through a brain storming workshop involving the Headquarter staff as well as the Field Officers to identify the major areas of concern and to find their probable solutions. Moreover, feedback from the development partners of BISP as well as the Board members was also sought make this action plan effective and practical. Around 70 key areas have been identified for the action plan on which appropriate action would be taken on priority to increase the efficiency and productivity of the organization and to facilitate the marginalized segments of the society.



ISLAMABAD: Minister of State and Chairperson BISP, MNA Marvi Memon talking to print media journalists about 100 Days Action Plan at BISP Secretariat. (Dated: March 18, 2015)

Sharing the salient points of the action plan, she said that the issues related to the disbursement of payment will be focused to enhance the efficiency of the payment process by tackling bank related issues including card activation and replacement process. Compliance of the service agreement by the banks will be ensured and the new payment mechanisms like high-tech biometric cards will be piloted. In order to help the uneducated and poor women for obtaining their cash transfer amounts smoothly, financial literacy project will also be started.

She said that the poverty survey was conducted almost five years back so it is under consideration that a fresh survey may be carried out keeping in view the present socio-economic conditions. The re-survey will also target those deserving families who were not included in the previous survey. To facilitate more and more deserving people, BISP will make efforts for issuance of CNIC cards to the Non-CNIC pending beneficiaries. In this regard, social mobilization campaign through women committees will be launched. According to the data available after Poverty Score Card survey 7.7 million families were identified as eligible beneficiaries of BISP, out of which 5.5 million are active beneficiaries while 2.2 million beneficiaries are still pending.

She further said that a sanity check of the database has been started and the payment to the beneficiaries has been initiated accordingly. Moreover, anti-fraud public service campaign with the help of Telecom companies, FIA, PTA and media organizations has been started. In order to facilitate and empower the women through a complaint registering process, a hotline number 0800-26477 by the name of 'FORI RABTA' has also been activated.

BISP is also launching a comprehensive communication strategy, SMS service for beneficiaries, e-newsletter, annual reports and a campaign against vulnerability through art, documentary films and documenting successful stories. Regarding Waseela-e-Taleem initiative, she said, full extension would be done in 27 new districts with better attendance compliance and improved coordination with provinces. A detailed Monitoring & Evaluation system would be devised for successful implementation of ongoing Spot Checks and ensuring timely launch of catch-up exercise for Unconditional Cash Transfer pending beneficiaries.

MNA Marvi Memon said that the vision of the Prime Minister is to make BISP 'pride of Pakistan' by improving its delivery services and products for the dignity of beneficiaries, their empowerment and for giving meaning to their lives.
