

Government of Pakistan
Benazir Income Support Programme

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Marvi Memon vows to fight against manipulators and exploiters

PM envisages a dignified and empowered life for Pakistani Women: Marvi Memon

BISP will commemorate International Women's Day with a 100 Day Betterment Plan

Mirpur/AJK () Chairperson Benazir Income Support Programme (BISP) and Minister of State, Ms. Marvi Memon, vowed to wage a war against middlemen, exploiters and manipulators of the system and to protect the self-respect of the beneficiaries. She was addressing a group of BISP beneficiaries and journalists in Mirpur District of AJK region today.

In her opening remarks, Ms. Marvi Memon showed gratitude to the beneficiaries of BISP who had travelled far and wide to greet the new Chairperson of the Programme. She said that she is happy to be there in AJK and the purpose of the visit is to understand the problems of beneficiaries in order to have a clear picture of her own responsibilities towards the poorest



Mirpur: Minister of State/Chairperson Benazir Income Support Programme (BISP), Ms. Marvi Memon interacting with a gathering of BISP beneficiaries. (Dated: March 7, 2015)

of the poor people of Pakistan.

BISP is the largest Social Safety Net program in the history of Pakistan. At present, more than 4.8 million women head of the families receive quarterly cash grant, which has been increase by 50% in the last two years by the current government. In addition to this, BISP also launched Waseela-e-Taleem program (WeT) and Mirpur district was included in the pilot phase. As a result, BISP has been able to register 5,000 primary school children of the district in WeT and the beneficiaries are paid an additional amount of Rs. 200 per child per month on the condition of observing a minimum requirement for attendance.

While talking about her new responsibilities, Ms. Marvi Memon stated that Prime Minister of Pakistan, Mian Nawaz Sharif, has given her this job to implement his vision of upholding self-respect and dignity of beneficiaries of BISP by giving them confidence. She added that the Prime Minister is aware of the difficulties of women and he desires to deliver the promise of providing a purposeful life to them, which is their right. She said that she has been instructed by the Prime Minister to uphold his values and vision by understanding and resolving the problems faced by our beneficiaries.

Addressing the officials of BISP, Ms. Marvi Memon said that their job is not like any other ordinary job, rather, it is similar to a humanitarian cause, which needs to be kept in mind at all times for making an efficient and better delivery of services to the poor. She appreciated the contribution of WeT in Mirpur district and acclaimed the staff of Mirpur as well for their efforts.

During the interaction with beneficiaries, Ms. Marvi Memon listened to their problems and directed the officials to resolve them with utmost vigilance and honesty. She observed that the main hurdle for the fulfilment of vision of Prime Minister are middlemen and other people involved in fraudulent activities, trying to manipulate the system and exploit the poor beneficiary because of lack of education. She reiterated her stance against such elements and said that for achieving PM's vision of women empowerment, these people will be defeated at all costs.

Ms. Marvi Memon also talked about the planned exercise to come up with 100 days plan for the betterment of BISP. The plan will be chalked out on 8th March, aligning it with the International Women's Day. Chairperson BISP said that the alignment with IWD is to give a message to all people of Pakistan in general, and our beneficiaries in particular, that the Programme will make every effort to facilitate the poor women and their families.

During the visit, Deputy Speaker AJK, Shaheen Dar, also called on Ms. Marvi Memon to talk about various issues and problems faced by poor people in the region. She also ensured the Minister of State for maximum support of her administration to reach out to the target population of BISP.

Chairperson BISP was also invited to Ghazi Illahi Bakhsh College for Women as Chief Guest to a prize distribution ceremony of sports events held in the college. She was welcomed by the administration as well as students at the college and she inaugurated the spring plantation drive as well. Afterwards, she distributed shields among the girl athletes and various position holders at the college.

In her address to the participants, she said 'dreams are for real' and advised the girls that there are no shortcuts to success and that they have to work hard in order to fulfil their dreams. She said that the women should be proud of their identities as they have contributed in every aspect in the development of their country. Ms. Marvi Memon also added that being the Chairperson of BISP, she is in a unique position to implement the Prime Minister's vision of women empowerment. She urged the girl student to make a contribution to the people around them, especially the poor, in every way possible.

In the later part of the day, Minister of State also addressed a large public gathering of people in Jabeer Hotel. In her remarks, she told people of AJK that her government is committed to resolving their problems. She added that the Prime Minister envisions to bring people from remote areas in the mainstream and definitive steps will be taken for their betterment.