

**Government of Pakistan
Benazir Income Support Programme

Press Release

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BISP spends International Women's Day with beneficiaries

Islamabad () Chairperson BISP and Minister of State MNA Marvi Memon said that there would be no compromise on the efficiency, hard work and transparency in delivery of services to the beneficiaries. She was addressing a gathering of BISP's Director Generals and Directors in Islamabad Headquarter today.

BISP is the largest social safety net program in Pakistan that distributes different benefits to beneficiary primarily through women head of the families. International Women's Day was commemorated, in the honor of 4.8 million women beneficiaries of BISP, with a range of activities. During the day, BISP senior officials participated in brainstorming sessions aimed towards identifying different field-related problems and recommending the remedial measures.

In addition, Chairperson BISP inaugurated BISP's Fori-Raabta hotline, which is a re-vitalized customer service facility. In order to stay connected with key stakeholders,



ISLAMABAD: Minister of State/ Chairperson BISP, Ms. Marvi Memon and Secretary BISP, Mr. Shabbir Ahmed along with BISP Beneficiaries on International Women's Day at BISP Secretariat. (Dated: March 8, 2015)

citizens and clients MNA Marvi Memon also launched BISP's social media portal with the creation of Facebook and Twitter accounts. A sms service was also launched which will help in creating awareness about the BISP products as well as educating the masses about fraudulent messages.

In her opening speech, MNA. Marvi Memon said that we have two families, BISP staff and BISP clients.

Stating her purpose and vision, MNA. Marvi Memon stated that together we have to work for empowerment of our beneficiaries, giving them dignity and a meaning to their lives. She articulated that, we have to do our jobs with our hearts as well our minds, because of the nobility of the cause. Ms. Marvi Memon stressed the importance of the task and urged the officials to give it all for the fulfillment of the dream of the Prime Minister.

Before moving ahead with the activities of the day, Ms. Marvi Memon expressed that BISP has to become a pride of Pakistan by transforming itself into an institution that delivers.

During the first session, an extensive brainstorming exercise was held under the supervision of Chairperson conducted by BISP officials in which the field officers came up with problems and possible remedies. BISP has taken this initiative to prepare a 100 day activity report on the basis of which targets and key performance indicators will be given to every wing and office. This will serve as a benchmark for evaluation of performance of each individual and overall organization as well.

In the latter half of the day, MNA. Marvi Memon met with women beneficiaries from different areas of Pakistan of BISP at the offices in Islamabad. During this session, a brief reflection on the lives of individual beneficiaries was reflected on in the presence of field officers of BISP. During this exercise, MNA. Marvi Memon stressed the importance of making a direct contact with the family of beneficiaries, in order to understand their problems and reassuring them for our continued support towards their welfare. MNA. Marvi Memon also commended these women on their role and efforts for the wellbeing and betterment of their families.

At the end of the day, MNA Marvi Memon had an open interaction with the beneficiaries at a private dinner arranged for them in her Minister's Enclave residence.