

Government of Pakistan

Benazir Income Support Programme

Press Release

March 10, 2015

BISP LAUNCHES ART MOVEMENT TO FIGHT AGAINST VULNERABILITY

ISLAMABAD, Mar 10 (APP): Minister of State and Chairperson Benazir Income Support Programme (BISP), MNA Marvi Memon, on Tuesday inaugurated Art movement to fight against vulnerability for its beneficiaries.

The campaign 'Dreams are for Real' was launched at BISP Head quarters for beneficiary families to nurture their dreaming skills and inculcate thinking process for expressing their thoughts on canvas with colors.

Addressing the ceremony she said, "Dreaming is the first step towards a better and contented life", and added that the campaign was initiated for the children of BISP beneficiary families in line with the larger BISP campaign of the fight against vulnerability.



Minister of State and Chairperson BISP, MNA Marvi Memon addressing as chief guest on the occasion of National Exhibition of Visual Arts by Female Artists at PNCA on March 10, 2015.

The children of BISP beneficiaries who were especially invited for the moot, painted their dreams on canvass which were later displayed in the National Exhibition of Visual Arts

organized at National Art Gallery commenced in connection with the International Women's Day.

The exhibition displayed more than 200 master pieces of over 100 women artist of the country who marvelously expressed their grievances and challenges while performing their professional and domestic responsibilities in the society.

Addressing the ceremony as chief guest, Minister of State Marvi Memon said that the women of our country are highly talented which is quite evident from the works displayed in the art show. She said that BISP is striving hard to find out ways to protect citizens from the vulnerability they are exposed to because of low incomes and limited opportunities. The cash transfers to our clients did not represent handouts. They represent investments in their ability to weather the day to day storm of economic vulnerability.

Besides that, she said that there are structural reasons for our women which result in enduring economic vulnerability. Those reasons are not addressed by cash transfers, no matter how large the size of these transfers may become. The structural reasons are manifold, so there is a dire need to move a lot faster, and a lot quicker.

BISP is working with a number of partners to identify mechanisms and to actively connect young members of BISP client households with young members from households that did not require BISP engagement. Among our flagship efforts in this regard will be collective street art - in which they engage painters and artisans in working with children from BISP families, as well as children from more privileged backgrounds in public art.

She further said that art, paint, color and imagination are incredibly important tools in any journey of self-improvement that any community or society undertakes. It is not possible for children to imagine a better future if they are not provided the space and the opportunity to draw it, map it, and articulate it.

Renowned artist and Chairperson Hunder Kada, Jamal Shah was also present at the inauguration ceremony of the exhibition which would continue till April 25.