

Government of Pakistan

Benazir Income Support Programme

Press Release

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**BISP AND YOUTH PARLIAMENT OF PILDAT TO WORK TOGETHER FOR
POVERTY ALLEVIATION**

**MARVI URGES YOUTH PARLIAMENT OF PILDAT TO TAKE UP THE
CAUSE OF BISP**

**BISP LAUNCHES “SISTERS AND SUCCESS” INITIATIVE TO PROJECT
BENEFICIARY HEROES**

Islamabad: Working for the poorest of the poor is a mission for BISP and every one of us has a huge responsibility towards the welfare of the marginalized segments of the society. We need to treat them as our families and represent them in the mainstream national life. This was stated by Minister of State and Chairperson BISP, MNA Marvi Memon while addressing the Youth Parliament of Pakistan Institute of Legislative Development and Transparency (PILDAT) here at BISP Secretariat.



Islamabad: Minister of State and Chairperson BISP, MNA Marvi Memon addressing the Youth Parliament of PILDAT during the launch of "Sisters and Success" initiative at BISP Secretariat. (Dated: October 4, 2015)

Youth Parliament of PILDAT was invited to BISP secretariat for the launching event of “Sisters and Success” initiative of BISP. In this initiative, three women committees are being constituted. First committee will comprise of international women leaders; second

committee will consist of Pakistani successful women and; the third one will have BISP beneficiaries. The chain of these committees will be used for the awareness, empowerment and projection of the poor beneficiaries of the BISP.

On the occasion, a map of Pakistan containing the region wise success story videos of BISP beneficiaries of the whole country was also launched under the same initiative. With a single click on any city of the map, video of a BISP beneficiary from that city starts playing in which she describes the impact of BISP's financial assistance in her life. Six members of the Youth Parliament representing AJ&K, Balochistan, Gilgit-Baltistan, KP, Punjab and Sindh launched this map by clicking on the map and playing videos from their respective regions.

While describing about "Sisters and Success" initiative, Chairperson BISP urged the young parliamentarians to search those woman heroes, from their respective constituencies, who have risen from extreme poverty and have contributed towards the welfare of their families. She said that such women are real heroes and they should be projected in order to give hope and inspiration to other poor women. Projection of such success stories will bring a major change in the society by enhancing empowerment of women.

During the event, it was agreed that BISP and Youth Parliament of PILDAT will work together for the poverty alleviation and women empowerment. The proposal of Youth Parliament to establish a standing committee on poverty alleviation, women empowerment and entrepreneurship was applauded. This standing committee will be provided policy support by BISP and it will work in coordination with BISP for the welfare of poor beneficiaries. Secretary BISP, Mr. Muhammad Saleem Ahmed Ranjha asked the young parliamentarians to forward their proposals so that an official liaison could be established between BISP and the Youth Parliament of PILDAT.

The participants were also given detailed briefing on various initiatives of BISP and its engagement with other organizations. Chairperson and Secretary BISP answered the queries of the young parliamentarians in detail which also helped them to have a sound understanding about BISP.