

Government of Pakistan  
Benazir Income Support Programme  
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**PRESS RELEASE**

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**BISP AND RED CROSS TO JOIN HANDS FOR THE BETTER HEALTH OF  
BENEFICIARIES**

Islamabad ( ) The collaboration between Benazir Income Support Programme (BISP), Red Cross and pharmaceutical companies in Pakistan will prove to be a milestone for the welfare and health of BISP beneficiaries. This was stated by Minister of State and Chairperson BISP, MNA Marvi Memon during meeting with the President and CEO of Canadian Red Cross Mr. Conrad Sauve and Dr. Saeed Elahi, Chairman Pakistan Red Crescent Society at BISP Headquarter.



**ISLAMABAD: Minister of State and Chairperson BISP, MNA Marvi Memon with President and CEO of Canadian Red Cross Mr. Conrad Sauve and Dr. Saeed Elahi, Chairman Pakistan Red Crescent Society at BISP Headquarter. (Dated: September 03, 2015)**

The purpose of the meeting was to initiate mutual cooperation between BISP and Red Cross. The initiative taken by BISP will help to provide basic health support to the poor beneficiaries of BISP.

Chairperson BISP said that BISP is providing a monthly stipend of Rs. 1500 to its 5.1 million beneficiaries. The beneficiaries spend most of this money on food items which means BISP contributes towards less malnutrition, less stunting, better IQ levels, better productivity and human capacity.

Chairperson BISP stated that Rs. 102 billion budget of BISP focuses on its core functions. In order to graduate the beneficiaries out of poverty and overcome the basic health issues, BISP needs support of other organizations and corporate sector. Through the demographic directory and its multi dimensional data of beneficiaries in every district of the country, BISP may help Red Cross and pharmaceutical companies in Pakistan to coordinate their Corporate Social Responsibility (CSR) activities. BISP may facilitate them to direct their CSR efforts towards the scientifically identified real poor of the country.

She said that BISP is the largest organization for women empowerment. The financial assistance provided by BISP has improved their decision making position in their family systems. BISP aims to give dignity, empowerment and meaning in the lives of beneficiary women as envisioned by the Prime Minister Muhammad Nawaz Sharif. The present government has strengthened this programme by increasing its budget from Rs. 40 billion to Rs. 102 billion for the benefit of poorest of the poor.

The participants of the meeting appreciated the efforts of BISP for the cause of poor and discussed an integrated approach for the health of the marginalized segment of the society. It was discussed that the small interventions by Red Cross and the pharmaceutical companies may bring a major change in the health status of beneficiaries. Moreover, they can obtain help from BISP through its data whatever community and areas they decide to target for intervention.

During the meeting, it was agreed that BISP, Red Cross and pharmaceutical companies will launch a project in the pilot districts for provision of first aid training to the beneficiaries and their blood screening tests. BISP will provide BISP Beneficiary Committees (BBCs) for the purpose of mobilization and adaptation among the beneficiaries. The purpose of BBCs is to provide a forum to its beneficiaries for discussing their issues and difficulties. This forum is also used for mobilization purposes. Currently more than 30 thousands BBCs are functional in different districts of the country.

Secretary BISP Mr. Muhammad Saleem Ahmed Ranjha, in the end, thanked the participants for their valuable inputs and their determination to work for the beneficiaries of BISP. He said that the government is committed to the welfare of the poor and appreciates the fruitful cooperation of other organizations in this regard.