

Government of Pakistan
Benazir Income Support Programme

Press Release

13-12-2016

NATIONAL COMPETITION LAUNCHED FOR THE BRANDING OF UNCONDITIONAL CASH TRANSFER INITIATIVE OF BISP

Islamabad (): National competition for the branding of Unconditional Cash Transfer (UCT) initiative of BISP was launched by the Minister of State and Chairperson BISP MNA Marvi Memon at BISP Secretariat today. The event was attended by students from the leading art and design institutes of Islamabad and Rawalpindi.



Islamabad: Minister of State and Chairperson BISP, MNA Marvi Memon during the launching ceremony of national competition for branding of Unconditional Cash Transfer (UCT) at BISP Secretariat. (13-12-2016)

On the occasion, Chairperson Benazir Income Support Programme (BISP) stated that since its inception, BISP has achieved many milestones. Starting with 1.7 million beneficiaries and annual cash grant of Rs. 0.4 billion the number of beneficiaries has risen up to 5.3 million with the annual budget of Rs. 115 billion. It is high time to have a name and logo for the Unconditional Cash Transfer (UCT) initiative of BISP.

Chairperson BISP highlighted that the name of the Benazir Income Support Programme is not being changed, the competition is being held only to assign a name and logo to the Unconditional Cash Transfer (UCT) product like other initiatives of BISP i.e. Waseela-e-Taleem. Under UCT initiative the beneficiaries of the program are paid quarterly stipend of Rs.4,834.

Chairperson BISP launched the web portal dedicated to receive the entries from the competition participants. The participants can submit their entries on www.bisp.gov.pk/branding.aspx. The top

entries will be shortlisted by a committee consisting of all the Director Generals at BISP. These entries will then be publicized for online voting by the citizens of Pakistan. The entry getting most votes will be officially adopted as Unconditional Cash Transfer's newname and logo. The winner will be awarded with a merit certificate and a two days' round trip to any place in Pakistan to interact with BISP beneficiaries.

Presenting an overview of UCT, Chairperson BISP stated that the newname and logo blended with cultural norms would be closer to the heart of our beneficiaries. It would enhance the sense of ownership among them. In the end, she invited all of Pakistan to come forward and participate in the national competition for branding of Unconditional Cash Transfer initiative of BISP.