

**Government of Pakistan
Benazir Income Support Programme

**Press Release
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**ACCOMPLISHED WOMEN SHOULD TAKE LEAD IN MOTIVATING DEPRIVED
WOMEN TOWARDS SUCCESS: MARVI**

Islamabad: Women empowerment and gender equality is foremost on the agenda of the incumbent government. The long term national planning framework vision 2025 commits to pursue women empowerment and girls education as a key priority area across all sectors of planning and development. It focuses on providing an enabling environment to every woman to develop her full potential to equally reap the benefits of economic and social development as per the vision of Prime Minister Muhamamd Nawaz Sharif. This was stated by Minister of State and Chairperson BISP MNA Marvi Memon while speaking as a chief guest at the launch of “Aim High” initiative of Pakistan Alliance for Girls Education (PAGE).



ISLAMABAD: Minister of State and Chairperson BISP, MNA Marvi Memon while addressing at the launch of “Aim High” initiative of Pakistan Alliance for Girls Education (PAGE). (Dated: March 28, 2017)

PAGE is an organization that works towards addressing gender gap and overcoming of broader educational challenges in Pakistan. “Aim High” is a mentoring initiative of PAGE to motivate

and encourage girls by providing them guidance and exposure to experiences of female role models. Under this initiative, guidance will be provided on career planning and higher education. Various road shows will be held in different colleges where mentors (female role models) will share their motivational stories with young girls.

Chairperson Marvi Memon further added that BISP is internationally recognized model social safety net that provides a unique platform for women empowerment besides providing social protection. Under its initiatives “Sisters in Success” and “BISP empowers talk”, BISP invited a number of women role models for interaction with its beneficiaries to encourage idea generation and success transfer. These interactions enabled beneficiaries to draw inspiration from accomplished women, instilled hope and motivation, encouraging them to break the shackles of poverty and emerge empowered in true sense.

Ms Memon reiterated that BISP not only provides financial assistance to 5.4 million women but is striving to cultivate an environment where women are respected, feel elevated and empowered. The key responsibility lies on the empowered women to lead and motivate the weaker women. BISP constituted 50,000 BISP Beneficiary Committees (BBCs) all across Pakistan that provides a discussion forum, where women can discuss their problems and are provided guidance on key issues, thus empowering them.

The Chairperson invited PAGE to utilize the unique platform of BISP in reaching out to the most vulnerable women of Pakistan and extend the “Aim High” initiative to BISP beneficiaries. The launch ceremony was addressed by Ms Sehrish Qamar (Member legislative Assembly AJK), Zafar Qadir (Trustee & Chairman Taleem Foundation), Fajar Rabia Pasha (Executive Director PAGE), Saleem Ranjha and other speakers.