

**GOVERNMENT OF PAKISTAN
BENAZIR INCOME SUPPORT PROGRAMME**

**PRESS RELEASE
JULY 16, 2016**

BISP AND CHEEZMALL HOLD HISTORIC EXHIBITION UNDER E-COMMERCE INITIATIVE IN HUNZA

**BISP PROMOTES INCOME GENERATION OF BISP BENEFICIARIES IN COLLABORATION WITH
CHEEZMALL.**

Investing in women's economic empowerment sets a direct path towards poverty alleviation and financial inclusiveness. BISP is a social safety net that not only lends a hand in poverty management but endeavors to harness entrepreneurial potential of its beneficiaries by marketing the products of beneficiaries so that they may graduate out of poverty. This was stated by Minister of State and Chairperson BISP MNA Marvi Memon while inaugurating exhibition of handicrafts made by BISP beneficiaries. She said this was a historic beginning which will change the lives of the poorest women of Pakistan. She paid tribute to the Pak China relationship and thanked Cheezmall and China. The exhibition was held through mutual collaboration of BISP and Cheezmall at Darbar Hotel Ground, Karimabad, Hunza.

Cheezmall, originating from China, is an online shopping website created by professionals of E-Commerce who have past experience of managing and running Alibaba, a global leader in the field. In order to replicate the successful model of Alibaba, Cheezmall utilizes expertise of Alibaba for training of their managers. It started its operation in Pakistan last year.

The collaboration between BISP and Cheezmall, entering into its pilot phase in seven districts of the country, one in each province and territory. and starting from Gilgit Baltistan Hunza, aims at online promotion and sale of BISP beneficiaries' products at international level. Cheezmall deals directly with the beneficiaries for purchase of products; BISP being only the facilitator.

The event was marked by the presence of minister of State / Chairperson BISP, Deputy Speaker GBLA Jafarullah Khan, Senior Minister DR Mohammad Iqbal, Gilgit Baltistan local politicians, Director Cheezmall Ghazanfar Ali Khan, Prince Saleem, DG GB BISP Mehboob Ali Khan, PMLN Jan ALam marketing team of Cheezmall Haider Qazi and a large number of beneficiaries and local public.

During the exhibition, BISP beneficiaries showcased a large variety of products which were purchased by Cheezmall immediately and visitors and on spot payments were made to beneficiaries. Approximately half million Rupees products were purchased by Cheezmall which would further market the products bought on their website to ensure international and national sales.

The visitors took great interest in the wide range of exhibited products that included caps, shoulder bags, wall hangings, wallets, key chain, door bells, pouches, cushion covers, wooden products, carpets, jewelry items, gems, shawls, local dresses and shoes. At the event, the food stalls were also setup by beneficiaries that earned them handsome amount of money.

During the inauguration ceremony, Director Cheezmall Mr. Ghazanfer delivered the message of Cheezmall on behalf of CEO Aurangzeb Khan and Co-founders Mr. Wang Qu and Mr. Lichenglong. He stated that Cheezmall was highly interested in promoting and maximizing the profits for the products of poverty ridden BISP beneficiaries. He added that this exhibition was a first step towards long term cooperation between BISP and Cheezmall focusing on the betterment of the poor beneficiaries in all provinces of Pakistan.

On the occasion, Chairperson BISP reiterated that through BISP E-Commerce, the products of beneficiaries are already available online giving international recognition to the traditional products of the country. She further added that market access to the handicrafts of marginalized segments would contribute in their financial empowerment.