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INITIATIVE

Social mobilisation project to increase literacy

OUR CORRESPONDENT

ISLAMABAD. A national-level workshop to kick-off a social mobilisation project for Benazir Income Support Programme's Waseela-e-Taleem programme was held on Sunday.

The workshop brought together the programme's national core team and 15 field staff members from across the country.

"This is an exciting and innovative social mobilisation project to address one of Pakistan's most challenging issues," said Younas Khalid, Director Strategic Planning, Monitoring and Finance for Aurat Foundation, which, along with Act International, is undertaking the project.

The project aims to relieve socio-economic constraints which prevent women from sending their children to school. Under the project, BISP recipients will receive a cash grant if their children regularly attend school.

Through social mobilisation, committees will be formed in 2,600 villages to spread awareness about the programme, to ensure compliance and to monitor the results.