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## ■ BISP'S 'WASEELA-E-TALEEM'

# Strategy devised for pilot phase of project

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Islamabad

A national level workshop organised to kick start social mobilisation project for the Benazir Income Support Programme's (BISP's) 'Waseela-e-Taleem' initiative ended with the formulation of a strategy for the six-month pilot phase.

The project is designed around BISP's findings, which show that over 71% of the children out of its nearly six million recipients have never been to a school. Under this conditional cash transfer programme, the BISP recipients will receive a cash grant if their children regularly attend school. The programme aims at working with recipients to relieve some of the socio-economic constraints, which prevent people from sending their children to school. The social mobilisation project will be managed by the Aurat Foundation and Act International. The national workshop brought together national core team and

15 field staff from Khyber-Pakhtunkhwa, Gilgit-Baltistan, Balochistan and Sindh for the first time.

Ahsan Mangi, Director General, BISP, Dr. Ehtasham Anwar, Director, 'Waseela-e-Taleem', BISP, Naeem Mirza, Chief Operating Officer, Aurat Foundation, and Zainab Fazil, Deputy Programme Manager, DFID, also participated in the workshop.

"This is an 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, while speaking to the field staff.

"At the core of this project is the idea that ownership, responsibility and sustainability will rest with the mothers themselves," said Mubashar Nabi, Team Leader and CEO of Act International. "This is what we will impart through social mobilization." The social mobilisation project is part of BISP's 'Waseela-e-Taleem' with the financial support of DFID. This is

conditional cash transfer programme under BISP aimed at working with recipients to relieve socio-economic constraints of women with specific focus of encouraging them to send their children to school.

'Waseela-e-Taleem' was designed around BISP's findings, which show that over majority of the children from poor families fail to attend school due to financial constraints. In light of this data, BISP has designed a conditional cash transfer programme in which recipients will receive cash for sending their children to school.

An integral part of this project is social mobilization. Through this process, committees will be formed in 2600 villages to spread awareness about the programme, to ensure compliance and to monitor the results. During a six-month piloting phase, the social mobilization strategy will be formed and tested in five districts in Pakistan. After that, BISP plans to launch 'Waseela-e-Taleem' in 104 districts across the country.