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Ashifa Riaz Launches Kisan Ki Beti programme – Daily Notable

by **Daily Notable** — in [National News](#) 3 min read



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Ashifa Riaz Launches Kisan Ki Beti programme – Daily Notable

By Our Correspondent

Lahore

According to the sources of Daily Notable, Provincial Minister for Women Development Department **Ashifa Riaz Fatyana** has launched **KISAN KI BETI PROGRAM** through online via zoom call with the collaboration of major partners like Community Development Foundation (CDF), Women Economic Development Initiative Punjab (WEDIP), Women Development Directorate (WDD), Dukhtran-e-Pakistan, Shahid Javed Burki Institute of Public Policy (BIPP), Agri Byt, Center for Security and Disaster Management (CSDM) on the eve of Pakistan Independence Day.

Provincial Minister said while addressing the participants in the ceremony said that the Pilot Project phase will implement from SEP 2020 to DEC 2020 in three major districts Toba Tek Singh, Sahiwal and Jangh. First phase will commence from January 2021 to December 2021 in 20 districts. She said that skills and knowledge are the engines of economic growth and social development of any country.

KISAN KI BETI Program is the best example as a value added product to produce best results in rural areas of Punjab with special focus on Farmers Daughters.

Ashifa added that the main purpose behind launching “KISAN KI BETI” Programme is to communicate information about effective business education programs related to enterprise development and make possible efforts as start ups daughters of Farmers.

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Minister for Women Development Punjab emphasized that the areas of intervention of the upcoming project are located in 20 districts of Punjab with the target of 1500 families and more than 3000 female youth living in rural areas.

She further said that they often live in conditions of poverty and vulnerability, with low or no possibility to afford. It will ensure their education, entrepreneurship programmes along with provision of safety and security for their selves and their families.

She informed that major aim of the project is to improve the living standards of rural women especially (KISAN KI BETI) through skills training, business competence, entrepreneurships, educational, and support in projects for obtaining their rights and make themselves secure.

Furthermore, the main idea behind this project is to drive Sustainable Development Goals agenda 2030 for empowering rural women by enhancing their livelihoods and promotion of local selected brands.

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She added that in order to set-up a platform for rural women to earn in four ways. Which include earning through certified vocational courses. Selling their own local brands as entrepreneurs, link them with local markets, providing access. To online selling especially agri based items.

Secretary for Women Development Department Punjab Ambreen Raza said in her briefing. That the main purpose of this programme is to engage the females of rural areas across the province. In agriculture activities like farm fresh supply, sustainable food supply, kitchen gardening, organic cosmetology and likewise.

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