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Punjab Women Development Department virtually launches Kisan Ki Beti program to help start-ups from rural areas






SPECIAL PROJECT ANNOUNCEMENT

KISAN KI BETI

EDUCATION, SAFETY & SECURITY



BY FAIZAN WARRIACH

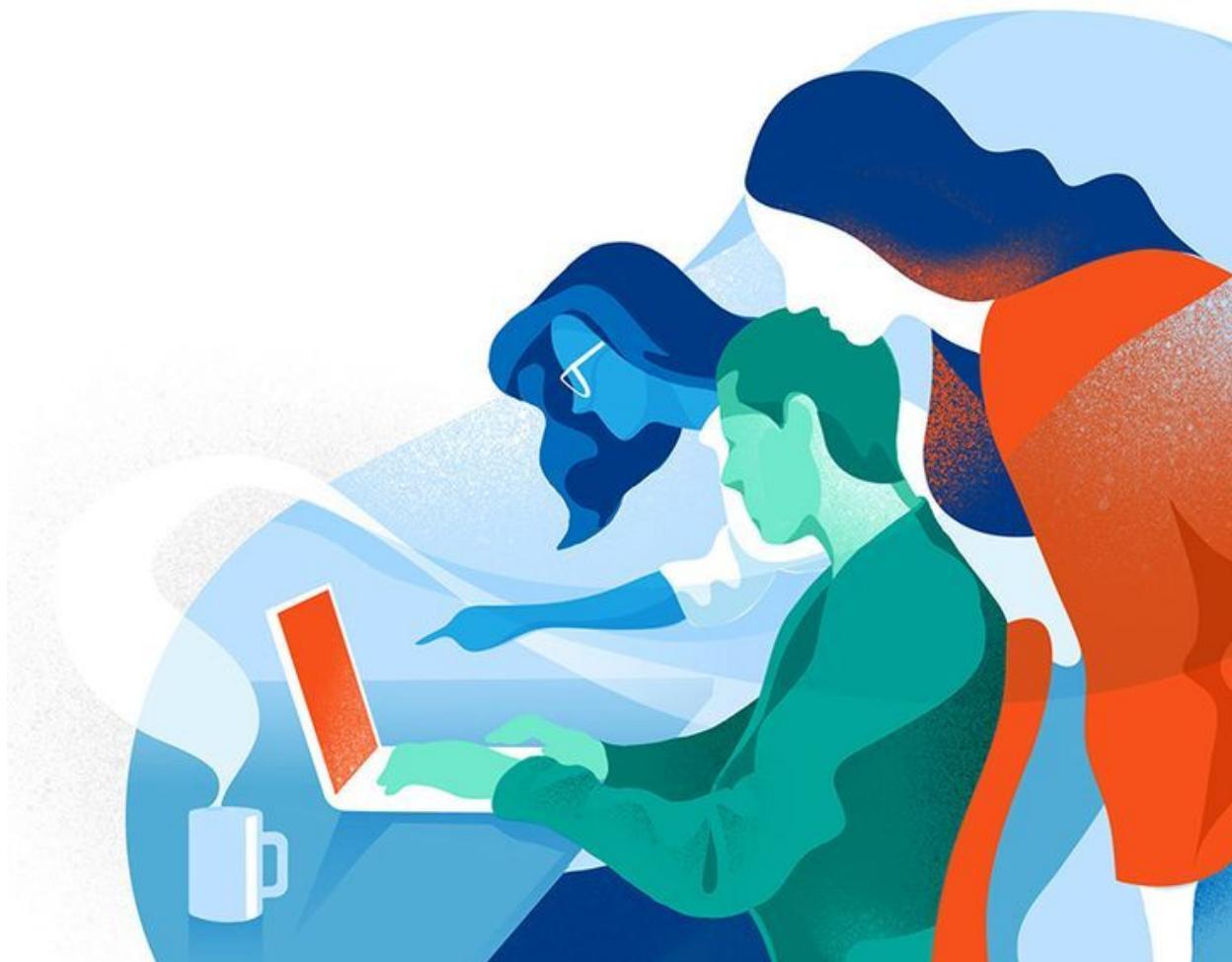
23 HOURS, 23 MINUTES



virtual ceremony aimed to teach and communicate information and skills about effective business education programs related to enterprise development and support the start-ups by the daughters of farmers in Punjab.

According to WDD Spokesperson, the program has been launched with the collaboration of partners including; 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 eve of Pakistan Independence Day.

Provincial Minister for Women Development Department ,Ashifa Riaz Fatyana formally launched the program aimed at providing skills and knowledge to farmers' daughters.



The pilot project phase will be implemented from September 2020 to December 2020 in three districts Toba Tek Singh, Sahiwal and Jhangh while the first phase will be operational from January 2021 to December 2021 in 20 districts in Punjab.

The minister addressing a ceremony said, "Skills and knowledge are the engines of economic growth and social development of any country. KISAN KI BETI program is a program to bridge



them with local markets and providing access to online selling especially agri-based items. Secretary for Women Development Department Punjab, Ambreen Raza said that the program will engage the females of rural areas across the province in agriculture activities like farm fresh supply, sustainable food supply, kitchen gardening and organic cosmetology.

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Minister for Women Development Punjab emphasized that areas of intervention of this project will be executed in 20 districts of Punjab with the target of 1500 families and more than 3000 female youth living in these rural areas, which often live in conditions of poverty and vulnerability.

The Women Development Department said the program aimed to provide awareness, assistance to entrepreneurship programs led by these young girls from the rural areas so they can work and earn in their secure environment.



 **Women Development Department Punjab**  
@womendevdeptt

Women Development Department's achievements over the last two years, include inaugural projects for socio-economic uplift of women, including establishment of daycare centre's + working women hostels, to increase female labour force participation in Punjab
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 4  See Women Development Department Punjab's at

The project aims to improve the living standards of daughters of the farmers' by skills training, business competences, entrepreneurs programs, educational support in protecting their rights. Idea behind this project is to drive Sustainable Development Goals agenda 2030 of empowering rural women by enhancing their livelihoods and promotion of local selected brands, she said.