

Thursday, March 08, 2018

THE NEWS

Women POWER 50



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THE WORLD
NESTLÉ NESVITA
MOVES WOMEN**

YOU ARE AWESOME.

Not only because you take care of your home but also because you take care of everyone around you. But who takes care of your bones and joints?

NESTLÉ NESVITA always has your back. So that you can be on the move for your loved ones.

NESTLÉ NESVITA wishes all the women of Pakistan a very

Happy Women's Day.



ARTS & LITERATURE



FATIMA BHUTTO is a Pakistani writer and is the grand daughter of Ex-President and Prime Minister of Pakistan Shaheed Zulfikar Ali Bhutto. She published a volume of poetry at the age of 15. The name of the book was "Whispers of the Desert". She also published a collection of survivor's accounts from the October 8, 2005 earthquake in Pakistan titled "8:50 am". She is also the author of Songs of Blood and Sword, The Shadow of the Crescent Moon, and Democracy.



MUNIBA MAZARI currently serves as the National Ambassador for UN Women Pakistan. She is an artist, model, activist, motivational speaker, singer, and television host. Along with philanthropic efforts, she believes in depicting the ethnic jewels of her region in an abstract way. Her paintings give the message of living life and represent the real personality of the artist. Currently, she is running her brand by the name 'Muniba's Canvas' with the slogan 'Let Your Walls Wear Colors' and her medium is Oil Pastels. She has also been featured in Forbes 30 under 30.



NEMRAH AHMED is an internationally acclaimed Pakistani novelist. By now she has 10 books on her credit, a few of them already taken for English, Hindi and Turkish translations. Her novel *Mushaf* was the largest selling Urdu novel in New Delhi Book Fair 2017 and *Jannat Kay Pattay* is currently Pakistan's bestselling pop-fiction novel since 2013. *Mushaf* has also been included in the curriculum of an Islamic school in Indian Occupied Kashmir. Her writings emphasize upon empowering women and bringing Quranic teachings into daily practice.



SUMAIRA HAMEED is listed among the most profound writers of today, Sumaira Hameed has remarkable novels on her credit, she chooses a variety of topics to write about. She mainly writes fiction, and has written strongly gripping Urdu novels. *Yaaram* is one of the most famous novels by her. Sumaira Hameed is not only a good writer but also an extraordinary poetess. The best thing about her writing are the long poetic verses in between the text that adds beauty to the text.



UMERA AHMED is a Pakistani author and screenwriter. She is known for authoring books like *Pir-e-Kamil* and *La Hasil*. She has received various awards including Best Writer Award in Lux Style Award for the drama serial *Meri Zaat Zara-e-Benishan*. Umera Ahmed has also launched the country's first digital platform for commercial writers. Titled *Alif Kitab*, the project aims to provide budding writers a space to learn and share their creations.

BUSINESS



DR. ZEELAF B. MUNIR joined EBM in 2010 as Chairperson Executive Management Board and was appointed the Managing Director and CEO in 2015. Her career, which extends from clinical practice to leading multi-state organizations, to serving on the Board of a global supply chain company, is much like the woman herself; enterprising, dynamic and purposeful. She has made her mark and challenged the status quo and leading change with her visionary leadership, entrepreneurship and management expertise.



NABILA has salons in Karachi and Lahore and her clientele includes actresses, actors, singers, sports personalities and of course models. Nabila started her first salon venture in 1986. Through the course of 30 years she has redefined fashion, style, and imagery in Pakistan. She is a stylist, a beautician, an image consultant and a lot more. She loves experimenting and has won accolades for her innovative makeovers.



SHAZIA SYED serves as the Chief Executive Officer of Unilever Pakistan Limited. Prior to her role in Pakistan, Shazia was Chairperson of Unilever Sri Lanka Limited. In her 26 years with Unilever, she has worked across most Unilever categories and has led the Customer Development and Home & Personal Care teams at Unilever Pakistan and Unilever Vietnam. Shazia is an active advocate of diversity in the workplace and believes that enabling and facilitating working women from all backgrounds across all sectors should be every leader's top priority.



SIMA KAMIL is President and Chief Executive Officer at United Bank Ltd., Chair of Board of Governors at Karachi Grammar School. She is on the Board of Directors at United Bank Ltd., PICIC Investment Fund and Notre dame Institute of Education. Ms. Kamil was previously employed as Head-Branch Banking by Habib Bank Ltd. and Non-Executive Director by PICIC Energy Fund. Her 30 plus years of overall experience in Banking has included assignments in Risk Management, Retail, Corporate and Investment Banking.



TAHIRA RAZA President & CEO First Women Bank Limited (FWBL). Prior to her appointment as President of FWBL, Tahira Raza was serving the NBP as its SEVP, CRO & Group Chief Risk Management. A banker par excellence and a mission driven leader for the socio-economic development of the country. Recently, in recognition of outstanding services for the socio economic upliftment of women and for exemplary leadership in the Banking sector she has received the South Asian Business Excellence Award.

EDUCATION



AMEENA SAIYID is the Managing Director of Oxford University Press Pakistan, founder and director of the Karachi and Islamabad Literature Festivals, and co-founder of both the Children's and the Teachers' Literature Festivals. She has been awarded the OBE by the Queen of England, and elected President of the 150-year-old Overseas Investors' Chamber of Commerce and Industry. The OBE recognized her services to women's rights, education, intellectual property rights, and Anglo-Pakistan relations. The government of France awarded her Knighthood (Chevalier de l'Ordre des Arts et des Lettres) for her contribution to Arts and Literature.



DR. FARHAT HASHMI is a renowned Islamic Scholar. Dr. Farhat Hashmi is seen as an iconic figure for helping Muslims develop a personal, one on one relationship with the Quran. She is considered as one of the most influential contemporary Muslim scholars (*Ulema*). Personally, she considers herself an "eternal student and servant of the Quran" and, more than an icon, orator or scholar, prefers to be simply called a "*Muallim*" (Teacher).



DR. KHADIJA MUSHTAQ She is the CEO of Roots IVY International Schools. She has been conferred the *Tamgha-e-Imtiaz* by the Government of Pakistan. Recently she has received an Honorary Doctorate degree conferred by BPP University. She has also been conferred Yale Educator Award 2009 from Yale University and an appreciation letter from MIT, USA. She has been recognized as The Most accomplished Woman Entrepreneur for the last five years. Inclusion in Top 100 Performing CEOs and leaders of Pakistan and Best CSR and Global Excellence Award also serve as enviable notches on her stellar profile.



MRS. SADIA RASHID is the President for Hamdard Foundation. She is working tirelessly for the education of children as well as for Higher Education. The Hamdard Public School, The Hamdard University, The Hamdard Village School - a welfare school for the children of the villages and Hamdard College of Science and Commerce are some examples of her devotion to a child's right to education. She is also concerned for the education of survivors of earthquake stricken areas and has set up schools in the earthquake devastated areas.



SUMEERA WAHID is the Principal of Modernage Public School & College, Abbottabad and Executive Director of EQUIP-Pakistan. She Co-Founded Ms. Paula Bass Institute for Teachers Development which provides free training in urban as well as remote areas including FATA. She is the Director of International Conventions on Students Quality Circles and Juniors Joy which are for students to promote innovation and creativity. The United Nations-ESCAP has recognized the Students Quality Circles from Pakistan as Best Practice for Youth Development.

ENTERTAINMENT



AYEZA KHAN is a stylish Pakistani actress and super model. She established herself in the top position of Pakistan showbiz industry. Ayeza Khan first appeared on the TV screen with a supporting role in the romantic drama *Tum Jo Miley*. Later she acted in television series in which her characters got much popularity. She established herself as a leading actress in Pakistan with several successful drama series. Her extraordinary performance in the social drama *Pyarey Afzal* earned positive acclamation as well as the Lux Style Award in the Best Actress category.



BUSHRA ANSARI is a Pakistani television presenter, comedian, singer, actress and playwright who started her career as a child performer in the 1960s. Ansari won numerous awards during her career, gold medal in MSc Economics, including Pakistan's highest civilian award, Pride of Performance, in 1989. Ansari's first dramatic acting role was in one of Iqbal Ansari's productions. She also appeared on PTV's most-watched shows, including *Angan Terha*, *Show Time*, *Show Sha*, *Rang Tarang*, *Emergency Ward* and the sketch comedy TV series *Fifty Fifty*.



MAHIRA KHAN is a Pakistani actress. She appears in Lollywood films and Pakistani television serials. Khan is one of the Pakistan's most popular and highest-paid actresses, and the recipient of several awards, including three Lux Style Awards and five Hum Awards. Khan rose to prominence with starring roles in *Humsafar* which earned immense popularity amongst her fans in Pakistan and across the globe that Khan became an overnight star and a household name as the drama serial established her as a leading actress of Pakistan.



MEHWISH HAYAT is one of Pakistan's leading actresses. She has been acting since an early age and has appeared in many major serials and telefilms. She is also an accomplished singer, having sung several popular theme songs for television. She has acted in films like *Na Maloom Afraad*, *Jawani Phir Nahi Ani*, *Actor In Law* and *Punjab Nahi Jaungi*. Mehwish Hayat is one of the most glamorous actresses of this generation and has worked wonders for the Pakistani film industry in just a short time span.



SABA QAMAR is a Pakistan film and television actress. She is the recipient of several accolades, including a Lux Style Awards, Hum Awards and a Filmfare Awards Nomination. Recently made headlines when she became the first Pakistani actress, in the last 25 years, to be nominated for a Filmfare for the Best Actor (Female) in a leading role category. Saba Qamar made her Bollywood debut alongside acclaimed actor Irrfan Khan in Hindi Medium. She believes that the success of her Bollywood debut has proved the talent of Pakistani artists.

MEDIA



ABSA KOMAL is one of the news anchors at Geo TV. She is hard working and passionate about her work. Absa started her career in media from a radio channel and since then she has worked has taken her profession very seriously and had grown to be one of the leading news anchors in the media industry.



PARAS JAHANZEB is one of the seasoned news anchors of Pakistan. She holds a masters in Political Science and she started her career in 2004. Paras Jahanzeb has been contributing to the media industry for more than a decade now. Her vast experience and hard work reflects on screen in her personality and engages the audience with her show.



RABIA ANUM is one of Geo TV's foremost news anchors. She has been winning the hearts of audiences all over the country. She has many years of experience on screen, and fans seem to love her. She represents a new generation of journalists coming forward to take the helm.



SHAISTA LODHI is one of the most amazing hosts of our media industry. Shaista Lodhi is well known for acting and hosting. She appeared in some of the dramas and proved herself to be a great actor. She is an exquisite face of our showbiz industry. She started her career from a radio channel and has excelled to be the host of Pakistan's most watched morning show on Geo TV.



ZAINAB ABBAS has a degree in Marketing and Strategy from Warwick University. Zainab's journey into sports journalism is what she calls a bit 'accidental'. The magic of sports broadcasting had her spell bound and there has been no looking back since then. She has been the official PSL presenter and has presented the game with complete zeal and fervor. Her endless love for sports especially cricket takes her places and her knowledge of the game keeps her at par.

MUSIC



ABIDA PERVEEN is a renowned folk singer who is admired not only in Pakistan but all around the world. Her songs like *Dhundoge Ager Mulko*, *Dil-e-Nadan*, *Main Naraye Mastaana*, *Gharoli*, *Raqs e Bismil* are some of her amazing tunes. She is considered to be one of the finest Sufi vocalists of the modern era with a career spanning over four decades. She is also the recipient of the *Hilal-e-Imtiaz*.



AIMA BIAG is a singer and star who is lightening the name of Pakistan with her beauty and voice. Aima started her singing career in 2014, she has also bagged the prestigious Lux Style Award for Best Singer (Female). Aima Biag has also performed on TV in different shows. Aima has sung many hit songs which include *Be Fikrian*, *Ehle Dil* and *Kalaabaaz Dil*. She made her Lollywood debut in 2016 by singing songs for the blockbuster romantic Pakistani film *Lahore Se Aagey*.



MEESHA SHAFI started her singing career with the band Overload. She achieved popularity for her collaboration with Arif Lohar with the song *Alif Allah (Jugni)*. Meesha Shafi returned with one of her most popular performance *Sun Ve Balori* with the composer and tabla guru Ustad Tafu and producers Strings. This song saw her return to her rock roots and "powerhouse singing style" that has become her signature. She has contributed to many soundtracks, which were equally well received by the audience.



MOMINA MUSTEHSAN is a Pakistani singer and songwriter. She has a bachelor's degree in engineering and mathematics from the Stony Brook University. She rose to prominence as a co-singer and writer in Farhan Saeed's single *Pee Jaun*, and recorded her first studio song *Sajna* for Junoon's album *Junoon 20*. Mustehsan's claim to fame came later, where she performed a rendition of Nusrat Fateh Ali Khan's *Afreen Afreen*, with Rahat Fateh Ali Khan and received critical appraisal.



Quratulain Balouch better known to people as QB, is a singer, composer and a song-writer who started her career in 2011 with a cover of one of Reshma's superlative singles, *Ankhian nu ren de* which to her surprise made waves on its release and put Balouch in to the spot light. Her live performances are the real treat for the audiences who have witnessed the rockstar, belting out melodies with a strong presence on stage.

POLITICS



Bakhtawar Bhutto Zardari is a Pakistani politician and socialite. From her compassion and commitment to well being of the society, emanates the support to the philanthropist initiatives in the areas of health and education. She engages with the workforce of different organizations, such as Dar-ul-Sukun and Markaz-e-Umeed to improve the lives of the underprivileged. Her efforts also include the collaboration with several other charity institutions to provide rehabilitation goods to those in need.



DR. SAMIA RAHEEL QAZI is a PhD in Family institution. She is the only female member of Council of Islamic Ideology Pakistan and former Member of the National Assembly. She is President, Asian Region, of International Muslim Women Union, an NGO Chartered by the United Nations Organization bearing Economic and Social Council (ECOSOC) status - the largest consortium representing Muslim Women from 70 Countries. She serves in various initiatives and organizations to serve women across the country and the world.



MARRIYUM AURANGZEB is a Pakistani politician who currently serves as the Minister of State for Information and Broadcasting. Prior to entering politics, she worked as a development practitioner with the WWF. She has been an elected member of the National Assembly of Pakistan on a reserved seat for women since 2013. As Minister of State for Information and Broadcasting, she has taken a number of positive steps for the growth and development of the media industry of Pakistan. Mariyum Aurangzeb formally announced Pakistan's first ever Film & Cultural Policy 2018.



MARYAM NAWAZ is a Pakistani politician and the daughter of the current Prime Minister Nawaz Sharif. She is a prominent figure in Pakistani politics, Maryam is involved in political advocacy and has an interest in raising the standard of education in Punjab. Maryam is pursuing a PhD in Political science working on "Post-9/11 radicalisation in Pakistan". She is also described as the new face of the PML-N political party.



SHIREEN MAZARI is a politician, journalist and defense analyst. She is Central Information Secretary of Pakistan Tehreek-e-Insaf. She is member of National Assembly on reserved seats for woman on PTI Ticket. She received her BSc (Honours) from the London School of Economics and Political Science and a PhD in Political Science from Columbia University, New York. Shireen Mazari formerly was an Associate Professor and then Chairperson of the Department of Defense and Strategic Studies at the Quaid-i-Azam University, Islamabad.

PUBLIC SERVICE



AYESHA FAROOQ is a female Pakistani fighter pilot. Flight Lieutenant Ayesha Farooq, is the first of six female fighter pilots in the force to qualify for battle. She will now participate in missions in a F7PG fighter jet alongside her 24 male colleagues in Squadron 20.



Dr. Maleeha Lodhi is the Permanent Representative of Pakistan to the United Nations and a former High Commissioner of Pakistan to the United Kingdom and Former Ambassador to the United States of America. She has also been a journalist and a member of the UN Secretary General's Advisory Board on Disarmament. Dr. Lodhi has a PhD in Political Science from the London School of Economics. She is a recipient of the prestigious *Hilal-i-Imtiaz* award.



RAFIA QASEEM BAIG is a 29-year-old woman from Khyber Pakhtunkhwa has become the first Pakistani female to join the Bomb Disposal Unit (BDU) in the restive province that frequently witnesses terror attacks. She is part of the Peshawar police force, her bravery proves that women are just as brave as their male counterparts and are playing their part in protecting and serving their country. Rafia represents millions of Pakistani women who are contributing to Pakistan in their own way and are breaking the glass ceiling.



RABIYA JAVERI AGHA is a BPS - 22 Officer of the Pakistan Administrative Service and one of the senior most women in the government of Pakistan. She is currently working as Federal Secretary Ministry of Human Rights. Under her leadership several very important legislations have been drafted and passed including the Juvenile Justice bill 2018, the National Commission on the rights of the child, the Hindu Marriage bill and the ICT Child Protection bill. She has prepared and defended 6th international treaty reports at the UN.



SHAZIA PERVEEN is Pakistan's first firefighter, who joined Rescue 1122 in 2010 at the age of 25. She belongs to Vehari District in Punjab, Perveen thinks that women can tackle any job and take up any profession of their choice. As a professional firefighter, Perveen helps out firefighters where women are trapped. Saving people from burning houses, kicking down doors, being responsible and putting herself in the line of fire are just a part of her day.

SOCIAL WELFARE



AZRA GUL has been working since 1999 for the rights of women, children and people with disabilities. She is CEO of Pak Women a national level NGO, President Swabi Women Chamber of Commerce and Industry, Ex general body member FPCCI and Managing Director Azra's Designs Ethnic Embroideries. Her movement for pro women reforms and legislation and increase in women share in development budget of KPK is worth mentioning.



BILQUIS EDHI is synonymous with philanthropy and humanitarian work. She is the wife of Abdul Sattar Edhi and recipient of Hilal-e-Imtiaz. Bilquis Edhi is a professional nurse and runs the Bilquis Edhi Foundation, which helps the poor and needy. Her charity runs many services in Pakistan including a hospital and emergency service in Karachi. Together with her husband their charity has saved over 16,000 unwanted babies. She along with her husband received the 1986 Ramon Magsaysay Award for Public Service.



DR. SANIA NISHTAR is a Physician, former Federal Minister of the Government of Pakistan. She is also an author and internationally renowned global health expert. Dr. Sania Nishtar is the founder of Heartfile, a Pakistan-based NGO. She currently co-chairs the WHO Commission on NCDs along with the President of Uruguay. She is also the co-chair of the US National Academy of Sciences Global Study on the Quality of Healthcare and the Chairs the World Economic Forum's Global Future Council on Health.



MASARRAT MISBAH is an entrepreneur and beautician of international fame turned philanthropist, is one of the most successful business women in Pakistan. Her charismatic and promising personality reflects vividly in her love for beauty and more importantly her warmth and sensitivity towards those who have accidentally lost it. Masarrat Misbah has devoted her work to promoting independence of women and encouraging the empowerment of young women in Pakistan.



PARVEEN SAEED in 2002 Parveen Saeed, a resident of Surjani Town, heard news of a woman who had murdered her two children because she was unable to feed them, and could not bear to watch them slowly starve to death. Parveen thought that surely there is enough food in Pakistan that no one need go hungry, so she started *Khana Ghar*, in Karachi, where she provides a full meal to any one who wants to eat for only 3 rupees. Around 300 people eat at *Khana Ghar* daily.

SPORTS



KIRAN ILYAS GHOURI is the only female of Pakistan, holding Asian Football Confederation "A" license in football/soccer Coaching. She joined Special Education Department in 2008 and she is serving children with neurodevelopmental disorders since then. As a First female Head Coach of Special Olympics male team, her team won silver medal for Pakistan in 2013 from Australia in Asian Pacific Games, Bronze Medal from America in World Games, 2015 and a Silver medal for Pakistan in the Triangular Series.



NAMIRA SALIM is a Pakistani explorer and artist. She is the first Pakistani to have reached the North Pole in April 2007 and the South Pole in January 2008. She also holds the distinction of being the first Asian and first Pakistani to skydive over Mount Everest during the historic First Everest Skydives 2008. Namira, being the only Pakistani member of Sir Richard Branson's Virgin Galactic, the world's first commercial space liner, is widely known as the first Pakistani to travel into space.



RAMEESHA SHAHID is the first female kickboxing trainer in Pakistan. Rameesha used to take Taekwondo classes when she was in school and while in university (in 2013), she decided to take up kickboxing as a profession. She got an intensive training for two years under the supervision of Master Jamil Chandio, a multiple time national champion and also the CEO of K7 Academy in Karachi. She then joined the academy as a coach.



SAMINA KHAYAL BAIG is the first Pakistani woman to climb Mount Everest. Samina is also the first Pakistani woman and the first Muslim to climb the seven summits. Baig comes from Shimshal village in Hunza Gojal, Gilgit- Baltistan, Pakistan, and was trained in mountaineering from the age of 15 by her brother, Mirza Ali. Baig has been employed as a mountain guide and expedition leader in the Hindu Kush and the peaks of Karakoram.



SANA MIR is a Pakistani cricketer. Sana is the former Captain of Pakistan Women Cricket team. She played her first One Day International Match against Sri Lanka in 2005 in Karachi. She is an all rounder. She is a right-handed batsman and leg-break bowler. She is also the only Pakistani to be in the ICC Top 10 female players.

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THE NOMINEES 2018

HONOURABLE MENTIONS

Aasiya Nasir
Abida Perveen
Absa Komal
Aima Baig
Ainy Jaffri
Aisha Syed
Aliya Rashid
Altaf Fatima
Ameena Saiyid
Amna Mufti
Andleeb Abbas
Ashba Kamran
Asia Nasir
Asma Shirazi
Atiqah Odho
Ayesha Farooq
Ayesha Bakhsh
Ayesha Gulalai Wazir
Ayesha Khan
Ayesha Omar
Ayesha Syed
Ayeza Khan
Ayyan Ali
Azra Gul
Bakhtawar Bhutto Zardari
Bilquis Edhi
Bismah Maroof
Bushra Ansari
Bushra Bibi
Bushra Gohar
Damia Farooq
Dr. Saira Bano
Dr. Ifthukar-un-Nisa H.
Dr. Ambareen H. Amber
Dr. Baela Raza Jamil
Dr. Fakhara Rizwan
Dr. Farhat Hashmi
Dr. Khadija Mushtaq
Dr. Kousar Firdos

Dr. Maleeha Lodhi
Dr. Najma Najam
Dr. Rakhshinda Perveen
Dr. Rashida Panezai
Dr. Rukhsana Jabeen
Dr. Rukhsana Tariq
Dr. Saadia Virk Rizvi
Dr. Samia Raheel Qazi
Dr. Sania Nishtar
Dr. Shaheena Najeeb
Dr. Shehla Javed Akram
Dr. Simin Mahmud Jan
Dr. Zeelaf B. Munir
Dr. Nazma Asad
Durdana Siddiqui
Farah Sadia
Farah Yousaf
Faryal Talpur
Fatima Bhutto
Firdous Ashiq Awan
Fozia Sajjad
Frieha Altaf
Ghana Ali
Gharida Farooqui
Ghulam Sughra Solangi
Habiba Zamun
Hania Amir
Hina Dilpazeer
Hina Mansab Khan
Iman Ali
Iqra Aziz
Iram Khalid
Jalila Haider
Javeria Saud
Jehan Ara
Juggan Kazim
Jugnu Mohsin
Khushbakht Shujaat
Kiran Ilyas Ghouri

Kiran Rizvi
Komal Butt
Krishna Kumari Kolhi
Kubra Khan
Madia Naqvi
Maheen Rahman
Mahira Khan
Maiza Hameed
Malala Yousafzai
Maria Wasti
Marriyum Aurangzeb
Marvi Memon
Maryam Nawaz
Masarrat Misbah
Mawra Hocane
Meesha Shafi
Mehwish Hayat
Momina Mustehsan
Mrs. Kausar A. Ghaffar
Mrs. Sadia Rashid
Mrs. Samrah Azam
Ms. Naheed Masud
Ms. Ambreen Iftikhar
Ms. Jennifer
Ms. Mashmooma Zehra
Majeed
Ms. Tatheer Aziz
Muneera Adil
Muniba Mazari
Nabila
Nadia Jamil
Naeema Kishwar Khan
Najma Baloch
Namira Salim
Nargis Khan
Naseem Hameed
Naseem Merchant
Nasreen Jalil
Nasreen Nasir

Naushaba Shahzad
Naz Baloch
Nazia Memon
Nazia Parveen
Nazrana Ghafar Yousafzai
Neelam Yousaf
Nemrah Ahmed
Nida Mahmood
Nida Yasir
Nigar Nazar
Paras Jahanzeb
Parveen Saeed
Pinky
Prof. Dr. Shagufta Iqbal
Prof. Iffat Gul Aizaz
Quratulain Balouch
Rabia Anum
Rabiya Javeri Agha
Rafia Qaseem Baig
Rameesha Shahid
Ramsha
Ramsha Javed
Rashida Nisar
Reham Khan
Riffat Mushtaq
Rooba Arooj
Rubina Rasheed
Ruhi Sayid
Saba Bajeeer
Saba Gul
Saba Qamar
Sabeen Khan
Sabiha Shah
Sadaf Kanwal
Sadaf Raza
Sadaf Afzaal
Sajal Ali
Saman Jafri
Samina Fazil

Samina Khalid Ghurki
Samina Khayal Baig
Samina Shoaib
Sana Mir
Sana Safinaz
Sanam Baloch
Sanam Saeed
Sania Saeed
Sarah Peracha
Shahida Akhtar Ali MNA
Shahnaz Wazir Ali
Shaista Lohdi
Sharmeen Obaid Chinoy
Shazia Marri
Shazia Perveen
Shazia Syed
Shazia Zeeshan
Shehla Raza
Shireen Mazari
Sima Kamil
Sumaira Hameed
Sumeera Wahid
Syeda Farkhunda Shaheen
Syeda Mahpara Shahid
Bukhari
Tahira Raza
Umera Ahmad
Urwa Hocane
Ushna Shah
Yasmin Lari
Zahra Afridi
Zainab Abbas
Zeb Bangash
Zeba Bakhtiar
Zenith Irfan
Zoe Viccaji

PROSPEROUS FEMININE FRATERNITY OF OUR SOCIETY

WOMEN IN CONTEMPORARY SOCIETY

By Syeda Mahnoor Nizami

"No nation can rise to the height of glory unless your women are side by side with you; we are victims of evil customs. It is a crime against humanity that our women are shut up within the four walls of the houses as prisoners. There is no sanction anywhere for the deplorable condition in which our women have to live." – Muhammad Ali Jinnah, 1944

Women empowerment is a concept that plays very important role in our age. In any society of the world, women play an indispensable role and they are supposed to be the care taker of the house, children and all the family members. It is quite unjust to avert our gaze from their contributions and the efforts they put in all their tasks assigned to them. Women not only look after their families but also contribute in the development of a society. It is assumed that women are the only beneficiaries of the women empowerment but as a matter of fact men, women, society, community, and overall economy of a country are beneficiaries.

In rural areas of Pakistan, women contribute great deal with men. They do home chores, farming, harvesting and so forth; and in urban areas they do office jobs and once back from the job they take care of their family and home. It is needless to mention the help they provide where on the one hand women are regarded as homemakers and are centre of attention while on the other hand they are considered to be the secondary citizen and are often rewarded with unjust and ill treatment by other members of the family. Their efforts and struggles are not only undermined by members of the family but by the society as well. Everyone's fundamental right is to be treated with respect.

According to the current statistics, the population of women in Pakistan is around but regrettably, only 28% of the female population is participating in labour force which is extremely low. In the current scenario, economic development of any society is unattainable without women employment. Gender equality

and empowerment of women are imperative tools to achieve the sustainable development. Therefore it's incredibly essential to bring women into mainstream so that they can play their due role in the development of our country. However, up till now, Pakistan is experiencing cultural lag; and repudiate to let go of the old, outmoded ideas regarding stereotypes attached with women empowerment.

Generally, a small number of people have delusion that women empowerment is a foreign agenda but it's only a mistaken belief. Women all over the world have been facing challenges and gender disparities since beginning of the time. If we search for help from our religion then it would be comprehensible that Islam emphasizes on the fortification of the rights of women, including the rights of education, worship, freedom of opinion, choice of spouse, economic freedom and social role.

Acquiring education is also a fundamental right of every female citizen, but due to the Patriarchal values, which heavily govern the social structure in the rural areas in the educational sector, a small amount of female citizen attain education in Pakistan. Like other developing countries, Pakistan is amongst those countries which show a bleak picture of education. This situation is unsatisfactory in tribal areas of the country; females are not just confined to their homes but are forced both mentally and physically. In such circumstances, female literacy rate in different tribal areas of Pakistan remains low and 70% girls are dropped out from schools. The old-fashioned beliefs of such fanatic people who believe their females who are going to educational institutions and acquiring knowledge and education is un-Islamic and are against the values and regulations of Islam. This thinking must be re-evaluated so that the errors should be abolished.

Our great delusion is that we believe western democratic world practices women rights in a true sense

but the matter of fact is that, western society earned women rights after a century of struggle, they have many flaws and errors in their laws. Whereas, we are fortunate to have complete flawless

home, her ability to shape milieu and her overall quality of life. But it is also to be noted that no country has fully achieved gender parity till date. Despite all the social impediments women population is rising up,



rules and regulations with us in the form of Quran and Sunnah regarding women rights since 1400 years which are not manmade but created by Almighty Allah. From Islamic history, we learn that Islam is the only religion that has given women their due rights and role in the society. We can see many of the great women as role models played the key role such as Hazrat Bibi Ayesha, Hazrat Bibi Khadija and Hazrat Bibi Fatima and so on. They taught us how women can participate in the betterment of the society and many of the circumstances of life. Almighty Allah said in the Holy Quran in order to educate our generations we should educate the women. Proper rights have been given to women in inheritance which was never given in any other religion before. Islam preaches us to treat our children whether boy or girl equally.

For the sake of development in any country it is necessary to give every citizen their proper right and women empowerment is a vital feature of accomplishing gender equality. It entails increasing a woman's sense of self worth, give her decision making power, her access to opportunities/resources, her power and control over her own life inside and outside the

channeling their efforts in the best interest of the country and contributing in every field. They have successfully proved that if given a chance they can perform no less than their male foils. There is no denial to the fact that in a male dominated country like Pakistan, it would have been truly difficult for them to come out of the various prevalent taboos to accomplish such positions of eminence.

Women empowerment generally has three apparatus: First; Women's sense of self worth, second; their rights to have a power to direct their own lives both within and outside home, and third; their ability to influence the social and economic order nationally, internationally and universally. Recently, government of Pakistan has passed various bills in order to provide protection to the women of Pakistan. The Protection against Harassment of Women at the Workplace Act (2010); the aim of this Act is to create a safe working milieu for working women, where they are not harassed, intimidated or abused and can work with dignity. In such a situation, women are provided with an opportunity to earn livelihood without any fear and also seeks to provide them with favorable circumstances to participate in the development of the country. Hudood Ordinance (1979) was passed in 1979 and was later revised in 2006 by the

Women's Protection Bill which intended to execute Sharia law. Punishments, in this law, are given according to those mentioned in the Holy Quran and Sunnah.

The time has perhaps come to eradicate all the obstacles which are hindering women's empowerment and government should go the whole length for reaching gender egalitarianism by implementing a long-term plan for women's empowerment. This objective should largely be decided by women themselves. The state and civil society should concentrate on building up women's capacity.

Women's empowerment is profoundly reliant on countless different factors that consist of geographical location, educational status, social status and age. If we want to bring about women empowerment in the true sense, there is a dire need for the removal of the patriarchal mindset. Moreover, women should be given equivalent latitudes for education and employment without any sense of discrimination. Until and unless there is attitudinal transformation in society towards women, only providing them with legal and constitutional rights will be inadequate. However, there are noteworthy gaps between policy advancements and tangible practices at the community level.

"A MOTHER, A SISTER, A WIFE, A DAUGHTER, WHAT MAGIC DWELLS IN THOSE NAMES. BLOT THEM OUT AND THE WORLD WOULD BE FOR US ONLY A HEART-BREAKING WILDERNESS AND LIFE A BITTER WEED WHICH WE WOULD GLADLY CAST AWAY!"

The future of Pakistani women looks promising; as the literacy level increases, the awareness of the women empowerment will increase with it. Our religion has a broad understanding for women and their predominant role in our culture. As Robert P. Downes, beautifully defines the status of the women in his book Women: her charm and power.

Hamdard

Your Hamdard
for over

100
YEARS

BRIEF HISTORY

Hamdard is among those successful enterprises in South Asia that have had modest beginnings but, within a short span of time, achieved the status of a renowned name. Established by an accomplished pharmacist and physician of *Tibb-i-Unani*, Hakim Hafiz Abdul Majeed, in a tiny shop in Delhi,

the most famous and reliable names in Pakistan. Hakim Mohammed Said, in addition to being a physician par excellence, was a philanthropist and visionary in the real sense of the word. He made Hamdard Pakistan not only the biggest manufacturer of herbal products and medicines, but also branched out into the fields of health in general, education and social welfare. He established a comprehensive network of free Hamdard Clinics (matabs) across the country, initiated Hamdard Free Mobile Dispensaries, to provide the poor with health facilities at their doorsteps, and set up hospitals of both Eastern and Western Systems of Medicine. He founded schools, colleges and university and a City of Education, Science and Culture – Madinat al Hikmah – laying out his whole life's earnings on the project. He did all this for the promotion of health and education in the country, because he believed that no nation without good health and quality education would be able to progress in the world. Inheriting from his father a flair for formulation, good clinical judgment and the commitment to serve humanity, he invented and made changes in many tibbi medicines, saw at least 5 million patients during his career (all without charges) and devotedly served humanity. In fact, he converted Hamdard Laboratories into a Waqf – an Islamic trust where all the profits are used for God's work i.e. nation building and charity.

Hamdard Laboratories (Waqf) Pakistan

The central structure of Hamdard Laboratories is based in Pakistan's industrial hub and the port city of Karachi. It comprises of the headquarters and two manufacturing units, including a new large unit – Hamdard Industrial Complex (HIC) at the newly named Hakim Mohammed Said Road. Besides Karachi, two other Hamdard manufacturing units are working in Lahore and Peshawar. Apart from the Karachi headquarters, there are zonal offices in Lahore, Rawalpindi and Peshawar. All Hamdard manufacturing units are equipped with state-of-the-art

machinery and instruments, fulfilling modern day requirements of quality and high standard. Hamdard produces over 500 herbal products and medicines and their strength lies in their quality.

Hamdard Quality Policy Statement

Hamdard ensures the quality and standard of its products adhering to international standards and laws, prescribed by ISO and WHO. To maintain these, it takes the following measures:

1. Procures best quality raw material.
2. Follows current Good Manufacturing Practices.
3. Conducts regular checking at all stages: raw material in-process/intermediate material, and finished Products, in order to maintain quality control.
4. Gives importance to training of all personnel/employees involved in the production process, under the Policy of quality control (TQC).

Rooh Afza: 'Lord of the Red's' and a drink for all seasons, Rooh Afza is the scarlet-hued syrup of the East. It is the star product of Hamdard Laboratories (Waqf) Pakistan. It is the top national brand, having the major share in local markets. At international level too, it enjoys a high reputation

because of its quality, taste and unique blend of traditional flavours and aromas.

Certificates, License and Awards

Having Halal ingredients, Rooh Afza is certified by the Committee of food experts and the most authentic religious scholars or 'ulema' of the country. It enjoys certifications of ISO 9001: 2008 and ISO 22000: 2005. It has been winning awards a-plenty and on a regular basis, including FPCCI Award, Brands Icon of Pakistan Award, Brands of the Year Award, and Consumer's Choice Award. US food magazine 'Saveur' in its publication of Feb 2007 – issue # 99, placed Rooh Afza at the 10th position in world's 100 most popular brands' list.

Hamdard Foundation Pakistan (HFP)

Hamdard Foundation Pakistan was established by Hakim Mohammed Said in order to control and regulate the funds being handed over to it by Hamdard Laboratories. These are used for the promotion of health, education and social uplift in line with his vision and mission – service to the nation and humanity. He was martyred on 17th October 1998 at the doorstep of his Karachi Clinic – the very same from where he

started his journey of building 'Hamdard Pakistan'. We are told

ROOH AFZA
Quality, Taste
and Unique
blend of
traditional
flavours and
aromas
'Lord of
the Red's'
and a drink
for all
seasons.

by the Quran to not speak of a shaheed as dead. Hence, martyred, he is immortal. And his legacy of service too goes on, with Allah's help, under the guidance of his daughter, Mrs Sadia Rashid, Chairperson, Hamdard Laboratories Pakistan, and President, Hamdard Foundation Pakistan.



India, in 1906. Then, in Karachi, after the creation of Pakistan, his younger son and a visionary physician, Hakim Mohammed Said, launched it in a two room rented clinic of Tibb-i-Unani (Eastern Medicine). Hamdard made rapid progress and soon its star products, especially Rooh Afza syrup and effective herbal medicines, became household words in the country and Hamdard became one of



Hamdard

the king rules!

it is a bond... a bridge between your amazing past and the fabulous present, the unique refreshing taste is the same since your childhood, every time you take a sip, the amazing taste refreshes you bringing back your fond memories.

That's why we say...

Rooh Afza, Zindagi Mubarak!



Empowerment of Women
Empowerment of Society

W International Women's Day



Women are like the flowers of paradise in the universe that cherish the nation with their fragrance.

The Empower Women not only build a strong nation but also an evidence of the brave society.



IRAM KHALID

Special Assistant to CM for Women Development
Government of Sindh



CELEBRATING
30th
ANNIVERSARY
ESTABLISHED
SINCE 1988



ROOTS
IVY
SCHOOLS

Established since April 1988 by a visionary and compassionate educationalist, Mrs. Riffat Mushtaq (Aizaz-e Fazeelat) a dedicated and committed teacher fired with enthusiasm and missionary spirit in the field of education. She played a pioneering role in the development of the modern education system and took the challenge of introducing innovative teaching methodologies, experiential learning, integration of entrepreneurship, emphasis on problem solving and critical thinking, collaborative and cooperative learning, social responsibility and democracy, highly personalized education, lifelong and skill based learning. Carrying her legacy forward with the same compassion, Mrs. Khadija Mushtaq (Tamgha-e-Imtiaz) daughter of Mrs. Mushtaq, having specialized in developmental economics was profoundly inspired by her mother. After having taught economics abroad, she returned back home and undertook the challenge of opening the windows of opportunities to the youth of Rawalpindi by widening the scope of education being offered at her mother's school and thus launched 14 new International Qualifications. She laid the foundation of 'O' Levels and 'A' Levels in Roots School System and was the 1st to introduce IGCSE & AS Levels Qualifications in Pakistan. Ms. Khadija pioneered University of London International Programmes at the Undergraduate level in Rawalpindi. Her commitment, enthusiasm, devotion, dedication, compassion and intellectual vision made her an iconic educationalist and thus through her mentoring, counseling and personalized motivation she has been instrumental in transforming the lives of thousands of her students. She has taught her students to dream big and then remain focused and steadfast in the realization of their dreams. As a result, today, her students are spread all over the globe pursuing their higher education in the leading universities of the world on full scholarship. Roots has innovated modern education standards, with universally acclaimed academic excellence and all round development of students for over 30 years. Roots has maintained a reputation for scholastic brilliance and for the high quality education which is evident from the quality of students it is producing every year. Today the system is widely recognized as the GOLD STANDARD for CENTRE of EXCELLENCE.

Riffat Mushtaq Aizaz-e-Fazeelat

A Dynamic & Inspirational Educationalist

Mrs. Riffat Mushtaq personifies Women Empowerment in Pakistan. She is the Founder/Chairperson of Roots School System (RSS), Pakistan. After three decades of struggle and consistent educational innovation, she is an inspiration for females all across Pakistan. She started Roots school System in 1988 with fifty students and today Roots has its presence in more than 16 cities of Pakistan. Mrs. Riffat Mushtaq's roots can be traced back to her illustrious grandfather, late Khan Muhammad Khan Sahib (MLA) who is commonly known as Sir Syed of Kashmir. Having nurtured children for over two decades, she laid foundation of a new schooling experience that focused on 21st century ideas of Learning to know, learning to do, learning to be and learning to live together. Under her leadership Roots School System today has matured into an organization having a work force of 5000 employees and student population of 35000. Roots school system is an ISO certified school and its alumni are spread across the globe and within the country pursuing successful careers.

Mrs. Riffat has been a great champion of Women Empowerment. Hailing from a rural area of Pakistan, she is a strong advocate of the ideology that only empowered women can pave the way for inspiring change. She has been actively engaged in empowering young girls and women from underprivileged segment of the society by imparting vocational and computer skills training at zero cost to them. Through these programs she has empowered thousands of young girls and women who are now generating their own income and contributing to household expenses. Having been empowered, their dignity and self-esteem has been enhanced in the family and has rendered them important decision makers in the family as well.

She is also the initiator of the popular slogan, **'Each one- Teach one! Each one- Empower one!'** She founded the Roots Community Empowerment Initiative (RCEI) in year 2000



and to date RCEI has adopted rural schools in the rural suburbs of Rawalpindi. When asked about the role of women in nation building process, she replied, "Only empowered women can pave the way for inspiring change in the society. Here I am sitting before you as an example. If one educated woman can contribute her share in such a significant way in the nation's progress, just visualize if all the women can be educated and empowered what a great difference they will make in nation building. We as women should believe in ourselves, be focused and work hard with all our dedication, commitment and compassion and pursue our careers with full determination and success shall surely come our way."

This year is a poignant time in Roots history. We are celebrating 30 years of academic achievements. Our journey is replete with tales of inspiration. Countless women have been empowered through employment opportunities at Roots and we have successfully nurtured young girls & boys to excel, dream big and achieve their dreams.

Dr. Khadija Mushtaq Tamgha-e-Imtiaz

Internationally Acclaimed Youth Icon

Breaking stereotypes, providing global opportunities and reaching unprecedented heights in the realm of Education. Dr. Khadija Mushtaq is the epitome of empowered women in Pakistan.

Dr. Khadija Mushtaq, the youngest recipient of Tamgha-e-Imtiaz in the field of Education is the CEO of Roots IVY Schools that offers continuous education from Montessori to O Level/IGCSE/AS Level/A Level following the UK curriculum of Cambridge University and Ed excel, The IBPYP and IBDP programs and undergraduate degree programs from University of London and BPP University degree programs in Pakistan.

The key to success-focus on your destiny

A recent feather in her illustrious cap is the recognition and honor bestowed on her in the form of Honorary Doctorate degree conferred by BPP University in Guildhall London. As a testament to her unmatched expertise in counseling and scaffolding student learning, she has been conferred Yale Educator Award 2009 by Yale University USA. Her expertise as the most accomplished student counselors was further consolidated by appreciation letter from MIT, Massachusetts Institute of Technology, USA in recognition of her astounding influence in her students' development and transformational impact in their lives. Her self-less devotion towards transforming lives of her students also yielded an Appreciation letter from the Federal Minister of Youth Affairs for exemplary leadership and initiative for the youth of our nation.

Her compassion and commitment towards the cause of education has earned her recognition as "The Most Inspirational Educator". She has been recognized as "The Most Accomplished Woman Entrepreneur" for the last five years. Inclusion in Top 100 Performing CEOs and leaders of Pakistan and "Best CSR and Global Excellence Award" also serve as enviable notches on her stellar profile.



Khadija is passionate about the cause of empowering the future generations of Pakistan specially the, "Girl Child" through quality education, mentoring and enlightenment believing in the philosophy that **when you have learned better, you do better**". She has broken the taboos of our society where women are marginalized and has empowered the young generation in Pakistan towards a prosperous future.

She says, "Today I believe that education is the real investment in a child, education which is not only grade oriented but also develops a child holistically. Especially the girl child as it is the only tool which empowers her and helps reason with the world. It is not building blocks which make an institution, it is the faculty members & students that make it the most amazing place."

Roots IVY is replete with tales of inspirations from iconic youth who have achieved unparalleled feats of accomplishments ranging from Guinness World records to IVY League acceptances on full financial aid. We can and we will is the motto that drives the young IVIANS to transcend boundaries and leave their mark on the world.

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74 Harley Street, Rawalpindi 46000.
Tel: +92 51 111 123 074

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Wallayat Homes, Chakdala Scheme III,
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DHA Phase-V Lahore.
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Roots DHA-1 Campus, Islamabad.
Sector A, 1st Avenue, DHA Phase I,
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Roots IVY F8 Campus
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Tel: +92 51 8730184-94

Roots IVY Westridge Campus
Adjacent Nisar Hospital Peshawar Road,
Rawalpindi 46000 Tel: +92 51 8737444



Established in 1986, Modernage Public School & College, Abbottabad is a K-12 institution that is not just imparting Quality Education since its inception, but is also known for Quality Management, Teacher Education and Community Service. It is considered as a place where students flourish, thrive and shine. It is committed to achieve excellence in student-centered learning without any physical or psychological stress with a concerted effort of dedicated and trained staff. Its friendly environment, in purpose built campuses, provides ample chances to students to explore their talents. Modernage aims to develop the whole person cognitively, emotionally, physically, as well as spiritually. The efforts of the institution have remained focused on developing creative thinkers who do not depend on rote-learning. It is a place that values Pakistani culture and helps the students to understand the wider world. The institution is striving hard to become a champion in implementation of Japanese concepts of Quality Circles and 5-S at all levels. To elevate the middle income class of society, Modernage is providing fifty percent sibling concession in tuition fee across the board while not compromising on the provision of smart educational facilities in all campuses.

Modernage has a number of unique initiatives that make it the first choice for students as day-scholars as well as boarders. To develop a global outlook in Modernites, International Youth Exchange Programs with countries like UK, Japan, Sri Lanka, Mauritius, Nepal, etc. are a regular feature of the yearly schedule of activities. Since the year 2000, the sister organization of Modernage, Ms. Paula Bass Institute of Professional Development has been conducting free of cost Teacher Training Programs for teachers from rural areas and FATA both in the public as well as private sector. Through the forum of Bazm-e-Ilm-o-Fun Pakistan, for the past many years, Modernage has been the hub of literary activities in Abbottabad. Here the people of the city have met many famous writers and poets including Ashfaq Ahmed, Bano Qudsia, Ahmed Faraz, Amjad Islam Amjad, Mushtaq Ahmed Yousafi, Mukhtar Masood, Muneer Niazi, Mustanser Hussain Tarar, Atta ul Haq Qasmi, Muhammed Izhar ul Haq, and many more. The greatest social contribution of Modernage in community service is the establishment of Pak-Irish Rehabilitation Center; established initially to provide free orthotic and prosthetic support to the survivors of the earthquake of 2005 but now catering to the needs of people with congenital anomalies and victims of accidents.

**Quality is not an act,
It's a habit!**

Modernage is an Amalgamation of Quality Education & Social Service

Awards & Recognition

The efforts of Modernage have been acclaimed both nationally and internationally. The performance of students in Matric and Intermediate speaks highly of the academic efforts being conducted in school. The Director of the school Mr. Abdul Wahid Mir has been awarded The Quality CEO Award by The Quality & Productivity Society of Pakistan, The Sir Sayyed Gold Medal for services in the field of education by Nazariya Pakistan Council, Islamabad and The Helen Keller Award by Mauritian Society of Disabilities, Mauritius. In 2017, Modernage won the International School Award conducted by the British Council UK.



**Students Quality Circles:
An Initiative of Modernage
to Develop Quality Mindset**

A unique initiative of Modernage is to empower students by teaching them problem solving by using scientific and statistical tools based on the principles of Total Quality Management under the auspices of its sister organization EQUIP-Pakistan. The students volunteer to work in groups called Quality Circles. They use the steps of problem solving to identify, analyze and ultimately solve the problems that they face in their immediate surroundings. The circle members choose their problems based on the data they collect, they think of its root causes and sub-causes, they suggest solutions to resolve the problem and then implement the solutions. Later they compare the data collected before and after the implementation of solutions and see whether their effort has brought a change in the problematic situation or not.

They prepare a case study of their selected problem and share it with their school fellows. They not only improve their presentation skills but also ignite their creativity. Their language skills also develop. Most of all they realize their roles as responsible citizens. In Nov 2017, the United Nations-ESCAP Thailand recognized the Students Quality Circles initiative of Modernage as Best Practice for Youth Empowerment. Every year since 2008, EQUIP-Pakistan has been holding regional as well as national conventions in Pakistan. Each Convention has been a success owing to the enthusiasm of students, teachers, academicians, educationists and scholars whose participation from national and international arena made each event a truly memorable one. In Nov 2018, the 10th National Convention on Students Quality Circles is being scheduled on 2nd & 3rd Nov. EQUIP-Pakistan is actively involved in providing training to facilitators to understand the basic concepts of Students Quality Circles. Further information can be obtained from www.equippakistan.org

Juniors Joy: An Initiative of Modernage to Promote Creativity

Another popular initiative of Modernage is the National Meet of Primary Level Students called the Juniors Joy being held every year since 2011. The main purpose of this event is to nurture creativity at grass root level in Montessori and Primary classes. Young children from across the country, participate in this event and showcase their talents in different competitions. The event is scheduled on Sat. 14th April, this year.

**All educationists must
strive hard to teach
problem solving skills
to youth to empower
them.**



**Sumeera Wahid-The Driving
Force of Modernage**

Sumeera Wahid is the Principal of Modernage Public School & College, Abbottabad and Executive Director of EQUIP-Pakistan. She is a Fulbright Scholar who had the privilege to attend South Asian Teacher Training Project at the prestigious George Washington University, United States. Her name also shines bright on the Roll of Honour of the Army Burn Hall College, Abbottabad. She has rendered invaluable services in Quality Management in Education. She Co-Founded Ms. Paula Bass Institute of Professional Development, which provides free training in urban as well as remote areas including FATA. She has widely represented Pakistan in International Youth Exchange Programs. She is the Director of International Conventions on Students Quality Circles and Juniors Joy which are fora for students to promote innovation and creativity. Owing to her efforts, the United Nations-ESCAP recognized the Students Quality Circles from Pakistan as Best Practice for Youth Development. She plays an instrumental role in the conceptualization and realization of the major initiatives of Modernage.



A CONVERSATION WITH MR. SIRAJUDDIN AZIZ

By Najamul Hassan Ata



SIRAJUDDIN AZIZ

President & CEO

Habib Metropolitan Bank Limited

The News: How do you see corporate sector being comparatively safe environment for women from workplace harassment?

Aziz: I personally feel corporate environment with respect to other business environment is more comfortable for working women since large population of people working in the corporate sector are well educated and are well aware of this issue. The other safe environment closest to corporate sector where women receive due recognition and respect is the education sector. It allows for two things, firstly it keeps them away from usual work place harassment and secondly it gives them flexible working hours so they can manage their naturally blessed responsibilities, alongside gaining some economic independence and emancipation.

The News: Do you think economic emancipation will enhance women empowerment?

Aziz: It certainly does. I am of the view that women who make their ends meet without the financial assistance of man is more powerful than that one who does not. At the end of the day the society where we live in has changing economic demands, which are becoming expensive day by day. So there has to be an act of balance between the man of the house and the woman. There is a growing need of joining efforts to make ends meet. In my opinion monetary emancipation is a great and powerful tool.

The News: What do you think about the mindset of the people especially in rural and far flung areas of the country?

Aziz: On an average I read about four to five newspapers daily and I can only tell you as citizen of this country I feel ashamed when I read about men's erratic and insensitive attitude toward women in rural areas. The kind of unfortunate things that are happening to women in rural areas is alarming and I am sure many of such incidents are happening at the moment but not getting reported to mainstream media.

So I think greater attention is needed to create emancipation for women in rural areas through education. They are contributing to the economy in a greater manner perhaps more than the women of urban areas because they are part of various small scale industries such as milk, animal husbandry, horticulture, irrigation, agriculture, pottery and other disciplines. Unfortunately they are economically abused.

The News: The input of rural women in economy is under-reported, in your view what can be done in this regard?

Aziz: You look at the elitist areas of the principal cities of Pakistan you find adjacent slum areas in the surroundings. These areas are dominated by migrants from rural areas who moved to cities for economic betterment by working as domestic helpers, etc. One phenomenon you notice is that their men do not work as much as their women do. It is the women who step out to provide monetary assistance to their respective families.

The News: Perhaps this mindset is based on feudal culture whilst in West the industrial revolution brought about women to be working side by side with men?

Aziz: Well not entirely, Churchill once before the subjugate movement had said women should not be permitted to vote. This is when women in United Kingdom were not allowed to vote. Later under representation of the People Act 1918 women were granted permission to exercise their right to choose their representative for office. Even in 20th century, Churchill carried this kind of opinion about women that they were adequately represented in office through their fathers, husbands, brothers and sons therefore, why should they vote. This is an evidence of patriarch mindset which is clearly present in our society as well. We need to do something about it and I think education is the best way to deal with it. Education will make women stand for themselves, become independent bread earner and gain economic independence. These societal baggages have no solid value since our history and religion both lay emphasis on education and empowerment of women, but we conveniently tend to ignore that. Our Holy Prophet Muhammad (PBUH) is a shining beacon for all of us. His life

and how he treated women is exemplary. When Syeda Fatima RA used to enter into the room, Prophet (PBUH) used to stand up in love and reverence. What greater example do we need, to be respectful towards women from all walks of life.

The News: There is a sickening societal practice of child-marriage. Even though both upper and lower houses have passed legislation against this practice but still it is taking place.

Aziz: This is a tragedy of the worst order to force young girls into marriage when they are both mentally and physically not prepared for it. There is a need for emancipation from such mindsets. There should be a process of dialogue, training and integrating various segments of communities into mainstream society to create awareness about this evil. Providing education, skills developments and other contributing factors alone cannot broaden their mental perspectives. We have to educate them about social evils and enable their rights. Providing technical education has its own merits but transforming a mind to be able to grasp new ideas will usher a new dawn for our society. Regardless of education we attain, if there is no discipline, then all education goes in vain. Education alone does not cater wisdom, training and discipline are also essential ingredients.

The News: Getting justice in countries like ours is always an uphill task, but for women it becomes next to impossible. Journalists have reported that women face difficulties in having lawyers, seeking justice and not being able to plead their issues of domestic violence, prejudice and workplace harassment?

Aziz: It is a matter of shame for all of us. It is shocking for me to hear that we do not have legislation system and process to handle this important issue.

The News: What about your education?

Aziz: I have a degree in commerce and a Master's in Business.

The News: What are your views on vocational training for women related to skills development and economic opportunities?

Aziz: There is a growing awareness about it and for last 20 years many

organizations both government funded and voluntarily have stepped in to offer various vocational training programs to women particularly those living in suburbs and rural areas of the country. There has been a significant contribution with good results.

The News: How do you see gender budgeting?

Aziz: Within the industrial sector, there are many industries which have put great emphasis on women employment. Then there are certain areas where women participation is minimal. In the civil services, there is an adequate representation; also in the financial industry the female participation is far superior to other sectors. The gender diversity average in banking industry is 7 percent. In my organization the gender diversity average is 8 percent which of course is better than industry average. We achieved that in last 7 to 8 years. We put bulk of female students from different universities under management trainee programs. Many of them have been growing within the organization since then. We have Senior Executive female staffers. Therefore, I feel financial industry is more conducive for working women.

The News: There are reports of illegal forced sell of women in Dera Ghazi Khan. Most Afghan women are reported to be sold into slavery. They do that out of poverty so eradication of poverty is also important in women empowerment?

Aziz: This is a horrible practice and I am saddened to hear this, in fact shocked. That is why I have been emphasizing on economic empowerment of women because it is the only way to stop such ills of society.

The News: What financial sector has to offer in future for empowerment of women?

Aziz: I am an eternal optimist therefore I never see the dark side. In my view with the passage of time we will progress very well and there will be greater inclusion of women as workforce in financial sector. As a consequence of better education there will be greater respect for women workers and lesser incidents of harassments at workplace. There is now regulatory requirement to have women on the

Board of Directors. So the direction is positive and good.

The News: You are an accomplished banker; tell us about your professional life?

Aziz: I have been a banker all my life. I started my career almost three decades back and I have been in this business for a very long time. I worked with various banks at various locations throughout my career like UAE, UK, Nigeria, Hong Kong and China. After that I returned to Pakistan and since then I have worked with three banks. Before this position, I headed a financial institution as CEO for 7 years although I worked there for about 11 years. Finally for the last 6 years, I have been working with this bank.

The News: It is often said Readers are Leaders so who is your favourite writer?

Aziz: I am an avid reader so I read everything I can get my hands on. I read short stories of Krishan Chandar, Manto, Prem Chand and of course Khushwant Singh. Some of the stories of subcontinent partition are really great to read. I enjoy reading the works of classical writers, Sir Walter Scott and Charles Dickens are my all time favourites. I read a lot of history and biographies, because I find them very motivational and inspirational. Since my father was very learned man and a voracious reader so his continuous indoctrination at the dining table also prompted us to read. Whenever there is a mentioning of dignity of labour, he would quote some great men's inspirational quotes and examples like Abraham Lincoln's life. So these are the people I have been reading about all my life with no specific reference to any particular authors. I like the way William Dalrymple writes history in his 'White Mughals' or 'The Last Mughal'. But you know history is all about imagination of mind of what happened, what did not happen. Distanced by centuries, one can only wonder and imagine events occurring in the past. So it is one's ability to imagine that eventually becomes history and I get clouded if I read history by different writers from different perspectives as what actually would have happened. These days I am reading Dirk Collier's book 'The Great Mughals and their India'.



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IRAM KHALID
Special Assistant to CM
on Women Development

SINDH GOVERNMENT IS STRIVING TO CHANGE THE MINDSET WHICH KEEPS WOMEN DEPRIVED

By Najamul Hassan Ata



parameters. Then I explain them that from head to toe, I am properly covered. The thing is, this is not an issue of *purdah* or covering oneself. Same woman, who has never come out is some day murdered in the name of *karo-kari*, etc. This is a complicated subject. These women are killed because their men do not want to distribute family wealth and farmland etc. Women are exploited in every possible way.

I want to share another program of women empowerment, Sindh government has initiated in collaboration with the UN. There is an NGO - SRSO - they have also extended us the much needed help. This is a community based program initiated at district level. This program aims to empower women and children affected by floods. How would we empower women, when they do not come out or when we do not get to meet them in person? Also it's important to work on backward and remote areas, earlier, which were almost inaccessible.

The News: Women can not caste their votes in few areas of Sindh, in this regards what steps Sindh Government has taken?

IK: Such areas may be found here as well. We have not been able to completely get rid of tribal and jirga system as yet. People argue that what have we done during our 10-15 years in power? Fact of the matter is, a system built and practiced over centuries cannot be changed in few years. Though, we have made some progress. 10% women voters have been made mandatory in elections, otherwise results would be declared null and void.

Moreover, Sindh Government agreed to enhance women quota in government jobs. Remarkably, the quota of women in government jobs has been increased from 5% to 15%. Now women stand a better chance to get more government jobs.

Also, we have built safe houses for women. At these safe houses, victims of domestic violence can stay safely.

The News: What is the role of Sindh Commission on the status of Women?

IK: They support our initiatives in the area of women empowerment. They mark areas where we need to focus and work more vigorously.

They keep a check on our performance. In a way, they play the role of a watch dog on the performance of provincial government.

The News: Early age marriage is another serious issue. How are you tackling it?

IK: Sindh is the first province, where early child marriage restraint act is passed. Threshold of minimum age to marry has been increased from 16 to 18 years. We faced extreme resistance from religious groups but I want to salute our provincial law makers, men and women alike, who supported this bill to make it into a law. Even in Punjab, marriageable age is still 16.

The News: We have talked of rural issues in detail. How are you tackling urban issues - work place harassment being a major cause of concern?

IK: This also goes to the credit of Pakistan Peoples Party that we enacted a federal law - Implementation of Protection against harassment of Women at Work Place 2010. Under this act, harassment ombudsman is appointed and he/she is empowered to take appropriate action against the culprit. Such person can be suspended from his job as well. Current ombudsman is a retired judge, and he is performing exceptionally well. Now we are bringing this act at the provincial level, where ombudsman will be given more powers. He will be authorized to take suo motu notice of any harassment incident occurred anywhere in the province. He won't wait for a complaint to reach his office and then take the action.

The News: Sindh Government is building a women development complex. What is the purpose of this complex?

IK: We have reserved funds for this complex in the budget and land has been acquired, already. Training & skill development, encouraging recreational activities like badminton, table tennis, etc and a women tea cafe - these are some of the areas we want to work on under this complex.

The News: Our rural women possess excellent handicrafts skills. People get their handicrafts for peanuts, bring in the city, and sell here at exorbitant prices. Is

the Sindh Government working to help these rural women market their products?

IK: Yes, we want to eliminate the role of middle-men. We have established a display centre. In collaboration with SRSO, we have built a data of women who work on the handicrafts. What we do is that, we place their products at our display centre. Today, some of these women have become so independent and trained that they sell their products to buyers in Singapore and other countries. We will open another display centre in the women development complex.

Besides this, we have established two day care centers in Karachi. One is located at Karachi University, where students as well as teachers may enroll their children in safe environment. Our other day care centre is functioning successfully at Zainab Market in Saddar area. There are maids and full time doctors to look after children and their well-being. We charge only two thousand rupees for these services. Soon we plan to provide quality food to the children at these day care centers.

The News: Women criminals are sentenced to jail where they serve their punishment. How would you explain the status of women prisoners in the jails of Sindh?

IK: We are well aware of the problems women face in jails. To improve their conditions, CM Sindh has approved a fund of RS 25 million. We are using this fund in collaboration with Legal Aid Society. LAS works under the able leadership of Justice Retd. Nasir Aslam Zahid. This collaboration has yielded impressive results. Jail environment for women and children has drastically improved in recent years.

The News: Ultimately, education is the key to bring a positive and holistic change in the society. No?

IK: I couldn't agree more that education is the key to a lasting change. Education has always been a focus of my attention. Unfortunately, situation is not that good as far as education is concerned. I guess, out of school girls are much higher than the officially quoted numbers. Talking of Sindh, we have to fight at multiple fronts

to get girls educated. There are traditions to not send girls to schools, many families take it as a matter of ego, some tribes consider it disrespecting, etc. We are trying hard and utilizing our best resources to change this mind set. Though I admit, this is the area, where we need to work harder.

SINDH GOVERNMENT ENHANCED WOMEN REQUIREMENT QUOTA FROM 5 TO 15 PERCENT RECENTLY AND AGREED WITH WOMEN DEVELOPMENT DEPARTMENT THAT ENHANCEMENT OF THIS QUOTA WILL GIVE OUR WOMEN A BETTER CHANCE TO GET GOVERNMENT JOBS EASILY.

The News: Any particular thing you want to share with us?

IK: Pakistan Peoples Party's high leadership not only encourages women empowerment but also ensures women participation. You would remember that a male law maker of Sindh Assembly belonging to our party had said some disrespectful words to a woman MPA. Leadership ensured that the concerned male MPA apologized to the aggrieved female MPA.

Strong nation is built
on the shoulders of an
EMPOWERED WOMEN

W International Women's Day

8th March 2018

"It's not easy being a woman anywhere. Moreover, for women leaders, the obstacles are greater, the demands are greater, the barriers are greater and the double standards are greater".

BENAZIR BHUTTO



INFORMATION DEPARTMENT
GOVERNMENT OF SINDH

WOMEN DEVELOPMENT DEPARTMENT
GOVERNMENT OF SINDH

Hashmi Kajal - Your Winning Confidence

Hashmi Kajal (HK) is one such product that has been a favourite among women since old times. Although many brands manufacturing their own line of eye make-up products including kajal have surfaced in the recent past but none could match the popularity HK enjoys, even after being available for over 20 decades. Most of the eye make-up products available in the market have chemicals in them. Due to chemicals, these cosmetic products have the tendency to do more harm than good in the long run. Hashmi Kajal, on the contrary, doesn't contain any such chemical. Thus, it is the safest option available for flaunting luscious and smoky eyes with aplomb.

From where it Began

Winning hearts since last 225 years, this kajal is part of the Hashmi Family that was established in 1794 by Hakeem Mohammad Hashim at Bareilly, India. Hashmi products, including the 'Kajal', gained instant popularity and become an important part of every home's dressing table. Since then, there has been no looking back for HK as it has continued to be the favourite eye make-up product for women even now.

Popularity of Hashmi Kajal

HK is found in almost every household as it has become an integral part of every woman's life. This beauty product is used by women belonging to every walk of life. The famous actress from the neighboring country, who has played a vital role in numerous successful movies i.e. 'Kahani', 'The Dirty Picture', and 'Paa', VidyaBalan, is a big fan of HK as well. In one of her interviews, she shared her fondness for using this product for enhancing the beauty of her eyes. This surely speaks volume of HK as celebrities from other countries are speaking about this product that too without any advertisement contract.

Kohl-Eyed Trend with Hashmi Kajal

Eyes are considered as the most

attractive feature of a person's face and for years women have been using kajal to increase the attraction of this attractive feature.

The Kohl-Eyed look has been in the trend since forever and it isn't going to fade any soon.

them, you are prone to suffer from eye infection or other such problems. Same is not the case with HK because of its natural composition.

HK is formed with a tried and tested formula for several years. It

purchased online. Thus, you do not have to go out to the market to buy your favourite kajal as you will be able to get it delivered to your doorsteps in a convenient manner. There is a simple procedure to follow at their website (www.hashmikajal.com.pk).

Furthermore, you can also keep a track of your order by using "Order Tracking" feature on their website.

For the tech savvy people, they can download Hashmi Kajal app on their smartphones. This will make purchasing HK and other products from the brand even more convenient and hassle-free for them.

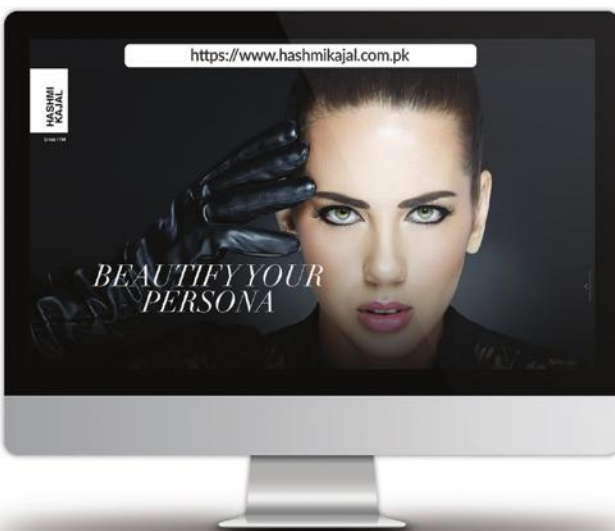
Staying True to their Slogan "Your Winning Confidence"

If you feel something is amiss even if you have spent hours in front of the mirror and taken care of each minor and major detail of your look, use HK and intensify your look. It will complete your overall look and give you a rather attractive and eye-catching appearance. As HK claims this product to be "your winning confidence", you will get a new and profound feeling of self-awareness and poise, which will be reflected in your overall appearance.

There are times when women do not have enough time in hand to get ready for an event, let's say due to any quick meeting call up or in case of unannounced visitors. They can rely on this very handy HK that will take no more than few seconds to apply. Hence, instead of feeling anxious about their make-up less look, they will have a feeling of confidence and assurance.

Hashmi Kajal - An Essential Product in your Bag

HK is a must-have product that you must always keep in your bag along with other important belongings. While the cards and cash, smartphone and sanitizers are important but you shouldn't miss out on this very handy HK and take it along with you wherever you go. It will only take a few



Women, since many years, have been flaunting this look on numerous occasions. In ancient times, when cosmetics were not easily available, Kajal was the only make up product women used to beautify their eyes. Even now, this is one such product that every woman uses even if she has a formal event to attend or a casual gathering at her friend's place.

A Good News for Hashmi Kajal Lovers

For all those Hashmi Kajal fans, you can rejoice as it is going to be re-introduced in the market with a new look and improved features. Yes, you have heard it right, after 225 years of popularity, your favourite eye makeup product, Hashmi Kajal is now going to have a brand new look.

Why Hashmi Kajal?

Hashmi Kajal is made from natural ingredients; thus, poses no harm to eyes. Most of the substandard kajal and other eye make-up products available in the market are made from chemicals; therefore, by using

it is available in dense black color, which will give a shiny look to your eyes and enhance their beauty.

Hashmi Kajal - Some Standout Features

- HK is known to give a smooth texture to eyes due to its pretty pigmentation. However, you will have to swipe it 3 to 4 times to get an intense black look.
- If you are going for a smoky eye look, which has been quite a trend since last few years, use Hashmi kajal for a nice base. It will add a wonderful effect to your eyes.
- As discussed above, it is smudge-free. Thus, you can use it at any time without any fear.
- It is extremely dry. Thus, your one kajal stick can last for a long period of time.
- It is absolutely inexpensive.

Hashmi Kajal - Embracing the Digital Technology

Manufacturers of Hashmi Kajal have now taken the digital route for the enhanced comfort and convenience of their customers. This product is now available to be



seconds to apply this kajal to your eyes and have an edgy appearance.

Whether it is a formal event or a casual get-together, women can wear this kajal for every occasion to enhance their look. It instills confidence in them and gives them a standout appearance among the crowd. It has become every woman's go-to product for having an edgy and attractive appearance.

All in all, the trend of Kohl-Eyed look will never fade and neither will the use of HK to get this beautiful and attractive look. It doesn't matter whether you are a student, a housewife or a working woman, you can use this kajal to beautify your eyes on any occasion.

Watch out for the new look of your favourite Hashmi Kajal that you will find in your nearby stores soon. We are sure you are going to love this new look of Hashmi Kajal.

We are against all those who don't allow women to cast their votes. (Durdana Siddiqui)

Women's Wing of Jamaat e Islami Pakistan is very active in politics as well as in social activism. Jamaat e Islami Pakistan is the only political party in which the central president, Ameer Jamaat Islami Pakistan, has two secretary generals: one for the men's wing, and one for the women's wing. The Secretary General of the Women's Wing is elected by the female members of Jamaat e Islami, Pakistan. Eleven women members are part of the Central Executive Council (CEC) of Jamaat e Islami Pakistan in which one is Secretary General Women Wing of Jamaat e Islami Pakistan, while the remaining ten women members are elected by members of the Women's Wing from all over Pakistan. Today, we are going to introduce the Secretary General of Women's Wing of Jamaat e Islami Pakistan, Ms. Durdana Siddiqui, who has been associated with her party for the last thirty years.

Q: How many members are there in your Central Executive Council (CEC)?

Ans: CEC comprises a total of 80 elected members, 10 of whom are women members of CEC, elected directly by members of the JI women's wing.

Q: Are you the general secretary of JI women's wing? How long is the tenure?

A: General Secretary of JI women's wing is elected for three years term. I finished my term last October, was re-elected for the second time.

Q: What do you think what were the reasons for your re-election to office?

A: I guess women members of JI are in a better position to respond to this question. Our overall goal is to make Pakistan an Islamic welfare state, based on the teachings of Quran and Sunnah. Our focus is to solve the problems of women, children and the poor people of Pakistan. When we see the root cause of the



problems of Pakistan, it is evident that Pakistan is suffering because of wide spread corruption. JI is the only party in Pakistan which can form a corruption free government, and we are giving this message to the people of Pakistan. Our entire leadership fulfills the article 62 and 63 of the constitution of Pakistan and we are proud of our honest and committed leadership.

Q: What should be done to stop crimes against children, especially the rape of minors like Zainab in Qasur and other parts of the country?

A: JI Women's wing has made a department dedicated to dealing with issues related to children and minors. We need to thoroughly look into the issues which are causing severe increase in crimes against minors. We should train parents and educate them about the Islamic way of life. We should educate society to play their role in curbing such heinous crimes. Media should also play its role in highlighting the real issues. Criminals must be dealt with iron hands to protect our children. Had the government taken some serious action against the criminals of Qasur child pornography video case which came into limelight two years ago, the situation would have been different. We should spread awareness

and education based on Quran and Sunnah to solve these problems.

Q: Do you think that the children should be given sex education or not?

A: Sex education along Western lines is not going to have any benefits. The issue is to protect minors from assault and attacks. We need to educate our kids about what is good and bad for them according to Quran and Sunnah, which is already very specific about how to lead a life. Everyone should be taught about concepts of Halal (permissible) and Haram (prohibited). When we revert back to our basic teachings of Islam, we will be able to solve these problems.

Q: Let's talk about politics. Jamaat e Islami has given a thoughtful program and manifesto, but still people do not vote for JI in elections. What are the reasons in your opinion?

A: One aspect is that we need to work hard to connect with the masses and reach out to all people. Secondly, media coverage is very important these days and unfortunately, media bias is partly responsible for limiting our exposure. Many of our events with huge gatherings go unreported.

Q: What is the role of the women members in CEC of JI? Are the women actively participate in all discussions and decisions or are they sidelined?

A: JI women are very active in CEC meetings. Before each meeting, the agenda is provided to each member in writing and women participate with full preparation. There is no discrimination based on gender in JI CEC.

Q: What are the specific changes that you want to bring in the current political scenario?

A: We believe in the constitution of Pakistan, and that change should be

brought through Parliament. We believe in change through votes and want continuity in the current political system. However, we also believe that current political system has been hijacked by the affluent elite of the country and they are not doing anything significant for the poor people. We want to become the voice of the poor and middle-class citizens of Pakistan.

Q: Do you believe that General Elections will be held in a timely manner?

A: Currently, we cannot predict what will happen, but we hope that the elections are held in a timely manner and electoral reforms are carried out to bring the real voices of people to the Parliament.

Q: What do you think about the current role of women in our society?

A: Women should play an active and dynamic role in the society. They should be given due respect and rewards for their contributions. Currently, harassment at work place is a big issue so women need to be protected at workplaces. Transport is also a major cause of concern for working women. Parliament should pass laws to solve these issues. The key role of women in a society is home building and raising a new generation. Therefore, cottage industry should be developed so that women can work from home while taking care of their family and kids. Our society has placed dual responsibilities on women. It is really difficult to have a work and home life balance in such situations. Even in France, women have started a movement known as 'back to home'. We should consider these things to have a better contribution of women in our society.

Q: Do you think that Parliament has done enough legislation regarding women?

A: Certainly, Parliament has not

sufficiently played its role yet, but before Parliament action, we need to educate our society about the role of women and women rights. Merely making laws will not change the situation in our daily lives. It's our collective responsibility to provide a safe environment for women and children.

Q: Imran Khan cursed the Parliament in his Lahore Jalsa. Do you endorse his views?

A: No, we are a political party and we believe in the Parliament and its role in a democratic society. These words should not have been used in a public gathering. We can criticize Parliament for not being effective on real issues, but still we believe that Parliament is a respected institution and we should work together to make it better.

Q: What is the biggest problem in Pakistan?

A: Corruption is the key problem in Pakistan. We believe that honest and upright leadership is the only solution to get rid of corruption. Our ruling elite has looted billions of dollars from our economy. Our nation is under heavy sums of external debt and that's why our foreign policy is being dictated by the donors. For a progressive, enlightened and strong Pakistan, we need honest and God-fearing leadership.

Q: You are part of KPK govt where women have been barred from casting their votes. What do you say about this situation?

A: We have discussed this in our CEC and we have decided that we will not be part of any agreement in which women are being stopped from casting their votes. We believe in women rights and strongly encourage women's participation in elections. We are trying our best to persuade women to cast votes throughout the country.

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her safety and prosperity

MARCH 8

**WOMEN'S
DAY**

Jamaat E Islami Pakistan - Women's Wing

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www.jamaatwomen.org

NESTLÉ PAKISTAN GENDER BALANCE INITIATIVES



Nestlé Pakistan is one of the biggest multinational employers in the country and believes strongly in promoting gender equality in the workplace. Nestlé is committed to women empowerment in Pakistan, where women's participation in the workforce is limited as evident in the low labor force participation rate which is only 15.5%, compared to almost 50% for men. Empirical evidence regarding women's participation in the corporate sector is even more limited with almost no research data existing on the subject.

In Pakistan, 60% of University Graduates are women yet Pakistan is ranked 2nd lowest worldwide for "Economic Participation and Opportunity for Women". The reasons for such low participation are the cultural barriers, gender stereotypes, and empowerment barriers. It is considered "acceptable" for women to be homemakers only. If women still choose to work, they are stereotyped into roles like teaching and nursing. Working women also have to face family pressures and are often hesitant on opting for certain career options like Sales or Engineering.

Nestlé has identified three ways to drive diversity and inclusion in the company; culture, innovation and society. Nestlé is focused on building an inclusive culture and putting the diversity of our employees to best use by working together. We are acting and engaging in an inclusive way with the society and stakeholders in our diverse business environment, across the entire value chain.

Nestlé Pakistan is fully committed in promoting the cause of women, whether it be in the corporate sector or in the communities that we operate in. As a global signatory to the Women's Empowerment Principles, Nestlé seeks to be recognized as a global steward in terms of women's empowerment in Pakistan. Nestlé Pakistan also signed the WEP locally, becoming one of the first companies in Pakistan to do. Becoming a WEP signatory is part of Nestlé Pakistan's commitment for the advancement of gender equality to achieve Sustainable Development Goal 5. The organization has

on-site facilities like daycare, pick and drop to and from home, on-site hostel, and dedicated social blocks in factories. Additionally, they have the flexibility of tele-working, flexi-hours and under maternity champion program mothers are coached during and after pregnancy; especially to help them transition back to work. These benefits ensure that women can strike a balance between their professional and personal lives, without compromising productivity in the work space.

The organization also has a 6-month maternity leave policy and provides



several initiatives aligned with the principles.

ON-SITE FACILITIES

Nestlé, has been making steady progress in enhancing the participation of women in its work force. We have been able to attract more women by offering

continued support to new mothers through its "maternity champions" to help settle in work and achieve work life balance.

At Nestlé, we have developed a Returnship Program for experienced women who have taken a career break of minimum 2 years owing to any reason. This program is project based and the duration can vary from 4-6 months. Nestlé offers pick and drop facility, flexible work arrangement, and day care facilities. Through this program, Nestlé is able to help women get back into work force and pursue their dream careers.

Nestlé launched the Lahore Chapter of the "Lean In" circle in 2016. It was launched in an effort to encourage and support women to speak up, to be heard and to get a seat at the table.

THROUGHOUT OUR VALUE CHAIN Benazir Income Support Program (BISP)

Nestlé's partnership with BISP is part of company's Rural Deep Reach program. The Rural Deep Reach Project, focuses on needs of low-income population by offering them a range of Popularly Positioned Products (PPPs). PPPs are high quality products that are affordable and nutritious. Under this partnership, Nestlé Pakistan will recruit BISP Beneficiaries to act as Sales Agents and will be involved in door-to-door sales in rural areas, within a community (or village). They will be informing households of the benefit of our fortified products along with sampling to allow for communities to experience Nestlé's product first hand. In the 4 months since our launch, we have trained more than 100 women in Sales skills in districts in Punjab and Sindh. We plan to launch the program at the national level in 2018.

Women Agripreneurship Program

It is an initiative that builds capacity to better support women entrepreneurs to start and grow their business. Under this program, Nestlé has developed 5000+ women agripreneurs. 22 entrepreneurs were developed through this programme, while 125 female milk suppliers were also made a part of Nestlé's milk collection value chain. Women capacity building through training, non-formal education providing opportunities to access will enable them to attain self-reliance and sustainability by setting up profitable micro-businesses to generate income for their families.

Nestlé Healthy Women Program

The Healthy Women Programme was launched on the belief that women play an integral role in ensuring the health and wellbeing of the entire family. Our goal is to empower young women with basic nutrition knowledge so they make healthier and smart nutrition choices and adopt a healthy lifestyle. Indicators show that malnutrition,

including both under nutrition and obesity among the rural as well as urban women of reproductive age in Pakistan is high. Malnourished women are more likely to have children with nutritional deficiencies. Achieving better health and overall wellbeing requires a fundamental understanding of what constitutes good nutrition. To address this issue, the Nestlé Healthy Women Programme was introduced at universities in 2014 to raise awareness on how nutrition impacts young women and their next generation. With this program Nestlé aspires not just to disseminate nutrition information, but also positively impact lifestyles. Nestlé Healthy Women has set a campaign with multiple stages, each with a reward for those who make it to the next stage. These stages include Nutritional Awareness sessions, conventional quizzes, digital engagement, hands-on healthy cooking classes, poster presentations and engagement with senior management at Nestlé. In addition, successful participants are being offered an internship program that encompasses extensive exposure to the organisation. To date, the programme has reached out to more than 4000 young women across 11 universities nationwide.

Kero Aitemaad is an initiative that Nestlé has developed with its core focus being the young women, who aspire to have a flourishing career across various functions, including sales, engineering and supply chain. Under this program we have reached out to more than 1,700 women from 272 institutions across 11 cities in Pakistan. This program is a testament to Nestlé's goal of empowering women to break gender stereotypes and overcome cultural barriers.



International Women's Day



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