



WOMEN^X

**INVESTIBLE WOMEN ENTREPRENEURS BOOST
SHARED PROSPERITY**



WORLD BANK GROUP

Sarah Iqbal

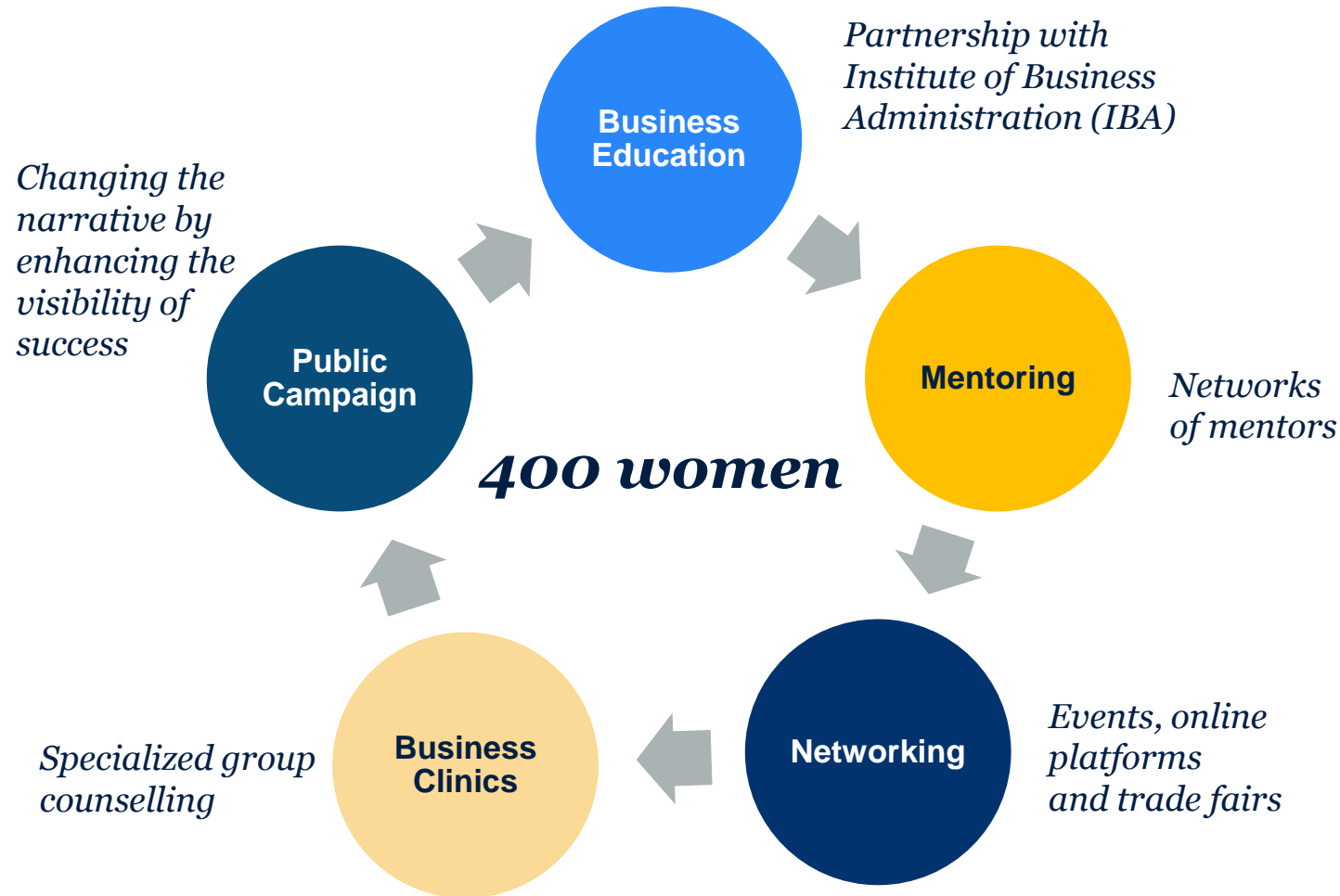
September 16, 2014

WOMEN'S ENTREPRENEURSHIP IN PAKISTAN

Is the lowest in the world:

- Only 1% of women in Pakistan are entrepreneurs compared to 21% of men
- Women constitute only 10% of the highly educated labor force
- Even though women account for over 43% of enrollment in higher education

WOMEN^X IN PAKISTAN



WOMEN^X PROGRAM STRUCTURE

Cohort 1

	2014					2015				
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Selection Phase I										
Selection Phase II										

Karachi

Cohort 2

	2015										
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Selection Phase I											
Selection Phase II											

Karachi

Cohort 3

	2014					2015				
	Ju	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Selection Phase I										
Selection Phase II										

Karachi

Cohort 4

	2015					2016					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Selection Phase I											
Selection Phase II											

Karachi & Peshawar

INITIAL OUTREACH

- **Mass Media:** DAWN Metro, Nawai Waqt (Urdu); Radio FM 101 (Urdu)
- **Internet and Social Media:** www.womenxpakistan.com; www.hercareer.pk; womenX Pakistan Facebook page
- **Grassroots/Direct advertising:** Direct mail to FPCCI women entrepreneurs database; Google Business Group (GBG) Women Pakistan Workshop; door to door visits to shops in commercial areas and malls (through Stallion Deliveries); Facebook messages to business pages in Karachi; Elan Women's Social Club; TDAP online database
- **Minority Community Development Groups:** Memon Professionals Forum; Rangoonwala Training Center; Vocational Training Institute; Aga Khan Economic Planning Board; Bohra Mosque, Shabbirabad; Zahabiya Bohra Development Group; Catholic community
- **University Alumni Networks:** Institute of Business Administration (IBA); Institute of Business Management (IoBM); NED Univ of Engineering and Technology; Indus Valley School of Art & Architecture; SZABIST; LUMS Karachi chapter; Bahria College Business Club; Karachi University
- **Nominator Networks:** Karachi Chamber of Commerce and Industries (KCCI); Small and Medium Sized Enterprise Development Association, Womens Business Devt Center; Pakistan Association for Software Houses (P@SHA); Organization of Pakistani Entrepreneurs (OPEN)

SELECTION



The selection process consisted of:

- Data cleaning & initial screening
- Phone calls to complete and verify data
- Data segmentation
- Panel interviews
- Scoring and selection for program

Candidates for Cohort 1 were scored on the basis of :

- Potential for growth, reliability of information, commitment to the program, and level of autonomy over business

PARTICIPANT PROFILE

Age Range (years)	Cohort 1
20-24	4
25-29	13
30-34	11
35-39	8
40-44	9
45-49	1
50-54	5
60+	0
(blank)	1
Grand Total	52

"I am very thrilled and excited on my nomination. Looking forward to a great learning experience"
-Shaheen

Education	Cohort 1
Matric	1
Inter	4
Graduate	28
Post-grad	19
Grand Total	52

Business Age (years)	Cohort 1
1 yr	4
1-2 yrs	4
2-5 yrs	23
6-10 yrs	13
11-15 yrs	2
15+ yrs	6
Grand Total	52

"I am so happy after reading your email. I can't believe that I am selected for such a big opportunity." -Hijab

"Looking forward to a wonderful and life-changing experience." -Sara

FOCUS GROUP DISCUSSIONS

In the focus group discussions, the participants were extremely engaged and excited, and able to articulate very clearly what their skills gaps were, as well as what they wanted out of the program



INITIAL FEEDBACK

- Day 1 and 2 of the business education occurred this weekend, with interactive delivery of the content, peppered with large and small group discussions and role playing
- The participants did not hesitate to share their ideas, experiences and stories
- The environment really turned out to be a safe space for them, and it was truly an amazing bonding experience for the group



WHAT THE PARTICIPANTS THOUGHT



Initial feedback posted on the Facebook group:

- *“Wonderful people well organized and very very informative. Never witnessed an event with so much talent in one room. Well done Looking forward to tomorrow’s session.”*
- *“It had been the most amazing day of my life. Its only the first day n I feel like flying in the sky! I'm sure abt one thing.. this course was definitely what we needed to take our business to a new level! So much to learn and I will try to grab every second of this opportunity! Regards and respect to all the people who took this initiative and to the amazing organisers and faculty! GOD bless!”*

THE FUTURE OF WOMEN^x

- ***South-South Knowledge exchange mechanism*** between the ongoing country pilots in Nigeria and Pakistan: program content, curriculum design, and effective delivery mechanisms
- ***Scaling up to Lahore*** supported by DFID: to provide services to 400 additional women entrepreneurs
- ***Impact analysis*** will look at the multiplier effect of *Women^x*: Women entrepreneurs are more likely to hire other women; on average, more likely to use other women-owned businesses as suppliers and customers; cities with a higher density of women entrepreneurs have higher rates of new entrants and women-owned start-ups

THE WOMEN OF *WOMEN*^X

