



WOMEN ENTREPRENEURSHIP TRAINING PROGRAM



Table of Contents

Table of Contents	01
Executive Summary	02
Introduction	03
Background	05
Program Details	07
Curriculum	08
○ Day 1: Educational Leadership & Professional Development	
○ Day 2: Selling, Communication, and Overcoming Barriers	
○ Day 3: Technology and Financial Literacy	
○ Day 4: Career Advancement and Digital Business	
○ Day 5: Community Building and Marketing Strategies	
Program Partners	17
○ Career Launchpad	
○ Taaleem Foundation	
○ Rehmat Foundation	
○ Industry Partners	
Outcomes	20
Conclusion	22
Career Launchpad	23

Executive Summary



In response to significant challenges limiting female economic participation in Pakistan, particularly in remote areas like Khanewal, the Women Entrepreneurship Training Program was launched. This collaborative initiative between Taaleem Foundation and Career Launchpad engaged 20 female graduates to explore entrepreneurship as a viable career path. Over a week-long workshop held in Islamabad, participants gained valuable skills in e-commerce, freelancing, and the ever changing technological

www.careerlaunchpad.pk

Career Launchpad curated an impressive lineup of guest speakers, esteemed leaders in various industries in Islamabad, for the workshop attended by 14 participants, including 4 from SOS Village. Distinguished speakers such as Zunaira Ali, Saqib Abbasi, Humaira Latif, Ali Ibrahim, Wajeeha Tahir, Sumayya Amra, Fizzah Haroon, Sarmad Bilal, Dr. Ahmed Qureshi, Hira Irshad, Kashaf Akhtar,



www.careerlaunchpad.pk

Introduction

On Monday the 27th of May, Taaleem Foundation and Career Launchpad organized a women entrepreneurship training program in Islamabad for female graduates from Khanewal and students from the SOS Village Islamabad. This five-day program, supported by Career Launchpad and Rehmat Foundation, featured over 15 intensive training sessions, aiming to equip participants with essential entrepreneurial skills and support their professional development.

Reflecting the dedication demonstrated through this program, Career Launchpad operates with a similar focus on equipping individuals with essential skills and fostering their professional growth. As a leading career accelerator program, Career Launchpad emphasizes cultivating an entrepreneurial mindset through practical, hands-on learning experiences led by top industry experts. With a placement rate of 127%, our program has successfully guided individuals into leading organizations worldwide, significantly shaping their career paths.

Taaleem Foundation has been pivotal in promoting educational excellence and social change in Balochistan, particularly in underprivileged tribal districts like Kohlu and Zhob. Their initiatives empower communities by providing quality education and building local capacities, thereby enhancing socio-economic conditions.

Rehmat Foundation advances medical and general education across Pakistan through initiatives like the Global Medicine Initiative and e-learning programs. Their efforts aim to bridge educational gaps and promote sustainable development, significantly contributing to the Women Entrepreneurship Training Program.



www.careerlaunchpad.pk

Background

Pakistan second-worst country on Global Gender Gap Index: WEF report



DAWN

In Pakistan, the literacy rate among the female population is 51.8%, with only 25% participating in the workforce. This poses a significant challenge to our economic, societal, and international development goals. Addressing this gap is crucial not just as a statistic, but as an opportunity to enhance today and ensure prosperity for tomorrow. Reasons for fewer females in Pakistan's workforce include inadequate knowledge of their potential, lack of confidence, limited exposure to opportunities, and socio-cultural taboos restricting their mobility and professional aspirations.

Many face familial resistance when expressing interest in employment, often seeking training in marketable skills to work from home where possible.

Recognizing these challenges, Taaleem Foundation, a non-profit community support organization, extended its EdTech services and academic support to 17 government schools in remote villages of Jahanian, district Khanewal, with support from Rehmat Foundation. They engaged 20 female graduates from families associated with these schools, exposing them to entrepreneurship possibilities and home-based flexible jobs for reasonable income. The eagerness and passion displayed by these women to learn were commendable. To further their training, Taaleem Foundation organized a week-long "Women Entrepreneurship Training Program" in Islamabad, in collaboration with Career Launchpad, featuring over 15 training sessions across five days.

Career Launchpad curated an impressive lineup of guest speakers, esteemed leaders in various industries in Islamabad, for the workshop attended by 14 participants, including 4 from SOS Village. Distinguished speakers such as Zunaira Ali, Saqib Abbasi, Humaira Latif, Ali Ibrahim, Wajeeha Tahir, Sumayya Amra, Fizzah Haroon, Sarmad Bilal, Dr. Ahmed Qureshi, Hira Irshad, Kashaf Akhtar,

Ramla Shafiq, Manya Bangash, Humay Waseem, Zeehasam Malik, and Dr. Faryal Razzaq provided invaluable insights, inspiring personal and professional growth among attendees.

This intensive workshop aimed to empower women and students from SOS Village Islamabad through sessions led by industry leaders.



Program Details

The workshop series focused on various aspects of development, from educational leadership and professional growth to financial literacy and digital business strategies. Each day was carefully structured to cover specific themes, combining theoretical insights with practical applications to ensure a holistic and enriching learning experience.



Empowerment through Education: Equip female graduates with the knowledge and skills necessary for professional and personal development.



Leadership and Professional Development: Provide insights and strategies for educational leadership and professional growth, addressing the unique challenges faced by working women and mothers.



Sales and Communication Skills: Enhance participants' abilities in selling, business communication, and overcoming barriers to success.



Technology and Financial Literacy: Introduce participants to AI tools like ChatGPT, time management strategies, and essential financial management principles.



Career Advancement and Digital Business: Offer guidance on career planning, digital marketing strategies, and navigating the digital business landscape.



Community Building and Marketing Strategies: Foster community building and provide innovative marketing techniques to strengthen business networks and promotional efforts.

www.careerlaunchpad.pk

Curriculum

Day 1: Educational Leadership & Professional Development

Guest Speakers: Humaira Latif, Saqib Mahmood Abbasi, Parvez Abbasi

The Women Entrepreneurship Training Program kicked off with a focus on Educational Leadership & Professional Development, uniting passionate speakers and enthusiastic participants eager to expand their horizons.



Humaira Latif, GM Academics and HRD at HITEC, brought her extensive expertise in educational leadership to the forefront. She addressed the specific challenges faced by working women and mothers, offering practical insights drawn from real-life scenarios. Her session resonated deeply, empowering attendees with actionable strategies to navigate the complexities of balancing professional careers with familial responsibilities.

Following Humaira, Saqib Mahmood Abbasi, an esteemed educationist, trainer, and social worker, led a session on Professional & Personal Development. Drawing from his extensive experience as President of the Murree Development Forum and lecturer at Quaid-e-Azam University, Saqib imparted valuable insights with warmth and wisdom. He emphasized the importance of confidence-building, setting achievable goals, and fostering a growth mindset essential for personal and professional success. Through interactive exercises, Saqib encouraged self-reflection and ignited participants' sense of purpose.



www.careerlaunchpad.pk

Later in the day, Parvez Abbasi, Director at AdVentures conducted a stimulating session on Entrepreneurship & Innovation. Parvez shared insights into effective business development strategies, brainstorming ideas, and talking to customers. His interactive discussion and activities encouraged participants to explore creative avenues and leverage business opportunities.

Day 1 Outcomes

- **Introduction to entrepreneurship:** Participants gained a foundational understanding of what entrepreneurship is and its importance in the modern economy.
- **Developing an entrepreneurial mindset:** Participants learned the key characteristics of an entrepreneurial mindset and how to cultivate these traits.
- **Tools for success/ Pitching practice:** Participants were equipped with essential tools and techniques for successful entrepreneurship, including practical pitching skills.



Day 2: Selling, Communication, & Overcoming Barriers

Guest Speakers: Mohammad Ali Ibrahim, Wajeeha Tahir, Sumayya Amra, Fizzah Haroon.

Second day of the Women Entrepreneurship Training Program primarily focused on essential skills in Selling, Communication, and Overcoming Barriers, featuring a lineup of impactful speakers who brought valuable insights and practical strategies to the participants.



Mohammad Ali Ibrahim, Sales Director at Hashoo Group, kicked off the day with his expertise in The Art of Selling. Known for his mastery of sales techniques and market strategies, Mohammad shared powerful insights into the psychology of selling, effective sales pitches, and customer relationship management. Through engaging role-playing exercises, participants had the opportunity to practice and refine their selling skills in a supportive environment. Mohammad's session provided invaluable tips and strategies that were crucial for enhancing participants' sales acumen and competitiveness in the market.



Following Mohammad, Wajeeha Tahir, a seasoned communications expert at Hashoo Hotels, led a session on Business Communications. Drawing from her extensive background in corporate communications, Wajeeha offered practical advice on crafting clear and persuasive messages, mastering active listening skills, and utilizing non-verbal communication effectively. Her interactive approach included group discussions and exercises designed to strengthen participants' communication abilities within a business context. Wajeeha's session equipped attendees with essential tools to communicate effectively and build strong professional relationships.





In the afternoon, Sumayya Amra, a lecturer at the Shaheed Zulfikar Ali Bhutto Institute of Sciences and Technology, Islamabad, brought her expertise in English language teaching, digital marketing, and personal brand development to lead a hands-on session on Social Media and Designing. Sumayya guided participants through setting up compelling social media profiles and using tools like Canva for designing engaging content. Her practical tips on creating visually appealing posts and effectively engaging with online audiences empowered participants to leverage social media platforms for business growth.



Wrapping up the day, Fizzah Haroon, a senior leader at Telenor, delivered an inspiring session on Overcoming Barriers. Fizzah shared her personal journey and the challenges she encountered throughout her career, offering valuable strategies for overcoming obstacles in both professional and personal life. Her stories of resilience and practical advice resonated deeply with participants, inspiring them to persevere in pursuit of their entrepreneurial goals despite challenges they may face.



Day 2 Outcomes

- **Social media strategies:** Participants understood the role of social media in business and learned strategies for effectively using social media to promote their business.
- **Design essentials:** Participants acquired basic design skills necessary for creating appealing business materials.
- **Online customer service:** Participants learned best practices for providing excellent customer service online.

Day 3: Technology & Financial Literacy

Guest Speakers: Sarmad Bilal, Dr. Ahmed Qureshi, Hira Irshad.

Day 3 commenced with a primary focus on technology integration and financial literacy, featuring expert-led sessions designed to equip participants with essential skills for entrepreneurial success.

Starting with Sarmad Bilal, a Software Engineer at atomcamp, who delved into the topic of Leveraging ChatGPT. Drawing on his expertise in WordPress development, automation, and AI tools, Sarmad demonstrated practical applications of artificial intelligence in business contexts. Participants engaged in interactive activities exploring ChatGPT's capabilities, from enhancing customer service efficiency to generating tailored content, gaining valuable insights into leveraging AI for operational efficiency and customer engagement.



Following Sarmad's session, Dr. Ahmed Qureshi, a renowned time management expert, led a workshop on Goal Setting and Time Management. Dr. Qureshi provided actionable strategies using the SMART criteria to help participants set and achieve their entrepreneurial goals effectively. Through interactive exercises and practical time management tools, attendees learned valuable techniques to optimize productivity and prioritize tasks in their professional endeavors.



Later in the day, Hira Irshad, Manager B2G Solutions, Analytics and Growth at JazzCash, brought her expertise in Financial Literacy to the forefront. With a focus on budgeting, saving, and investment strategies, Hira guided participants through essential financial management principles crucial for personal and business success. Real-life scenarios and practical budgeting exercises empowered participants to make informed financial decisions and confidently manage their financial resources.



Day 3 Outcomes

- **Understanding your finances:** Participants gained the ability to read and understand financial statements and reports.
- **Budgeting and financial planning:** Participants learned how to create and manage budgets and plan their finances effectively.
- **Online banking tools:** Participants became familiar with various online banking tools and how to use them to manage their finances.



Day 4: Career Advancement & Digital Business

Guest Speakers: Zunaira Ali, Kashaf Akhtar, Ramla Shafiq, Manya Bangash

Dedicated to Career Advancement and Digital Business, Day 4 of the Women Entrepreneurship Training Program featured a lineup of expert speakers who delivered insightful sessions tailored to empower participants in their entrepreneurial journeys.





The day commenced with Zunaira Ali, a seasoned career counselor, guiding participants through Career Mapping. With a focus on setting SMART goals for professional growth, Zunaira provided personalized advice on career planning and development. Interactive activities and one-on-one consultations enriched the session, enabling participants to chart their career paths with clarity and purpose.

Following Zunaira, Kashaf Akhtar, CEO of EcoBricks, captivated attendees with inspiring Stories of Entrepreneurs. Kashaf shared her personal journey and the challenges she overcame in building her business, imparting valuable lessons in resilience and innovation.

Her session motivated participants to persevere in pursuit of their entrepreneurial dreams, emphasizing the importance of determination and adaptability in business endeavors.

Ramla Shafiq, Senior Manager of Marketing at JS Bank, then delved into Digital Marketing and Business Strategies. Leveraging her expertise in brand management and online engagement, Ramla provided practical insights into effective digital marketing strategies and e-commerce practices. Participants gained actionable knowledge on leveraging digital platforms to enhance business visibility and customer engagement, preparing them to navigate the digital landscape with confidence.



Closing the day, Manya Bangash, a financial consultant at State Bank Pakistan, offered a comprehensive session on Financial Schemes and Banking Options for Women Entrepreneurs. Manya detailed various financial resources and support programs available to empower women in business, equipping participants with essential knowledge to make informed financial decisions and access necessary funding for their ventures.



Day 4 Outcomes

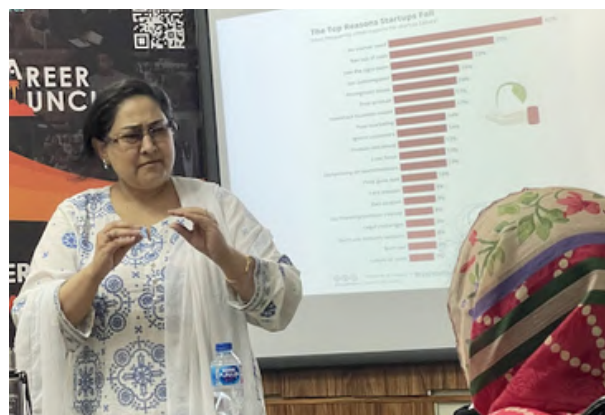
- **The art of networking:** Participants developed skills in building and maintaining professional networks.
- **Community engagement:** Participants understood the importance of community involvement and learned ways to engage effectively.
- **Communicating professionally:** Participants improved their professional communication skills, including public speaking and writing.

Day 5: Community Building and Marketing Strategies

Guest Speakers: Humay Waseem, Zeehasham Malik, Dr. Faryal Razzaq.

The last day of the Women Entrepreneurship Training Program in Islamabad centered around Community Building and Marketing Strategies, featuring expert-led sessions that equipped participants with essential skills to strengthen their businesses and networks.

Humay Waseem, a dedicated community organizer, kicked off the day with a session on Community Building and Roleplays. Emphasizing the power of supportive networks, Humay facilitated interactive role-playing activities that allowed participants to practice effective community-building strategies. The session fostered collaboration and camaraderie among attendees, highlighting the importance of cultivating strong relationships within entrepreneurial communities.



Following Humay, Zeesham Malik, Business Development Manager at FlashCapital and a seasoned Communications Expert in Fitness Nutrition, led a session on Marketing Strategies. Drawing from his extensive experience in digital marketing and business development across diverse sectors, Zeesham shared innovative marketing techniques tailored for effective business promotion. Participants gained insights into the latest marketing trends, engaging in case studies and practical exercises to refine their marketing plans and strategies.



Day 5 Outcomes

- **Basic business operations:** Participants learned about the daily operations of running a business.
- **Sales and marketing basics:** Participants understood fundamental sales and marketing concepts and strategies.
- **Goal setting and time management:** Participants developed skills in setting achievable goals and managing their time effectively.

Program Partners

Career Launchpad

Career Launchpad is a comprehensive career development program designed to equip participants with the skills and knowledge needed to thrive professionally. Targeting aspiring professionals, our program enhances employability and success in today's competitive job market. Through a structured curriculum, personalized coaching, and practical experiences, Career Launchpad empowers individuals to excel in their careers. By focusing on skill enhancement, career advancement, and professional growth, our program provides a strategic pathway for participants to navigate their career journey with confidence and competence.



Taaleem Foundation

Founded in 1989, Taaleem Foundation embarked on a mission to implement social change in the deprived areas of Balochistan. The organization was initiated by Dr. Zafar Qadir, who was serving as a 'Political Agent' / Deputy Commissioner in Kohlu Agency at the time. Dr. Qadir's vision led to the establishment of the 'Kohlu Grammar School,' a model that was developed and tested over two years before being successfully replicated across other parts of Balochistan.

www.careerlaunchpad.pk

Taaleem Foundation focuses on serving communities in and around district and tehsil headquarters in remote, under-privileged, and low-income tribal districts of Balochistan. Key areas of operation include Kohlu, Sui (Dera Bugti), Zhob, Loralai, Kila Saifullah, Muslim Bagh, Mastung, and Pishin. These regions, characterized by socio-economic challenges, have greatly benefited from the Foundation's educational initiatives aimed at fostering social change and improving residents' quality of life.



Over the years, Taaleem Foundation has become synonymous with educational excellence and community development in Balochistan. Its efforts have provided quality education and empowered communities by building local capacities and enhancing socio-economic conditions. The Foundation's work stands as a testament to its commitment to creating a brighter future for the most marginalized and under-served populations in Balochistan.

Rehmat Foundation

The Rehmat Foundation is dedicated to improving medical education and healthcare, with a strong emphasis on mental health, as well as enhancing general education. One of its core objectives is to provide food to patients and their attendants in hospitals who lack the means to procure it themselves. Additionally, the foundation offers financial support to orphans, ensuring they have the necessary resources for a better future.

Medical Education Program: The Rehmat Foundation's Global Medicine Initiative aims to facilitate medical education, research, and the exchange of students and scholars between institutions in Pakistan and the USA, focusing on improving healthcare in Pakistan. The foundation boasts a network of over 90 medical experts in various specialties who deliver lectures at several medical institutions in Pakistan via Zoom. Notably, the Rehmat Foundation facilitated a training program in dermatology for Pakistani dermatologists with the Hamzvi Dermatology Group in Michigan.

Education Program: In addition to medical education, the Rehmat Foundation is committed to improving general education in Pakistan, particularly in remote areas. The foundation works to identify, enroll, and support children who are not attending school due to poverty. By introducing e-learning in public schools, the Rehmat Foundation helps bridge the educational gap and provide quality education to underprivileged children.

Through these initiatives, the Rehmat Foundation is making significant strides in advancing medical and general education, ensuring individuals have access to the resources and support they need for a healthier and more educated society.



Industry Partners

Career Launchpad collaborates closely with industry partners to ensure the success of events like the Women Entrepreneurship Training Program in Islamabad. These partnerships provide real-world insights, practical skills, and invaluable networking opportunities for participants. By leveraging the expertise and support of industry leaders, Career Launchpad enriches its programs, equipping aspiring professionals and entrepreneurs with the tools they need to thrive in today's dynamic job market.

Outcomes

The workshop series, a collaboration between Career Launchpad and Taaleem Foundation, yielded significant positive outcomes, transforming the participants' professional and personal lives. The following key outcomes highlight the impact of the initiative:

1

Empowered Entrepreneurs: The workshops equipped the participants with essential skills and knowledge to excel in freelancing, e-commerce, and home-based businesses. Training sessions covered a range of topics, including educational leadership, professional and personal development, entrepreneurship, innovation, sales strategies, business communications, social media management, financial literacy, goal setting, and time management. This comprehensive training provided a solid foundation for creating new job opportunities and fostering entrepreneurial spirit among the attendees.

2

Economic Independence: By enabling the participants to generate income through online ventures and home-based businesses, the initiative contributed to their economic independence. The knowledge and skills gained, such as effective marketing, digital business strategies, and financial management, empowered the women to establish sustainable sources of income, enhancing their financial stability.

3

Increased Employment Opportunities: The training created numerous opportunities for self-employment and freelancing, effectively addressing unemployment challenges faced by the participants. Skills in areas like leveraging AI tools, overcoming barriers in leadership, and utilizing financial schemes for women allowed them to explore various income-generating activities, contributing to a reduction in unemployment rates within their communities.

4

Community Development: The initiative fostered community development by encouraging the participants to engage in local economic activities. The newfound skills and confidence enabled them to contribute positively to their communities, promoting economic growth and development at the grassroots level. Sessions on community building, career mapping, and practical roleplays further reinforced this impact.

5

Breaking Gender Norms: The workshops challenged traditional gender norms and empowered the participants to pursue diverse career paths. By providing exposure to various industries and professional opportunities, the initiative encouraged the women to break free from conventional gender roles and embrace new career possibilities. Inspirational stories from women entrepreneurs and sessions on overcoming barriers as female leaders played a crucial role in this transformation.

Overall, the workshop series successfully transformed female graduates into empowered, economically independent, and community-oriented entrepreneurs, paving the way for a brighter and more inclusive future for women in Khanewal and beyond.



www.careerlaunchpad.pk

Conclusion

The collaboration between Career Launchpad, Taaleem Foundation, and Rehmat Foundation in hosting a week-long series of workshops in Islamabad represents a significant milestone in empowering female graduates from Khanewal and students from SOS Village Islamabad. The workshops received overwhelmingly positive feedback from participants, highlighting their success and emphasizing the transformative impact of such initiatives on the professional growth of young women.

Their commitment to empowering young women through education and opportunity has made a lasting impact on the lives of participants.

Career Launchpad, Taaleem Foundation, Rehmat Foundation, and their partners have collaborated to empower and educate young women. Their efforts aim to inspire and equip these aspiring professionals, setting them on a path toward success and leadership in their communities.



We extend our heartfelt gratitude to our partners, including Telenor, JazzCash, HITEC, Quaid-e-Azam University, SZABIST, FEEEL, EcoBricks, JS Bank, and AtomCamp, whose unwavering support was instrumental in the success of this initiative.



www.careerlaunchpad.pk

Career Launchpad

Career Launchpad was founded with a clear mission in mind: to bridge the gap between academia and industry by addressing the pressing challenges of the Pakistani employment landscape.

With 78% of employers expressing dissatisfaction with university graduates and a staggering 90% of IT graduates facing unemployment, our platform recognizes the urgency of the situation. Pakistan's youthful population, with 70% under the age of 30, presents immense potential, yet the disconnect between educational institutions and employer expectations hampers their employability.

In response to this critical issue, Career Launchpad was established as a solution-oriented initiative. Our aim is to equip young professionals with the practical skills, industry insights, and networking opportunities they need to succeed in today's competitive job market. By empowering individuals with the tools to justify their qualifications and thrive in interviews and assessments, we strive to unlock their full potential and catalyze their career growth.

Contact Us



Hamza Sharif
Strategy & Growth
hamza@adventures.studio
+92 309 1559348



Sibgha Batool
Marketing Lead
sibgha@adventures.studio
+92 3195671565

Follow Us



www.careerlaunchpad.pk



[@career.launchpad](https://www.instagram.com/career.launchpad)



[/career-launchpad](https://www.linkedin.com/company/career-launchpad)



[@CareerLaunchpadAV](https://www.facebook.com/CareerLaunchpadAV)

www.careerlaunchpad.pk

