



Let Girl's Earn

(Deploying Technology to create Employment for Women)



Women's Unemployment in Pakistan-Background

The education to employment ratio among women in Pakistan shows a major imbalance. Women are ahead of men in education attainment but have a decreased labor force participation. At degree level, females outnumber their male counterparts by 62% against 38%. While in the formal job sector, there are only 23% females against 77% males. This indicates that an estimated 70% of the educated women in Pakistan are unemployed. Country wide gender disparity restricts the participation of women in the labor force. Moreover, 2.39% of the total workforce in Pakistan is at managerial positions out of which only 0.08% are females while the remaining 2.31% are males. The major chunk of female population in Pakistan is vulnerable and is not utilizing its skills to contribute towards the economic development of the country.

The figure on the right shows the factors responsible for women's employment issues in Pakistan. From among these, the socio-cultural values and religious norms have the greatest contribution in shaping the society's mindset towards women's employment. Women largely are not encouraged to step out from their homes for the purpose of earning.

We can address the issue of women's unemployment and associated economic undergrowth, if we are able to provide "earn from home" opportunities to women without challenging the societal norms. Our program empowers women by preparing them for home based employment opportunities through skill development and freelancing training workshops.

A later advanced training program teaches these home-employed women to establish small teams and businesses thus creating more employment opportunities and therefore significant economic growth.



Factors responsible for women's employment issues in Pakistan

Our Innovation, & how it's better?

Our innovation empowers millions of vulnerable women in Pakistan, through digital literacy, digital employment and e-entrepreneurship, who are unable to utilize their skills and forced to live as members of low income households (living under \$5PPP). It makes them stable and useful members of the society and economy. This is achieved through our 4-level step wise training program, starting from **Skill Development Training** where the most trending skills in the digital market are taught through a series of workshops. Skill Development Training is followed by a subsequent level of workshops called as **Freelancing Training** which train the participants

on how they can monetize the skills they learned at the previous level. The next two levels consist of a **Freelancers Accelerator** and **Entrepreneurship Training** which directs the self-employed women of the previous workshops towards accelerated growth through establishing teams (**Freelancers Accelerator**), idea generation and venture development (**Entrepreneurship Training**).

"Women in Pakistan are largely not encouraged to step out from their homes for the purpose of earning. Our innovation based on digital literacy and e-entrepreneurship provides "earn from home" employment opportunities for women."

Our innovation is aimed both at improving the quality of life at an individual level and bringing improvement in the economy. It has the potential to be better than other ways of addressing women's unemployment and underemployment because:

1. Optimized to produce employment opportunities for women under the existing socio-cultural challenges as they have to face.
2. Enhances the use of enabling technology, in particular Information and Communication Technology (ICT), to promote the empowerment of women.
3. Empowers women at the domestic level and eliminates extremism against them. This extremism mostly manifests itself in the form of domestic violence and brutality because of various reasons such as financial instability of households.
4. Prepares women for an industry with zero barriers.
5. Identifies & utilizes a low entry barrier industry to eradicate women's unemployment.



Project Details, Expected Outcomes & Beneficiaries

We are going to launch a series of workshops, held at Govt. women colleges across Pakistan, to enable women to become skilled, self-employed & entrepreneurs through establishing a career in the Digital Economy. Our innovation follows a step-wise approach where we take the participants through our 4 levels of training. These 4 levels are preceded by *Awareness sessions* which provide the students with the basic awareness about the digital world. Below are the specific details for each stage:

Project Objective	Key Outputs	Activities
Awareness Sessions: Individuals have the access to internet and they can afford it as well. However, they lack one thing, "awareness". The project aims at creating the right awareness about the digital world to make lives better	<ol style="list-style-type: none"> 1. Create awareness among individuals about the digital world and its potential 2. 300 per training 	<ul style="list-style-type: none"> • Awareness session to make the individuals aware of the digital world and make them realize its true potential for the betterment of their lives
Skill development training: to inculcate monetize-able skills (WordPress Development & Internet Marketing) in the participants	<ol style="list-style-type: none"> 1) 2 cohorts to prepare 100 skilled individuals each 2) Create a total of 160 digitally skilled, market-ready women (at a success rate of 80%) 	<ul style="list-style-type: none"> • Lectures • Hands-on training • Practical demonstrations of the projects, lab work • Quizzes • Assignments • Practical projects
Freelancing Training: Empower and employ the socially suppressed women participants' by providing earn-from-home opportunities, through our Freelancing training	<ol style="list-style-type: none"> 1) 100 successful freelancers out of a total of 200 at a success rate of 50% 2) The 50% successful individuals will start earning a minimum of \$100 a month after the monitoring period, and can easily reach \$1000/month. 	<ul style="list-style-type: none"> • Introduction to Freelancing • Identification of skills • Making a good profile • Selecting the right job • Writing a cover letter • Client communication • Finalization of contract • Payment methods • Other relevant details • Motivational sessions with successful freelancers earning millions or Rupees per month
Mentoring & Monitoring followed by Freelancers Accelerator	<ol style="list-style-type: none"> 1) 100 self-employed individuals will be proffered customized mentoring to ensure their stability and growth as self-employed individuals 2) 50 freelancers will be inducted in an accelerator 	<ul style="list-style-type: none"> • Mentoring events and sessions • Monitoring of progress and ensuring growth • Creating a solution to the problem of feasible interaction between local community of freelancers • Guidance by industrial mentors

Entrepreneurship Training Leadership and Team Building to convert the self-employed women into successful entrepreneurs	1) Aim is to create 10 outsourcing agencies from our successful freelancers	<ul style="list-style-type: none"> • Registering a business • Branding guidelines • Content preparation • Marketing • Sales and business development • Human resource management • Customer care • Project delivery • Payment methods • Client communication
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Our beneficiaries will be educated yet unemployed or underemployed women. The selection of the beneficiaries will be done based on the following criteria:

- Internet and computer literate women with at least 12 years of education.
- Unemployed or underemployed women.

Direct Beneficiaries by Stages

Stage	Cohorts	Total Beneficiaries	Expected Successful Beneficiaries (who move onto next step)
Awareness Sessions	10	600	200
Skill Development Training	2	200	160
Freelancing Training	2	200	100
Freelancers Accelerator	1	100	100
Entrepreneurship Training	1	100	10
	Total	1200	570

Our progress so far, in numbers!

Empower Pakistan has been training underprivileged youth (including both young women and men) since its inception in June 2014. Our vision was successfully realized into numbers by our alumni. Here is a dataset of 15 individuals from our training in Punjab, Pakistan. Details can be found [here](#).

Parameters	Before	After
Were the students freelancing?	No	Yes (all of them)
What were the skills?	None	WordPress, Digital Marketing, Content Writing, Graphic Designing, SEO, Web Development
Average Earning per month	\$23.33	\$506.4
Avg. Purchasing Power Parity (PPP)	\$4.23	\$12.12
No. of people who created teams	0	6 (40% success rate to establish businesses)
Avg. no. of people hired per trainee	0	5 – 6

The above table gives a bird's eye view (before and after) of the skills taught, difference in average monthly earning, difference in average PPP and people who established their own businesses and created more employment opportunities. We have successfully conducted "Learn to Earn through Freelancing" training workshops in different locations in Pakistan and impacted above 1400 lives.

Our Team and Partners

The project is led by a [team](#) of individuals who once faced the dilemma of unemployment and underemployment in the local job industry. Finding their way through hardships, they succeeded to channelize the potential of the digital world and later thrived as successful individuals, business owners and entrepreneurs. They are experts in various fields of the digital industry and each one of them has a unique set of expertise to share.

Following is a glimpse of the lead team members who will implement the project.

Serial No.	Name	Designation
1	Sajid Shah	CEO Empower Pakistan Social Entrepreneur ICT4D Consultant World Bank
2	Rehan Sheikh	Financial & Accounting Consultant Trainer Speaker
3	Usman Latif	Marcom Technologist, Journalist, Humanitarian Consulting: Digital Marketing, Inbound Marketing, Growth Hacking
4	Rabia Jabbar	Project Manager (Technical/Technology) at Empower Pakistan
5	Saneea Imran	Research and Community Manager at Empower Pakistan

Partnerships

There are going to be partnerships with various bodies for the notion of cost sharing and support in various matters.

Partnering bodies	Distribution of roles and responsibilities	Cost share
Higher Education Commission (HEC), Pakistan	<ul style="list-style-type: none"> Reaching out to potential universities 	<ul style="list-style-type: none"> Support to arrange the venue
Academic Institutions	<ul style="list-style-type: none"> Reaching out to the target audience Venue 	<ul style="list-style-type: none"> Venue Marketing via internal channels
Upwork	<ul style="list-style-type: none"> Give our trainees exposure on the client end, under their Social Impact Program (SIP) 	<ul style="list-style-type: none"> Enhancing the capability of trainees in landing jobs
Coursera	<ul style="list-style-type: none"> For authentic international courses 	<ul style="list-style-type: none"> Labor and resources

Supporting Videos

Title	Link
Empower Pakistan, full story from the Founder	https://vimeo.com/171490462
Launch video, Youth Empowerment through ICT	Youtube Link