

Government of Pakistan
Poverty Alleviation and Social Safety Division
Press Release

Women Empowerment at the heart of Ehsaas: Dr. Sania delivers keynote at GLWE Roundtable



Feb 10, 2020- Islamabad: In continuation of its efforts for women empowerment, inclusion and participation in the country's socioeconomic uplift, Telenor Pakistan has joined forces with The World Bank for Girls Learn, Women Earn (GLWE) initiative. A round table event was held at Telenor Pakistan headquarters 345 where the significance of female participation in the country's labor force was discussed. The session was attended by Dr. Sania Nishtar, Special Assistant to the PM on Social Protection and Poverty Alleviation, Kashmala Tariq, representatives from key telecom players, microfinance banks, and policymakers.

The participants exchanged insights and ideas on the challenges at hand and shared solutions to improve the female labor participation rate in the country. The ambition of GLWE is to increase the female participation in workforce to 45% by 2025 which currently stands at 26%. Some of the factors that hinder economic contribution by females is limited mobility, societal attitudes towards working women and overwhelming household responsibilities among others. To empower and enable more women to step out of their homes for work, leaders from various

organizations pledged support and initiatives to improve financial inclusion of females, impart skillset of the future and help develop a platform for women that enables harassment reporting.

In her keynote statement Dr. Nishtar stated, “Women empowerment is at the heart of Ehsaas framework. The programme is highly skewed towards uplifting of disadvantaged women through a mutisectoral approach, enabling them to become contributing members of the economy. With Ehsaas Development Partners’ Forum in place and public private partnership in the pipeline, the multistakeholder construct of Ehsaas solutions offers wide-ranging opportunities to exploit synergies. Adding further, she elaborated, “To bring about more sustainable change, Ehsaas constantly follows the fifty percent rule for women inclusion in all Ehsaas initiatives including interest free loans, scholarships and asset transfers. Kafaalat that has recently been launched by the PM will ensure financial and digital inclusion of 7 million disadvantaged women across Pakistan.”

“We at Telenor Pakistan take pride in our work culture and the fact that we have been recognized on various forums to have best practices to promote diversity and inclusion. We are extremely pleased to join hands with The World Bank on their ‘Girls Learn Women Earn’ initiative and have come up with solid action items for the industry that aim at empowering women.” Said Irfan Wahab Khan, CEO Telenor Pakistan and Head of Emerging Asia Cluster Telenor Group.

“Our goal for ‘Girls Learn Women Earn’ initiative is to enable women as a crucial aspect of inclusive growth because we are convinced that they can drive a vibrant economy,” said Illango Patchamuthu, The World Bank’s Country Director for Pakistan.

Launched on Dec 1, 2019, Girls Learn, Women Earn (GLWE) is a national awareness, advocacy and action campaign aimed to create awareness about the significance of educating girls and increasing female participation in the labor force.