

STRIVE WOMEN IN PAKISTAN

Her Business, Her Financial Future

Improving the financial health of Pakistani women entrepreneurs



OVERVIEW

Strive Women, a four-year program (2023-2027) led by CARE and supported by the Mastercard Center for Inclusive Growth, strengthens the financial health of women-led small businesses in Pakistan. Women-led small businesses are critical contributors to economies, communities, and households. The opportunity is transformational because micro, small and medium enterprises account for 90% of businesses, up to 70% of employment, and 50% of GDP worldwide (UN, 2023)

IMPACT BY 2027 (PAKISTAN)

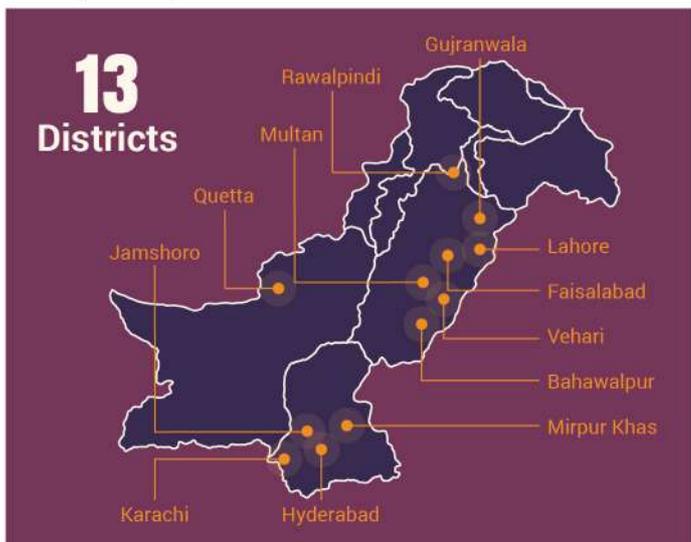
- 1.5M Entrepreneurs reached
- 75,000 Loans Disbursed
- 25,000 Directly supported
- >70% Women

GROWING WOMEN-LED SMALL BUSINESSES

Women micro small enterprises capacity development program in 13 different districts to empower women entrepreneurs with digital skill building and strengthening women's networks. 981 entrepreneurs were empowered under in the first year of strive women program.



Districts: Multan, Vehari, Quetta, Rawalpindi, Matiari, Jamshoro, Mirpur Khas, Hyderabad, Bahawalpur, Gujranwala, Lahore, Karachi, Faisalabad



Session Topics:



Life Skills



Business & Financial Management



Financial Literacy

Capacity development plan:

The training program for women entrepreneurs under Strive Women is structured into three packages, each designed to enhance business and financial skills

Package 1 (Core Package):

Focuses on Business & Financial Management, Life Skills, and Market Analysis Skills over three days through in-person training.



Package 2:

Covers Selling Online and E-commerce, social media for Business Promotion (Digital Marketing), and Business Registration & SECP Regulations in a hybrid format over three days, with Gender-Inclusive Leadership training conducted in person.



Package 3:

A two-day in-person training on Effective Use of E-Wallets, Financial Literacy, and an Introduction to Financial Products & Services.



PARTNERSHIPS

Financial Service Providers

Key partnerships with financial service providers including Mobilink Microfinance Bank Limited, U Bank, and Jazz Cash are instrumental in building the financial capacity of women entrepreneurs.

Our Women's Entrepreneurship program, launched in 2023, has transformed the lives of **16,583** micro and small enterprises by unlocking **\$191.41 million** in financial support.



Non-Financial Services

Non-financial service partnerships are essential in empowering women entrepreneurs by offering resources, capacity-building, advocacy, and networking opportunities. Key partners such as WCCI Quetta, WCCI Lahore, WCCI Faisalabad, WCCI Bahawalpur, and WCCI Islamabad have contributed significantly to their growth and sustainability.



INNOVATING ON GREEN BUSINESS, CHILDCARE, AND GENDER NORMS



Strive Women is promoting green solutions for micro and small women entrepreneurs, including Scooty finance, which enhances mobility by providing a reliable and cost-effective transportation option. By encouraging the use of electric or fuel-efficient scooters, this initiative helps reduce greenhouse gas emissions, contributing to environmental sustainability. Additionally, the Agri Carbon initiative supports climate-smart farming practices, further reducing carbon emissions and promoting sustainable agriculture.



BUILDING INCLUSIVE ECOSYSTEMS AND SUSTAINED ALLIANCES

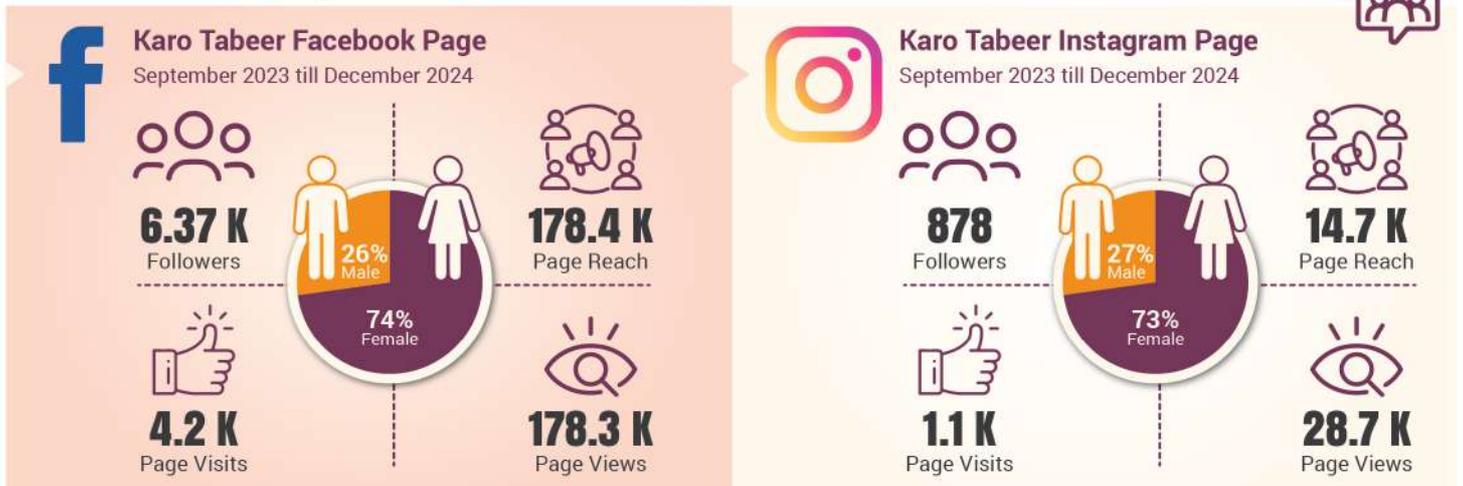


The 'Bedar Aurat Learning Network' has been established to create a supportive ecosystem for women entrepreneurs, providing a platform for mentorship, access to financial products, capacity-building programs, and networking opportunities to empower women-led micro and small enterprises to thrive. Collaborators for learning network includes Bedari, WCCI Islamabad, Pakistan Single Window, State bank of Pakistan, Khushhali Microfinance Bank Limited, U Bank, Fatimah Jinnah Women University, Mobilink Microfinance Bank Limited.



KARO TABEER

Fundamental advisory service for women entrepreneurs



CARE is a leading humanitarian organization operating in over 100 countries with a special focus on working alongside women and girls. Our mission is to save lives, defeat poverty, and achieve social justice.