

Government of Pakistan

Prime Minister's Office

Youth Affairs Wing

Islamabad 12th December 2022

The Prime Minister's Youth Program is working to make financial growth a possibility for women."

Ms. Shaza Fatima Khawaja, MNA and Special Assistant to the Prime Minister on Youth Affairs with the status of Minister of State inaugurated the wecamp Festival to Support and Celebrate 100 Women Entrepreneurs this past weekend at PNCA.

Atomcamp and wecamp in collaboration with the Trade Development Authority of Pakistan (TDAP), and Ministry of Commerce organized the wecamp festival this past weekend in Pakistan National Council of the Arts (PNCA), Islamabad, on the 10th and 11th of December 2022, from 12 pm to 10 pm. Over one hundred home-based women entrepreneurs set up their stalls, and displayed and sold their various handmade products.

The festival was inaugurated by Ms. Shaza Fatima Khawaja, MNA and Special Assistant to the Prime Minister on Youth Affairs with the status of Minister of State.

SAPM Ms. Khawaja showed her support as she visited the stalls. In her address, she highlighted gender inequalities in economic activities and ensured that PM's youth program will specially focus on giving loans and opportunities to women entrepreneurs.

"Women face immense difficulties in accessing financial opportunities and funding. Accordingly, the PM's Youth Program is working to make financial growth a possibility for women. I would also urge the TDAP to take initiatives to make women-owned businesses export ready."

The festival was open for all walks of life. Citizens of Islamabad and Rawalpindi visited the festival to support and celebrate home-based women entrepreneurs. TDAP displayed a stall for information and resources to help women to take their business to the next level.

The festival helped women entrepreneurs grow their businesses and expand their market outreach. Special focus was paid to reaching marginalized communities of women. Accordingly, wecamp partnered with The SEED Program to expand opportunities to twenty women entrepreneurs from KP at the festival.

Participation of women in the labour forces is 1/4th of the men's participation in the labour force. Women face mobility and cultural challenges to advance their careers and entrepreneurial pursuits. The marketplace and festivals by wecamp are initiatives towards reducing such gender inequalities in Pakistan.