

**Prime Minister's Office**

**Youth Affairs Wing**

**Press Release**

**Islamabad June 08, 2022**

Special Assistant to Prime Minister Ms. Shaza Fatima Khawaja attended an event related to the digital empowerment of women with the theme “Girls IN ICT”. The event was organized by Jazz and UNDP to highlight the importance of digital media literacy for women. Women comprised 49 percent of the total population of Pakistan.

During her address SAPM highlighted the importance of digital media literacy to overcome the barriers like access to information and online safety. 52 percent of young women have faced digital harm all over the globe. Therefore, it is necessary to raise awareness regarding the accurate use of digital media along with enhancing the number of users.

To play its role in promoting digital media literacy in women Prime Minister's Youth programme has specified a female Quota in different ventures. Through the High-Tech Skills programme young girls are getting skills training all across Pakistan, whereas business loans are empowering women through financial aid for IT startups. PM Laptop scheme also has a 50 percent quota for females enrolled in different educational institutions in the country.

SAPM appreciated Jazz and UNDP for organizing such an event. Ms. Shaza said that keeping modern trends in view; Education, Tech access, a Safe Digital Environment, and Digital Technology are the potential avenues to work and empower the women in Pakistan. As 68 percent women population is under the age of 30.

Prime Minister's Youth Programme ensures full support to all the organizations that work to empower the female population of the country. Women have been key stakeholders in all our initiatives. One of the foremost goals of PMYP is to engage the women population from all over Pakistan and play an integral role in promoting gender balance.