WOMEN DEVELOPMENT
GOVERNMENT OF THE PUNJAB

CM PUNJAB
MARYAM NAWAZ

ANNUAL PROGRESS REPORT

Financial Year 2025-26

Empowering Women
Enabling Progress



WOMEN DEVELOPMENT DEPARTMENT
GOVERNMENT OF THE PUNJAB

Chief Minister Punjab



> Our commitment to women's empowerment is deeply rooted in our faith and values. Islam honours women with dignity, rights and respect. In empowering women, we are not departing from our traditions; we are returning to them."

From the OIC Ministerial Conference on Women's Empowerment

MARYAM NAWAZ SHARIF
Chief Minister Punjab

Foreword



It gives me great pleasure to present the Annual Progress Report of the Women Development Department for Financial Year 2025-26. Under the visionary leadership of the Chief Minister Punjab, Maryam Nawaz Sharif, the Department has expanded its services for women across the province, from day care centres and working women hostels to skills training, business incubation and entrepreneurship support.

This report shows that thousands of women have gained new skills, started businesses and found safer places to work and live. It also shows that demand for these programmes far exceeds the slots available, which is both a measure of their success and a responsibility for all of us.

I appreciate the dedication of the Department's officers, our implementing partners and, above all, the women who took part. Together, we will continue to build a Punjab where every woman can learn, earn and lead with dignity.

Salma Saadia Temur
Parliamentary Secretary
Women Development Department, Government of the Punjab

Preface



This report presents a consolidated, data-driven account of the Department's performance during Financial Year 2025-26. It covers nine flagship initiatives together with the Department's digital media outreach and the work of the Punjab Commission on the Status of Women, and it reports results against targets and beneficiary outcomes.

The findings are encouraging. Most projects met or exceeded their targets, released funds were utilised at nearly 98%, and the digitalisation of the Department has strengthened real-time monitoring. The report is equally candid about the gaps, including data reconciliation, post-training tracking and staffing.

I commend the Strategic Planning and Implementation Unit (SPIU) and all project teams for their efforts, and I am confident that this report will guide evidence-based planning for FY 2026-27 and beyond.

Saman Rai
Secretary
Women Development Department, Government of the Punjab

Keynote



The measure of a public department is not the number of programmes it runs but the lasting change it makes in the lives of those it serves. This report shows a Department that is moving from separate services to an integrated system of support for women, one that protects, trains, connects and enables them at every stage of life and work.

Our policy direction rests on four commitments. We will take services closer to women, especially in districts that remain underserved. We will link every skills programme to real livelihoods through markets, finance and mentorship. We will make decisions on evidence, using integrated data and live dashboards as everyday management tools. And we will deepen partnerships with the private sector, civil society, academia and development partners, so that what works can be scaled and sustained.

This report is meant to be used, not merely read. Programme managers can test their strategies against results, planners can align budgets with demand, and partners can see where collaboration will count most. The methodology explains how each finding was sourced, and the cross-cutting analysis brings the initiatives together so that strengths and gaps can be seen in one place.

I thank the officers of the Department, the project teams and our implementing partners for their commitment. With clear priorities, sound data and a shared sense of purpose, I am confident that the Department will continue to build a Punjab in which every woman can learn, earn and lead with dignity and confidence.

Faiza Ahsan
Additional Secretary
Women Development Department, Government of the Punjab

Progress Report: A Success Story



From the desk of the Team Lead / Senior Policy Analyst, SPIU

Every progress report tells a story. In FY 2025-26 the Women Development Department's story is one of promises turned into delivery, backed by data that the Strategic Planning and Implementation Unit (SPIU) cross-checked with each project's focal persons.

The Women Development Department initiated 07 new Annual Development Schemes in Financial Year 2025-26. The Female Ambassador Program deployed 80 ambassadors in 40 universities (31 public and 9 private sector) across Punjab. They organised 778 activities within their respective universities and reached 80,609 people, 72.4% of them women. The Entrepreneurial Female Youth Pitch Competition registered 436 business ideas from 40 universities. It mentored 49 finalists and gave Rs. 1.0 million in seed funding to each of the top 10 start-ups. SEHR certified 2,065 women in Beautician training and 700 in Hospitality, both 100% of target, and its Digital Technology component drew 21,434 registrations. SheThreads registered 1,856 rural women, of whom 1,567 were certified and 1,260 have been employed in partner textile industries. WBIC Phase I trained 3,303 women (110% of target), and 98% of surveyed participants reported greater confidence. For safe and supportive environments, 393 new Day Care Centres now serve 5,327 children in 39 districts, 65.5% of the 600-centre target. Seventeen Working Women Hostels house 542 women (81.9% occupancy). Helpline 1043 has redressed 320,203 issues since 2014. The Digitalization of WDD delivered 9 live dashboards recording about 99,457 applications, and the Women First App passed 50,000 downloads after its January 2026 launch.

The SPIU team is working passionately on the revision of the Punjab Women Development Policy 2018, along with an Implementation Framework for the next 10 years with its KPIs. The SPIU team reviewed the existing policy and identified its implementation gaps. For that purpose, the SPIU organised consultative sessions with a range of stakeholders to test those findings and to add what the policy was missing. The revised policy will draw on this year's evidence. That evidence includes demand far above capacity, thin Day Care coverage in smaller districts, post-training tracking that is not yet systematic, and data that still needs reconciling across systems. The aim is a policy with clear targets, responsibilities and live monitoring through the Department's dashboards, so that results can be measured against it over the decade.

WDD staged its performance on regional and global platforms. WDD was represented at the 9th OIC Ministerial Conference on Women and at the Regional Convening on Transforming Care Systems across Asia and the Pacific in Seoul, Republic of Korea. UN Women organised the convening under the Transform Care Investment Initiative Asia-Pacific (TCII-AP), which aims to benefit 100 million women and girls, create 125 million care jobs and free up two billion hours of women's unpaid care work by 2035. WDD presented a Punjab model that fits this agenda: Day Care Centres, hostels, skills pathways and real-time dashboards. This opens the way to partnerships and learning for FY 2026-27.

Most projects met or exceeded their targets. The priorities are to scale what works, link training to decent work and let evidence guide decisions. My thanks go to the focal persons, the Specialist (R&D) and the SPIU team.

Nida Mukhtar Ahmad
Senior Policy Analyst / Team Lead
Strategic Planning & Implementation Unit (SPIU)
Women Development Department
Government of the Punjab

Disclaimer

Women Development Department (WDD), Government of the Punjab, has prepared this report for the purpose of presenting a consolidated account of departmental performance for Financial Year 2025-26. The report was compiled between July and August 2026. The data presented herein have been obtained during July and August 2026 from Project Completion Reports (PC-IV), programme dashboards, monthly progress reports, monitoring records and tracer surveys furnished by the Department and its implementing partners at the time of compilation, and are believed to be accurate as of the stated reporting dates.

Where minor variances exist between different internal tracking systems for the same indicator (for example, between a live dashboard figure and a subsequently reconciled Project Completion Report figure), both figures are presented and the variance is noted transparently as a data-quality observation rather than a substantive discrepancy, in the interest of accuracy and administrative accountability.

This document is intended for internal departmental use, onward reporting to the Government of the Punjab, and general public information. It does not constitute a legal or financial instrument, and no rights or entitlements accrue from its contents. Readers requiring authoritative figures for audit, legal or financial purposes should refer to the original source documents and official departmental records.

Acknowledgements

The Women Development Department, Government of the Punjab, gratefully acknowledges the leadership and vision of the Chief Minister Punjab Maryam Nawaz Sharif, which has provided the strategic direction and resourcing behind every initiative documented in this report.

The Department extends its sincere appreciation to Ms. Salma Saadia Temur, Parliamentary Secretary, WDD, Ms. Saman Rai, Secretary, WDD, and Ms. Faiza Ahsan, Additional Secretary, WDD, for their continued guidance and oversight throughout Financial Year 2025-26, and to the Directorate of Women Development, Punjab, for its role in the day-to-day implementation, monitoring and reporting of departmental schemes. The Department also gratefully acknowledges the contribution of Ms. Nida Mukhtar Ahmad, Senior Policy Analyst, SPIU, for her continued guidance and support throughout the compilation of this report.

This report would not have been possible without the diligent work of the focal persons of all projects including Day Care Centres, Ambassador Program, Youth Pitch Competition, Working Women Hostels, SEHR, WEPX, WBIC, SheThreads and the Digitalization of WDD initiatives, who helped conceive, implement and verify the underlying dashboards, monitoring records and tracer surveys drawn upon in this document. The Department also acknowledges the efforts of the Directorate of Women Development (DWD), Punjab Commission on the Status of Women (PCSW), as well as the Department's implementing partners, including the Punjab Day Care Fund (PDCF) Society, the Punjab Skills Development Fund (PSDF), the Punjab Information Technology Board (PITB), the Nail Bar Institute, the TDCP-ITHM (Institute of Tourism & Hotel Management) and all other stakeholders for their delivery of training, infrastructure, digital platforms and beneficiary services on the ground. Due acknowledgement is extended to the Planning and Development Board, Government of the Punjab, for its sustained guidance and support throughout the Financial Year. A special acknowledgement is due to all the staff of the Strategic Planning & Implementation Unit (SPIU), particularly Dr. Safdar Abbas, Specialist (R&D), who compiled this report.

Finally, the Department thanks the thousands of women across Punjab (students, ambassadors, entrepreneurs, trainees and residents) whose participation, feedback and testimonials form the evidentiary backbone of this report, and whose economic empowerment remains the Department's singular purpose.

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List of Abbreviations

The following abbreviations and acronyms are used throughout this report.

Abbreviation	Full Form
ADP	Annual Development Programme
AI	Artificial Intelligence
BISP	Benazir Income Support Programme
BS	Bachelor of Science
CCTV	Closed-Circuit Television
CGPA	Cumulative Grade Point Average
CM	Chief Minister
CNIC	Computerised National Identity Card
CR Portal	Complaint Redressal Portal
DCC	Day Care Centre
FY	Financial Year
GEDSI	Gender Equality, Disability and Social Inclusion
GIS	Geographic Information System
GMIS	Gender Management Information System
HEC	Higher Education Commission
HORECA	Hotel, Restaurant and Catering (sector)
IP	Intellectual Property
IT	Information Technology
ITHM	Institute of Tourism & Hotel Management
KPI	Key Performance Indicator
LCCI	Lahore Chamber of Commerce & Industry
LMS	Learning Management System
LNA	Learning Needs Assessment
MICS	Multiple Indicator Cluster Survey
MIS	Management Information System
MNA	Member of the National Assembly

Abbreviation	Full Form
MNWC	Maryam Nawaz Women Complex
MPA	Member of the Provincial Assembly
NADRA	National Database and Registration Authority
NGO	Non-Governmental Organisation
NSER	National Socio-Economic Registry
PC-I	Planning Commission Proforma-I (project approval document)
PC-IV	Planning Commission Proforma-IV (project completion report)
PCSW	Punjab Commission on the Status of Women
PDCF	Punjab Day Care Fund
PGPR	Punjab Gender Parity Report
PIFRA	Project to Improve Financial Reporting and Auditing
PITB	Punjab Information Technology Board
PMO	Project Management Office
PPRA	Punjab Procurement Regulatory Authority
PSDF	Punjab Skills Development Fund
PSER	Punjab Socio-Economic Registry
RBM	Result-Based Monitoring
SD&ED	Skill Development & Entrepreneurship Department
SDG	Sustainable Development Goal
SEHR	Skill Enhancement Through Home Reach
SLA	Service Level Agreement
SME	Small and Medium Enterprise
SOP	Standard Operating Procedure
SPIU	Strategic Planning & Implementation Unit
TDCP	Tourism Development Corporation of Punjab
TOR	Terms of Reference
TVET	Technical and Vocational Education and Training
USB	Universal Serial Bus
WBIC	Women Business Incubation Centre
WDC	Women Development Centre
WDD	Women Development Department
WEPX	Women Entrepreneurship Expo (Promoting Women Entrepreneurship Across Punjab)
WWH	Working Women Hostel

Executive Summary

Financial Year 2025-26 marked a period of significant expansion and consolidation for the Women Development Department (WDD), Government of the Punjab. The Department advanced a portfolio of nine flagship initiatives spanning safe and supportive environments, leadership development, entrepreneurship, vocational skills and digital governance, supported by a fast growing digital media outreach and by the work of its special institution, the Punjab Commission on the Status of Women (PCSW).

FY 2025-26 at a Glance

DAY CARE

393

new Day Care Centres, enrolling 5,327 children

AMBASSADORS

80,609

people reached by 80 Female Ambassadors
58,345 female, 22,264 male

PITCH

436

business ideas registered by female students

HOSTELS

542

working women housed in 17 hostels in 13 Districts Across Punjab

SEHR

2,065

women certified by the SEHR Beautician component

WEPX

89.5%

of surveyed WEPX exhibitors would participate again

WBIC

3,303

women trained by WBIC Phase I in 57 batches

SHETHREADS

1,567

SheThreads trainees certified; 1,260 employed

DIGITAL

99,457

applications recorded on nine live dashboards (approx.)

MEDIA

16.9M

social media views across six platforms (approx.)

PCSW

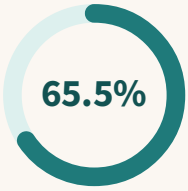
320,203

issues redressed by Helpline 1043 since 2014

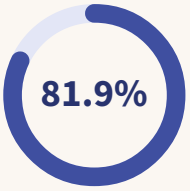
FINANCE

97.9%

of released funds utilised in FY 2025-26



Day Care Centres against the 600 target



Working Women Hostel occupancy



WBIC Phase I training target reached



Utilisation of released funds

Figures drawn from the Headline Achievements below and Section 14.1.

Headline Achievements

Day Care Centres: 393 new Day Care Centres established during 2024-2026 (194 in 2025-26 alone) against the three-year (2024-27) provincial target of 600 (65.5%), enrolling 5,327 children across 39 districts, in addition to the 410 DCCs established over 2013-2024.

Ambassador Program: 80 Female Ambassadors deployed across 40 partner universities in two batches, running 778 campus and community activities that reached 80,609 people (72.4% female), from an applicant pool of more than 36,300 students.

Youth Pitch Competition: 436 business ideas were registered by women students from 40 universities; 59 were shortlisted, 49 finalists received three days of intensive mentorship in Lahore, and the top 10 received Rs. 1.0 million each in seed funding at the Mega Showcase 2026.

Working Women Hostels: 17 hostels in 13 districts offered 662 beds, housing 542 working women (81.9% occupancy); 740 residency applications were received and 83.5% of 109 e-complaints were resolved, with monthly monitoring reports collected from the network.

SEHR (Skill Enhancement Through Home Reach): Against a two-year (2025-27) target of 5,365 trainees, the Beautician component certified 2,065 women (100% of its contracted target) from 19,067 registrations, the Hospitality component certified 700 women (100% of target) in five cities, and the Digital Technology component registered 21,434 applicants, with its first cohort of 193 trainees examined in May 2026.

WEPX (Promoting Women Entrepreneurship Across Punjab): The flagship Women Entrepreneurs Expo achieved a satisfaction rating of 77.3% on meeting expectations, and 89.5% of 172 surveyed exhibitors said they would participate again.

WBIC (Women Business Incubation Centre) Phase I: The flagship Lahore centre and satellite centres at Rawalpindi, Faisalabad and Bahawalpur trained 3,303 women in 57 batches, 110% of the 3,000 target. Of surveyed participants, 98% reported greater confidence, and 62.9% of those reporting revenue were earning monthly income. Cohort 5 drew 1,066 applications, and 372 participants are now engaged in training; Phase I retention was 90%.

SheThreads (Economic Empowerment Initiative for Rural Females in the Textile Sector): Against a two-year target of 2,500 rural women across five locations, 1,856 women have registered in 75 classes, 1,567 (84.4%) have completed training and been certified, and 1,260 trained women have been employed in partner industries.

Digitalization of WDD: A governance reform project executed by the Punjab Information Technology Board has delivered nine live programme dashboards recording approximately 99,457 applications, and the beneficiary-facing Women First App, which has crossed 50,000 downloads since its launch in January 2026.

Digital Media Outreach: WDD content drew approximately 16.9 million views across six social media platforms, including 16.0 million Facebook views from 4.15 million viewers between January and July 2026, 96.7% of them organic, supported by five major awareness campaigns.

Punjab Commission on the Status of Women (PCSW): The Punjab Women Helpline 1043 has redressed 320,203 issues since 2014 and resolved 95.5% of issues on the first call in 2025, and the Punjab Gender Parity Report 2023 & 2024 presents 315 indicators across six thematic areas; half of PCSW's 72 sanctioned posts remain vacant.

Key Findings

- **Demand far exceeds supply.** Applicant pools for the Ambassador Program, the Youth Pitch Competition and all three SEHR components ran between about 9 and more than 140 times the number of places on offer, pointing to strong latent demand and clear headroom for expansion.
- **Targets were largely met or exceeded.** SEHR's Beautician and Hospitality components each certified 100% of their contracted trainees, WBIC Phase I reached 110% of its target, and SheThreads registered 74.2% of its two-year target within its first year. The Ambassador Program deployed 80 Female Ambassadors across 40 partner universities in two batches and reached 80,609 people, 72.4% of them women, while the Youth Pitch Competition registered 436 business ideas from 40 universities, mentored 49 finalists and awarded Rs. 1.0 million in seed funding to each of its top 10 winners.

- **Women and vulnerable groups were reached.** Female reach was 72.4% in the Ambassador Program; SEHR, SheThreads, WBIC and the Pitch Competition served women exclusively, and widows, divorcees and unemployed women were deliberately prioritised in selection.
- **Funds were used efficiently.** Overall utilisation of released funds stood at 97.9%, with most schemes above 98%.
- **Gaps remain.** Day Care Centre coverage is thin in smaller districts; post-training outcome tracking is not yet systematic.

1. Introduction

1.1 About the Women Development Department

The Women Development Department (WDD), Government of the Punjab, is the provincial administrative department mandated to plan, coordinate and implement policies, programmes and legislative measures for the protection, welfare and socio-economic empowerment of women across the province. Its roles and functions are defined under the Rules of Business, 2011, and encompass policy formulation on women's development, coordination with allied departments on gender-responsive planning and budgeting, administration of protective and welfare services such as working women hostels and day care centres, oversight of the Punjab Commission on the Status of Women's implementation partners, and operation of frontline services including the Punjab Women Helpline 1043.

1.2 Evolution of the Department's Strategy: 2012-2023 and Post-2024

A comparison of departmental working between the periods 2012-2023 and post-2024 shows a marked shift in scale and strategic ambition. During the earlier period, the Department's operations centred on three principal service lines: Working Women Hostels (10 hostels inherited and managed from the Social Welfare Department), Day Care Centres (410 DCCs established over 2013-2024), and advocacy work, supplemented by the Punjab Women Helpline 1043. From 2024 onward, the Department re-envisioned its strategy under Chief Minister Punjab Maryam Nawaz Sharif's Vision.

The nine initiatives profiled in this report (Day Care Centres, the Ambassador Program, the Youth Pitch Competition, Working Women Hostels, SEHR, WEPX, WBIC Phase I, SheThreads and the Digitalization of WDD) map directly onto the Department's own post-2024 four-pillar strategy, reproduced here from the Department's internal strategy overview:

- Pillar 1, Economic Empowerment and Skill Development: Skill Enhancement Through Home Reach (SEHR), and SheThreads (Economic Empowerment Initiative for Rural Females in the Textile Sector).
- Pillar 2, Entrepreneurship Support and Business Development: Establishment of Women Business Incubation Centres (WBIC) Phase I, the Entrepreneurial Female Youth Pitch Competition, Promoting Women Entrepreneurship Across Punjab (WEPX / Women Expo), and the Digitalization of the Women Development Department.
- Pillar 3, Safe and Supportive Environment for Women: Day Care Centres and Working Women Hostels.
- Pillar 4, Leadership Development and Governance Participation: the Ambassador Program for female university students, and the establishment of Women Development Centres (WDCs) in 18 universities.

1.3 Purpose, Scope and Sources of this Report

This Annual Progress Report consolidates the performance of the Department's flagship FY 2025-26 initiatives into a single account for different stakeholders. It draws on the following categories of source material compiled by the Department and its implementing partners:

- PC-I project design documents and PC-IV Project Completion Reports, referenced for target data where available.
- Live programme dashboards recording applications, outreach activities, and beneficiary demographics (Ambassador Program, Youth Pitch Competition, SEHR, WBIC, SheThreads, and the nine consolidated dashboards built under the Digitalization of WDD project).
- Monthly structural and operational progress reports and e-complaint registers submitted by individual Working Women Hostels.
- Independent project completion and tracer reports submitted by implementing partners (Nail Bar Institute for the SEHR Beautician component; TDCP-ITHM (Institute of Tourism & Hotel Management) for the SEHR Hospitality component).
- Post-event feedback surveys (WEPX Expo) and project design documents (WBIC Phase I).
- The Department's internal post-2024 four-pillar strategy overview, which furnishes the strategic placement and thematic scope of each initiative profiled in this report.

Every figure in this report is drawn directly from the underlying source material; where a cost, target or outcome figure was not furnished for a particular scheme in the material made available for this report, that gap is noted explicitly rather than estimated, so that readers can distinguish verified figures from areas requiring further reporting. Section 2 sets out this report's methodology in full.

2. Methodology of the Report

This report is a compilation and synthesis exercise: it consolidates figures, narratives and data already produced by the Department and its implementing partners into a single, consistently formatted account, rather than generating new primary research.

2.1 Approach

Each of the nine initiatives profiled in this report (Sections 3 through 11), together with the Department's digital media outreach (Section 12) and the Punjab Commission on the Status of Women (Section 13), was written from the source documents furnished for that specific initiative: PC-I project design documents, PC-IV project completion reports, live programme dashboards, monthly progress reports, independent tracer surveys, and project briefs. Figures were extracted and, where multiple source documents covered the same initiative, cross-checked against one another; the report follows a consistent structure across initiatives, typically covering objectives, design, beneficiary targets, fund utilisation, and status and outlook, so that readers can compare initiatives on a like-for-like basis.

2.2 Data Sources

- PC-I project design documents and PC-IV project completion reports, referenced for target data where available.
- Live programme dashboards recording applications, outreach activities and beneficiary demographics.
- Monthly structural and operational progress reports and complaint registers.
- Independent project completion and tracer reports submitted by implementing partners.
- Post-event feedback surveys and project briefs.
- The Department's internal post-2024 four-pillar strategy overview, used to place each initiative within the Department's own organising framework.

2.3 Data Integrity Principles

- Every figure in this report is drawn directly from the underlying source material; no figure is estimated or interpolated to fill a gap.
- Where a chart value was read visually from a dashboard screenshot rather than sourced from an exportable data table, it is labelled "(Approx.)" in the chart title and "approximate, read from dashboard" in the axis title and source caption.

2.4 Limitations

This report reflects the source material made available at the time of compilation. Initiatives such as the Ambassador Program, the Youth Pitch Competition, and WEPX are reported with completed outcome data. Ongoing initiatives, including SEHR, SheThreads, the Digitalization of WDD, WBIC Phase I and Day Care Centres, are still at the implementation stage and are reported against live, in-progress dashboard and mobilisation data rather than completed outcomes. The consolidated, department-wide analysis (Section 14) is accordingly strongest for completed projects and more provisional for those still under way.

3.

Day Care Centres (DCCs)



STRATEGIC PILLAR
Safe and Supportive Environment for Women

FUND UTILISATION (FY 2025-26)
98.9% of releases utilised

GESTATION PERIOD
Three years, w.e.f. 2024-2027

PROVINCIAL TARGET
600 Day Care Centres

3.1 Project Objectives

- Provide funds to the Punjab Day Care Fund (PDCF) Society for establishment of Day Care Centres (DCCs) on a co-finance basis in public sector organisations, making workplaces women-friendly.
- Enable working women across the province to look after their children during working hours, with all DCCs established within the premises of the concerned organisation and equipped with the required facilities.
- Establish DCCs on a permanent, self-sustaining basis: WDD bears the initial establishment cost and one year of operational cost, after which the DCC transitions to a self-sustainable model under the host organisation's supervision.
- Create a peaceful working environment for the female workforce so that employees can work with peace of mind, knowing their children are cared for close to their workplace.
- Establish a dedicated wing at the Directorate of Women Development for establishment and running of Day Care Centres, and develop, with the Punjab Information Technology Board (PITB), an IT-based system to automate DCC service provision.

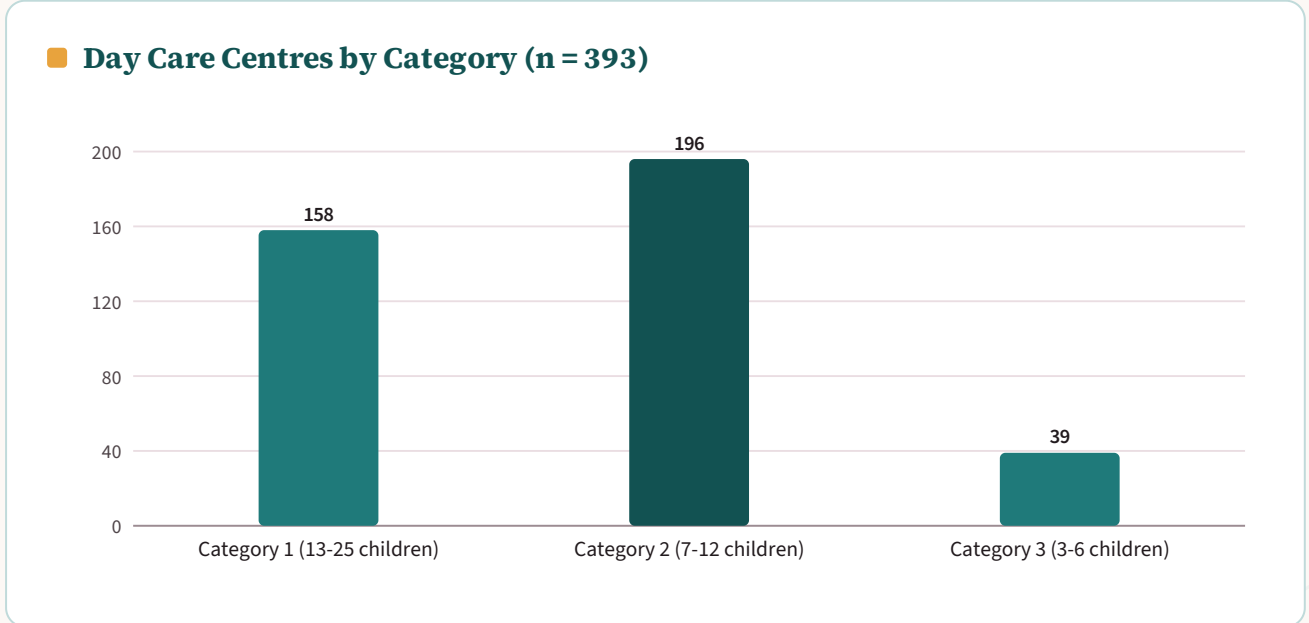
3.2 Design and Selection Criteria

Day Care Centres are approved on a first-come, first-served basis once eligibility requirements are fulfilled, with first preference given to public sector organisations of the Government of the Punjab; applications from Federal Government organisations based in Lahore are also entertained. The final number of centres established depends on the mix of categories applied for and funded. Human resource, office equipment and one year of operational cost for project staff are also financed from the project cost. DCCs are classified into three categories based on the number of children served, the maximum PDCF grant, and the minimum covered area required:

Category	Number of Children	Maximum Grant by PDCF (Rs.)	Minimum Covered Area (excl. kitchen/washroom/office)
Category 1	13 to 25	2,260,000	At least 750 sq. ft
Category 2	7 to 12	1,330,000	At least 360 sq. ft
Category 3	3 to 6	815,000	At least 180 sq. ft

3.3 Achievement Against Target

By the reporting date, 393 Day Care Centres had been established during 2024-2026, including 194 in 2025-26 alone, against the three-year provincial target of 600, an achievement rate of 65.5%, roughly two years into the 2024-2027 gestation period, in addition to the 410 DCCs established over 2013-2024. The category-wise mix (below) shows that Category 2 centres (7-12 children) form the largest share at 49.9% of centres established, followed by Category 1 (13-25 children) at 40.2% and Category 3 (3-6 children) at 9.9%. This skew towards mid-sized facilities suggests that host organisations are, on average, sizing their applications to the medium tier rather than the largest or smallest bracket; a further 207 centres are needed to reach the 600-centre target.

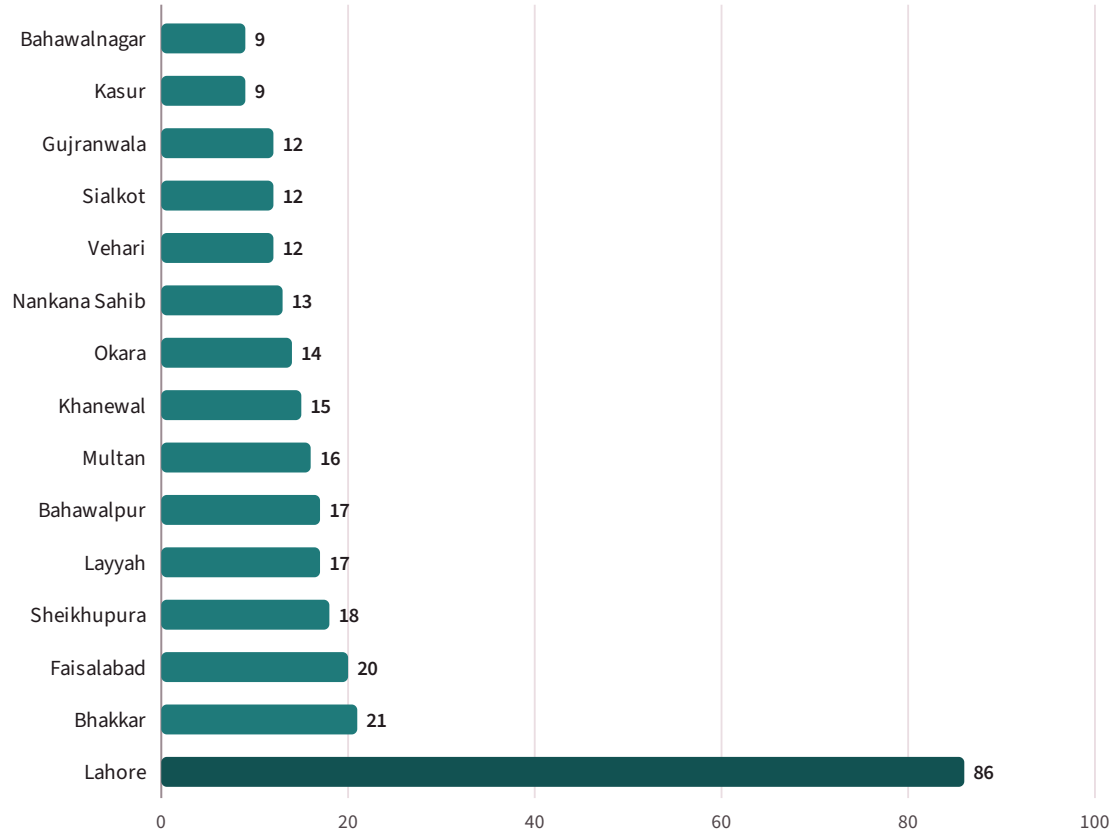


Source: PDCF Day Care Centres database, category-wise establishment data.

3.4 District-Wise Performance

The chart and table below rank all 39 reporting districts by total centres established. Coverage is heavily concentrated in a small number of districts: the top five districts (Lahore, Bhakkar, Faisalabad, Sheikhupura and Bahawalpur tied with Layyah at 17 centres each) together account for 162 of the 393 centres established (41.2% of the provincial total) while the top ten districts account for 60.3%.

Top 15 Districts by Day Care Centres Established



#	District	Cat 1	Cat 2	Cat 3	Total Centres	Children (Enrolled)
1	Lahore	44	36	6	86	1,152
2	Bhakkar	3	18	0	21	196
3	Faisalabad	11	9	0	20	321
4	Sheikhupura	11	6	1	18	349
5	Bahawalpur	8	8	1	17	245
6	Layyah	5	6	6	17	217
7	Multan	2	11	3	16	158
8	Khanewal	0	15	0	15	140

#	District	Cat 1	Cat 2	Cat 3	Total Centres	Children (Enrolled)
9	Okara	6	6	2	14	215
10	Nankana Sahib	8	4	1	13	198
11	Gujranwala	6	5	1	12	167
12	Sialkot	4	8	0	12	157
13	Vehari	1	4	7	12	110
14	Bahawalnagar	2	4	3	9	124
15	Kasur	3	6	0	9	193
16	Rajanpur	4	4	1	9	110
17	Sargodha	5	3	1	9	83
18	Muzaffargarh	4	3	0	7	137
19	Narowal	3	4	0	7	47
20	Rahim Yar Khan	5	2	0	7	108
21	Rawalpindi	5	2	0	7	92
22	Dera Ghazi Khan	4	2	0	6	126
23	Hafizabad	1	4	1	6	51
24	Jhang	0	4	1	5	41
25	Sahiwal	3	1	1	5	66
26	Khushab	0	4	0	4	54
27	Mianwali	2	2	0	4	116
28	Pakpattan	1	2	1	4	61
29	Toba Tek Singh	1	3	0	4	45
30	Attock	2	0	1	3	53
31	Kot Addu	0	3	0	3	38
32	Chakwal	0	2	0	2	23
33	Chiniot	2	0	0	2	22
34	Lodhran	0	2	0	2	19

#	District	Cat 1	Cat 2	Cat 3	Total Centres	Children (Enrolled)
35	Mandi Bahauddin	1	1	0	2	41
36	Gujrat	0	1	0	1	15
37	Jhelum	1	0	0	1	15
38	Murree	0	1	0	1	7
39	Talagang	0	0	1	1	15
Total		**158**	**196**	**39**	**393**	**5,327**

Source: PDCF Day Care Centres database, category- and district-wise establishment data.

3.5 Monitoring and Public Visibility

Programme performance is tracked through physical monitoring and through a live Dashboard of Day Care Centres, and a photographic Picture Gallery of established centres is maintained for public visibility and quality verification. These tools support the Directorate's dedicated DCC wing in monitoring the co-finance model and in tracking each centre's transition to the self-sustaining operating model after its first year of WDD-funded operation.

4.

Skills Development Through Ambassador Program for Female University Students Across Punjab

Female Ambassador Program
She Leads Punjab

STRATEGIC PILLAR
Leadership Development and Governance Participation

FUND UTILISATION (FY 2025-26)
100% of releases utilised

APPLICATIONS RECEIVED
36,349 across two batches

GESTATION PERIOD
2025-2026 (01.07.2025 - 30.06.2026)

AMBASSADORS DEPLOYED
80 (40 per batch)

PARTNER UNIVERSITIES
40 public and private universities

4.1 Project Objectives

- Foster leadership development and advocacy focused on women's rights and issues among university students.
- Strengthen the visibility and outreach of WDD initiatives through student-led campaigns.
- Foster business networking and knowledge-sharing opportunities for young women.
- Encourage entrepreneurship and community engagement through structured activities.
- Provide digital media skills to students, and stipends and incentives to ensure meaningful participation.

4.2 Design: Selection, Training and Deployment

Ambassadors were selected through an open, merit-based competition requiring at least a 2.5 CGPA, enrolment in the 3rd-6th semester of an undergraduate programme or the 2nd-3rd semester of a graduate programme, active membership in university societies, and demonstrated participation in curricular activities; shortlisting combined an online test with a structured interview assessing interpersonal communication, with preference given to candidates holding prior leadership roles. Vice Chancellors nominated an administrative focal person at each university to support coordination, and one ambassador was appointed per university per semester (two ambassadors per university annually), for a total of 80 across the province.

Selected ambassadors received branded kits (coat, bag, water bottle, diary, cap, pen and USB drive), attended a centralised orientation and training on leadership, entrepreneurship and advocacy, and received a monthly stipend of Rs. 20,000 for four months (Rs. 80,000 per ambassador per batch). Their key responsibilities included identifying students for skill-building programmes, organising training and mentorship sessions, promoting entrepreneurship and industry collaboration, mobilising students towards social, digital and professional skill acquisition, and driving awareness on Gender Equality, Diversity and Social Inclusion (GEDSI) and women's rights.

4.3 Applications Received

The programme drew very high demand relative to the 40 available places per batch. In Batch I, 15,953 total applications were received (4,684 complete and 11,269 partial), of which 4,363 came from public-sector-enrolled students and 321 from private-sector institutions. In Batch II, applications rose to 20,396 (5,719 complete and 14,677 partial), a 27.9% increase in total applications over Batch I, indicating growing awareness and demand for the programme as it became established. The Project Completion Report confirms the Batch I figure (4,684) but records 5,718 completed applications for Batch II, one fewer than the dashboard; this one-unit variance across reporting systems is noted here as a data-quality observation rather than a substantive discrepancy.

Batch	Total Applications	Complete	Partial	Public Sector	Private Sector
Batch I	15,953	4,684	11,269	4,363	321
Batch II	20,396	5,719	14,677	5,173	545

Source: WDD Ambassador Program applications data; PC-IV records Batch II completed applications as 5,718 (5,173 public / 545 private).

4.4 Outreach Performance: Batch I (21 Oct 2025 to 26 Mar 2026)

Batch I ambassadors logged 363 activities across 40 universities, reaching 47,341 people, of whom 33,459 (70.7%) were women. In-person engagement dominated delivery (43,776 of 47,341 reached, 92.5%), with online activity contributing the remaining 7.5%. Reach peaked in November and December 2025 (15,998

and 13,268 respectively), coinciding with the main semester-one training and campaign window, before tapering as the batch approached its reporting cut-off in March 2026.

Metric	Value
Total Activities	**363**
Ambassadors	40
Universities	40
Total Reach	**47,341**
Female Reached	33,459 (70.7%)
Top 5 Ambassadors Awarded	Rs. 50,000 each

Top Five Performing Ambassadors: Batch I

Ambassador	Activities	Male	Female	Total Reach
Eman Fatima	24	311	2,191	2,502
Malaika Majeed	16	192	1,694	1,886
Syeda Areesha Aziz	14	220	875	1,095
Urva Basharat	14	212	746	958
Ayesha Noor Abbasi	13	350	836	1,186

4.5 Outreach Performance: Batch II (10 Feb 2026 to 10 Jun 2026)

Batch II ran 415 activities (a 14.3% increase over Batch I) across 40 ambassadors and 39 partner universities, reaching 33,268 people of whom 24,886 (74.8%) were women, an improvement of over four percentage points in female-reach share compared with Batch I. The mode of delivery shifted markedly towards online engagement: 30.8% of Batch II reach was achieved online (10,254 of 33,268), more than four times the online share recorded in Batch I (7.5%), suggesting ambassadors and universities became more comfortable with hybrid delivery formats as the programme matured.

Metric	Value
Total Activities	**415**
Ambassadors	40
Universities	39
Total Reach	**33,268**
Female Reached	24,886 (74.8%)

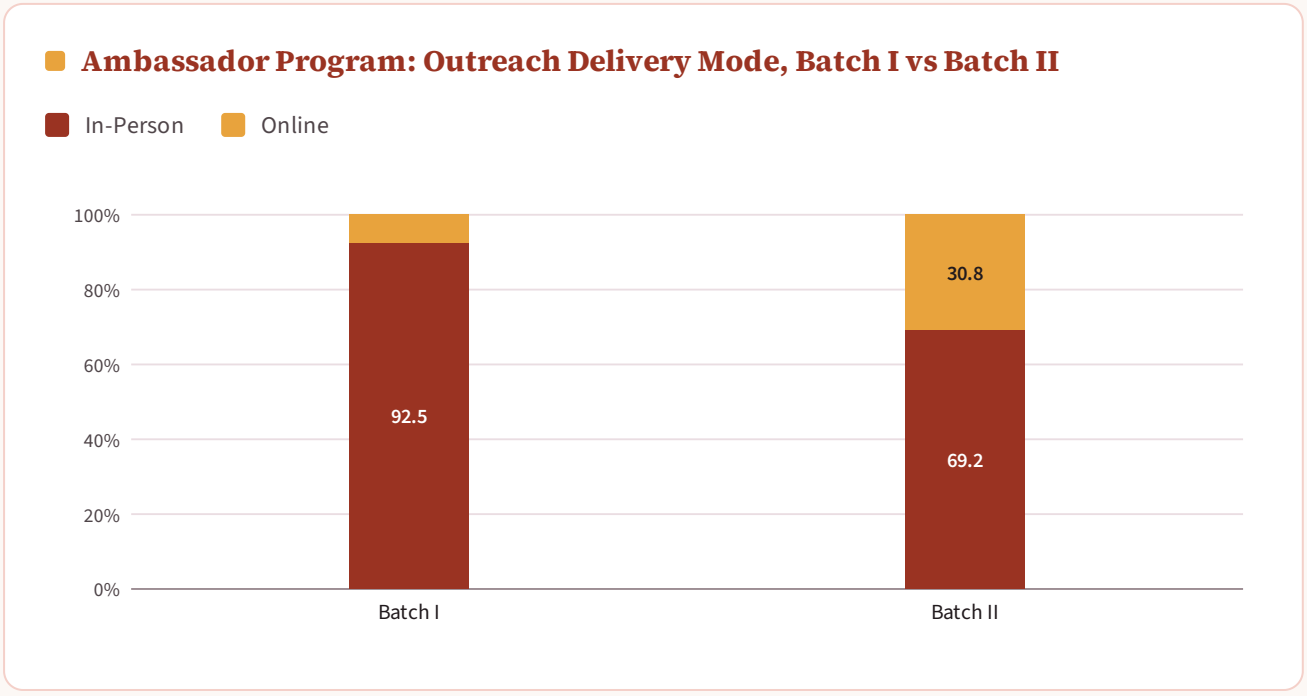
Metric	Value
Top 5 Ambassadors Awarded	Rs. 50,000 each

Top Five Performing Ambassadors: Batch II

Ambassador	Activities	Male	Female	Total Reach
Maimoona Bibi	14	-	414	414
Maira Kashaf Raja	12	92	655	747
Malaika Hanif	12	25	717	742
Maleeka Siddiqa	12	-	581	581
Rimsha Sattar	12	61	456	517

Delivery Mode: In-Person vs Online Reach

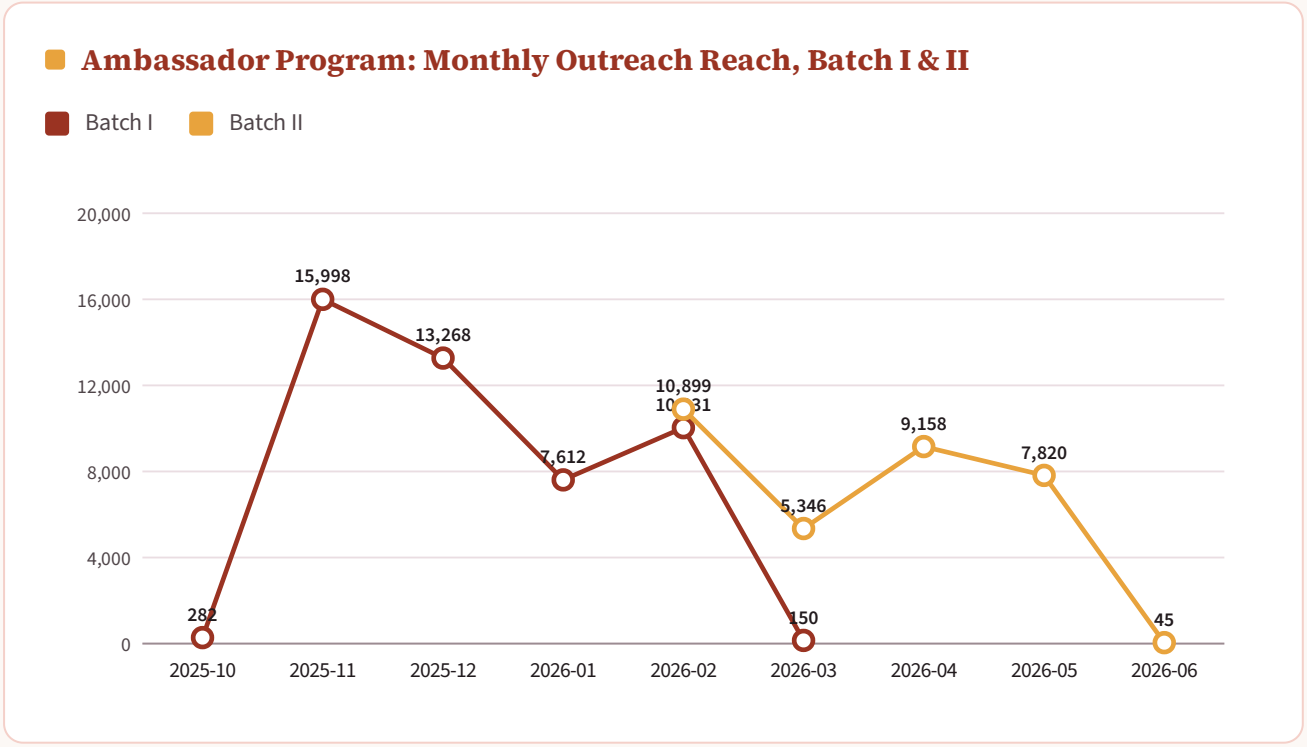
The mode of outreach delivery shifted markedly between the two batches: in-person engagement dominated Batch I (92.5% of reach, against 7.5% online), while Batch II saw online delivery more than quadruple its share to 30.8% (with in-person accounting for the remaining 69.2%), evidence that ambassadors and partner universities grew more comfortable with hybrid delivery formats as the programme matured over its first year.



Source: WDD Ambassador Program outreach activity logs, Batch I and Batch II, by delivery mode.

4.6 Combined Batch I & II Outreach Impact

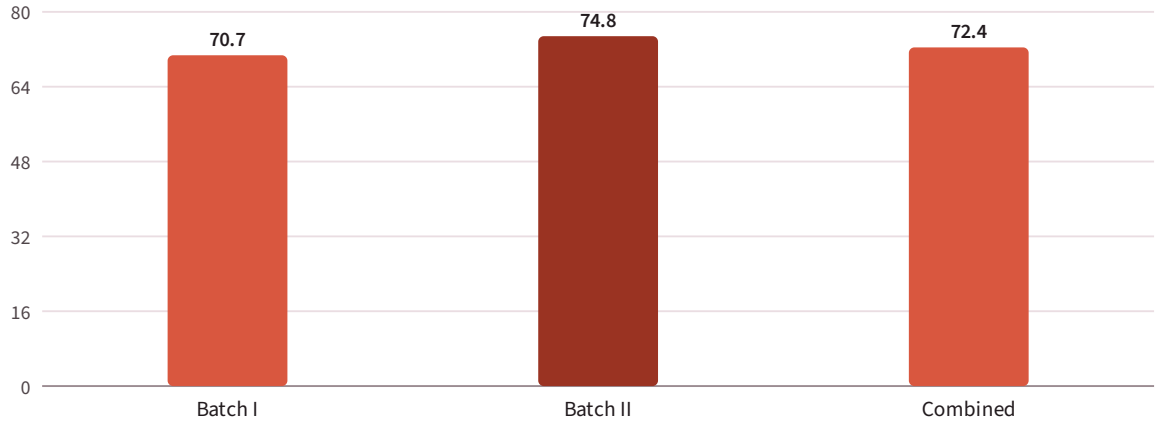
Taken together, the two batches of the Ambassador Program conducted 778 activities across 80 ambassadors and their partner universities, reaching 80,609 people, of whom 58,345 (72.4%) were women, comfortably exceeding the programme's implicit gender-reach expectations and confirming that the ambassador model is an effective channel for reaching young women specifically, not just for reaching students generally. The chart below tracks monthly activity volume and reach for both batches on a common timeline, showing the brief Batch I/Batch II overlap in February-March 2026 as Batch II ramped up while Batch I was concluding, followed by Batch II's own peak of activity in April-May 2026.



Source: WDD Ambassador Program monthly activity and reach logs, Batch I and Batch II.

The female-reach share held consistently above 70% in both batches and improved from Batch I to Batch II, as shown below.

Female Share of Ambassador Program Outreach



4.7 Fund Utilisation

The Ambassador Program utilised 100% of the funds released to it for FY 2025-26.

4.8 Impact Assessment (from the PC-IV Completion Report)

- Financial: Equips young women with entrepreneurship, digital freelancing and business-management skills that improve access to income-generating opportunities and self-employment, supporting household financial independence.
- Economic: Increases women's participation in the workforce and entrepreneurial ecosystem, supporting the emergence of future women-led enterprises and a more inclusive provincial economy.
- Technological: Improves digital literacy through practical exposure to digital tools, social media management, e-commerce and freelancing platforms.
- Social: Strengthens leadership, confidence and civic engagement, and builds a network of young female change-makers able to influence their communities on gender equality and women's rights.
- Educational: Complements formal education with practical leadership, communication, advocacy and entrepreneurial skills not typically covered in academic curricula, improving employability and career preparedness.
- Health: Awareness campaigns and community engagement activities raised knowledge of women's health, mental well-being, and gender-based violence prevention.
- Environmental: Thematic activities on green entrepreneurship, eco-friendly practices and climate-conscious business models raised environmental awareness, with no adverse environmental impacts anticipated.
- Development: Builds a pipeline of skilled, empowered female leaders supporting SDG-5 (Gender Equality) and SDG-8 (Decent Work and Economic Growth).

4.9 Sustainability Mechanisms

- An Ambassador Alumni Network will maintain peer learning, mentorship and collaboration among former ambassadors beyond the project period.
- Participating universities are encouraged to institutionalise ambassador-led activities within student societies and Women Development Centres.
- The university focal-person mechanism will continue as a standing coordination platform between universities and WDD.
- Social media groups and digital channels will continue to support information-sharing and networking among ambassadors.
- Strategic linkages with private-sector organisations and incubation centres will facilitate internships, mentorship and funding access for participants.
- Universities are encouraged to formally recognise outstanding ambassadors through certificates and institutional awards.
- The programme will remain aligned with provincial women's empowerment, youth development and digital inclusion policy, enabling future scaling.

5.

Entrepreneurial Female Youth Pitch Competition



STRATEGIC PILLAR
Entrepreneurship Support and Business Development

FUND UTILISATION (FY 2025-26)
Around 100% utilisation

APPLICATIONS RECEIVED
436 business ideas

GESTATION PERIOD
2025-2026 (01.07.2025 - 30.06.2026)

SEED FUNDING AWARDED
Rs. 1.0 million each to 10 winning startups

UNIVERSITIES ENGAGED
40, across 13 districts

5.1 Project Objectives

- Receive and evaluate business pitch submissions from female students across Punjab.
- Shortlist the top business ideas through a transparent screening process and provide mentorship.
- Run a competitive selection process for the top 10 business ideas.
- Award seed funding to the top 10 winners.

5.2 Design: Three-Phase Competition Structure

The competition targeted female students enrolled from the 2nd semester onward in any discipline at Punjab's public and private universities; WDD worked in collaboration with 40 universities, 18 of which host Women Development Centres. The competition ran in three phases: a University-Level Engagement phase inviting ideas and mentoring the top two per university; a Mentorship phase in which the pool of finalists received three days of intensive, expert-led training in

Lahore; and a Provincial Finale at which the top 10 ideas were selected and awarded seed funding of Rs. 0.5-1.0 million depending on the scope and scale of the business (the PC-IV Completion Report records a flat award of Rs. 1.0 million to each of the 10 winners). Post-award, the design provided for follow-up through site visits, mentor reviews and financial reporting, culminating in a project completion and final report.

5.3 Applications Dashboard

The competition drew 436 applications from 40 universities across 13 districts; all applications were reviewed, and 54 were recommended following evaluation, with an average total score of 73.1 out of 100. Public-sector university students dominated the applicant pool (94.2%), with private-sector students contributing the remaining 5.8%. Separately, the PC-IV Completion Report records that 59 ideas were shortlisted at university level and subsequently refined to 49 participants who received the 3-day mentorship, a modest variance from the dashboard's 54 recommended applications that likely reflects the difference between the dashboard's scoring-based recommendation threshold and the university-committee shortlist used for the PC-IV report; this is flagged here as a definitional difference between two internal tracking systems rather than a discrepancy in actual beneficiary numbers.

Total Applications	Universities	Districts	Reviewed	Recommended	Avg. Score	% Public Univ.	% Private Univ.
436	40	13	436	54	73.1 / 100	94.2%	5.8%

Top Universities by Application Volume

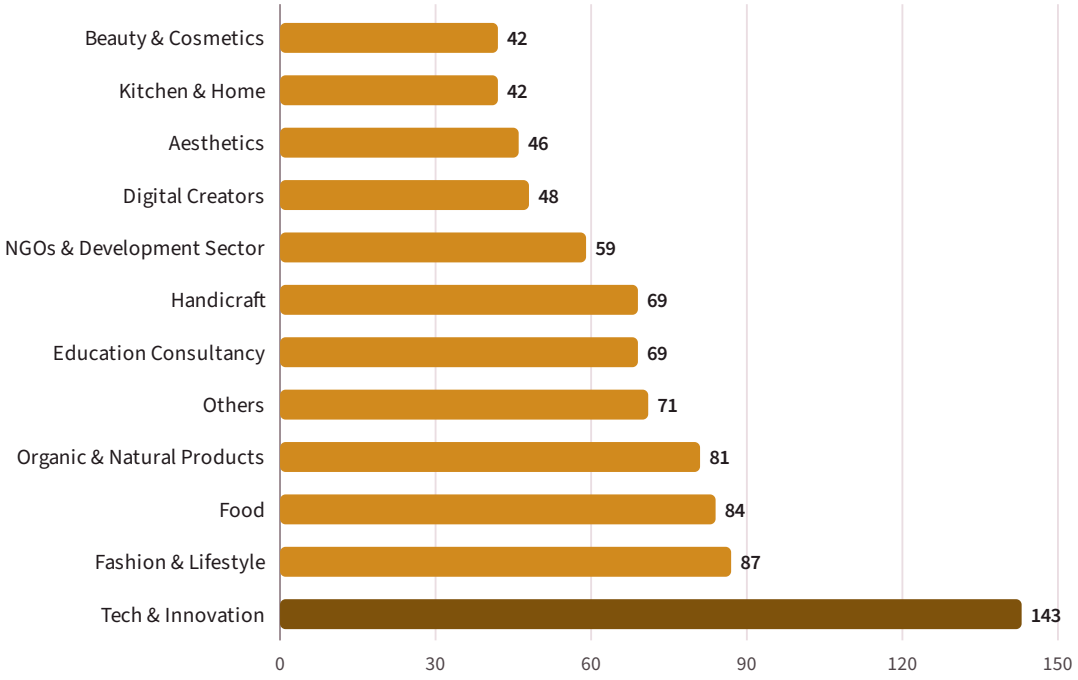
University	Applications	Avg. Score (scored only)
The Government College University, Faisalabad	63	93.0
University of Layyah	46	92.5
The Fatima Jinnah Women University, Rawalpindi	26	75.5
The University of Home Economics, Lahore	26	60.5
Khwaja Fareed University of Engineering & IT, Rahim Yar Khan	23	79.0
The University of Engineering & Technology, Lahore	21	94.0
The Government Sadiq College Women University, Bahawalpur	19	64.5
The Women University, Multan	19	66.5
The Nishtar Medical University	18	59.9
The University of the Punjab, Lahore	16	89.3

Top 10 of 37 reporting universities; full listing is provided at Annexure A.1.

Applicants by Sector, Idea Maturity, and Timing

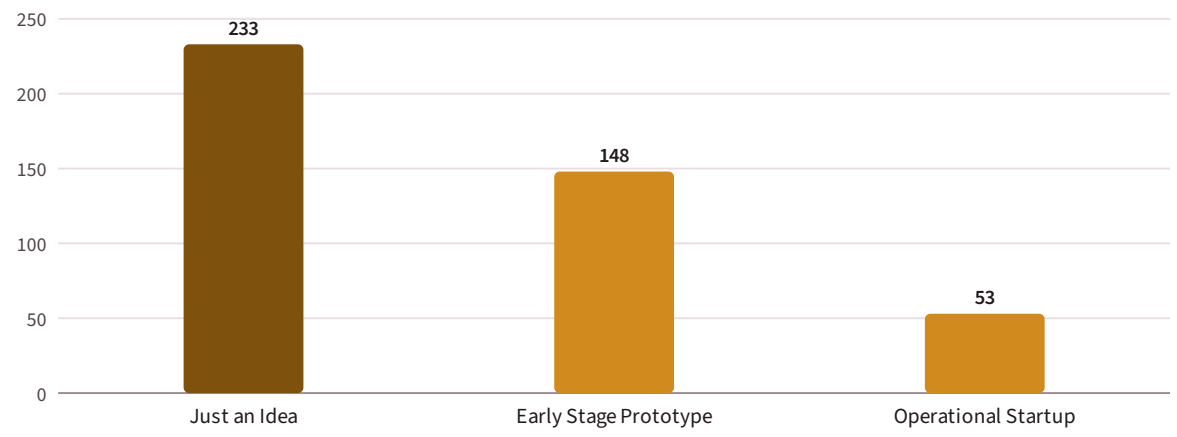
Applicants were free to tag more than one business sector, so tag counts exceed the number of applications. Technology & Innovation was the most frequently selected sector (32.9% of applicants), followed by Fashion & Lifestyle (20.0%) and Food (19.4%), indicating that, contrary to a common assumption that women-led youth business ideas cluster in traditional craft or food sectors, tech-oriented ideas were in fact the single largest category. In terms of maturity, the majority of ideas (53.7%) were submitted as concepts only, without a prototype or operating business, while 34.1% had reached an early-stage prototype and 12.2% were already operating, suggesting the competition is functioning primarily as an idea-validation and early-stage launchpad rather than a scale-up vehicle for already-running businesses. Submissions were concentrated in August 2025 (49.1% of applications), coinciding with the launch and awareness campaign.

Youth Pitch Competition: Applications by Sector (Top 12)



Source: WDD Pitch Competition applications dashboard, sector tags (top 12 of 22; multi-tag); full listing at Annexure A.2.

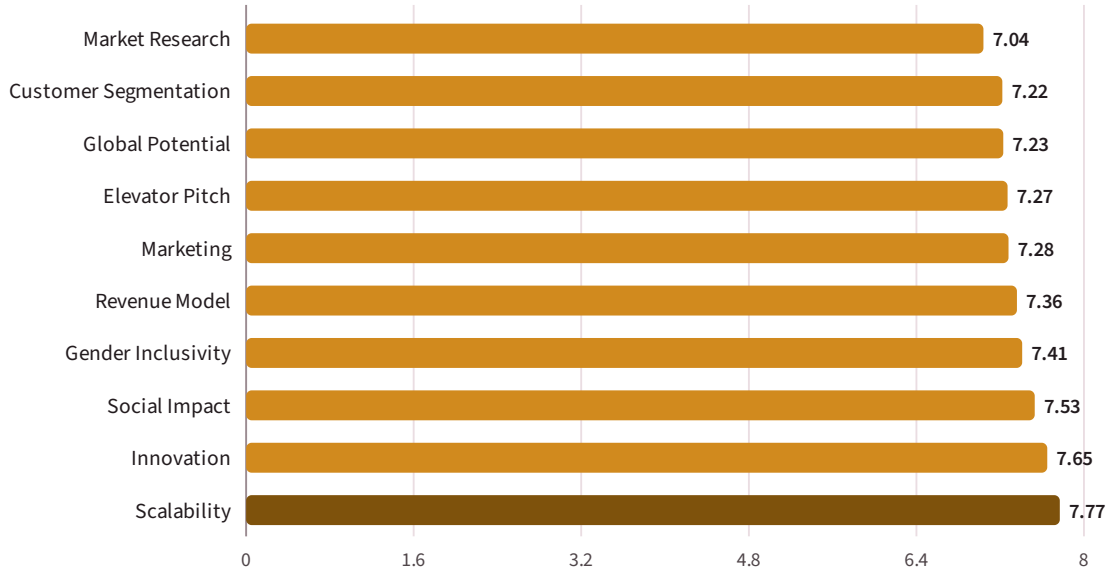
Youth Pitch Competition: Idea Maturity (n = 434)



Average Score by Evaluation Criterion

Based on the 81 fully scored applicants (of 436 total), Scalability (7.77/10) and Innovation (7.65/10) scored highest on average, while Market Research (7.04/10) scored lowest, a pattern consistent with the observation above that most applicants were at the idea stage and had not yet conducted extensive market validation.

Average Score by Evaluation Criterion (n = 81 scored)



Source: WDD Pitch Competition scoring dashboard, 81 fully scored applicants.

5.4 Top Ten Winners

The table lists the ten winners of the Entrepreneurial Female Youth Pitch Competition. Each winner comes from a different university, which shows that the competition attracted strong entrants from across Punjab

rather than from one or two institutions. Half of the winners (5 of 10) study in Lahore, at the University of the Punjab, University of Lahore, University of Engineering and Technology, University of Central Punjab and University of Education. The other five come from outside the provincial capital: three from southern Punjab (Bahawalpur, Multan and Rahim Yar Khan) and two from the north (Rawalpindi and Wah Cantt). The presence of three winners from southern Punjab is notable, as it shows that young women from less-served regions can compete successfully when given the opportunity.

The winners also represent a wide mix of institutions: seven are from public-sector universities and three from private ones, and they include general, engineering, agriculture, education and women-only universities. This suggests that entrepreneurial talent among female youth is not limited to business schools and that technical and specialised institutions are an important source of startup ideas.

By business area, Tech & Innovation and Organic & Natural lead with four winners each (40% each), followed by one winner each in Textile, Fashion & Lifestyle and in Aesthetics and Digital Creators. Many of the ideas address social and environmental problems. Three focus on waste reduction and recycling (Green Plastic, Revive Plastic and MangoRenew), one on health technology (PneumoSense for pneumonia detection), one entrant pitched two social ideas (Suno Beti and Life Saving), and others build on food, natural beauty, craft and knitwear products (BakeTheory, Glowvana, Clay Bloom and Knitto Store). The strong focus on sustainability, health technology and value addition to local produce shows that the young women are linking business opportunities to community needs.

Overall, the results show that the competition drew a diverse group of female entrepreneurs in terms of location, institution and business idea. Continued mentoring, access to seed funding and links with incubation centres, particularly for winners from southern Punjab and those with technology-based ideas, would help turn these pitches into viable enterprises.

Top 10 Winners

Entrepreneurial Female Youth Pitch Competition

Sr. No	Full Name	Father Name	University	Startup Title	Business Area
1	Anam Shahid	Shahid Ali Ansari	The University of the Punjab, Lahore	Relife.pk	Tech & Innovation
2	Rameen Awan	Altaf Haider Awan	University of Lahore, Lahore	Clay Bloom	Aesthetics, Digital Creators
3	Maria Qayyum	Abdul Qayyum	The Fatima Jinnah Women University, Rawalpindi	Green Plastic	Tech & Innovation
4	Mishal Attique	Attiq Ur Rehman Khan	The University of Engineering & Technology, Lahore	Revive Plastic	Organic & Natural

Top 10 Winners					
5	Javeria Javed	Muhammad Javed	The Islamia University, Bahawalpur	Knitto Store	Textile, Fashion & Lifestyle
6	Mah Noor Arif	Muhammad Arif	University of Central Punjab, Lahore	BakeTheory	Organic & Natural
7	Fatima Abbas	Muhammad Abbas Chaudhary	The University of Education, Lahore	First idea is "SUNO BETI" and second idea is "LIFE SAVING"	Tech & Innovation
8	Misbah	Zafar Iqbal Khan	University of Wah, Wah Cantt	Glowvana	Organic & Natural
9	Laiba Batool	Hafeez Ur Rehman	The Muhammad Nawaz Sharif University of Agriculture, Multan	PneumoSense (Breath analysis for Pneumonia Detection)	Tech & Innovation
10	Faiza Amir Khakwani	M. Amir Khan Khakwani	Khwaja Fareed University of Engineering and Information Technology, Rahim Yar Khan	MangoRenew - Zero-Waste Mango Solutions	Organic & Natural

5.5 Implementation Achievements (from the PC-IV Completion Report)

- Development of a dedicated digital application portal in collaboration with the Punjab Information Technology Board (PITB).
- Engagement of 40 universities, with 436 business ideas registered online from female university students.
- 59 ideas shortlisted at university level, refined to 49 participants who received 3-day intensive mentorship training in Lahore.
- Top 10 high-quality business ideas secured Rs. 1.0 million in seed money each at the Mega Showcase 2026 held in Lahore.

5.6 Fund Utilisation

The Youth Pitch Competition recorded around 100% utilisation for FY 2025-26.

5.7 Impact Assessment (from the PC-IV Completion Report)

- Financial: Provides direct seed-funding access, enabling winners to convert ideas into operational enterprises and generate sustainable income streams.
- Economic: Contributes to the creation of women-led startups and employment opportunities,

strengthening Punjab's entrepreneurial ecosystem.

- Technological: Encourages technology-driven ideas in digital services, e-commerce, AI and Agri-tech, with a digital portal broadening participants' exposure to modern business tools.
- Social: Builds confidence, leadership and decision-making skills among young women and creates visible role models for future entrepreneurs.
- Educational: Bridges academic learning and real-world business opportunities through entrepreneurship education, mentorship and pitching skills.
- Health: Not directly targeted, but improved income prospects can contribute indirectly to better living standards and access to healthcare.
- Environmental: Encourages green enterprises, renewable-energy and recycling-oriented business ideas.
- Development: Supports the Government of Punjab's agenda for women's empowerment, innovation and inclusive economic growth.

6.

Working Women Hostels



STRATEGIC PILLAR
Safe and Supportive Environment for Women

NATURE OF SERVICE
Standing departmental service (non-ADP)

HOSTELS / DISTRICTS
17 hostels in 13 districts

BED CAPACITY / OCCUPANCY
662 beds / 542 occupied (81.9%)

The Working Women Hostels (WWHs) of Punjab are administered and managed by WDD through its Directorate of Women Development. Unlike the other schemes in this report, WWH is a standing, routine service of the Department rather than a fixed-term ADP scheme; hostels are established in a phased manner covering the province, and no discrete PC-I cost or gestation period is attached to the service line as a whole. As of the reporting date, the Department operated 17 hostels across 13 districts.

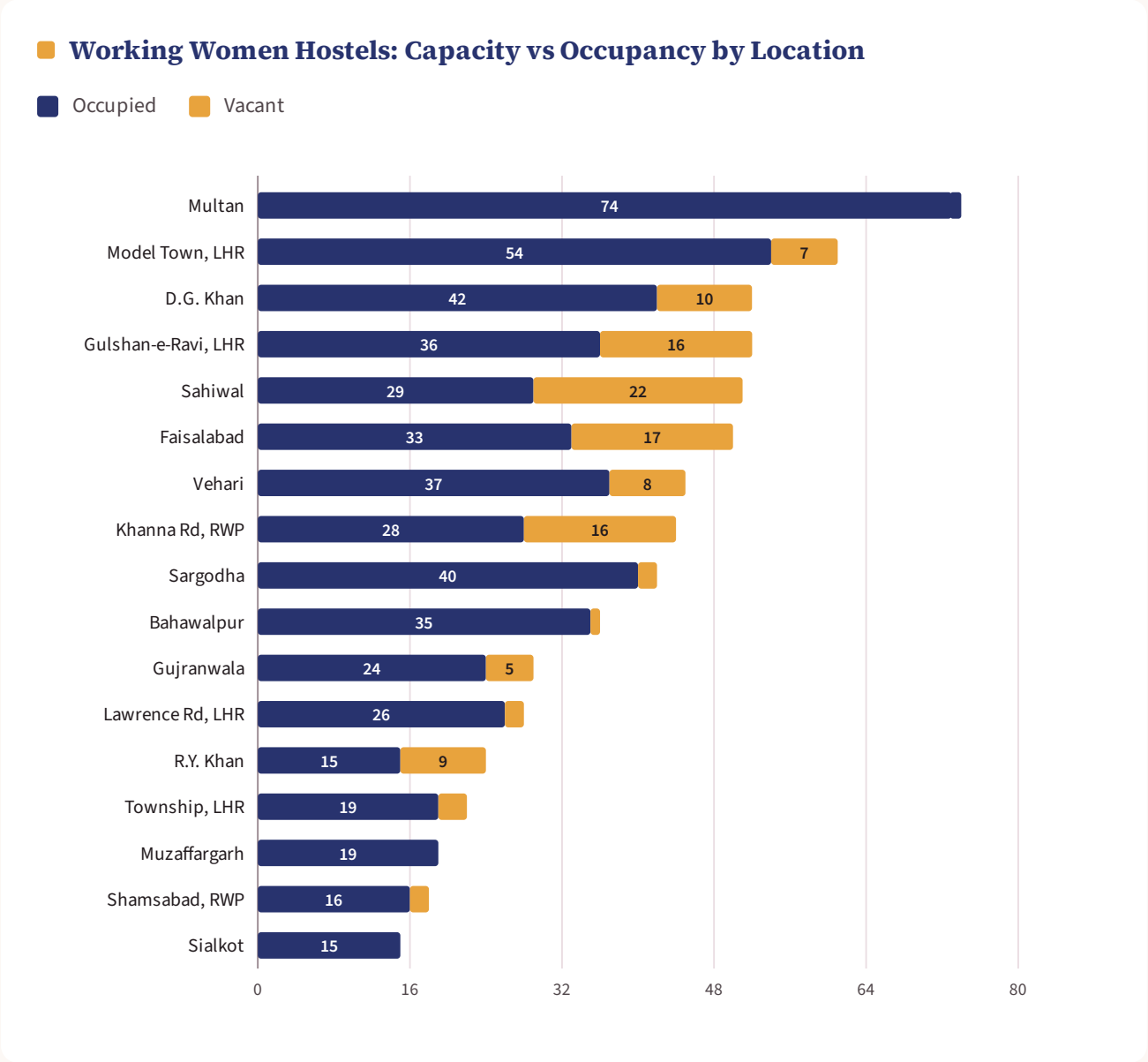
6.1 Eligibility and Amenities

- Must be a working woman; preference is given to Punjab Government employees.
- Applicants must not be local-area residents; only non-local working women are eligible.
- Applicants below the age of 18 are not permitted to stay in the hostel.
- An employer verification certificate, including character verification and job details, is required.
- Admission is granted on a first-come, first-served basis, subject to available vacancy.

Each hostel provides a furnished room, safe and secure accommodation, electricity, gas, kitchen and Wi-Fi access, a common room, and CCTV-monitored security.

6.2 Outreach and Occupancy

Collectively, the 17 hostels offer a bed capacity of 662, of which 542 beds were occupied at the time of reporting (an overall provincial occupancy rate of 81.9%), leaving 120 vacant beds distributed unevenly across locations. Multan (74 residents against a capacity of 74, operating at full capacity), Model Town Lahore (61 capacity, 54 occupied) and Bahawalpur (36 capacity, 35 occupied) run at or near full occupancy, while Gulshan-e-Ravi Lahore (52 capacity, 36 occupied, 16 vacant) and Sahiwal (51 capacity, 29 occupied, 22 vacant) carry the largest number of vacant beds in absolute terms.

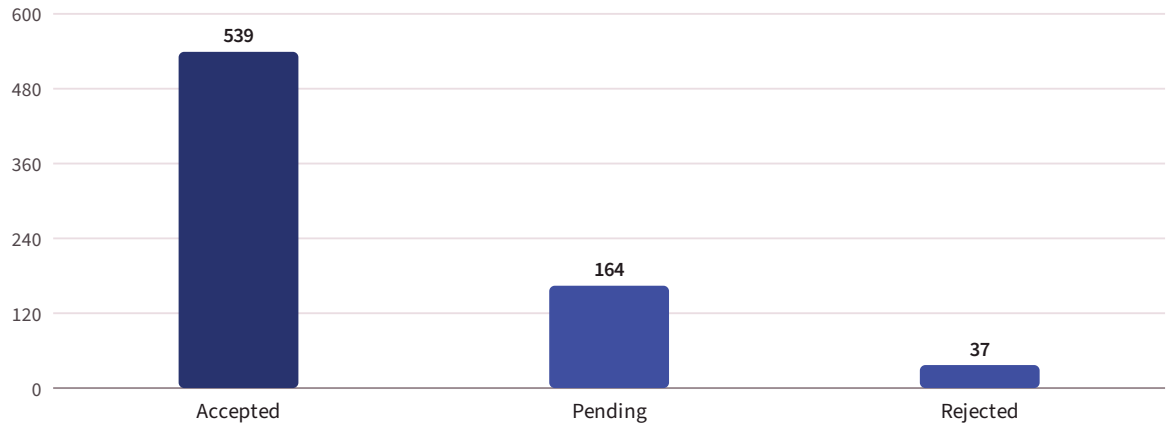


Source: WDD Working Women Hostel occupancy register.

6.3 Application Processing

Across all hostels, 740 applications for residency were received during the reporting period, of which 539 (72.8%) were accepted, 37 (5.0%) were rejected, and 164 (22.2%) remained pending at the time of reporting. Model Town Lahore and Multan received the highest volumes of applications (108 and 139 respectively) and correspondingly carried the largest pending caseloads (45 and 60 respectively).

Working Women Hostels: Application Status (n = 740)

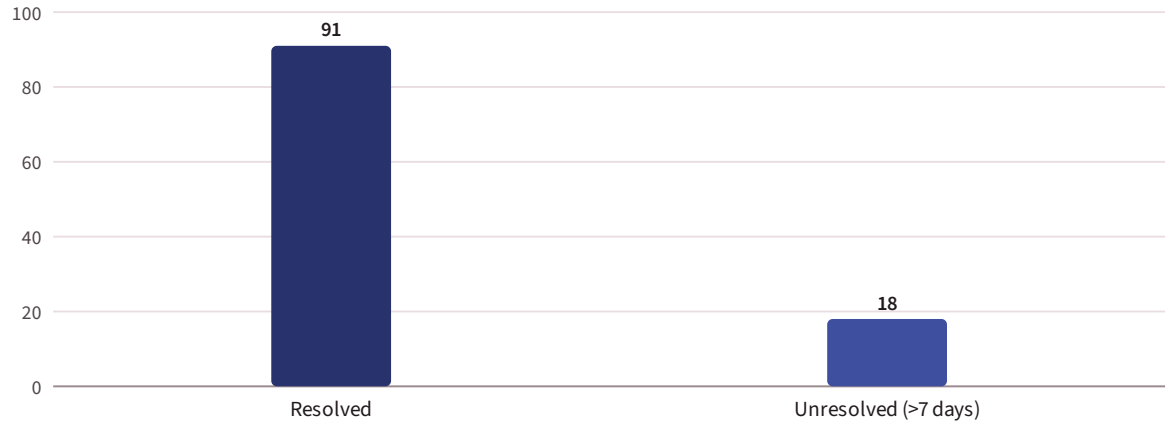


Source: WDD Working Women Hostel application-processing register.

6.4 Grievance Redress

A total of 109 e-complaints were logged across all hostels, of which 91 (83.5%) were resolved and 18 (16.5%) remained unresolved beyond seven days at the time of reporting, with no complaints shown as actively pending. Complaint volumes were concentrated at Gulshan-e-Ravi Lahore (45 complaints, all resolved) and Model Town Lahore (17 complaints, 12 resolved, 5 unresolved beyond seven days), reflecting the higher resident populations at these two facilities; Sialkot's 4 complaints remained unresolved beyond the seven-day window.

Working Women Hostels: Grievance Redress (n = 109)

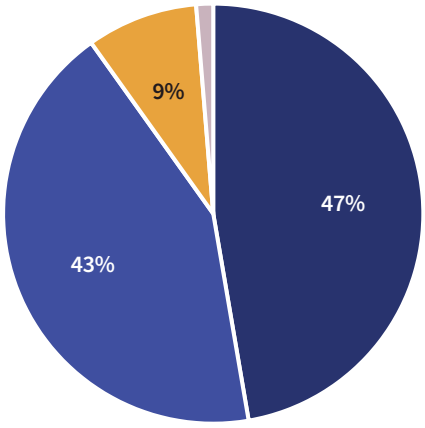


Source: WDD Working Women Hostel e-complaint register.

6.5 Infrastructure and Resident Profile

The 17 hostels together offer 328 rooms (112 single-occupancy, 102 double-occupancy, 104 triple-occupancy, 8 four-bed, and 2 five-bed rooms), with all 328 rooms currently active; the full room inventory by hostel is provided at Annexure D. By employment category, the resident population is drawn predominantly from the private sector (254 of 537 categorised residents, 47.3%), followed by provincial government employees (230, 42.8%), federal government employees (46, 8.6%), and government-contract staff (7, 1.3%), confirming that, while Punjab Government employees receive preference in admission, private-sector working women make up the largest single share of actual residents, reflecting genuine province-wide demand from the wider female workforce and not only civil servants.

Working Women Hostels: Resident Profile by Employment Category (n = 537)



Private Sector	254	47.3%
Provincial Government	230	42.8%
Federal Government	46	8.6%
Government-Contract	7	1.3%

Source: WDD Working Women Hostel resident register, by employment category.

6.6 Monitoring

All hostels submit monthly online Progress Reports covering structural and operational status. Field visits are also the regular monitoring tool used by DWD.

7.

Skill Enhancement Through Home Reach (SEHR)

STRATEGIC PILLAR
Economic Empowerment and Skill Development

FUND UTILISATION (FY 2025-26)
99.8% of releases utilised

GESTATION PERIOD
2025-2027

TWO-YEAR TRAINING TARGET
5,365 trainees (3,000 in 2025-26; 2,365 in 2026-27)

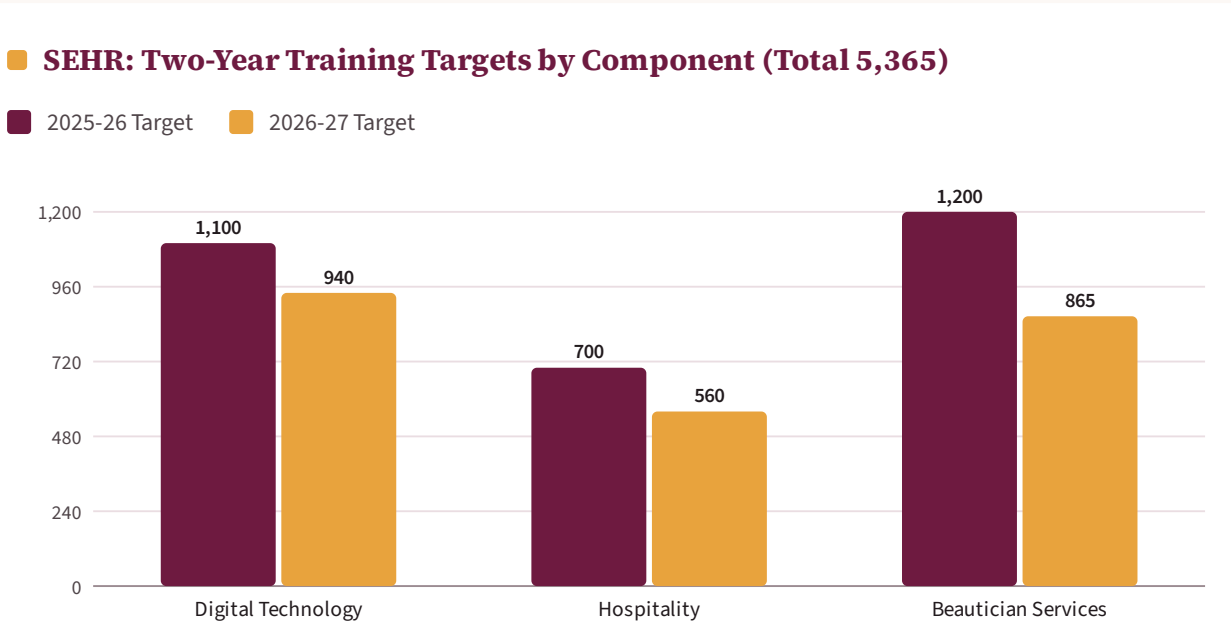
COMPONENTS
Digital Technology; Beautician Services; Hospitality

PARENT PROGRAMME
Chief Minister Punjab Maryam Nawaz Sharif Women's Development Programme

7.1 Objectives and Design

- Provide market-oriented vocational skills to women at their doorstep through innovative delivery models.
- Foster women's economic independence by creating self-employment and job-placement opportunities.

SEHR is delivered through three components: Digital Technology, implemented jointly with the Punjab Skill Development & Entrepreneurship Department (SD&ED) through the Punjab Skills Development Fund (PSDF) under the ongoing “Empowering Women by Way of IT Training Across Punjab” initiative; and Beautician Services and Hospitality, each delivered through vendors: the Nail Bar Institute and TDCP-ITHM (Institute of Tourism & Hotel Management) respectively, competitively selected under the Punjab Procurement Regulatory Authority (PPRA) Rules, 2014.



Source: SEHR PC-I two-year training targets, by component and year.

7.2 Justification: The Case for Targeted Investment

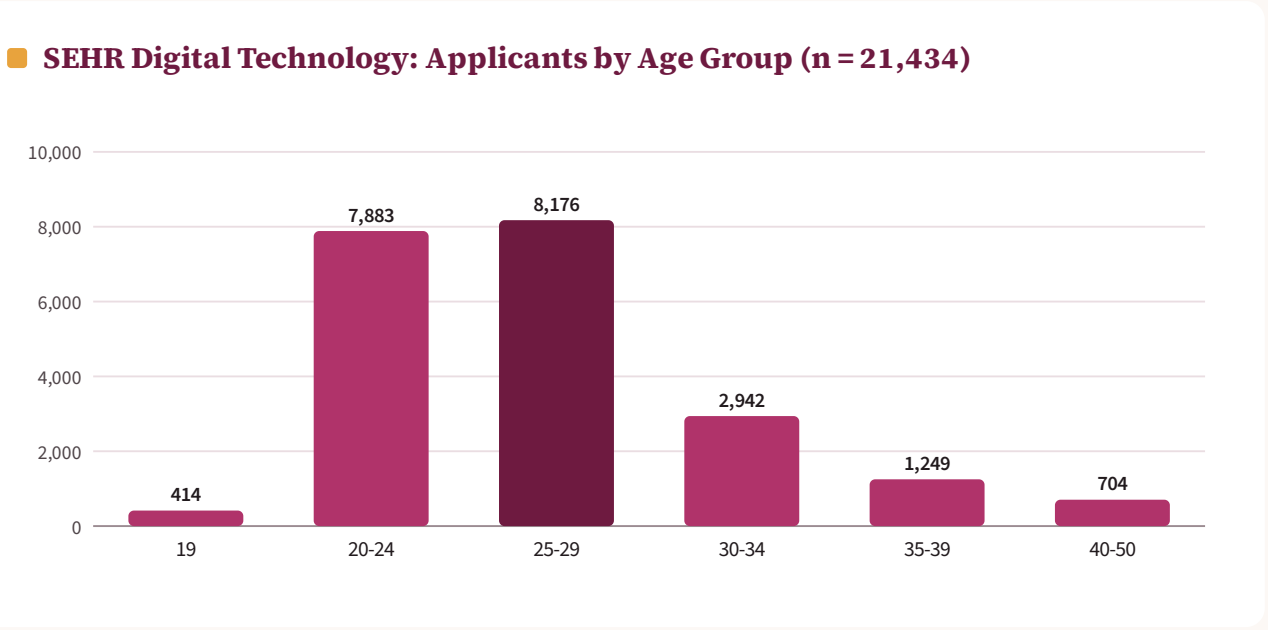
SEHR responds to a well-documented set of gender disparities in Punjab's labour market. According to the Census of Pakistan 2023, the country's population has reached 241.49 million, with women constituting nearly half; Punjab, the largest province at 127.7 million people, has over 64% of its population below the age of 30. Despite this demographic dividend, Pakistan ranks 148th of 148 countries on the Global Gender Gap Index (2025), and female labour force participation in Punjab (28.1%) trails male participation (69.4%) by more than 41 percentage points, with a female employment-to-population ratio of just 20.4% against 64.6% for males. Female literacy stands at 60.19% against 71.98% for males; female youth are 42% less likely to possess digital skills, women hold only 14.2% of shareholdings, less than 5% of Punjab's SMEs are owned by women, and women make up only 35% of TVET enrolment. Collectively, these indicators establish the case for targeted, doorstep-delivered skills interventions of the kind SEHR provides.

7.3 Digital Technology Component

Delivered virtually over a six-month course combining English language, general computer skills, product research and development, e-commerce profile creation, content creation, digital marketing, e-commerce sales, and financial literacy, the Digital Technology component targets rural women (up to 30 years, approx. 70% of intake) and urban women, all with at least 16 years of education. Incentives include a free laptop, an internet package/device, and a monthly stipend of Rs. 5,000.

The component drew 21,434 registrations, more than ten times its FY 2025-26 target of 1,100, with a median applicant age of 26.0 years. The applicant pool skews strongly towards unemployed, highly-educated young women: 69.5% were unemployed, 99.3% held a BS Honours degree (16 years of education) or above, and 95 applicants self-identified as living with a disability.

Total Registrations	Mean Age	Median Age	% Unemployed	% Ever Married	% BS Honours+	Applicants w/ Disability
21,434	26.8 yrs	26.0 yrs	69.5%	32.5%	99.3%	95



Source: SEHR Digital Technology applicants dashboard, age-band distribution.

The first cohort of the Digital Technology component finalised 193 trainees across 10 districts, who sat their examination in May 2026.

7.4 Beautician Services Component

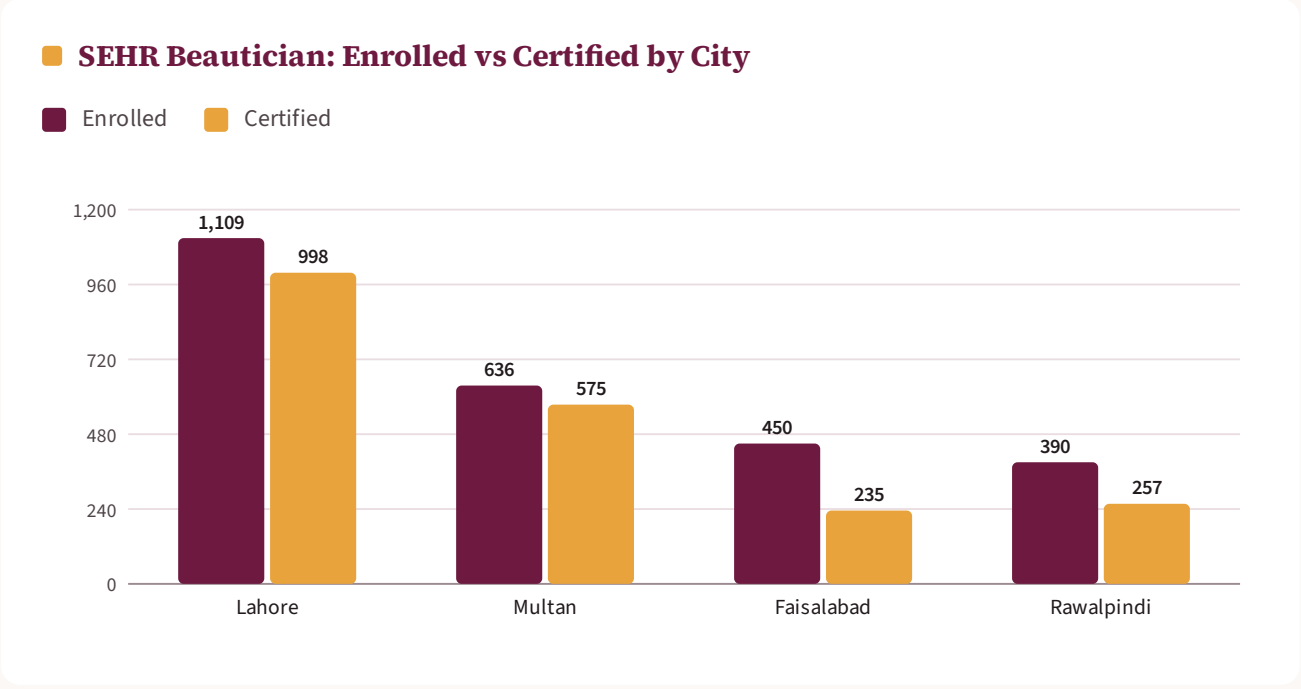
Beautician Services training targeted women aged 18-45 with at least literate status, delivered across four technical disciplines (Nail Art, Hair, Skin, Makeup) over a 160-hour, 60-day programme with a 30% theory / 70% practical structure. The component's implementing partner, the Nail Bar Institute, delivered the programme across four cities (Lahore, Multan, Faisalabad and Rawalpindi) against a contractual target of 2,065 women.

Indicator	Result
Contractual target	2,065 women
Registrations received	19,067
Eligible trainee enrolments	2,585 women
Total certified graduates	**2,065 women**
Contractual target achievement	100%
Completion rate (graduates / enrolled)	79.9%
Tracer follow-up coverage	1,854 graduates (89.8% of certified cohort)
Early economic engagement (within 3-4 weeks post-training)	23.5% (435 of 1,854 traced) employed or running own beauty business
Cities / training centres	4 cities (Lahore, Faisalabad, Rawalpindi, Multan)

The gap between eligible enrolments (2,585) and certified graduates (2,065) reflects natural attrition and non-qualification against certification standards (minimum 65% attendance, presence on assessment day, and a pass in the combined theory, viva and practical evaluation) rather than a shortfall in programme delivery.

City-Wise Enrolment and Certification

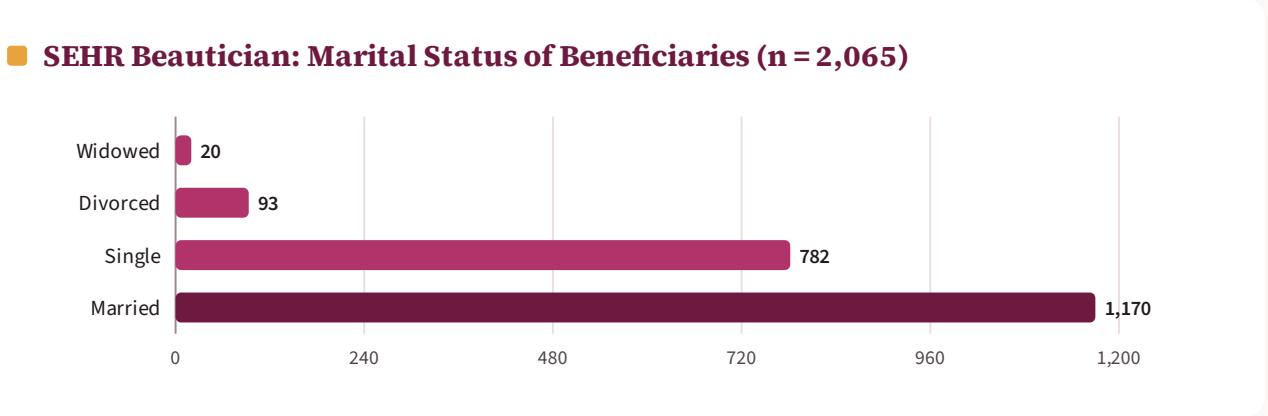
Lahore accounted for the largest share of both enrolment and certification (1,109 enrolled, 998 certified, a 90.0% pass-through rate), while Faisalabad recorded the lowest pass-through rate among the four cities (450 enrolled, 235 certified, 52.2%).



Source: SEHR Beautician Services city-wise enrolment and certification register.

Beneficiary Profile

Married women form the largest share of certified beneficiaries (56.7%), followed by single women (37.9%); divorced and widowed women, the programme's priority inclusion groups, together account for 5.5% of the cohort. Multan shows a notably higher concentration of single beneficiaries relative to other cities, while Lahore and Rawalpindi carry the largest shares of divorced beneficiaries in absolute terms.



Source: SEHR Beautician Services certified-graduate marital-status register.

Flagship Workshops: Entrepreneurship and Grooming

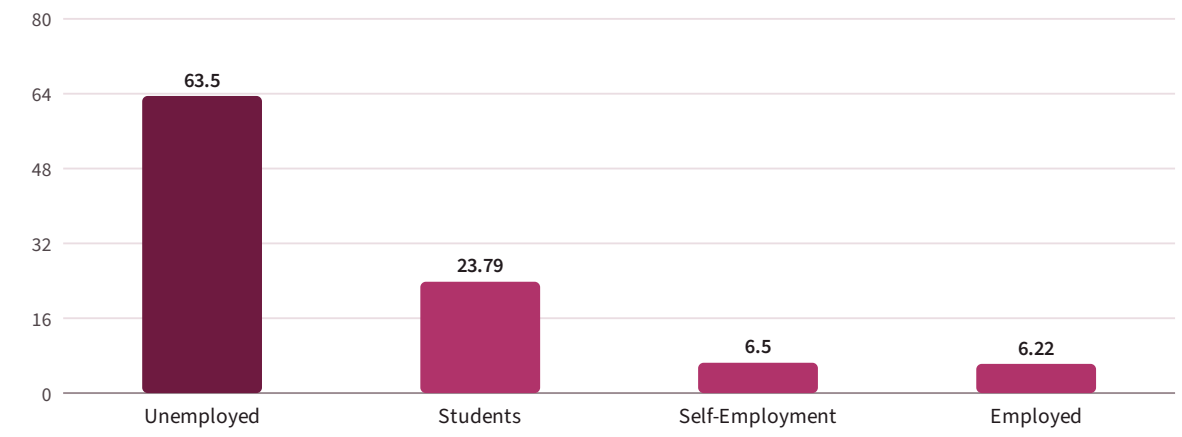
A flagship three-day “Personal Grooming & Entrepreneurship” workshop was held 13-15 April 2026 at the Maryam Nawaz Women Complex, Lahore, chaired by Ms. Salma Saadia Temur, Parliamentary Secretary, WDD, with sessions delivered by resource persons from the State Bank of Pakistan, the Women Business Incubation Centre (WBIC), the Lahore Chamber of Commerce & Industry and the WDD 1043 Helpline, covering financial literacy, entrepreneurship, branding, legal awareness, professional grooming and life skills. Mega Showcases (Annexure C) were subsequently held in Multan (6 May 2026), Rawalpindi (12 May 2026), Lahore (19 May 2026) and Faisalabad (25 May 2026), each attended by senior elected representatives, reinforcing the programme's visibility and its message linking vocational training to economic independence.

Early Post-Training Outcomes

Baseline Employment Status of Beautician Course Participants

The bar graph below indicates that 63.50% of candidates enrolled in the Beautician Course under the SEHR programme were unemployed at baseline, representing the largest proportion of participants. 23.79% were students, while 6.50% were engaged in self-employment and 6.22% were employed in jobs. Overall, the findings demonstrate that nearly two-thirds of participants were unemployed before joining the programme, highlighting the significant potential of the Beautician Course to enhance employability, promote self-employment, and contribute to the economic empowerment of women through market-relevant vocational skills.

SEHR Beautician: Baseline Employment Status of Participants



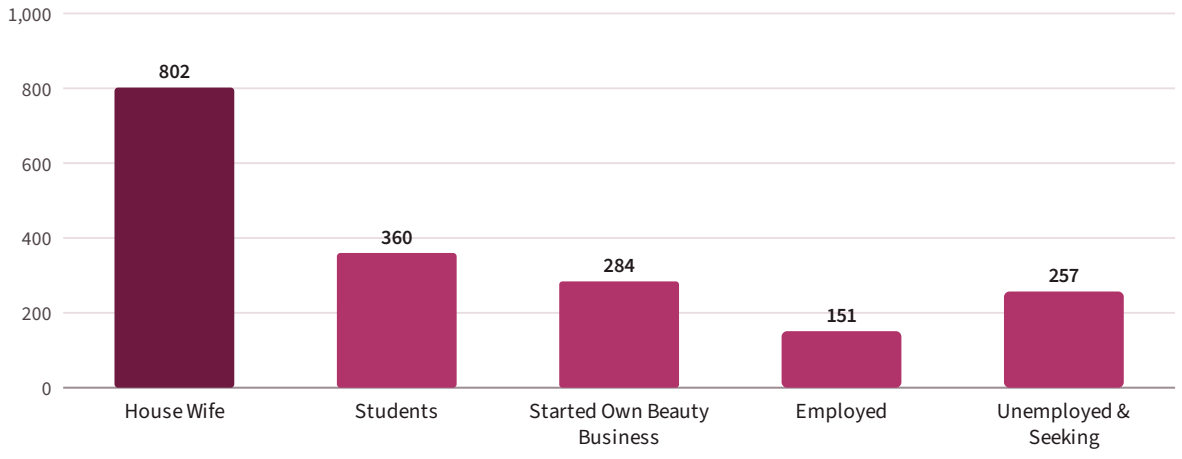
Source: SEHR Beautician Services enrolment register, baseline employment status of participants.

Early Post-Training Employment Status

Within 3-4 weeks of course completion (May-June 2026), 1,854 of the 2,065 graduates (89.8%) were successfully traced for an early outcome snapshot. Of these, 23.5% (435 graduates) were already earning through employment or self-employment (15.3% had started their own beauty business and 8.1% had secured employment), while 19.4% were continuing their education, 43.3% identified as housewives (many indicating plans to start home-based businesses), and 13.9% were unemployed but actively seeking work. The relatively low share reporting straightforward unemployment suggests encouraging early labour-market absorption, though the housewife category likely still contains latent job-seekers not yet captured as such.

n = 1,854 traced graduates of 2,065 certified.

SEHR Beautician: Early Post-Training Status (n = 1,854 traced)



Source: SEHR Beautician Services early tracer survey, 1,854 of 2,065 certified graduates.

City-level results reveal sharply different early trajectories. Multan shows the strongest entrepreneurial uptake (28.4% own-business rate), Faisalabad splits between continuing education (37.8%) and business start-up (25.7%), while Rawalpindi records the highest reported unemployment (57.8%) alongside the highest formal-employment rate (18.1%), a pattern the report attributes tentatively to Rawalpindi's proximity to the larger, more competitive Islamabad labour and beauty-services market.

City (n)	House Wife	Students	Own Business	Job	Unemployed
Lahore (n=812)	64.8%	14.3%	7.6%	13.3%	0.0%
Multan (n=575)	27.2%	23.7%	28.4%	0.0%	20.8%
Faisalabad (n=230)	36.5%	37.8%	25.7%	0.0%	0.0%
Rawalpindi (n=237)	15.2%	8.9%	0.0%	18.1%	57.8%

Note: "Unemployed" is not directly comparable across centres: Lahore and Faisalabad recorded all non-working, non-studying graduates as "Housewife", while Multan and Rawalpindi reported "Unemployed & Seeking Employment" as a distinct category.

Beneficiary Voices

"My friend told me about this free beautician course. After completing the course, I will set up my own salon, support my family and give a better future to my son." **(Gul Khadija, Lahore Centre)**

"I received salon training through the SEHR beautician programme. I recently opened my own salon and plan to expand my business." **(Sana Yasir, Graduate, Lahore Centre)**

"I travelled all the way from Sahiwal to attend the SEHR beautician programme. I have started getting clients as a freelance beautician and soon I will open my own salon." **(Anam, Multan)**

7.5 Hospitality Component

IMPLEMENTING PARTNER
TDCP-ITHM (Institute of Tourism & Hotel Management)

AGREEMENT DATE
12 January 2026

PROGRAMME DURATION
FY 2025-26 to FY 2026-27

CITIES COVERED
Lahore, Faisalabad, Rawalpindi, Multan, Gujranwala

CONTRACTED TARGET / CERTIFIED
700 / 700 (100% achievement)

TRADES OFFERED
6 (Culinary Arts; Baking & Patisserie; Barista & Fast Food; Guest Relations/Front Desk; Retail; Travel & Airline Management)

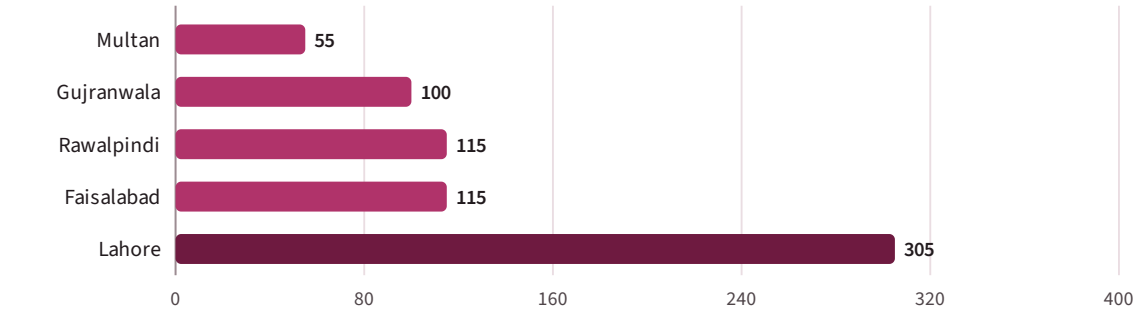
Selected through a competitive PPRA process, TDCP-ITHM delivered six hospitality trades over 144 training hours (three months) per trade across its campus and franchise network in five cities. The Applicants Dashboard recorded 10,869 total applications (median age 24.0 years, 54.9% unemployed, 25.3% ever married), of which 701 were shortlisted and 47 remained pending; a separate TOR summary records 6,788 registrations against the same 700-seat target; the two figures reflect different points in the applicant-tracking pipeline (raw portal registrations versus the fuller applicant dashboard) rather than a discrepancy in actual training delivery, which in both records shows 700 women certified.

Total Applications	Mean Age	Median Age	% Unemployed	% Ever Married	Shortlisted	Pending
10,869	25.2 yrs	24.0 yrs	54.9%	25.3%	701	47

Campus-Wise Enrolment and Trade Mix

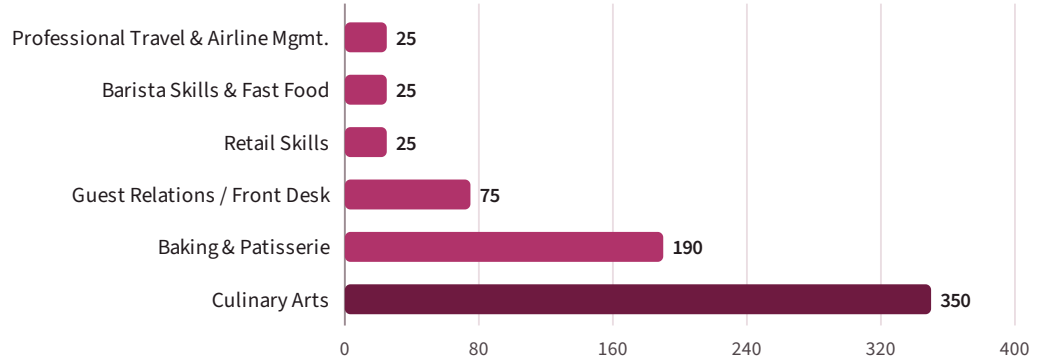
Training was delivered across five campuses through 27 batches, phased in from early February 2026 through late March 2026. Lahore hosted the largest share of intake (305 of 690 batch-level enrolments recorded across the campus schedule, 44.2%) and the widest trade offering (all six trades, including the province's only Professional Travel & Airline Management and Retail Skills batches), while Multan ran the smallest cohort (55 students, two batches in Culinary Arts and Baking & Patisserie only). Culinary Arts was offered at every campus and accounts for over half of total enrolment (350 of 690, 50.7%), followed by Baking & Patisserie (190, 27.5%), reflecting the programme's core focus on food-production trades with the broadest local job-market absorption.

SEHR Hospitality: Enrolment by Campus



Source: TDCP-ITHM Class Commencement Schedule, campus-wise batch enrolment, Feb-Mar 2026.

SEHR Hospitality: Enrolment by Trade (6 Trades)



Source: TDCP-ITHM Class Commencement Schedule, trade-wise batch enrolment, Feb-Mar 2026.

Delivery Schedule and Training Methodology

Each trade ran 144 training hours delivered over three days a week, four hours a day, in a Monday-Wednesday / Thursday-Saturday two-track AM/PM schedule (09:00 AM-01:00 PM and 01:30 PM-05:30 PM), allowing each campus to run parallel morning and afternoon batches and maximise throughput within its physical training capacity. Curriculum weightage was fixed at 30% theory (classroom instruction, product knowledge, hygiene and safety standards, and customer-service principles) and 70% practical (hands-on kitchen, service and front-desk demonstrations, supervised practice, and industry-related practical assignments), with the practical share further reinforced through structured industry exposure and entrepreneurship sessions rather than classroom time alone.

Assessment and Certification

All assessment papers were centrally designed and approved by TDCP-ITHM Lahore, and every campus used identical examination papers, marking schemes and evaluation criteria, ensuring the 700 certifications are comparable across cities. Certificates were issued only to trainees meeting both attendance and assessment requirements.

Assessment Component	Weightage	Method
Theory	30%	MCQ-based written examination
Practical Evaluation	70%	Demonstrations, presentations, practical tasks, viva voce, role plays, and skills observation

A parallel monitoring and quality-assurance framework (classroom observations, attendance verification, curriculum-compliance reviews, assessment audits, infrastructure inspections, faculty evaluations and student-feedback collection) was applied through regular TDCP-ITHM visits to all five campuses, ensuring full compliance with WDD guidelines, project TORs and institutional standards throughout delivery.

Industry Exposure and Entrepreneurship Development

Beyond classroom and practical training, students participated in industrial visits to leading hospitality establishments (including Royal Palm Golf & Country Club and other HORECA-sector facilities) and in entrepreneurship and career-readiness sessions delivered in partnership with the Qasim Ali Shah Foundation (motivational and professional-development workshops), JazzCash (digital financial literacy) and Circle (women's e-commerce and online business skills), alongside grooming, interview-preparation and customer-service training, collectively aimed at building both employability and self-employment readiness among graduates.

Programme Achievements

- Successful implementation across five cities of Punjab (Lahore, Faisalabad, Rawalpindi, Multan, Gujranwala).
- Standardised curriculum implemented across all campuses.
- Attendance rate exceeding 70% maintained throughout delivery.
- Centralised examination and assessment system.
- Quality assurance secured through regular monitoring visits.
- Industry exposure delivered through educational visits.
- Entrepreneurship development through specialised workshops.
- Digital literacy and financial inclusion awareness built into the curriculum.
- Enhanced employability and workplace readiness among graduates.
- Increased opportunities for employment and self-employment.
- Full compliance with WDD requirements and project TORs.

The Completion Report's impact assessment finds that participants acquired industry-relevant hospitality competencies aligned with market requirements, developed professional attitudes, communication skills and workplace readiness, and gained practical skills enabling employment and income generation; women were also exposed to digital business models, online marketplaces and entrepreneurial opportunities, contributing to increasing women's participation in economic and professional activity more broadly. Selected testimonials collected by TDCP-ITHM span three categories: Employment Success Stories

(women who secured jobs after training), Entrepreneurship Success Stories (women who launched home-based businesses and income-generating activities), and Continuing Education Success Stories (women who pursued further professional development), illustrating the range of pathways graduates have followed since certification.

8.

Promoting Women Entrepreneurship Across Punjab (WEPX)

STRATEGIC PILLAR
Entrepreneurship Support and Business Development

NATURE OF SCHEME
Pilot initiative: flagship expo plus a continuum of post-event engagements

FUND UTILISATION (FY 2025-26)
88.1% of releases utilised

FEEDBACK SAMPLE
172 exhibitor/participant respondents

8.1 Objectives

- Promote women's participation in business through exhibitions and networking events.
- Expand market access by integrating women-led businesses with e-commerce platforms.
- Raise awareness on gender-responsive legislation, policies, business planning and budgeting through interactive sessions, panel discussions and mentorship.
- Promote women-led startups through government-backed innovation challenges.
- Engage business development communities to strengthen women's economic participation.
- Drive social change by promoting gender equality and leadership opportunities.

8.2 Design: The Women Entrepreneurs Expo and Post-Event Continuum

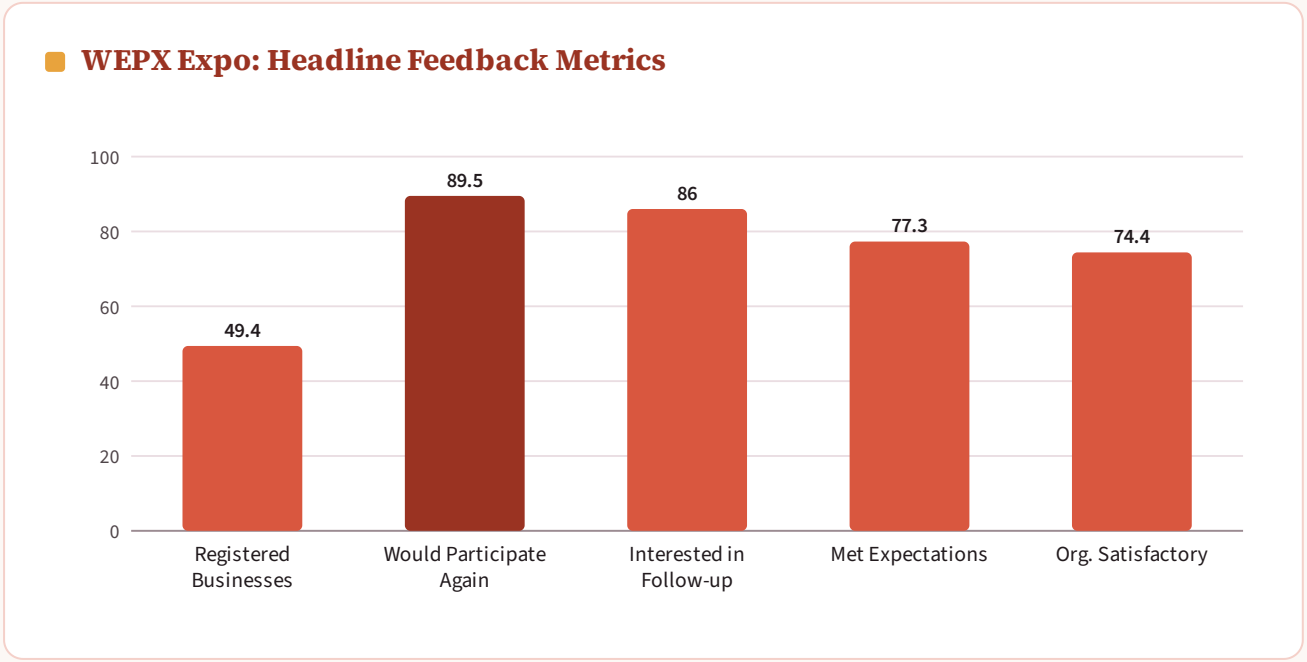
WEPX centres on a large-scale Women Entrepreneurs Expo offering exhibitor stalls across various thematic zones including Fashion & Beauty; Health & Wellness; Entrepreneurship & Business Services; Art & Creativity; Technology & Innovation; Lifestyle & Leisure; and Social Causes & Community Impact, alongside

panel discussion on financial literacy, business development and leadership, market linkage partnership, one-on-one mentorship with established entrepreneurs, a health-and-wellness corner, cultural and arts exhibits, and a job fair connecting professional women and graduates with recruiters. Participating companies were categorised into Aurora Petite Pod, Opulence Luxe Suite, and Imperial Grande Atrium based on industry relevance, business size and their capacity to offer funding, networking or job placement to women.

The expo model is explicitly designed as a launchpad rather than a one-off event: it is followed by a structured post-event phase comprising participant and stakeholder feedback surveys, an event report with success stories, follow-up business-impact assessment (partnerships, leads, visibility), need assessments to identify training gaps, post-event mentoring and technical/financial support for shortlisted entrepreneurs, and a roadmap for future expos built on stakeholder insights.

8.3 Feedback Survey Results

A post-expo feedback survey drew 172 valid respondents (2 additional rows were excluded from the source data due to a column-shift data-entry error). Just under half of respondents (49.4%) represented formally registered businesses, and a large majority (89.5%) indicated they would participate again, with 86.0% interested in structured follow-up support. On the two headline satisfaction measures, 77.3% agreed the expo met their expectations as a business platform and 74.4% rated the overall organisation as satisfactory (both top-2-box, i.e. “Agree” or “Strongly Agree”).

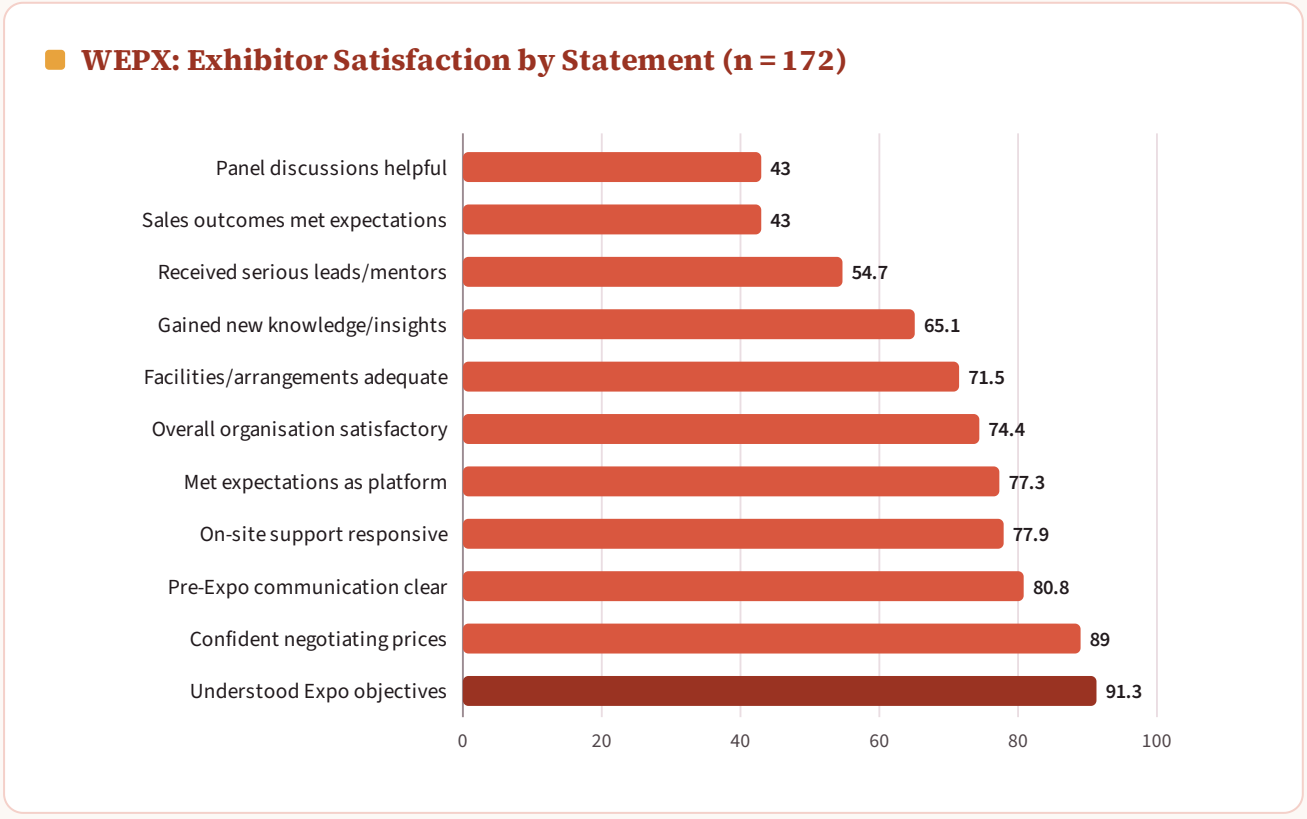


Source: WEPX post-Expo feedback survey, 172 valid respondents.

Satisfaction Statement Analysis

A clear pattern separates process-oriented statements from commercial-outcome statements. Exhibitors felt best-prepared and most confident going in: “Understood Expo objectives beforehand” drew the highest agreement (91.3% top-2-box, mean 4.35 of 5) and “Felt confident negotiating prices” was similarly strong

(89.0%, mean 4.22). By contrast, the statements measuring direct commercial return scored lowest: “Sales outcome expectations were met” (43.0%, mean 3.27) and “Panel discussions/sessions were helpful” (43.0%, mean 3.48) tied for the lowest top-2-box share, and “Received serious leads/mentors/connections” also lagged (54.7%). Read together with the open-ended comments (below), this indicates the Expo succeeded well as an awareness, confidence-building and networking platform, but under-delivered on immediate sales and lead-generation outcomes for exhibitors, most plausibly because footfall skewed towards school and college student visitors rather than serious buyers, a concern raised repeatedly in the qualitative feedback. The chart below ranks all eleven statements by top-2-box agreement, colour-banded by score (red below 50%, amber 50-70%, blue 70-85%, teal 85%+), making the process/commercial-outcome split visually explicit.



Source: WEPX post-Expo feedback survey, 11 satisfaction statements, top-2-box (Agree/Strongly Agree) share.

Themes from Open-Ended Feedback

Respondents left over 100 open-ended comments and suggestions. Four themes recur with high frequency:

- Scheduling, by far the most common request: shift the Expo to weekends (or include Saturday/Sunday) and extend daily hours into the evening (to around 9-10 pm), since weekday daytime timings excluded working women, families and salaried buyers.
- Audience targeting and footfall: several exhibitors felt visitors skewed towards school and college students rather than serious buyers, investors or industry professionals, diluting commercial outcomes despite strong attendance.
- Layout and stall allocation: recurring requests for a single, clearly directed entry-to-exit flow across the venue's three halls (rather than one shared entry/exit) so that all halls receive even footfall, and for fairer, more transparent stall-location allocation, particularly for first-time and small-scale exhibitors.

- Marketing and publicity: requests for wider advertising through billboards, television and social media ahead of future editions to draw a larger and more targeted general-public and B2B audience.

> *"Thanks CM Maryam Nawaz for this incredible opportunity. This boosts my confidence and ensures me that I'm not alone as a struggling woman; CM is standing by our side."* **(Exhibitor feedback)**
>
> *"For a first-time event, it was very well planned and thought of. It could benefit from more marketing and outreach, as well as more opportunities for visibility for the smaller businesses."* **(Exhibitor feedback)**

9.

Establishment of Business Incubation Centre (WBIC) Phase I

IMPLEMENTING BODY
Women Development Department, Government of the Punjab

TOTAL PROJECT COST (PHASE I)
Rs. 95.670 million

FLAGSHIP FACILITY
Maryam Nawaz Women Complex, Lahore

DISTRICTS COVERED
Lahore, Bahawalpur, Faisalabad, Rawalpindi

PHASE I TARGET
3,000 women trained

WOMEN TRAINED
3,303 in 57 training batches

RETENTION RATE
90%

SPECIALISED WORKSHOPS
50+ delivered

9.1 About the Centre: Vision, Mission and Objectives

The Women Business Incubation Centre (WBIC) is a flagship initiative of the Women Development Department, Government of the Punjab, established under the vision to strengthen women's economic empowerment and enhance their participation in the entrepreneurial ecosystem. Implemented across four major districts, Lahore, Bahawalpur, Faisalabad and Rawalpindi, WBIC Phase I focuses on building the capacity of women to establish, manage and sustain their own enterprises through structured training and support mechanisms.

Vision

To foster an enabling environment where women across Punjab are equipped with the knowledge, confidence and skills to become successful entrepreneurs. WBIC envisions a province where women not

only contribute actively to the economic landscape but also achieve financial independence and recognition as key drivers of inclusive growth. The initiative aspires to bridge gender gaps in entrepreneurship, where currently less than 10% of small and medium enterprises in Pakistan are women-owned, and only 1% of women are engaged in entrepreneurial activity compared to 21% of men.

Mission

To empower women through need-based, inclusive and experiential learning opportunities that cater to diverse entrepreneurial journeys. WBIC is committed to providing holistic incubation services encompassing technical and business training, mentorship, access to markets, and sustainable linkages with the private and public sectors, enabling women to transition from skill learners to enterprise leaders who contribute directly to Punjab's economic growth and social progress.

Objectives

- Train 3,000 women in Phase I across Lahore, Bahawalpur, Faisalabad and Rawalpindi.
- Facilitate the establishment of women-led startups with sustainable business models.
- Enhance women's access to mentorship, networking and market linkages.
- Promote women's financial independence and participation in formal economic activity.

9.2 Year at a Glance

Headline achievements from Phase I of the Women Business Incubation Centre, across all four districts:

WOMEN TRAINED 3,303	TRAINING BATCHES 57	SPECIALISED WORKSHOPS 50+	INDUSTRY PARTNERS 10+
RETENTION RATE 90%	SUCCESS STORIES 150+	GENERATING REVENUE 62.9%	REPORT INCREASED CONFIDENCE 98%

9.3 Programme Structure and Organisational Model

WBIC introduces a women-centred, sector-diverse and impact-led approach, built around four pillars:

Women-Only Incubation Model

- Safe and culturally supportive environment
- Dedicated day care, mobility facilitation and counselling

Sector-Specific Tracks

- Fashion & design
- Beauty & aesthetics
- Food & hospitality
- Wellness & health
- Home-based enterprises
- E-commerce and digital skills
- Freelancing and micro-services

Market & Finance Access

- Partnerships with banks and chambers
- Export-readiness programmes
- Vendor development with brands, malls and government institutions
- Proposal drafting for loans and grants

Provincial Network

- Presence in Lahore, Faisalabad, Rawalpindi and Bahawalpur
- Uniform curriculum for district-level outreach
- Real-time impact dashboard tracking jobs created, revenue growth and training outcomes

Stage-Wise Strategy

Stage	Objective	Our Approach
Pre-Incubation	Identify and mobilise potential women entrepreneurs	Baseline surveys, needs assessments, learning-gap analysis
Training & Incubation	Build capacity and support business development	Workshops, mentorship, sector-specific training, co-working access
Post-Incubation / Scaling	Sustain and scale women-led businesses	Handholding, investor access, market linkages, branding, export readiness

Organisational Structure

The people driving women's entrepreneurship forward across Punjab.

Core Team

Name	Role	Email
Rana Faizan Ali	Project Director, WBIC	pd.wbic@wdd.gov.punjab.pk
Sahibzada Ahmed Muneeb Bhugvi	Manager, Operations, WBIC	om.wbic@wdd.gov.punjab.pk
Bakhtawar Ahmed	Assistant Manager, Mentorship & Partnerships	am.wbic@wdd.gov.punjab.pk
Khalique Ahmed	Assistant Digital Marketing	dm.wbic@wdd.gov.punjab.pk

Satellite Centre Team

Name	Role
Ayesha Khan	Assistant Admin & Finance
Mamoona Imran	Assistant Admin & Finance
Hina Khan	Assistant Admin & Finance

9.4 Pre-Incubation Activities, Planning and Recruitment

Pre-Incubation Activities

To operationalise WBIC Phase I, the Project Management Office (PMO) completed the following key activities during the pre-incubation stage:

- Established strategic collaborations and operational linkages with Kinnaird College for Women University (KCWU), the National Incubation Center (NIC), and LAAM, including the development of SOPs for WBIC operations.
- Developed basic and advanced training curricula, along with registration systems for trainees and incubatees.
- Completed procurement processes through the preparation and publication of tender documents for Training Service Providers (TSPs) and trainee transport services.
- Conducted trainee mobilisation campaigns in collaboration with KCWU and the Institute of Social and Cultural Studies, University of the Punjab, supported by continuous outreach and contingency planning.
- Advertised, shortlisted, interviewed and selected qualified trainers, and coordinated the Training of Trainers (ToT) programme conducted by LUMS.
- Coordinated official visits, supported Women Development Department training initiatives, and managed the implementation of WEPX 2026.
- Established and operationalised three Satellite Women Business Incubation Centres in Rawalpindi, Faisalabad and Bahawalpur.

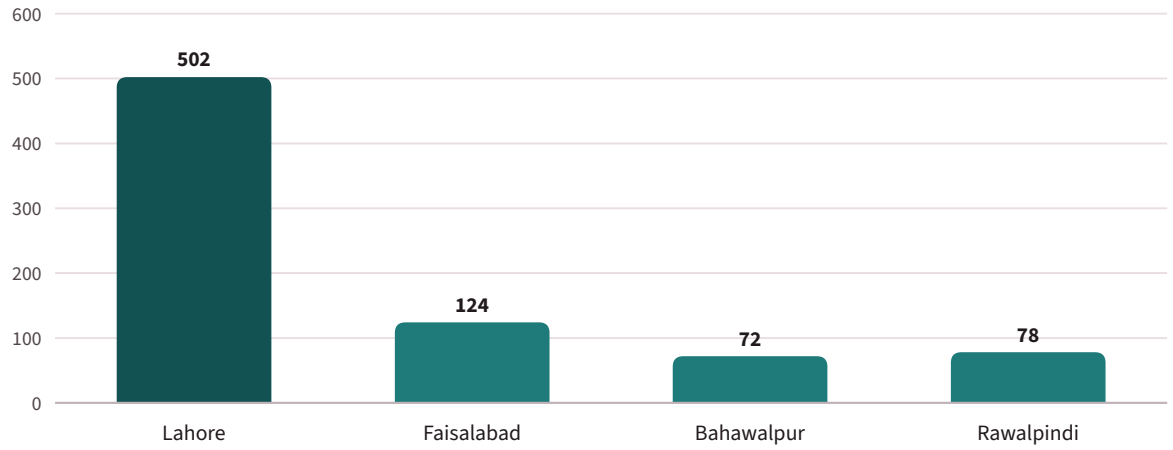
Programme Planning and Recruitment

WBIC worked on the updated PC-I and programme budget plans to support effective implementation and expansion of WDD initiatives.

Conducted recruitment for Cohort 5 across Lahore, Faisalabad, Bahawalpur and Rawalpindi.

An online outreach and application campaign generated 1,066 applications. The recorded location-wise figures were Lahore: 502; Faisalabad: 124; Bahawalpur: 72; Rawalpindi: 78.

Cohort 5 Applications by Location (Recorded Figures)



Source: WBIC Annual Report FY2025-26, Programme Planning & Recruitment. The campaign as a whole generated 1,066 applications.

Conducted participant interviews and selection processes and strengthened the trainer pool for upcoming programmes.

9.5 Training Programmes and Market Readiness

Core Training Programmes

WBIC's curriculum is designed to facilitate the transition from ideation to operational scaling, built around four central pillars:

- **Professional Grooming & Communication:** strengthening leadership presence and soft skills essential for business negotiation.
- **Startup Development:** guiding the fundamental mechanics of launching a compliant and viable business entity.
- **Digital Marketing:** leveraging modern tools for online visibility and customer conversion.
- **Advanced Entrepreneurship:** focused on strategic growth, long-term sustainability and operational excellence.

Training and Participant Engagement

Cohort 5 engaged 372 participants across the four locations in Startup Development, Advanced Entrepreneurship and Digital Marketing. A further 40 participants were placed on the Lahore Digital Marketing evening-batch waiting list and will be enrolled once a suitable trainer becomes available.

Location	Training Programme	Participants
Lahore	Startup Development	170
Lahore	Advanced Entrepreneurship	15
Lahore	Digital Marketing	40
Lahore	Digital Marketing (Evening Batch Waiting List)	40
Bahawalpur	Startup Development	30
Rawalpindi	Startup Development	43
Faisalabad	Digital Marketing	40
Faisalabad	Startup Development	34

Source: WBIC Annual Report FY2025-26, Training & Participant Engagement.

Specialised Workshops (50+)

Digital Growth & Tools

- Meta Advertising
- Shopify Solutions
- Canva for Business
- Content Creation
- Influencer Marketing

Financial & Regulatory Compliance

- Business Registration
- Taxation Procedures
- Loan Acquisition
- Financial Literacy

Brand Operations

- Product Photography
- Strategic Brand Positioning
- Pitch Preparation

Professional Excellence

- Communication Skills
- Business Management
- Networking

Market Readiness Activities

10 Pitch Deck Sessions

Investor-readiness simulations where participants refine value propositions and pitching skills.

Product Showcases

Direct market-testing events offering real-time consumer feedback and immediate sales channels.

Alumni Networks

Active WhatsApp-based peer support groups sustaining long-term business relationships.

9.6 Mentorship, Partnerships and Sector Diversity

Mentorship and Partnership

WBIC connects participants with over 10 industry partners and named mentors spanning e-commerce, food, textiles, legal affairs, aesthetics, furniture and communications:

Mentor	Organisation / Expertise
Khawaja Shahzaib Akram	Mass Pharma Pvt. Ltd.
Zainab Ahmad	Chocolate Academy
Zahra Faisal	Lifestyle Group
Sabeeha Shaheen	Bargad Organization for Youth
Urooj Haider	Vision-Building Future
Nida Asim	Aesthetics and salon industry
Dr. Moneeba	Communication and business strategist
Dr. Ayesha Jami	Communication expert
Anum Mir	Yolo Pret
Sarah	Dazzle by Sarah
Nida Usman	Women In Law

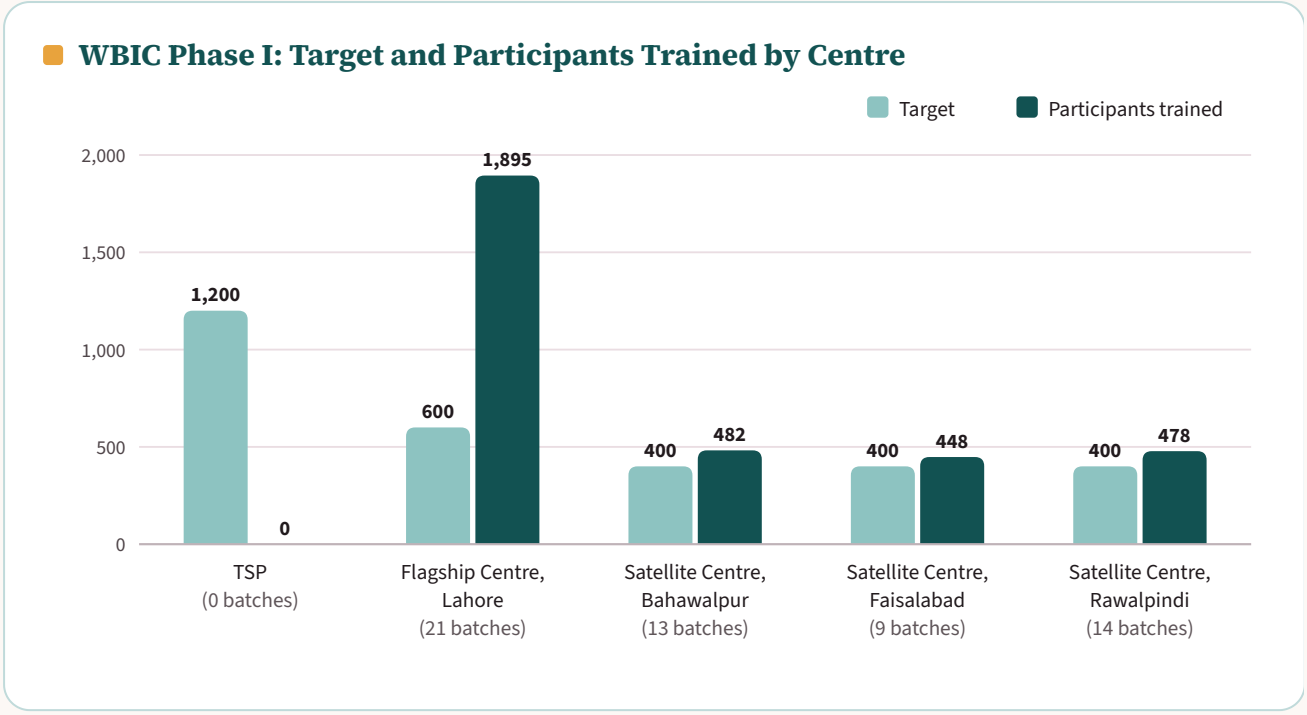
Sector Diversity Among Participants

WBIC participants represent over 20 business sectors, reflecting a shift from traditional crafts towards specialised manufacturing and social enterprises:

- **Social, Educational & Niche Services:** autism-friendly educational/sensory products, childcare services, eco-friendly products
- **Creative Arts & Interior Solutions:** interior design, home décor, furniture design & manufacturing, paintings, visual arts
- **Fashion, Textile & Apparel:** clothing, fashion accessories, jewellery, tailoring, artisan handicrafts
- **Digital & Professional Services:** social-media-based businesses, digital creative services, event management
- **Health, Beauty & Wellness:** makeup, cosmetics, skincare, wellness products
- **Food, Organic & Agri-Business:** food processing, organic/homemade products, baking & confectionery

9.7 Impact and Statistics

Regional Training Outcomes



Source: WBIC Annual Report FY2025-26, regional training outcomes. Total: target 3,000; participants trained 3,303; 57 training batches.

Applicant Demographics: Training Track Interest

Application data indicated that **Digital Marketing** was the most sought-after training track across all WBIC centres, followed by **Professional Grooming**, **Advanced Entrepreneurship** and **Startup Development**. Foundational (Level 1) courses attracted the highest level of interest, reflecting the strong demand for entry-level entrepreneurial skills.

Following the Learning Needs Assessment (LNA), participants were guided towards training programmes that best matched their business stage, skills and learning requirements. As a result, the final training distribution differed from initial preferences, with **Digital Marketing** remaining the most delivered course, followed by **Startup Development**, **Professional Grooming** and **Advanced Entrepreneurship**. The LNA also helped identify skill gaps and common misconceptions among women entrepreneurs regarding their business needs, enabling more targeted capacity-building. Participants demonstrating strong performance in Level 1 training were further enrolled in advanced-level courses, ensuring a structured learning pathway and greater programme impact.

Feedback and Economic Outcomes

Among the 151 participants who reported on business revenue:

- 62.9% (95 women) are already generating active monthly revenue.
- Median monthly revenue: Rs. 21,000. Mean monthly revenue: Rs. 58,513. Top performers: up to Rs. 800,000 per month.

- 20.9% of participants have already registered their businesses; a further 39.8% plan to register soon, placing over 60% on a formal-business trajectory.

> ***WBIC Bahawalpur participants reported the highest median monthly revenue at Rs. 40,000, despite a smaller cohort size.***

Confidence and Business Improvement

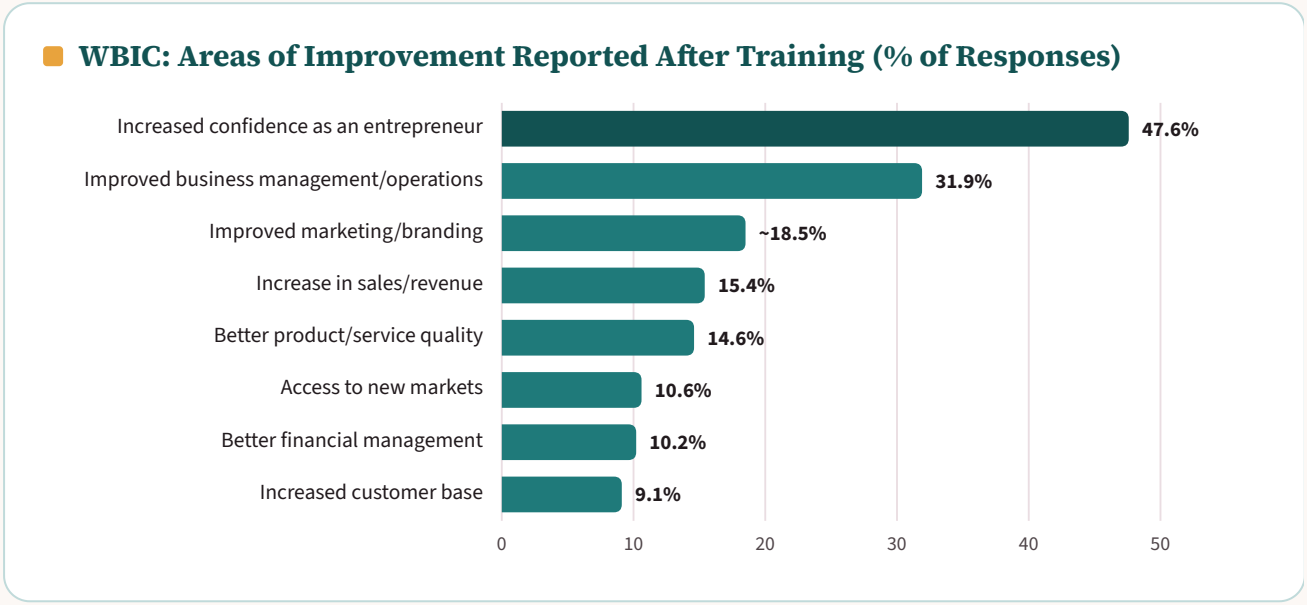
A key component of the WBIC training model is confidence and motivation building, as many women face social, cultural and household responsibilities that can limit their self-belief and willingness to pursue entrepreneurial opportunities. Therefore, the programme places particular emphasis on helping participants recognise their potential and self-worth through continuous mentoring and a supportive learning environment. This approach has resulted in a noticeable increase in participants' confidence, enabling them to engage more actively in the training and pursue their business goals with greater determination.

When asked whether WBIC training increased their confidence to start or improve a business, 98% of respondents reported increased confidence as a result of WBIC training.

Day Care Utilisation

To further strengthen participant retention and productivity, the Women Business Incubation Centre (WBIC) provides a day care facility under the Chief Minister's Special Initiative. This facility enables women with young children to attend training sessions without childcare concerns, allowing them to focus on learning while their children remain in a safe, secure and nurturing environment. The availability of this support has contributed to improved participation and continuity in the training programme. Approximately 20% of surveyed participants reported utilising WBIC's on-site day care facility.

When asked to describe specific areas of improvement in their business after training:



Source: WBIC Annual Report FY2025-26, participant feedback. Respondents could report more than one area of improvement.

9.8 Success Stories and Testimonials

WBIC has documented over 150 success stories. A curated selection is presented below.

Sadaf Faisal, AMA's Organics

From an idea inspired by motherhood to Rs. 150,000 in sales within one month.

As an educator, entrepreneur and mother, Sadaf wanted to create a brand mothers could trust, offering safe, organic cotton innerwear for children with sensitive skin. She had the vision but lacked direction until joining WBIC's Startup Development programme, where she gained practical skills in marketing, advertising, branding and business development. Within just one month of completing training, her business achieved sales of over **Rs. 150,000**. Her products are now trusted by mothers across Pakistan, with plans to expand internationally.

Asfa Ansari, Founder & CEO, Kahf Food Studio

A 70 to 80% boost in pitching confidence transformed how she represents her healthy-snack brand.

Asfa produces 100% real fruit snacks that are gluten-free and free from artificial colours, flavours and gelatin. Her biggest challenge was not the product but communicating her business idea with confidence. Through WBIC's Professional Grooming and Communication programme, she significantly strengthened her presentation and pitching skills, improving her confidence by nearly 70 to 80%, and now pursues new business opportunities with greater conviction.

Manal, Founder, Rang Co

Started with Rs. 20,000 and grew into a full handcrafted product line.

Manal always dreamed of becoming an entrepreneur, and after graduation chose that path over a conventional job, launching her business with an initial investment of just Rs. 20,000. Starting with a small product range, she gradually expanded into handcrafted bags, footwear and table mats. Joining WBIC accelerated her journey by providing valuable support, exposure and opportunities to grow.

Saba Andleeb, Trendivy

After two failed ventures, her third product order arrived within one month of WBIC training.

Saba had faced two unsuccessful business ventures before joining WBIC at the Maryam Nawaz Women Complex. Through mentorship and practical training, she built the skills and confidence to launch an online business. Within just one month, she had already placed her third product order. Inspired by her daughter's needs, she introduced affordable, 100% cotton medicated towels, making quality healthcare products accessible to more families.

Arooba Chaudhry

After three years of research, I finally found the confidence to launch my product.

I had spent three years researching and developing my Turkish Blend product, but I lacked the confidence and direction to bring it to market. At WBIC, I received practical guidance on product development, branding, marketing and customer engagement. With the support of my mentors and the WBIC community, I transformed my idea into a market-ready product and successfully launched it for sale. WBIC gave me not only the technical knowledge but also the confidence to believe in my vision and begin my entrepreneurial journey.

Hina Luqman, Bake & Bite

I successfully launched my cloud kitchen with WBIC training.

Previously I had done courses as a chef, but I did not understand how to utilise my skill into a business. I had no plan, no strategy, and then came WBIC. With continuous mentorship and opportunities to participate in the major exhibition of WEPX, I successfully launched my cloud kitchen and I am now expanding into a commercial kitchen.

Roohi Arshad Zuberi, Loops & Knots

After a decade in business, I discovered new ways to grow through digital marketing.

I have been running my brand, **Loops & Knots**, for nearly ten years, but I struggled to effectively market my business online. Through WBIC's **Digital Marketing** course, I learned practical strategies to strengthen my social media presence and reach a wider audience. The training gave me the confidence and skills to promote my brand more effectively, helping me enhance my online visibility and unlock new opportunities for business growth.

Testimonials: From Participants

"Through the digital awareness and business development training at WBIC, I learned how to effectively market my products online. Today, my products are reaching customers across Pakistan and beyond."

Farah Fayyaz, Founder, Concepts

"Within just one month, I was equipped to launch my brand with a clear business strategy."

Shumaila Ejaz, Founder, Nutritious Nature

"The Centr e's supportive environment, including practical facilities such as childcare for working mothers, has made entrepreneurship more accessible and inclusive for women like me."

Hiba Fahad, CEO, Kahaf by Kiswa

"The mentorship and practical guidance I received helped me elevate my business from serving only family and friends to engaging with a much wider customer base."

Malka Noor, Founder, Bespoke Art

"Through its expert training and mentorship, I gained practical insights into business development, growth strategies, and process improvement, enabling me to strengthen and expand my brands."

Taheem Arsalan, Founder, Aura Organics & The Essentials

"By applying the strategies and practical knowledge I gained, I began receiving bulk orders and reached my target audience more effectively."

Runa Haroon, Founder, Wood Strings

"The opportunity to showcase my products, receive professional training, and gain practical business knowledge has strengthened my business and expanded its reach."

Amna Tawesh, Founder, Hamdan Scents

"WBIC gave me practical skills in brand positioning, pricing, and business strategy through expert mentorship and hands-on training."

Rukhsan, Founder, Paints & Pieces

"The training and mentorship have strengthened my business and given me the confidence to expand my brand. I encourage aspiring women entrepreneurs to take advantage of this opportunity."

Sidra Shehzad, Founder, Rangeen Dhaagay

"The Digital Marketing programme provided me with the practical skills and strategies I needed to establish and grow my business online, even after running my business since 2008."

Quratulain Waheed, Entrepreneur, Rawalpindi

Testimonials: From Trainers and Mentors

"In twenty years of training, I have rarely seen a programme that genuinely reaches the women who need it most. The sessions in Lahore and Bahawalpur were proof of that: full rooms, real businesses, and women who showed up not for a certificate but because they meant it."

Usman Khan

"WBIC has given me a front-row seat to how real startup growth happens, working closely with founders navigating everything from idea validation to market launch. The ecosystem here doesn't just incubate startups, it builds the mindset and resilience needed to sustain them."

Faiza Ashraf

"WBIC's structured curriculum, combined with its strong commitment to empowering women entrepreneurs, creates an environment where participants move confidently from business ideas to actionable plans. The enthusiasm, curiosity, and resilience of the trainees consistently stood out, matched by WBIC's professionalism in organising sessions and supporting trainers."

Dr. Muhammad Fahad

"Conducting a Digital Marketing training session for 50 students at Rawalpindi Women University enabled them to transform business ideas into practical digital ventures, resulting in 11 new businesses launched on Instagram, Facebook, LinkedIn, and WhatsApp Business, each gaining over 100 followers. Witnessing the students' creativity, confidence, and entrepreneurial growth was truly rewarding."

Jaweria Tariq

"Collaborating with the brilliant young minds at WBIC has been an incredibly rewarding experience. The passion, drive, and innovative business ideas displayed by participants prove that the future of women-led enterprise in Punjab is exceptionally bright."

Tahir Mahmood Chaudhry

"It has been an honour to train aspiring women entrepreneurs, supporting them throughout their journey from refining business ideas to product development and market readiness. WBIC has created an exceptional ecosystem for women through its fully equipped training facilities, e-library, daycare services, digital portal and dedicated business support. These resources provide women with the knowledge, confidence, and practical tools needed to build sustainable businesses. I'm proud to have been part of this impactful initiative and commend WBIC for its unwavering commitment to women's economic empowerment and entrepreneurship."

Mariam Altaf

Testimonials: From Stakeholders and Partners

"I was truly impressed to see the product display of more than 100 women entrepreneurs, each showcasing well-developed, market-ready businesses. Many of these products have strong international market potential, and we look forward to supporting WBIC in creating opportunities for participants to showcase at international forums and expand into global markets."

Khawaja Shahzaib Akram, Mass Pharma Pvt. Ltd.

"It was inspiring to see over 100 unique businesses displaying products of exceptional creativity and craftsmanship. The quality of work, attention to detail, and entrepreneurial potential demonstrated by the participants reflect the impact of the Centre's mentorship and training."

Maliha, Head of Marketing, LAAM (Partner)

"WBIC Rawalpindi has enabled participants to successfully establish and grow their businesses online, fostering a new generation of independent women entrepreneurs."

Javeria Tariq, Lecturer, Department of Business Administration

"It was inspiring to see women entrepreneurs who are not only creating quality products but also have a strong understanding of their target market, pricing, branding, and unique value proposition. Many participants were already discussing B2B opportunities and demonstrating real confidence in selling their products."

Sarah, Founder, Dazzle by Sarah

"It is encouraging to see initiatives like WBIC empowering women entrepreneurs through practical training and innovation. Integrating AI and digital transformation into entrepreneurship can significantly accelerate business growth and create new opportunities for women-led enterprises."

Sohail Sarwar, AI & Digital Transformation Consultant

"WBIC is addressing a critical gap by equipping talented women with the skills to market, brand, and scale their businesses. Beyond technical training, the programme is clearly building confidence, professional grooming, and market readiness. Participants confidently presented their businesses with professional branding, business cards, and digital tools such as QR codes."

Arooj, CEO, Vision Building Future

> *"It was inspiring to meet so many women entrepreneurs bringing innovation and creativity to the furniture industry. Their confidence, clear understanding of their unique value proposition, and readiness to engage with the market stood out. WBIC does an excellent job connecting participants with industry experts and creating meaningful market linkages."*
>
> **Zahra Faisal, Managing Director, Lifestyle Group of Companies**

9.9 Activities, Events and Facilities

Capacity Building and Engagement

- Conducted interviews for the trainer pool to strengthen the availability of qualified trainers for upcoming cohorts.
- Organised a 14th August Independence Day celebration with programme participants, creating an opportunity for networking, engagement and community building.
- Initiated discussions and meetings with key stakeholders, including the State Bank of Pakistan and Aesthetic Circle, for potential specialised capacity-building and content-creation initiatives.

Two-Month Cohort 5 Recruitment Snapshot

During the first two months of the fiscal year, Cohort 5 recruitment generated 1,066 applications through online outreach. Participants were subsequently interviewed, selected and placed across Startup Development, Advanced Entrepreneurship and Digital Marketing programmes in Lahore, Faisalabad, Bahawalpur and Rawalpindi.

Two-Month Progress Update

Over the first two months of the current fiscal year, WBIC progressed from programme planning and Cohort 5 outreach to active participant engagement across four locations. The recruitment campaign generated 1,066 applications, while training delivery focused on Startup Development, Advanced Entrepreneurship and Digital Marketing. In parallel, the Centre continued trainer recruitment, participant engagement and stakeholder discussions to strengthen specialised capacity-building and future partnerships.

Additional Activities and Collaborative Events

Beyond its core training curriculum, WBIC engaged in a range of collaborative initiatives and public events that extended its impact and visibility across Punjab:

Activity	Description
WEPX	WBIC played a key role in supporting the WEPX project by providing comprehensive operational and management support throughout its implementation. The Centre successfully mobilised more than 600 women entrepreneurs, managing the entire process from application submission and interview coordination to event execution, engaging industry experts. In addition, WBIC organised a range of knowledge-sharing activities during WEPX, including panel discussions, interactive talks and mentoring sessions. Women entrepreneurs participating in WEPX also received training on networking, exhibition participation and market linkages, equipping them with practical skills to expand their businesses. These efforts further strengthened WBIC's engagement with women entrepreneurs and reinforced its network across Punjab.
International Women's Day Celebration	WBIC organised a dedicated event to mark International Women's Day, inviting guests and stakeholders to celebrate women's achievements in entrepreneurship. The Centre led the event's planning, guest coordination and on-ground operational management, delivering a well-attended and meaningful celebration of women's economic empowerment.
E-Bike Training with REVO	In collaboration with REVO, WBIC organised an e-bike training session aimed at promoting safe and independent mobility for women, equipping participants with a practical skill that supports both personal freedom and access to economic opportunities.
Women in Political Leadership Event	WBIC hosted an event to promote women's political leadership, bringing together a large audience of women alongside prominent political figures to discuss pathways for greater female representation and participation in public life.
SEHR Programme Beautician Course	WBIC facilitated a 3-day training workshop for participants of the SEHR programme's beautician course, engaging its mentors to deliver sessions on professional grooming, communication, legal rights, financial literacy, digital storytelling, and business development and operations management.
Youth Pitch Competition (Final Rounds)	WBIC hosted the final rounds of a youth pitch competition, contributing its mentors and operational resources to support the event and mentor the next generation of young entrepreneurs.
Annual Magazine	The WBIC team played a central role in the development of the Annual Magazine by consolidating project data, drafting and editing content, and coordinating the overall publication process. Led by the Outreach Officer, the magazine was successfully compiled, designed and finalised within a short timeframe through effective teamwork and coordination. The publication was officially launched on International Women's Day, showcasing WBIC's achievements, impact and success stories over the year.
Television Broadcast with City 42	Arranged a special television broadcast with City 42 to showcase WBIC's initiatives and highlight the success stories and products of women entrepreneurs.
UN Women Delegation	WBIC hosted a delegation from UN Women representing Khyber Pakhtunkhwa and Balochistan, showcasing the Centre's model and exchanging insights on women's economic empowerment initiatives across provinces.

Activity	Description
Collaborative Partnership Meetings	WBIC convened a series of meetings with members of the business community, students, women's rights activists, and organisations committed to advancing women's empowerment, laying the groundwork for future collaborations and partnerships.

Facilities at the PMO

The PMO utilised its state-of-the-art facilities to provide a conducive learning environment and enhance the training experience for women entrepreneurs. In addition, the satellite centres were established with newly furnished infrastructure and fully equipped digital labs to ensure quality training delivery across all locations.

Looking Ahead: Plans for Next Year

Going forward, WBIC aims to deepen collaborations with financial institutions, industry and development partners to improve access to entrepreneurial support services and financing opportunities. Priority areas include expanding digital learning initiatives through the e-library and podcast platform, strengthening digital media outreach, enhancing monitoring mechanisms, improving infrastructure and operational capacity, introducing participant stipends, and recognising high-performing entrepreneurs through merit-based awards and grants.

Building on the lessons learned during the first year, efforts are underway to ensure timely commencement of activities in the upcoming cycle, enabling optimal utilisation of resources, efficient implementation and greater programme impact.

WBIC aims to further expand its outreach by establishing additional satellite centres across Punjab. Building on the successful operationalisation of centres in Lahore, Faisalabad, Bahawalpur and Rawalpindi, the project has proposed the establishment of new centres in **Gujranwala** and **Sahiwal**. These expansion efforts are intended to increase access to entrepreneurial support services, enabling more women across the province to benefit from capacity building, mentorship and business development opportunities.

These measures will further strengthen the project's sustainability and enhance its impact in promoting women-led entrepreneurship across Punjab.

Get Connected

Centre	Type	Address	Phone
Lahore Centre	Flagship Centre	Civic Center, Maryam Nawaz Women Complex, Jubilee Town, Lahore	04235928572, 04235928570, 04235928576
Bahawalpur Centre	Satellite Centre	House # 42, A-3 Street No. 10, A Model Town, Bahawalpur, 63100	0622886620
Faisalabad Centre	Satellite Centre	Faisalabad Women Chamber of Commerce and Industry	0412421441
Rawalpindi Centre	Satellite Centre	Building # 2167, 2nd Floor, RWCCI, Chakwal Plaza, Service Rd W, Rawalpindi	03200978910, 051 4911191

10.

SheThreads: Economic Empowerment Initiative for Rural Females in the Textile Sector



STRATEGIC PILLAR
Economic Empowerment and Skill Development

FUND UTILISATION (FY 2025-26)
99.2% of releases utilised

LOCATION
Lahore, Sialkot, Sheikhupura, Faisalabad, Multan

SPONSORING / EXECUTING
WDD (sponsor); Punjab Skills Development Fund, PSDF (executing agency)

GESTATION PERIOD
01.07.2025 to 30.06.2027
(2 years)

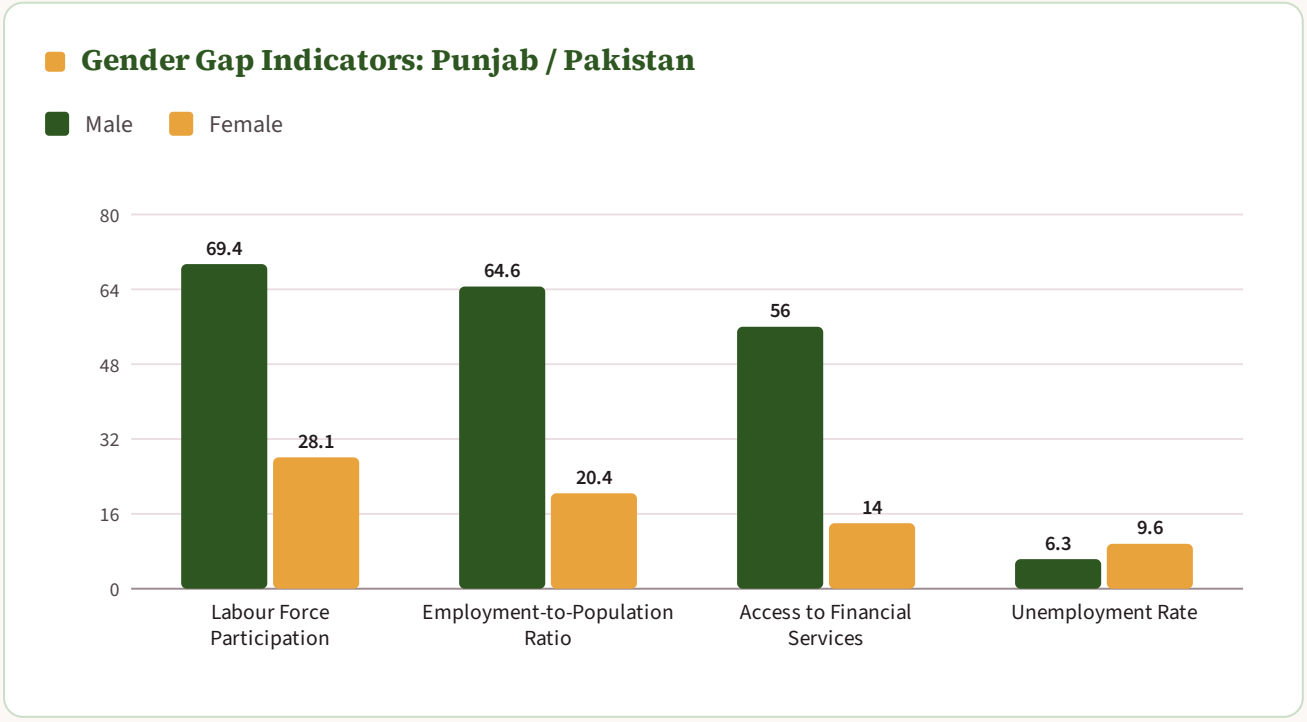
TARGET BENEFICIARIES
Approximately 2,500 rural women

TRAINEES REGISTERED TO DATE
1,856 (75 classes)

TRAINEES COMPLETED & EMPLOYED TO DATE
1,567 Women Trained
1,260 Employed in Industries

The project responds to a well-documented gap in Punjab's rural labour market. Available data reveal significant gender disparities in Pakistan's labour market. Pakistan ranks 148th out of 148 countries on the Global Gender Gap Index 2025. In Pakistan, labour force participation stands at 68.7% for men and only 22.7% for women. Likewise, in Punjab, female labour force participation is only 28.1% compared with 69.4% among males, while the female employment-to-population ratio is 20.4% versus 64.6%. Access to financial services is also substantially lower for women (14% versus 56% for men). The

higher female unemployment rate (9.6% versus 6.3%) further reflects limited economic opportunities, underscoring the need for targeted interventions to enhance women's skills, employment, entrepreneurship, and financial inclusion.



Source: Punjab Gender Parity Report (PGPR) 2024; Karandaaz Financial Inclusion Survey 2024.

According to the World Bank, approximately 61.96% of Pakistan's population resides in rural areas, and women constitute about 48.5% of the total population, yet women make up only around 22% of the formal workforce, with the majority engaged in low-wage, informal labour. The textile sector itself is a significant part of the national economy, accounting for nearly 60% of Pakistan's total exports and employing approximately 40% of the manufacturing workforce, giving a skills-training intervention in this sector a direct route to formal or self-employment for its graduates.

10.1 Objectives

- Train approximately 2,500 rural women in trades required by the textile industry, delivered as hands-on training across 11 shortlisted textile trades.
- Build participants' foundation skills (communication, teamwork, problem-solving) alongside digital financial literacy, to make them job-ready and prepared for entrepreneurial challenges.
- Facilitate income generation for successful trainees who pursue formal job placements in the textile sector or self-employment, including guidance on concessionary financing and interest-free loan schemes.

10.2 Design: Targeted Outreach and Eligibility

Training is delivered at industry-established centres across five locations: Lahore, Sialkot, Sheikhupura, Faisalabad and Multan. Eligible participants are women aged 18 to 45, seeking employment or self-employment, who are permanent or temporary residents of Punjab and hold a valid CNIC; qualification requirements vary by trade. The project is implemented through a public-private collaboration between WDD, the Punjab Skills Development Fund (PSDF, the executing agency) and private-sector textile industry partners (among them Swisspo Sports MFG Co, Qutab Star Enterprises, Masood Textile Mills, Craz Fusion Textile, Shahkam Industries, Sigma Enterprises, Alpha Knitting, Master Textile, US Apparel & Textiles, ORFE Global, and Interloop, the eleven training providers currently delivering classes, detailed in Section 10.8).

Training components: hands-on instruction in 11 textile trades, digital financial literacy, and foundation skills (communication, teamwork, problem-solving).

- Monitoring and reporting: monthly tracking of progress and implementation challenges.
- Testing and certification: assessment of trainees and issuance of certificates on successful completion.
- Market linkages: connecting graduates to textile-industry employers and to concessionary financing or interest-free loan options for self-employment.

10.3 Beneficiary Targets and Implementation Timeline

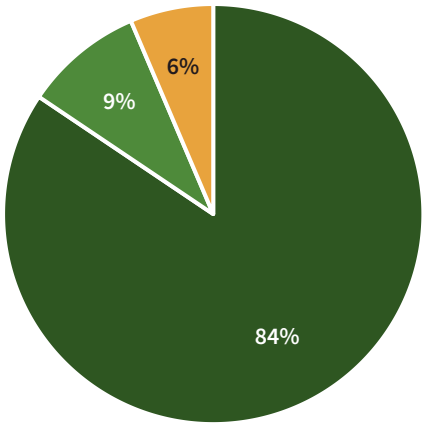
The Result-Based Monitoring framework in the project's PC-I sets out a direct chain from inputs to impact: 2,500 women enrolled and provided technical and foundation-skills training (input), leading to 2,500 participants completing the project and receiving certification, with participants prepared for job placement in partner industries (output), and ultimately trainees transitioning to income generation, with progress tracked through the percentage increase in participants' income within six months of completion and through follow-up surveys on shifting community attitudes towards women's workforce participation (impact).

The implementation plan proceeds through PC-I approval, bidding-document preparation, procurement of training-service providers and of a mobilisation/behaviour-change firm, trainee mobilisation and enrolment, and training delivery and certification across six sequential batches spanning FY 2025-26 and FY 2026-27. Against this plan, the programme dashboard now records training well advanced towards the 2,500-woman two-year target, as set out below.

10.4 Enrolment and Training Progress to Date

As of this report, the SheThreads dashboard records 1,856 trainees registered across 75 classes, of whom 1,567 (84.4%) have completed training, 170 (9.2%) were expelled due to absence in more than two successive monitoring visits, and 119 (6.4%) dropped out. Registered enrolment already stands at 74.2% of the 2,500-woman two-year target, and completions alone (1,567) represent 62.7% of that target, a strong pace of delivery for a project that was at the procurement and mobilisation stage at inception. According to departmental records, 1,260 trained women have also been employed in partner textile industries.

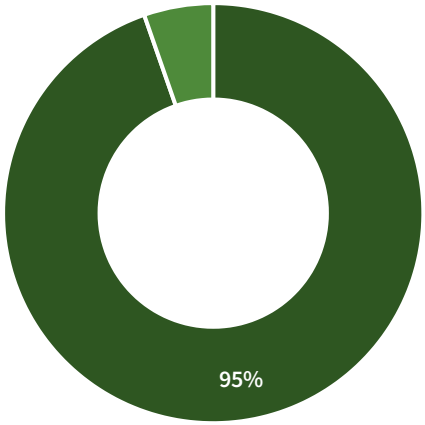
SheThreads: Trainee Status (n = 1,856)



Completed	1,567	84.4%
Expelled	170	9.2%
Drop-Out	119	6.4%

Source: SheThreads programme dashboard, trainee-level master roster.

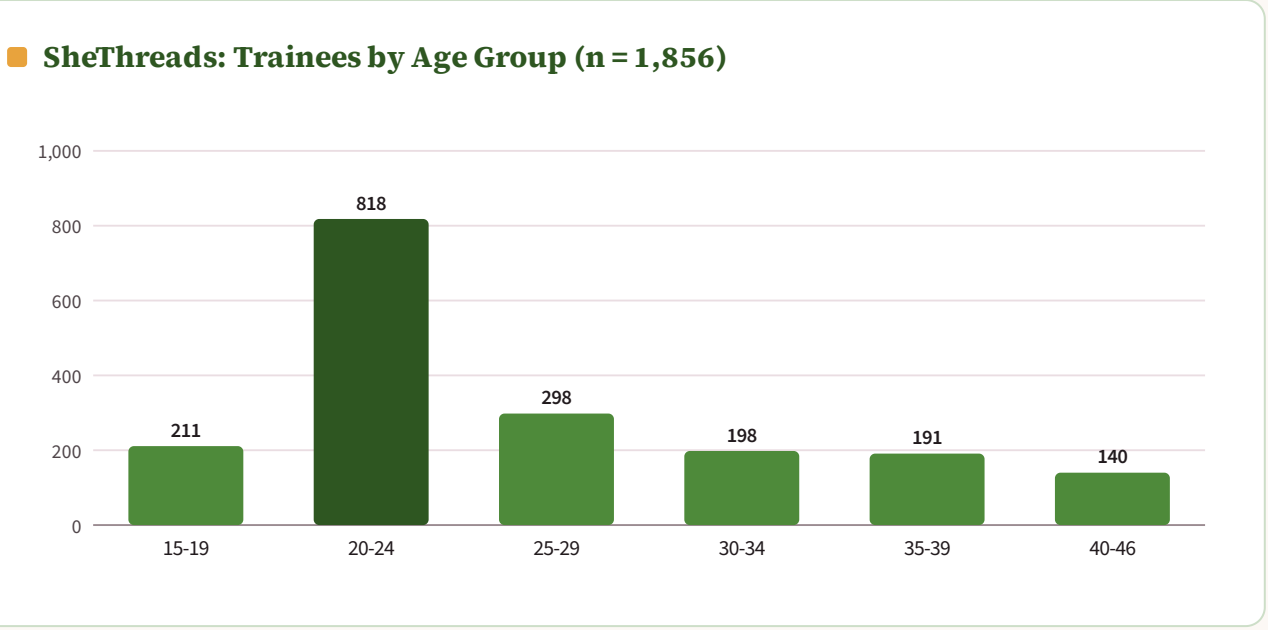
SheThreads: Classes by Status (n = 75)



Completed	71	94.7%
Cancelled	4	5.3%

10.5 Trainee Profile: Age, Marital Status and Education

Registered trainees have a mean age of 26.9 years and a median age of 24.1 years, skewing young: the 20-24 and 25-29 age bands together account for 60.1% of all trainees, consistent with the project's focus on working-age rural women at the start of their economic-participation journey.



Source: SheThreads programme dashboard, trainee age-band distribution.

Three in four registered trainees (75.1%) are single, with married women accounting for a further 23.2% and divorced, widowed and separated women together making up the remaining 1.7%; by education, 59.9% hold a Matric qualification and 39.4% Intermediate, with a small remainder (0.8%) at Class 5 or Class 8 level.

Marital Status	Trainees	% of Total
Single	1,393	75.1%
Married	431	23.2%
Divorced	20	1.1%
Widow	6	0.3%
Separated	6	0.3%

Source: SheThreads programme dashboard, trainee-level master roster.

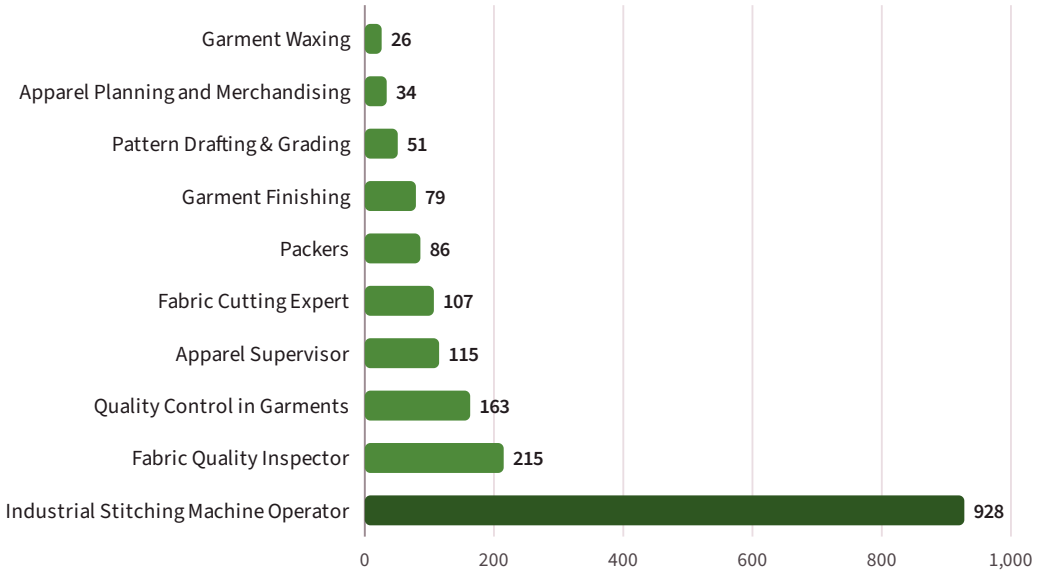
Education	Trainees	% of Total
Matric	1,111	59.9%
Intermediate	731	39.4%
Class 8	13	0.7%
Class 5	1	0.1%

Source: SheThreads programme dashboard, trainee-level master roster.

10.6 Training Composition: Trade and Geography

Industrial Stitching Machine Operator is by far the most heavily enrolled of the shortlisted trades, accounting for exactly half of all registered trainees (928 of 1,856, 50.0%), followed at a considerable distance by Fabric Quality Inspector (215, 11.6%) and Quality Control in Garments (163, 8.8%); the ten trades below together account for 1,804 of the 1,856 registered trainees (97.2%), with the balance spread across the remaining trades in the 11-trade menu described in Section 10.2.

SheThreads: Trainees by Trade (Top 10)



Source: SheThreads programme dashboard, trainee-level master roster, trade of enrolment (top 10).

10.7 Trainees by District of Residence vs District of Training

Of the 1,856 registered trainees, 1,564 (84.3%) trained in their own district and 292 (15.7%) travelled to another district for training. Residents of the four training centre districts make up 1,612 trainees (86.9%), and 97.0% of them trained at home; the remaining 244 trainees (13.1%) live in 28 districts with no training centre and therefore all travelled.

Retention differs sharply by centre. Almost all residents of Sialkot (848 of 851, 99.6%), Faisalabad (526 of 535, 98.3%) and Lahore (137 of 140, 97.9%) trained locally. Sheikhupura is the exception: only 53 of its 86 residents (61.6%) trained at the local centre, while 23 went to Faisalabad and 5 each to Lahore and Sialkot, suggesting that the single provider in Sheikhupura could not absorb local demand or did not offer the trades these women wanted.

Each centre also draws on a distinct catchment. Lahore is the main regional hub for women from outside the centre districts, receiving 128 of the 244 (52.5%), mostly from the south and southeast (Okara 31, Kasur 23, Vehari 7, Khanewal 7 and Pakpattan 7, plus 26 from Bahawalpur, Bahawalnagar and Sahiwal combined); as a result, half of Lahore's intake (142 of 279) came from other districts. Faisalabad receives 94 (38.5%), mainly from nearby central districts (Nankana Sahib 25, Toba Tek Singh 19, Jhang 8, Sargodha 7 and Chiniot 7), plus 23 from Sheikhupura. Sialkot receives only 22 (9.0%), led by neighbouring Narowal (10), and remains an almost entirely local centre (96.7% Sialkot residents). Sheikhupura trained no women from outside its own district.

The pattern indicates that distance is the main factor in centre choice: women travel to the nearest centre city, and Lahore effectively serves southern Punjab, where no centre exists. Expanding capacity in Sheikhupura and considering a centre closer to southern Punjab (for example Okara or Sahiwal) could reduce travel burdens on women trainees.

Trainees by District of Residence and District of Training

	District of Training					
District of Residence	Sialkot	Faisalabad	Lahore	Sheikhupura	Total	% of Total
Sialkot	**848**	1	2	0	**851**	45.9%
Faisalabad	2	**526**	7	0	**535**	28.8%
Lahore	0	3	**137**	0	**140**	7.5%
Sheikhupura	5	23	5	**53**	**86**	4.6%
Okara	0	1	31	0	**32**	1.7%
Nankana Sahib	0	25	4	0	**29**	1.6%
Kasur	0	0	23	0	**23**	1.2%
Toba Tek Singh	0	19	1	0	**20**	1.1%
Narowal	10	0	1	0	11	0.6%
Sargodha	2	7	2	0	11	0.6%
Other districts (22)	10	42	66	0	118	6.4%
Total	**877**	**647**	**279**	**53**	**1,856**	**100.0%**
% of Total	**47.3%**	**34.9%**	**15.0%**	**2.9%**	**100.0%**	

Shaded cells show trainees trained in their home district. Districts with relatively few trainees are grouped under Other districts (Khanewal, Chiniot, Vehari, Jhang, Pakpattan, Rahim Yar Khan, Muzaffargarh, Gujranwala, Hafizabad, Layyah, Lodhran, Mandi Bahauddin, Multan, Khushab, Chakwal, Mianwali, Rawalpindi, Bhakkar, Gujrat, Sahiwal, Bahawalpur and Bahawalnagar). Percentages may not add to exactly 100 due to rounding.

Source: SheThreads programme dashboard, trainee level master roster.

10.8 Training Service Provider and Number of Trainees

Training is delivered through eleven private-sector training service providers under contract to PSDF, led by Swisspo Sports MFG Co (489 trainees, 26.3%), Qutab Star Enterprises (388, 20.9%) and Masood Textile Mills (322, 17.3%), reflecting the public-private delivery model described in Section 10.2.

Training Service Provider	Trainees	% of Total
Swisspo Sports MFG Co (Private) Limited	489	26.35%
Qutab Star Enterprises	388	20.91%
Masood Textile Mills	322	17.35%
Craz Fusion Textile (Private)	195	10.51%
Shahkam Industries Pvt Ltd	144	7.76%
Sigma Enterprises	103	5.55%
Alpha Knitting Pvt Ltd	56	3.02%
Interloop Limited	54	2.91%
ORFE Global	53	2.86%
US Apparel & Textiles	27	1.45%
Master Textile	25	1.35%
Total	**1,856**	**100.00%**

Source: SheThreads programme dashboard, trainee-level master roster.

10.9 Fund Utilisation

SheThreads utilised 99.2% of the funds released to it for FY 2025-26.

10.10 Status and Outlook

Training under SheThreads is now active across five cities and 75 classes: 1,856 women have registered against the 2,500-woman two-year target (74.2%), and 1,567 (62.7% of target) have already completed training and been certified.

11.

Digitalization of Women Development Department

WomenFirst
MOBILE APP

STRATEGIC PILLAR
Entrepreneurship Support and Business Development (cross-cutting, department-wide)

FUND UTILISATION (FY 2025-26)
100% of releases utilised

DURATION
July 2025 to June 2027

SPONSORING DEPARTMENT
Women Development Department

EXECUTING AGENCY
Punjab Information Technology Board (PITB)

STATUS
Nine dashboards live; Women First App launched January 2026

The Digitalization of Women Development Department initiative is a flagship governance reform establishing an integrated digital ecosystem for women-centric public service delivery across Punjab, unifying internal operations, beneficiary services, monitoring and public engagement onto a single Management Information System.

Data for the Department's other eight initiatives was, until recently, collected manually or on unstandardised systems, limiting real-time monitoring and scalability. This project addresses that gap directly: it is the digital backbone through which the applications, training and dashboard figures cited elsewhere in this report (Sections 3 through 10) are now captured, and it is accordingly profiled here in its own right rather than only as supporting infrastructure.

11.1 Objectives

- Digitise internal systems, public service delivery, and monitoring mechanisms across WDD.
- Create centralised, real-time dashboards and databases for the Department's ongoing and upcoming initiatives.
- Enable evidence-based policy-making using online data and digital monitoring and evaluation tools.
- Improve transparency, efficiency and accessibility across all WDD programmes.
- Develop, operationalise and implement a department-wide social media strategy.

The project is aligned with Punjab's Gender Mainstreaming Strategy, the Punjab Growth Strategy, Vision 2025 and the Sustainable Development Goals, in particular SDG 5 (Gender Equality), SDG Target 4.5 (eliminating gender disparities in education through mobile and digital access) and SDG 8 (inclusive economic growth and productive employment for women).

11.2 Technical Design: Core Components

- Centralised Management Information System (MIS): a unified digital architecture integrating all ongoing and upcoming WDD initiatives on one real-time platform, hosted and secured by PITB.
- Programme-specific dashboards: an independent dashboard for each initiative, all integrated on a single portal, with biometric verification wherever required and real-time attendance and data flowing to a central Main Dashboard.
- Women First App: a beneficiary-facing mobile application unifying all WDD services on a single platform, with Android and iOS support and multilingual (Urdu, English, Punjabi) content.
- GIS integration: geo-mapping of services and beneficiaries for spatial analysis of reach and coverage.
- Learning Management System: online training for women entrepreneurs, with interactive modules including videos, quizzes and surveys.
- Grievance Redressal System: integration with existing government complaint channels, including the Pakistan Citizen Portal, the CM Complaint Management Cell and the Ombudsman, with tracking of lodged complaints.
- Interconnectivity: planned integration with government systems including NSER, PSER, BISP, NADRA, Citizen Portals, banks (for funds distribution), e-commerce portals and SMS gateways.
- Social media strategy: a centralised Social Media Management System spanning Facebook, X (Twitter), Instagram, YouTube and LinkedIn, targeting women and girls in rural and underserved areas, youth and students, policy stakeholders and NGOs, and the general public and media; social media synchronisation with the Main Dashboard is planned for FY 2026-27.

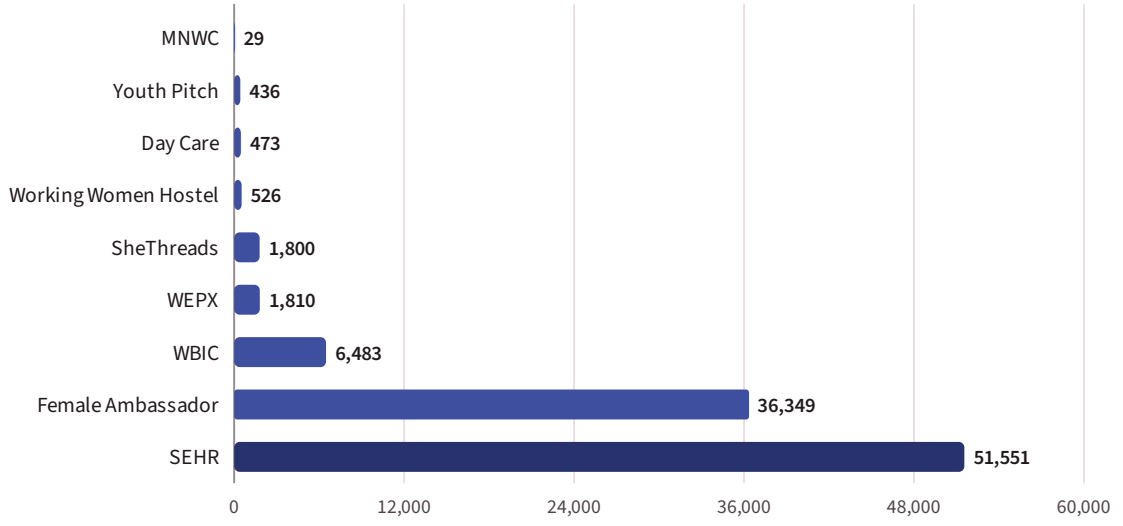
11.3 Fund Utilisation

The Digitalization of WDD project utilised 100% of the funds released to it for FY 2025-26.

11.4 Implementation Status: Nine Live Dashboards and the Women First App

As of the Digitalization project's latest reporting, nine programme dashboards are live and fully functional, built on Laravel in close coordination with PITB, with biometric verification integrated wherever required and real-time attendance and data updates flowing through the central Main Dashboard. Across these nine dashboards, approximately 99,457 applications are recorded WDD-wide: SEHR leads with 51,551 applications, followed by the Female Ambassador Program with 36,349 applications (10,403 completed and 25,946 partial), WBIC with 6,483, WEPX with 1,810, SheThreads with 1,800, Day Care with 473, Working Women Hostel with 526, the Youth Pitch Competition with 436, and the Maryam Nawaz Women Complex (MNWC) with 29.

Applications Across WDD Programme Dashboards (Approx. 99,457 Total)



Source: Digitalization of WDD project brief, consolidated dashboard application counts by programme (log scale).

Individual programme figures in this dashboard rollup may differ slightly from the figures reported in each programme's own section, reflecting different snapshot dates between this cross-programme summary and each section's own reporting rather than a substantive discrepancy; both are presented as recorded.

The Women First App, launched by the Senior Minister of Punjab, Ms. Marriyum Aurangzeb, in January 2026 at the Expo Centre, Lahore, unifies all WDD services on a single platform and has already crossed 50,000 downloads. Together, the dashboards and the app have improved transparency, cut processing time and manual errors, strengthened accountability through the CR Portal and audit trails, widened rural and urban outreach, and established a scalable, replicable digital model for future WDD projects.

11.5 Strategic Significance and Outlook

- Improved transparency and accountability across all WDD programmes.

- Accelerated service delivery timelines through real-time processing.
- Real-time performance tracking against programme targets.
- Enhanced accessibility for women in underserved districts.
- Data-driven policy-making and resource optimisation.

PITB will provide comprehensive training to WDD staff for the effective management and operation of all dashboards and portals, and, on project completion, WDD and PITB will explore a Service Level Agreement for continuity of the platform.

12.

Digital Media Outreach and Public Awareness



STRATEGIC PILLAR
Communication, Advocacy and Public Awareness

PLATFORMS USED
Facebook, Instagram, X, LinkedIn, TikTok and YouTube

REPORTING WINDOW
December 2025 to September 2026 (varies by platform)

TOTAL VIEWS (ALL PLATFORMS)
Approximately 16.9 million

MAJOR CAMPAIGNS
5

SHARE OF ORGANIC REACH (FACEBOOK, JAN TO JUL 2026)
96.7%

12.1 Objectives

- Raise public awareness of women's rights, digital skills and education, and of the services and programmes offered by the Women Development Department (WDD).
- Promote the Department's flagship initiatives, including women's entrepreneurship, skills development and youth engagement, and encourage women and girls to take part in them.
- Build a strong, credible digital presence for WDD across major social media platforms, supported by print, electronic and radio outreach.

12.2 Approach: An Integrated, Multi-Platform Communication Model

WDD's outreach combines digital, print, electronic and radio channels at both provincial and national level. Digital communication runs across six platforms: Facebook, Instagram, X, LinkedIn, TikTok and YouTube. Each is used for a different purpose: Facebook provides mass reach, Instagram and TikTok carry short visual content such as reels and stories, LinkedIn reaches professional and institutional audiences, and YouTube hosts longer video content. Digital campaigns are reinforced by events, university campus activities, online submissions, local radio broadcasts and print media coverage, so that messages reach women both online and in their communities.

Content is produced in a range of formats, including posts, reels, stories and videos, covering campaign messages, programme updates, success stories and awareness material on rights, digital skills and education. Outreach during the reporting period was driven almost entirely by organic (unpaid) content.

12.3 Key Campaigns

Five major campaigns were run during the reporting period, ranging from national advocacy moments to targeted engagement with university students. All five campaigns combined digital content with print, electronic and radio media.

Campaign	Nature and Scope	Platforms and Channels
16 Days of Activism	Digital, print (local and national media)	Facebook, X, Instagram, LinkedIn and on-ground events
Mega Showcases (4) (see Annexure C)	Digital, print, electronic, radio (local and national media)	Facebook, Instagram, X, YouTube, LinkedIn, TikTok, local radio and print media
International Women's Day (digital poster design competition)	Digital, print, electronic (local and national media)	Facebook, Instagram, X, YouTube, LinkedIn and online submissions
Promoting young girls' entrepreneurship talent in universities	Social media	Facebook, Instagram, X, YouTube, LinkedIn, TikTok and on-site university campuses
Awareness on rights, digital skills and education (posts and reels)	Social media	Facebook, Instagram, X, YouTube, LinkedIn and TikTok

Source: WDD Digital Media Outreach records.

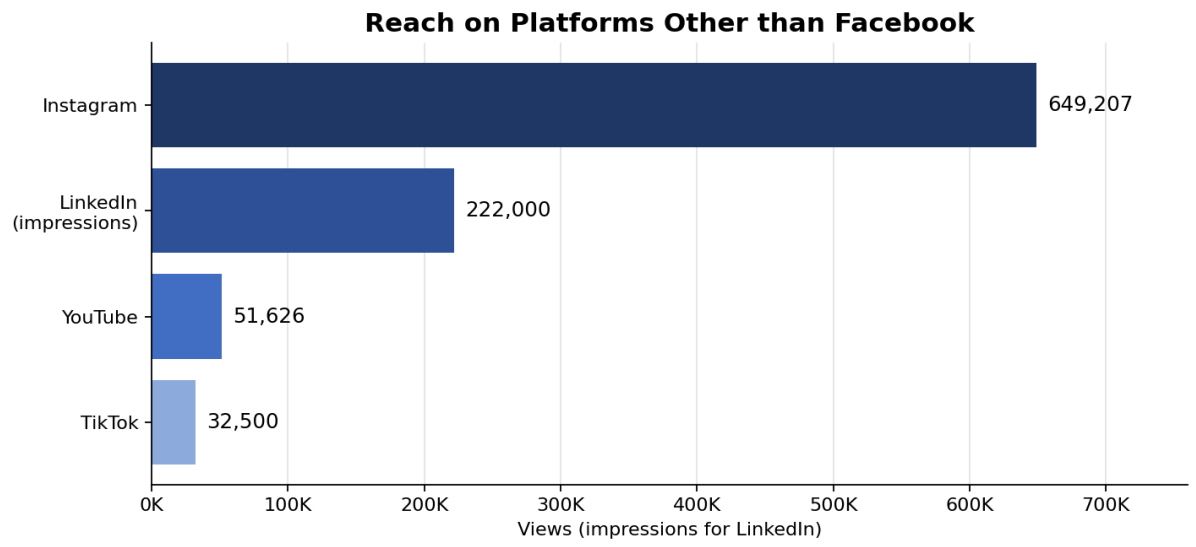
12.4 Platform Performance Overview

Across all platforms, WDD content generated approximately 16.9 million views during the reporting window, with Facebook accounting for about 96% of the total. Instagram was the second-largest channel with nearly 650,000 views, followed by LinkedIn (222,000 impressions), YouTube (51,626 views) and TikTok

(32,500 views). This indicates that Facebook is the Department's main channel for mass reach, while TikTok and LinkedIn generate deeper interaction with smaller, more targeted audiences.

Platform	Period	Views / Impressions	Unique Viewers	Engagements	Engagement Rate
Facebook	Dec 2025	183,518	44,335	1.9K	1.0%
Facebook	Jan to Jul 2026	15,998,962	4,154,941	89.2K	0.6%
Instagram	As per account insights	649,207	79,577	Not reported	Not reported
LinkedIn	Sep 2025 to Sep 2026	222,000 (impressions)	Not reported	4,419	2.0%
TikTok	Sep 2025 to Sep 2026	32,500	Not reported	2,613	8.0%
YouTube	Jan to Sep 2026	51,626	Not reported	569.6 watch hours	Not reported

Source: Platform analytics (Meta Business Suite, Instagram Insights, LinkedIn Page Analytics, TikTok Studio, YouTube Studio). Engagements are content interactions for Facebook; reactions, comments and reposts for LinkedIn; and likes, comments and shares for TikTok. Engagement rate is engagements as a percentage of views or impressions. Periods differ by platform, so figures are not strictly comparable.

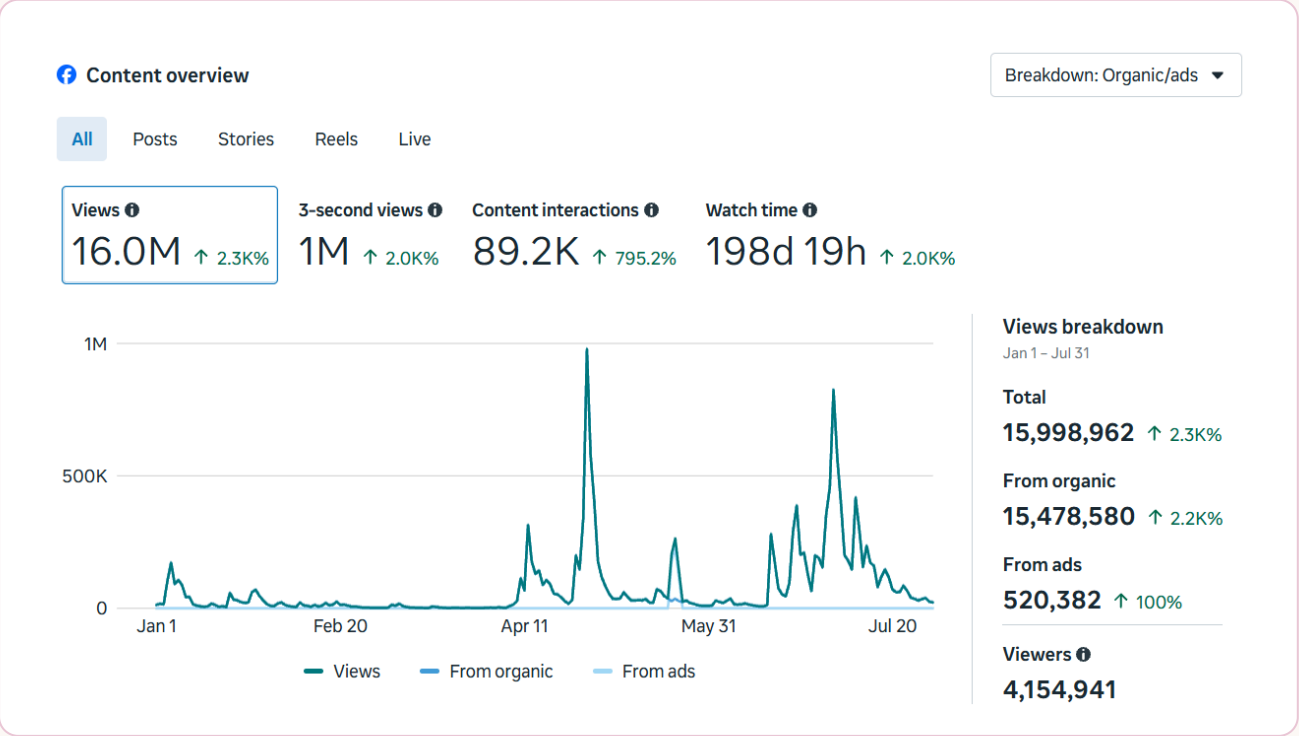


Source: Platform analytics. Facebook (16.18 million views) is excluded so that the other platforms can be compared.

12.5 Facebook: The Main Channel for Mass Reach

Facebook is by far the Department's largest outreach channel. In December 2025, the page recorded 183,518 views from 44,335 viewers, both more than double the previous period (up 114.5% and 114.4% respectively), together with 12,100 three-second views, 1,900 content interactions and a total watch time of 2 days and 3 hours. All of this reach was organic.

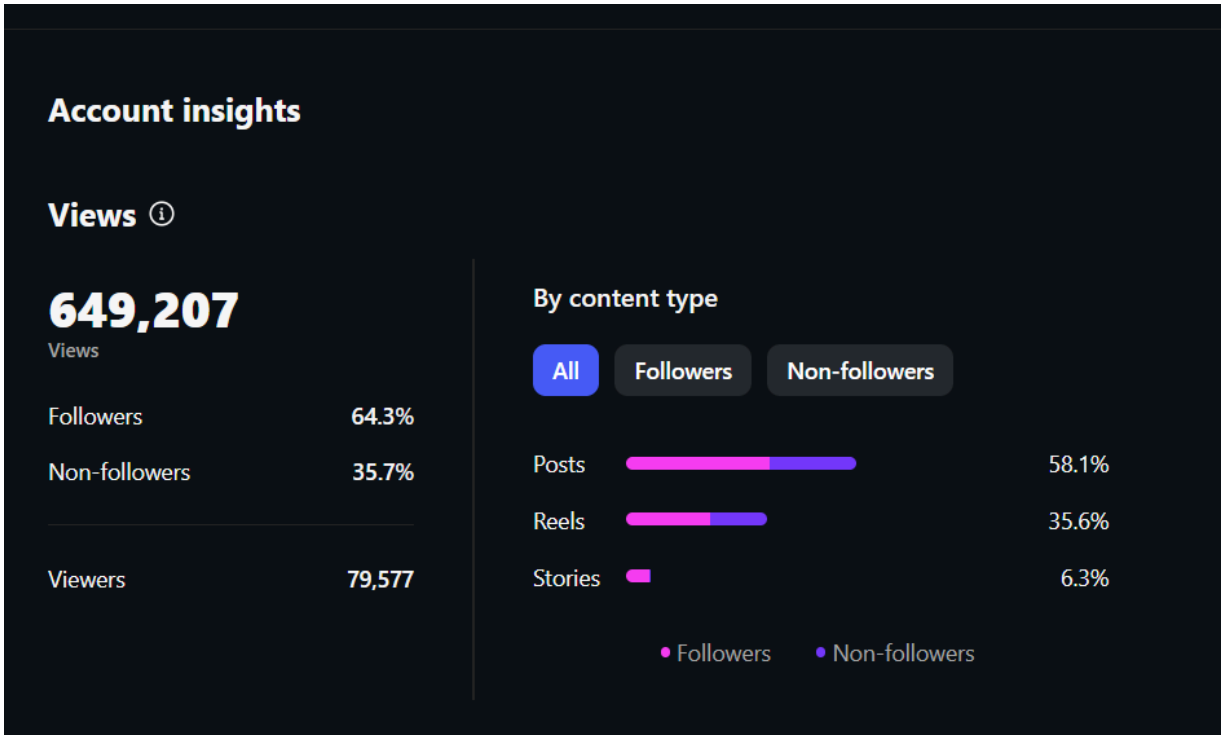
Growth accelerated sharply in 2026. Between January and July 2026, Facebook content was viewed 16.0 million times by 4,154,941 viewers, an increase of about 2,300% over the previous period. Content interactions rose by 795% to 89,200, three-second views reached 1 million, and total watch time grew to 198 days and 19 hours. On average, each viewer saw WDD content almost four times (3.85 views per viewer), which points to repeated exposure to the Department's messages. Organic content generated 15,478,580 views (96.7%), showing that the Department's reach was built mainly through content that audiences chose to watch and share rather than through advertising. Views were concentrated in a few sharp peaks, most notably in April and again in late June and July, suggesting that specific campaign content drove much of the reach.



Source: Meta Business Suite, Facebook content overview (January 1 to July 31, 2026).

12.6 Instagram, LinkedIn, TikTok and YouTube

Instagram recorded 649,207 views from 79,577 viewers. About two-thirds of views (64.3%) came from existing followers and just over one-third (35.7%) from non-followers, showing that the account is both retaining its audience and reaching new people. By content type, posts generated 58.1% of views, reels 35.6% and stories 6.3%.



Source: Instagram account insights.

On LinkedIn, the Women Development Department Punjab page (4,526 followers) earned 222,000 impressions between September 2025 and September 2026, with 4,176 reactions, 216 comments and 27 reposts. The engagement rate of about 2% is strong for an institutional page and reflects the value of LinkedIn for reaching professional, academic and partner audiences.

On TikTok, WDD content received 32,500 video views over the past year, with 2,300 likes, 111 comments, 202 shares and 392 profile views. At about 8%, TikTok has the highest engagement rate of any platform. Almost all views (93.1%) came through the For You feed, with 4.5% from search and 1.8% from the profile page, which means TikTok is mainly helping WDD reach new audiences who did not already follow the Department. Activity on the account increased noticeably from around May 2026.

On YouTube, the WDD channel received 51,626 views between January and September 2026, with 569.6 hours of watch time and 398 new subscribers, bringing the channel to 671 subscribers. The channel recorded 1,319 views in a recent 48-hour period, led by videos on women and youth empowerment, indicating steady ongoing interest in the Department's video content.

Platform	Key Highlights
Instagram	649,207 views; 79,577 viewers; 35.7% of views from non-followers; posts 58.1%, reels 35.6%, stories 6.3%
LinkedIn	4,526 followers; 222,000 impressions; 4,176 reactions; 216 comments; 27 reposts
TikTok	32,500 video views; 2,300 likes; 111 comments; 202 shares; 93.1% of views from the For You feed
YouTube	51,626 views; 569.6 watch hours; 671 subscribers (398 gained in 2026)

Source: Instagram Insights, LinkedIn Page Analytics, TikTok Studio and YouTube Studio.

12.7 Status and Outlook

WDD's digital outreach has grown into a significant channel for public communication. Facebook views rose from about 184,000 in December 2025 to 16 million over January to July 2026 (an average of about 2.3 million a month), reaching more than 4.1 million people, almost entirely through organic content. The Department is now active on six platforms, and its five major campaigns combined digital content with print, electronic and radio media, linking online messages to activities in communities and universities.

13.

Punjab Commission on the Status of Women (PCSW)

Helpline
1043

STATUS
Statutory body and special institution of WDD

LEGAL BASIS
PCSW Act, 2014 (established March 2014)

PUNJAB GENDER PARITY REPORT
Published since 2016; latest edition 2023 & 2024

INDICATORS / THEMATIC AREAS (LATEST EDITION)
315 indicators / 6 thematic areas

WOMEN HELPLINE 1043: ISSUES REDRESSED
320,203 (2014 to 2025)

RESOLVED ON FIRST CALL (2025)
95.5%

13.1 Mandate

The Punjab Commission on the Status of Women (PCSW) is a special institution of the Women Development Department, established in March 2014 under the PCSW Act, 2014. Its mandate is to monitor government initiatives and the implementation of pro-women policies, review laws, policies and programmes affecting women and recommend amendments, and promote gender equality under national law and international commitments. The Commission may call upon departments for information and undertakes research and data collection to guide strategic action on women's empowerment. Its two main operational arms are the Gender Management Information System (GMIS) and the Punjab Women Helpline 1043.

13.2 Punjab Gender Parity Report

Published since 2016, the Punjab Gender Parity Report (PGPR) is the Commission's flagship evidence product on the status of women in the province, prepared jointly with the Women Development Department. It draws on survey and administrative data from more than 1,000 public offices, and its data are held in the web-based Gender Management Information System (GMIS), which allows sectoral and temporal comparisons and gives departments a common evidence base for gender-responsive planning and monitoring.

The latest edition, the Punjab Gender Parity Report 2023 & 2024, covers all 41 districts of Punjab and presents 315 sex-disaggregated indicators across six thematic areas: Demographics; Governance; Health; Education; Economic Participation and Opportunities; and Justice. It also reviews special initiatives for women. The report combines the Population and Housing Census 2023, administrative data from federal and provincial bodies, national surveys such as MICS and the Labour Force Survey, and primary data collected by PCSW through standard proformas. Its headline findings underline the scale of remaining gaps: women's labour force participation stands at only 28.1%; female literacy is 60.2% against 72.0% for men; women own just 4.2% of residential units; and reported cases of gender-based violence rose by 20.92%, from 28,721 in 2023 to 34,702 in 2024.

Thematic Area	Coverage
Demographics	Population, households and sex composition
Governance	Women's representation and participation in public institutions
Health	Health status of and services for women
Education	Literacy, enrolment and educational attainment
Economic Participation and Opportunities	Labour force participation, employment and asset ownership
Justice	Gender-based violence and access to justice

Source: PCSW and WDD, Punjab Gender Parity Report 2023 & 2024 (315 indicators across six thematic areas).

13.3 Punjab Women Helpline 1043

Launched in August 2014, the toll-free Punjab Women Helpline 1043 operates round the clock, providing information, legal advice from in-house lawyers and complaint management, with complaints forwarded to the relevant government or private authorities and followed up until resolution. From 2014 to 2025, the helpline redressed 320,203 issues. In 2025 it recorded its highest call ratio, at 52,163 calls, and resolved 95.5% of issues on the first call, reflecting both rising demand and an efficient response system.

Indicator	Result
Total issues redressed (2014 to 2025)	**320,203**
Calls in 2025 (highest call ratio)	52,163
Issues resolved on first call (2025)	95.5%

Source: PCSW; Punjab Women Helpline 1043 records.

14.

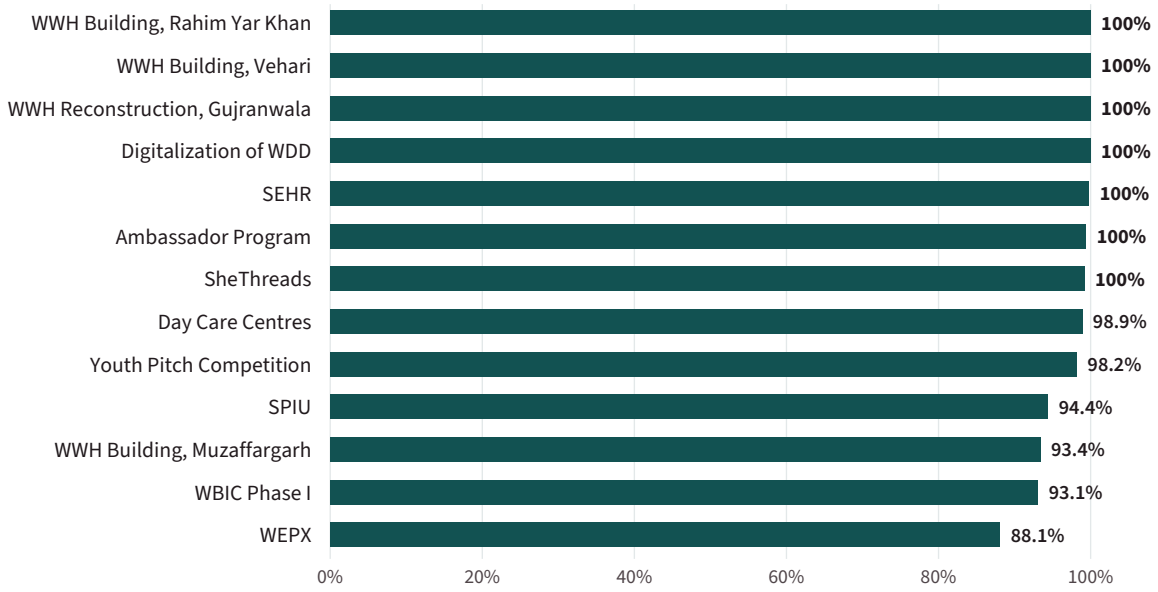
Cross-Cutting Analysis

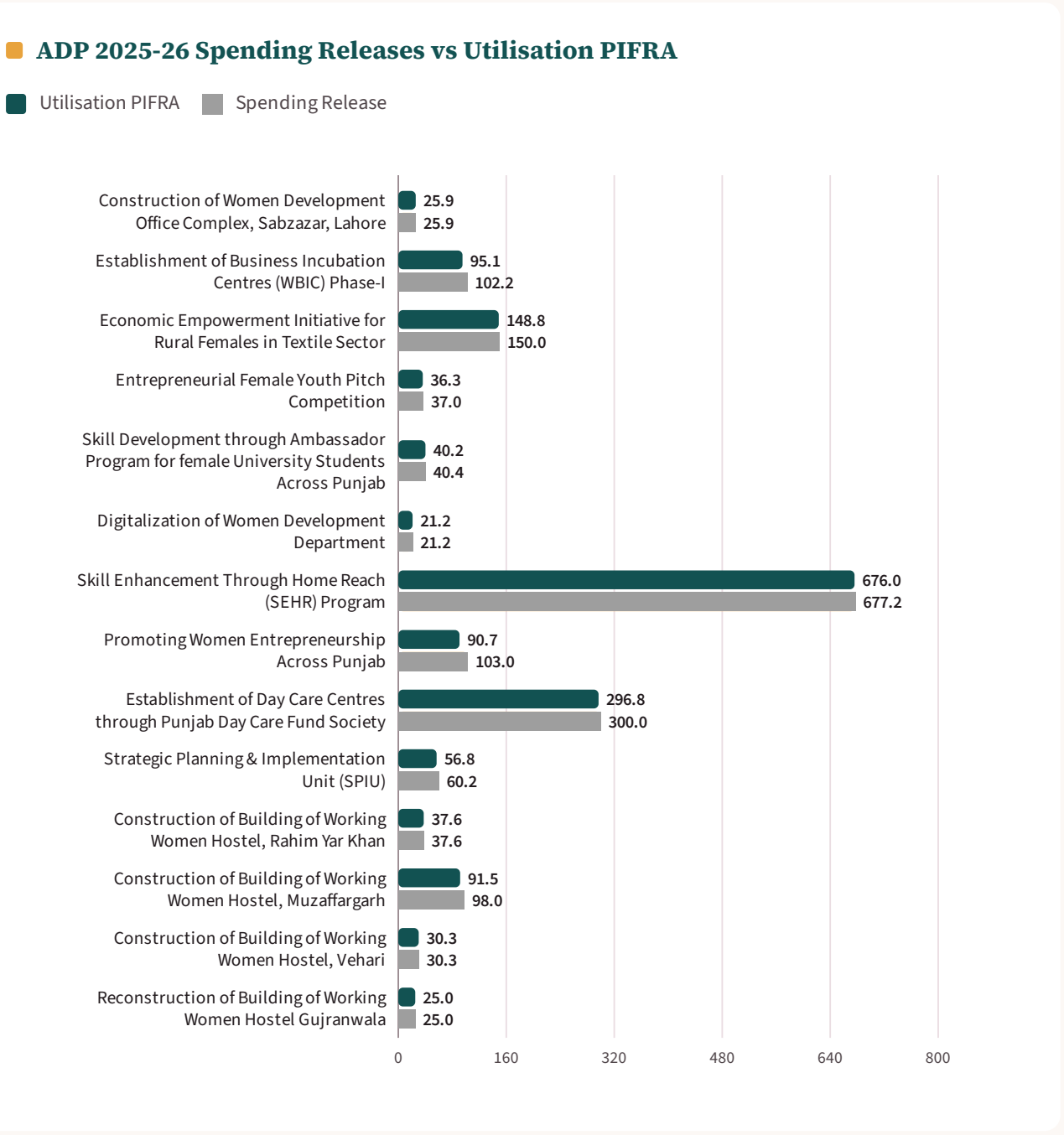
14.1 Consolidated Fund Utilisation

The Department's 13 schemes/initiatives utilised 97.9% of the funds released to them in FY 2025-26, as recorded in PIFRA. Utilisation reached 98% or more for Day Care Centres, the Ambassador Program, the Youth Pitch Competition, SEHR, SheThreads, the Digitalization of WDD and three of the four hostel construction schemes. The lowest rates were recorded for WEPX (88.1%), WBIC Phase I (93.1%), the Muzaffargarh hostel building (93.4%) and SPIU (94.4%). The Working Women Hostels service line itself is a standing departmental service; the hostel figures relate to building construction and reconstruction schemes. The first chart below shows the utilisation rate of each scheme, and the second compares spending releases with PIFRA utilisation.

Utilisation of Releases by Scheme, FY 2025-26 (%)

Share of each scheme's FY 2025-26 releases utilised, as recorded in PIFRA



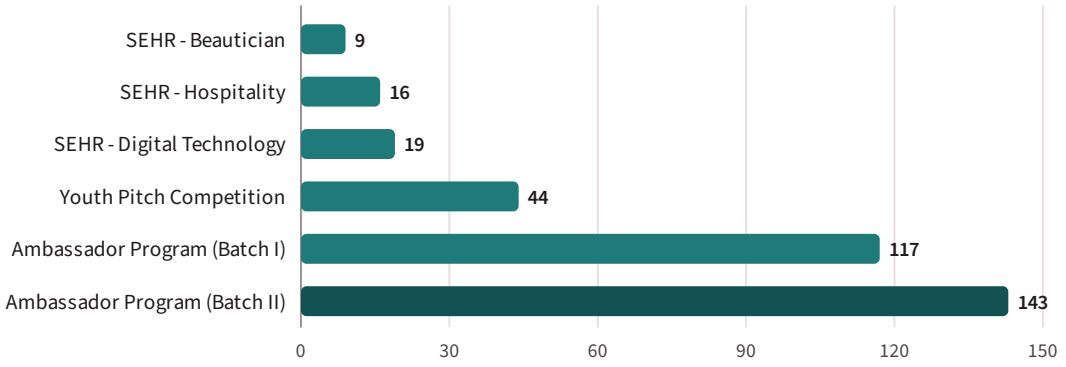


Source: WDD Finance Wing; releases and PIFRA utilisation, FY 2025-26.

14.2 Demand Against Available Capacity

A consistent pattern across the portfolio is that applicant demand ran many multiples of available training or programme places, evidence of strong latent demand for the Department's women-focused programming and a clear signal of headroom for future scale-up rather than saturation.

Applicant Demand Relative to Available Places (ratio)



Source: consolidated applications/registrations vs. places, by scheme (log scale).
Note: SheThreads is not plotted; its ratio is 0.7 vs 1, with 1,856 women registered against 2,500 available places.

14.3 Reach and Female Participation

- Day Care Centres: 393 new centres established and 5,327 children enrolled across 39 districts, against a 600-centre provincial target (65.5%).
- Ambassador Program: 80,609 people reached through 778 activities, 72.4% (58,345) of them women.
- Youth Pitch Competition: 436 business ideas, 49 mentored finalists and 10 seed-funded women-led startups.
- Working Women Hostels: 542 working women housed across 17 hostels at the time of reporting (81.9% occupancy of 662 beds).
- SEHR: 2,765 women certified across the Beautician (2,065) and Hospitality (700) components, plus a first Digital Technology cohort of 193 trainees examined, against a two-year training target of 5,365.
- WEPX: 172 exhibitors and participants formally surveyed post-event, with 49.4% representing registered businesses.
- WBIC Phase I: 3,303 women trained in 57 batches across four centres (110% of the 3,000 target), with a further 372 participants engaged in Cohort 5.
- SheThreads: 1,856 women registered (74.2% of the 2,500 target) across 75 classes, of whom 1,567 have completed training and been certified and 1,260 have been employed in partner industries (see Section 10).
- Digitalization of WDD: nine live dashboards and the Women First App together record approximately 99,457 applications across the Department's programmes, with the app itself crossing 50,000 downloads since its January 2026 launch (see Section 11.4).
- Digital Media Outreach: approximately 16.9 million views across six platforms, including 4.15 million Facebook viewers between January and July 2026.
- PCSW: 320,203 issues redressed through the Punjab Women Helpline 1043 since 2014, with 95.5% resolved on the first call in 2025.

Inclusion of vulnerable groups was an explicit selection priority: widows, divorcees and unemployed women were prioritised under SEHR, where certified Beautician beneficiaries included 93 divorced and 20 widowed women; women from minority communities were given preference; and under WWH, non-local working women (a group otherwise without safe accommodation options) are the sole eligible population. This deliberate targeting of structurally disadvantaged women is a consistent thread across the safe-environment and skills-development pillars of the Department's FY 2025-26 portfolio.

15.

Conclusion

Financial Year 2025-26 saw the Women Development Department deliver a substantive, multi-pillar programme of work in which around 100,000 women and girls approached WDD platforms across Punjab. Highlights include 393 new Day Care Centres enrolling 5,327 children, 80,609 people reached by the Ambassador Program, 2,765 women certified under SEHR's Beautician and Hospitality components, 3,303 women trained through the Women Business Incubation Centres, 1,567 rural women certified under SheThreads, and ten women-led startups seed-funded through the Youth Pitch Competition. The Department also brought the Digitalization of WDD into operation, with nine live dashboards and a Women First App downloaded more than 50,000 times, reached an estimated 4.15 million people through its social media channels, and, through PCSW, continued to resolve 95.5% of Punjab Women Helpline 1043 issues on the first call. Released funds were utilised at 97.9%.

The consistent finding across the portfolio is that demand for the Department's women-focused interventions substantially exceeds current capacity, whether measured in Ambassador Program applicants, SEHR registrations or WBIC applications; Working Women Hostels, by contrast, operated at 81.9% occupancy (542 of 662 beds). Most projects met or exceeded their targets, and the Department's completion reports and tracer surveys show a mature, self-critical approach to evaluation.

Annexures

This section provides complete data listings underlying the summarised tables presented in the main body of the report.

Annexure A.1: Youth Pitch Competition, Full Applications by University

University	Applications	Avg. Score (scored only)
The Government College University, Faisalabad	63	93.0
University of Layyah	46	92.5
The Fatima Jinnah Women University, Rawalpindi	26	75.5
The University of Home Economics, Lahore	26	60.5
Khwaja Fareed University of Engineering & IT, Rahim Yar Khan	23	79.0
The University of Engineering & Technology, Lahore	21	94.0
The Government Sadiq College Women University, Bahawalpur	19	64.5
The Women University, Multan	19	66.5
The Nishtar Medical University	18	59.9
The University of the Punjab, Lahore	16	89.3
The University of Gujrat	15	90.0
The Government College Women University, Sialkot	13	75.0
The Rawalpindi Women University, Rawalpindi	13	78.0
The Government College University, Lahore	12	92.0
The Government College Women University, Faisalabad	11	72.5
The Muhammad Nawaz Sharif University of Agriculture, Multan	11	91.0
The Islamia University, Bahawalpur	9	74.5
Bahauddin Zakariya University, Multan	7	72.0
University of Central Punjab, Lahore	7	84.0
COMSATS University Islamabad	6	66.2

University	Applications	Avg. Score (scored only)
The University of Sargodha	6	n/a
The University of Okara	5	55.5
The Lahore College for Women University, Lahore	5	55.0
The Ghazi University, Dera Ghazi Khan	5	68.3
University of Lahore, Lahore	4	82.0
Emerson University, Multan	3	91.5
University of Wah, Wah Cantt	3	84.5
The University of Sahiwal	3	79.0
Riphah International University, Lahore	3	n/a
The Information Technology University of the Punjab, Lahore	3	n/a
The University of Education, Lahore	3	66.0
The Punjab Tianjin University of Technology, Lahore	2	55.0
Institute of Southern Punjab, Multan	2	83.0
Muhammad Nawaz Sharif University of Engineering & Technology, Multan	2	92.5
Lahore Leads University, Lahore	1	n/a
HITEC University, Taxila	1	n/a
The Rawalpindi Medical University	1	83.0
University of Management & Technology, Lahore	**1**	**87.0**
Grand Total	**436**	

Annexure A.2: Youth Pitch Competition, Applications by Sector (Multi-Select)

Applicants could select more than one sector; tag counts therefore exceed the total number of applications.

Sector	Tag Count
Tech & Innovation	143
Fashion & Lifestyle	87
Food	84
Organic & Natural Products	81
Others	71
Handicraft	69
Education Consultancy	69

Sector	Tag Count
NGOs & Development Sector	59
Digital Creators	48
Aesthetics	46
Beauty & Cosmetics	42
Kitchen & Home	42
Mental Health	41
Textile	39
Jewellery & Apparel	37
Event Management	31
Interior Design	23
Motherhood & Childcare	15
Sports	13
Leather	7
Furniture	5
Real Estate	4

Annexure B: SEHR Beautician Component: Assessment & Curriculum Framework

Module	Duration	Hours
Nail Art	13 Days	39
Hair Styling	13 Days	39
Skin & Facial Care	13 Days	39
Makeup Artistry	13 Days	39
Professional Development	Integrated	4
Total	**60 Days**	**160**

Assessment Component	Marks per Module
Theory examination (10 MCQs × 5 marks)	50
Viva voce + practical demonstration	10
Total per module (× 4 modules = 240)	**60**

Annexure C: Mega Showcases: SEHR, Youth Pitch, Ambassador, SheThreads, WBIC

Date	City	Venue	Chief Guest(s)
6 May 2026	Multan	Arts Council, Multan	Parliamentary Secretary, WDD, Parliamentarians, DC Multan
12 May 2026	Rawalpindi	Arts Council, Rawalpindi	Ms. Tahira Aurangzeb, MNA; Parliamentary Secretary, WDD
19 May 2026	Lahore	Maryam Nawaz Women Complex, Lahore	Malik Muhammad Ahmad Khan, Speaker Punjab Assembly; Parliamentarians, Parliamentary Secretary, WDD
25 May 2026	Faisalabad	Arts Council, Faisalabad	Member Provincial Assembly, Parliamentary Secretary, WDD, Commissioner Faisalabad

Annexure D: Working Women Hostel Room & Bed Inventory

District	Institute	Rooms	Single	Double	Triple	4-Bed	5-Bed
Lahore	Lawrence Road, LHR	8	0	0	6	2	0
Lahore	Township, LHR	9	0	2	7	0	0
Lahore	Gulshan-e-Ravi, LHR	27	5	19	3	0	0
Lahore	Model Town, LHR	22	0	5	17	0	0
Bahawalpur	Bahawalpur	20	4	16	0	0	0
Dera Ghazi Khan	D.G. Khan	20	4	0	16	0	0
Faisalabad	Faisalabad	25	0	25	0	0	0
Gujranwala	Gujranwala	10	0	2	7	1	0
Multan	Multan	31	4	11	16	0	0
Muzaffargarh	Muzaffargarh	5	0	0	3	1	1
Rahim Yar Khan	R.Y. Khan	9	1	0	7	0	1
Rawalpindi	Khanna Road, RWP	36	32	0	0	4	0
Rawalpindi	Shamsabad, RWP	16	13	3	0	0	0
Sahiwal	Sahiwal	19	0	6	13	0	0
Sargodha	Sargodha	20	4	10	6	0	0
Vehari	Vehari	45	45	0	0	0	0
Sialkot	Sialkot	6	0	3	3	0	0
Total	**17 Hostels**	**328**	**112**	**102**	**104**	**8**	**2**