HORIZON

MESSAGE FROM 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





MS. SAADIA TEMUR

Parliamentary Secretary

Women Development Department, Government of Punjab

Women's empowerment remains at the heart of everything we do at the Women Development Department (WDD), Government of Punjab. Behind every statistic and every story in these pages lies the determination of women who are transforming their own lives and, in doing so, strengthening our communities.

This edition highlights the breadth of our work, specialized digital skills programs, safe daycare centers for working mothers, and platforms that give young women entrepreneurs the visibility to showcase their work. Each of these efforts is guided by a single purpose: enabling women to build secure, prosperous futures for themselves and their families.

None of this progress would be possible without the dedication of our teams and the support of our stakeholders, whose commitment continues to drive us forward. Together, we remain resolute in our mission to open new doors of opportunity for women in every district of the province.



SAMAN RAI
Secretary
Women Development Department



FAIZA AHSAN
Additional Secretary
Women Development Department



KANWAL SABIR
Deputy Secretary
Women Development Department



TARIQ KHAN NIAZI
Director
Directorate Women Development



TAHIRA AKRAM
Secretary
Punjab Commission on the Status of Women

SKILL ENHANCEMENT THROUGH HOME REACH (SEHR) PROGRAM

SEHR is a strategic initiative of the WDD, Government of Punjab, designed to foster economic independence among underserved women by delivering market-oriented vocational training near their doorstep, bridging gender disparity in female labour force participation.

The project has an approved cost of Rs. 975.000 million, runs from July 2025 to June 2027, and targets 5,365 women beneficiaries across Punjab in three sectors: Digital Skills, Beautician Services, and Hospitality. It aligns with the Punjab Growth Strategy 2023, SDG 5 (Gender Equality), and SDG 8 (Decent Work and Economic Growth).

DIGITAL SKILL

Targets **2,040** Trainees via a 6-month online LMS course

22,046 Applications received

Enrolled trainees get

- Laptop
- Internet device/ data package
- Rs. 5,000/month stipend

Currently **200** Enrolled

Remaining candidates' testing is scheduled for August-September 2026, with laptop distribution planned for September - October 2026.

BEAUTICIAN

Target **2,065** Trainees

Applications Received **19,067**

Training Duration **2 Months**

Training Areas

- Hair Styling
- Skincare
- Makeup
- Nail Art
- Grooming Skills
- Entrepreneurial Skills

Training Centers

Lahore | Faisalabad | Rawalpindi | Multan

Current Status
Training Complete

Tracer Study
Underway

HOSPITALITY

Target
1,260
Trainees

Applications Received
10,779

Training Duration
3 Months

Training Areas

- Culinary Arts
- Baking
- Barista Skills
- Guest Relations
- Retail
- Airline Management

Training Centers

- Lahore
- Faisalabad
- Rawalpindi
- Multan
- Gujranwala

First-Year Training **Completed**

Graduates **700**

Next Batch **560 Candidates**

Next Training Begins **September 2026**











SKILLS DEVELOPMENT THROUGH AMBASSADOR PROGRAM FOR FEMALE UNIVERSITY STUDENTS ACROSS PUNJAB



WDD's flagship Ambassador Program engaged 40 HEC-recognized universities (31 public, 9 private) in FY 2025-26, for training female students in leadership, advocacy, entrepreneurship, and digital skills, with monthly stipends and Rs. 50,000 cash prizes for top performers.

Batch-I (Oct 2025-Feb 2026): 4,684 applications; 40 ambassadors selected; 363 activities conducted with an outreach of 47,341 persons.

Batch-II (Feb-Jun 2026): 5719 applications; with an outreach of 33,268 persons 40 ambassadors selected; 415 activities conducted.

Combined, the program drew 10,402 applications, selected 80 ambassadors, and delivered 778 student-led activities building a strong network of young women equipped to lead social and economic change across Punjab. The total outreach thus remaind at 80,609 people.





Top-performing Female Ambassadors (five from each batch) were awarded a cash prize of Rs. 50,000/- each in recognition of their outstanding performance and contributions.

ENTREPRENEURIAL FEMALE YOUTH PITCH COMPETITION

WDD's province-wide competition identifies innovative business ideas from young female university students, offering structured mentorship and seed funding to help transform ideas into sustainable ventures and strengthen women's participation in Punjab's entrepreneurial ecosystem.

The competition covered 40 HEC-recognized universities (31 public, 9 private) through a transparent three-phase process: University-Level Engagement, Department-Level Mentorship, and a Provincial Finale. At the university level, students submitted ideas via an online system developed with PITB; 436 business ideas were submitted, with 59 shortlisted after screening. Forty university focal persons supported mobilization and coordination.

Shortlisted participants received an extensive three-day mentorship training at Lahore covering business development, market potential, financial planning, and pitching techniques. A total of 49 finalists participated in both the mentorship programme and the provincial finale, where the top 10 winners were awarded Rs. 1.0 million each as seed funding.

The competition spanned sectors including digital/IT solutions, agro-based enterprises, creative and cultural industries, health and wellbeing, and green and social enterprises reflecting WDD's commitment to nurturing women-led entrepreneurship and future economic contributors across Punjab.



TOP TEN WINNERS



DIGITALIZATION OF WOMEN DEVELOPMENT DEPARTMENT PUNJAB

The Digitalization of WDD is a flagship governance reform building an integrated digital ecosystem for women-centric services. Sponsored by WDD and executed by the Punjab Information Technology Board (PITB), the project costs PKR 80 million (PKR 21.25 million in FY 2025-26 and PKR 58.75 million in FY 2026-27) and runs from July 2025 to June 2027.

The initiative centers on a unified Management Information System integrating all WDD initiatives on one real-time platform. PITB has built nine fully functional Laravel-based dashboards, with biometric verification integrated where required and real-time attendance and data updates feeding a central Main Dashboard; social media synchronization is planned for FY 2026-27.

The data repository now holds over 100,105 women's records across WDD programmes, including SEHR (51,892), the Female University Students Ambassador Program (36,656 with 10,403 completed and 25,946 partial), the Entrepreneurial Female Youth Pitch Competition (436), WEPX (1,810), She Threads (1,800), Day Care (473), Working Women Hostel (526), WBIC Phase-I (6,483), and MNWC (29).

The Women First App, launched by Senior Minister Punjab Ms. Marriyum Aurangzeb in January 2026 at Expo Centre Lahore, unifies all WDD services on one platform and has surpassed 50K+ downloads.

Strategically, the project strengthens transparency and accountability, accelerates service delivery, enables real-time performance tracking, improves accessibility for underserved districts, and supports data-driven policymaking. Its impact includes reduced processing time and manual errors, stronger audit trails via the CR Portal, expanded rural and urban outreach, and a scalable digital model for future WDD initiatives.



SHE THREADS

She Threads program is a women's economic empowerment initiative launched by WDD under the vision of Chief Minister Maryam Nawaz Sharif. The program focuses on transforming marginalized and rural women into a skilled, employable workforce within Pakistan's textile sector.

Enrolment (Rural females, aged 18+) → **Training** (Industrial Immersion) → **Certification** (PBTE-Accredited) → **Employment** (Formal Sector Placement)

The Training Model

80%

Practical Onsite Delivery
Training emphasizes hands-on experience in 11 certified trades like stitching and merchandising.

Comprehensive Trainee Support
Participants receive a PKR 15,000 monthly stipend covering both subsistence and transport.

Multi-District Geographic Reach
Active training batches are operating across Faisalabad, Sialkot, Lahore, and Sheikhupura.

1,553
Total Trainees Completed

1,071
Reported Employed (out of 1,150 target)

11
Technical Trades

10
Textile Industry Partners











She Threads Ceremony May 2026

More than 300 women trainees marked a major milestone as the She Threads program held its graduation ceremony at the Faisalabad Arts Council, celebrating a cohort that completed rigorous textile-sector skills training.

The ceremony was graced by Rana Sheheryar, MPA (PML-N) Faisalabad, Commissioner Faisalabad Ms. Musarrat Jabeen, Parliamentary Secretary for Women Development Ms. Saadia Temur, and Secretary Women Development Department Ms. Saman Rai underscoring the government's strong commitment to women's economic empowerment. Industry partners Interloop, Masood Textile Mills, Sigma Enterprises, and Craz Fusion also attended, reflecting the program's industry collaboration.

SPOTLIGHT

9th OIC Ministerial Conference on Women

The She Threads program's status as a regional benchmark for economic empowerment was solidified through its exhibition at the 9th OIC Ministerial Conference on Women, held at the Jinnah Convention Centre, Islamabad, on 12–13 July 2026. UN Women invited the She Threads Focal Person, Zunaira Zubair to present the initiative and its achievements at the UN Women Marketplace, organized alongside the conference.

The initiative drew a positive response from international delegations, including Mohammad Naciri, Chief of Staff, UN Women; Omer Jallow, Senior Technical Manager; and Engr. Renaud Blanchard Makak, Senior Technical Manager. Members of the OIC Ministerial Standing Committee on Scientific and Technological Cooperation (COMSTECH), along with former and current National Assembly members and office bearers from the Ministries of Human Rights and Foreign Affairs, also attended.

This high-level visibility underscores the model's potential as a replicable framework for OIC member states seeking to bridge the gap between rural labor pools and industrial demand. In conclusion, She Threads represents a successful synthesis of industrial needs and social empowerment offering, through verified outcomes and a collaborative framework, a sustainable pathway for integrated economic growth.









PUNJAB GENDER PARITY REPORT
2023 & 2024
TRACKING PROGRESS. IDENTIFYING GAPS. INFORMING ACTION.



A comprehensive evidence base for gender-responsive planning across Punjab

The Punjab Gender Parity Report (PGPR) 2023 & 2024, produced by the Punjab Commission on the Status of Women (PCSW) and Women Development Department (WDD), assesses gender disparities across Punjab using gender-disaggregated data from provincial and district-level sources.

315	6	49%	PGPR Reporting Since 2016
Indicators	Thematic Areas	Female Population	

THE SIX THEMATIC AREAS

• DEMOGRAPHICS • GOVERNANCE • HEALTH • EDUCATION • ECONOMIC PARTICIPATION & OPPORTUNITIES • JUSTICE

The report also highlights government initiatives and provides an evidence to support targeted interventions, resource allocation and gender-responsive development planning.

PGPR 2023 & 2024 — KEY FINDINGS

What does data tell us?

DEMOGRAPHICS

Punjab's population: 51% males, 49% females and 0.01% transgender persons.
Female birth registrations increased by 4.99% from 2023 to 2024.

GOVERNANCE

Women comprised approximately 21% of Punjab Assembly membership.
Government Employee Gender Parity Index: 0.43.
Only 10,264 women were among 411,757 PPSC test-pass applicants.

HEALTH

Antenatal care visits and facility-based deliveries declined.
Caesarean cases increased by 6.67%.
Anaemia among pregnant women decreased by 10.39%; nutrition screening rose by 2.37%.

EDUCATION

Literacy: 72% males, 60.2% females and 43.3% transgender persons.
Rural areas reported more out-of-school children.
Girls recorded higher enrolment in several public education streams.

ECONOMIC PARTICIPATION & OPPORTUNITIES

Female unemployment stood at 9.6% in the Labour Force Survey 2024–25.
Women remained underrepresented in company ownership and agricultural landholding.

JUSTICE

Reported GBV cases increased by 20%; acquittal rate stood at 95%.
Kidnapping was among the most reported forms of GBV.
Law-enforcement and prison systems remained affected by gender gaps and overcrowding.





Remarks on the importance of gender data for policy and resource allocation

"Reliable gender data is essential to track disparities, inform policy decisions and guide targeted interventions." — UNFPA

The launch also emphasized evidence-based planning, gender-responsive resource allocation and coordinated institutional action.

Encouraging Stats

- Female birth registrations increased by 4.99% from 2023 to 2024.
- Anaemia among pregnant women decreased by 10.39%; nutrition screening rose by 2.37%.

"Gender equality is not only a policy commitment it is a measurable development outcome."

PGPR provides the evidence base to identify gaps, guide investment and strengthen accountability across Punjab

PATHWAYS TO PARTNERSHIP

Women Development Department hosts UN Women delegation for briefing on Punjab's women empowerment initiatives, with dialogue on gender-responsive policy, institutional partnerships and program scale-up.





The inaugural meeting of the Punjab Technical Working Group (TWG) on Gender Integration across SDGs held at P&D Board, Lahore. Women Development Department (Co-Convenor) represented by Additional Secretary Ms. Faiza Ahsan. WDD presented Punjab's gender landscape and endorsed priorities for gender-responsive policy and planning across sectors.





PUNJAB WOMEN HELPLINE 1043

Established under the Punjab Women Empowerment Package 2012, Helpline 1043 has been operational since 2014, managed by PCSW under WDD supervision and outsourced to M/s Ferotek Pvt. Ltd. It provides rights information, legal guidance, complaint processing, and referrals, empowered under Section 9(2)(c) of the PCSW Act, 2014 to seek departmental reports on unresolved issues.

Key Indicators: 41 districts covered 24/7; 320,203 total issues redressed (2014-2025); 95.5% first-call resolution (2025); around 70,000 projected calls in 2026. Accessible via walk-in, online, post, calls, and media complaints.

Process: Agents assess inquiries vs. complaints inquiries resolved on-call; unresolved complaints trigger formal letters to authorities, followed up until verified and closed.



WORKING WOMEN HOSTELS

Working Women Hostels (WWHs) is WDD's key initiative providing safe, affordable, dignified accommodation to working women across Punjab, supporting their relocation for employment and contributing to socio-economic empowerment. Administered through the Directorate of Women Development Punjab, there are 17 working women hostel in 13 districts of Punjab.

Facilities: 24/7 CCTV security, furnished rooms (single, double, shared occupancy), internet access, and recreational spaces including TV lounges and common areas.

Network: 17 operational hostels across 13 districts Lahore, Faisalabad, Rawalpindi, Multan, Bahawalpur, Dera Ghazi Khan, Sargodha, Gujranwala, Muzaffargarh, Sahiwal, Vehari, Rahim Yar Khan, and Sialkot with the total capacity for around 644 residents; 521 currently residing.

Administration: 119 sanctioned posts, including Managers, Wardens, Clerical Staff, Security Guards, Drivers, and support staff.

Infrastructure Development (ADP Schemes)

Gujranwala: Reconstruction (July 2025-June 2027)	Work in progress
Vehari: New construction (July 2023-June 2026)	Substantially complete, handover in process
Muzaffargarh: New construction (July 2023-June 2026)	Gutka/flooring in progress
Rahim Yar Khan: New construction (July 2024-June 2026)	Gutka/flooring in progress

The initiative reflects WDD's commitment to infrastructure expansion, strengthened governance, and inclusive development for working women.







WOMEN BUSINESS INCUBATION CENTERS (WBICS)

WBIC, a (WDD) initiative, has expanded women's entrepreneurial capabilities across Lahore, Faisalabad, Rawalpindi, and Bahawalpur through practical training, specialized workshops, mentorship, market exposure, and stakeholder engagement helping women move from business ideas to sustainable enterprises.

Year at a Glance: 3,303 women trained; 57 training batches; 50+ specialized workshops; 10+ industry partners; 90% retention rate; 150+ success stories; 62.9% generating revenue; 98% report increased confidence.

WBIC surpassed its Phase I target of 3,000 women, training 3,303 women through 57 batches across four cities.

Regional Training Outcomes

TSP	Target 1,200 — 0 trained, 0 batches
Flagship Center, Lahore	Target 600 — 1,895 trained, 21 batches
Satellite Center, Bahawalpur	Target 400 — 482 trained, 13 batches
Satellite Center, Faisalabad	Target 400 — 448 trained, 9 batches
Satellite Center, Rawalpindi	Target 400 — 478 trained, 14 batches
Total	Target 3,000 — 3,303 trained, 57 batches

Core Training Programs (4 Pillars): Professional Grooming & Communication, Startup Development, Digital Marketing, and Advanced Entrepreneurship guiding participants from ideation to operational scaling and long-term business sustainability.













ESTABLISHMENT OF DAY CARE CENTRE FACILITY ACROSS PUNJAB

On International Women's Day, 8th March 2024, the Chief Minister Punjab announced Rs. 1,000 million for establishing Day Care Centers (DCCs). The scheme, "Establishment of Day Care Centers through PDCF Society," was approved by PDWP on 10.05.2024 as a Special CM Initiative, providing co-finance grants to the Punjab Day Care Fund (PDCF) Society to make public-sector workplaces women-friendly.

Under the model, PDCF Society funds equipment, furniture, and one-year operational costs, while beneficiary organizations provide space, aiming for self-sustainability within one year. DCCs are categorized by capacity: Category-I (13-25 kids, min. 750 sq. ft, Rs. 2.26 million total grant), Category-II (7-12 kids, min. 360 sq. ft, Rs. 1.33 million grant), and Category-III (3-6 kids, min. 180 sq. ft, Rs. 0.815 grant).

Progress (2024-2026): 393 applications approved; 370 DCCs operational, 23 in process. Since April 2026, 73 more applications approved, with 20 operational.

Future Plan (2026-27): 250 additional DCCs planned.









CELEBRATING INDEPENDENCE WITH PURPOSE AND PATRIOTISM



WDD, Government of Punjab, celebrated Pakistan's 79th Independence Day with pride, energy and a shared sense of purpose. The day began with a dignified flag-hoisting ceremony, followed by cake cutting and spirited participation from leadership and staff alike. Beyond the celebration, the event stood as a reaffirmation of WDD's unwavering commitment to empowering the women of Punjab, driving forward a stronger, more inclusive Pakistan for generations to come.











BEYOND BARRIERS SUCCESS STORY

At the Women Development Department (WDD), progress is not just measured by policy changes and administrative reforms, it is reflected in the lives, strength, and achievements of extraordinary women across Punjab. From rural communities to academic halls, women are breaking long-standing barriers, challenging societal limits, and proving that determination knows no boundaries.

To inspire a more inclusive future, WDD continues to bring to the forefront stories of remarkable individuals who turn adversity into triumph.

A LEGACY OF COURAGE: THE INSPIRING STORY OF SOFIA BANO

Among the most compelling narratives of perseverance is the story of Ms. Sofia Bano. Living with hearing and speech impairment, Sofia navigated an environment where communication barriers often turn into systemic obstacles.



Refusing to let silence define her capabilities or restrict her ambitions, she pursued her education with unwavering resolve. Through relentless hard work, Sofia successfully graduated and presented her groundbreaking thesis aptly titled “The Sovereign of Silence”. Her thesis was not merely an academic milestone; it was a profound personal statement demonstrating that intellectual depth, creativity, and strength do not require a spoken voice to command respect.

Sofia's journey stands as a powerful reminder: true power is born of vision, grit, and the refusal to let physical challenges limit human potential.







EMPOWERED AND INDEPENDENT NAILA'S INSPIRING PATH WITH SHE THREADS

Naila, a resident of Jamilabad near Faisalabad, lives with speech and hearing impairments, which initially made finding employment difficult. Being married with three children, her financial struggles grew when her husband suffered a partial stroke, rendering him unable to work and making household support very challenging. Her turning point came when she discovered the "She Threads" initiative by Women Development Department, Government of Punjab, through Facebook, which was conducted at Masood Textile Mills (MTM). Throughout the three-month training program, she received a monthly stipend of Rs.15,000 while learning machine operations, troubleshooting faults, work discipline, time management, and professional skills. True to the Women Development Department's mandate ensuring that participating textile industries secure employment for trainees, Naila transitioned smoothly into a stable job at MTM post training completion, allowing her to proudly support her family with dignity, self-respect, and financial independence.



EMPOWERING TOMORROW'S CREATIVE LEADERS

At the heart of our mission is a steadfast commitment to nurturing the next generation of women creators, thinkers, and innovators. The Women Development Department, Government of Punjab believes that empowering young female students in the creative arts is not just about fostering individual talent, it is about building a vibrant, inclusive cultural landscape where women's voices shape the future.

Recent thesis displays and student showcases have provided a powerful testament to this vision, offering an inspiring window into the ingenuity, resilience, and brilliance of our younger cohort of female students. By spotlighting their journeys and showcasing their remarkable creations directly through their own perspectives, we celebrate the bridge between rigorous academic mentorship and real-world artistic achievement.

Each showcased piece reflects countless hours of dedication, critical inquiry, and bold self-expression. Through targeted mentorship, institutional support, and dedicated platforms for exposure, we remain deeply dedicated to breaking barriers and creating enabling environments where young women can step confidently into the creative economy. When we invest in their vision, we invest in a more imaginative, equitable, and dynamic tomorrow.













UN WOMEN PAKISTAN CONVENED A GENDER RESPONSIVE AI SCHOOL

The interactive session, implemented in partnership with the Ministry of IT & Telecom (MoITT) and with support from the KOICA Pakistan Office, brought together 22 participants from government, academia, civil society, the private sector, and community organizations to explore strategies for advancing gender-responsive, ethical, and inclusive artificial intelligence. The session saw active participation from Ms. Faiza Ahsan, Additional Secretary, Women Development Department, Government of Punjab, who delivered the closing remarks, reinforcing the department's commitment to ensuring that Pakistan's technological future leaves no one behind.







NIDA MUKHTAR

Senior Policy Analyst
Women Development Department

The piece addresses a critical issue at the intersection of our Department's mandate and the escalating climate crisis: the disproportionate impact of climate change on rural women's livelihoods in Punjab.

As Senior Policy Analyst at the Women Development Department, Government of Punjab, I have spent sixteen years researching the gendered dimensions of climate vulnerability across our province. The findings are sobering and demand our collective attention.

Rural women constitute approximately 67% of employed women in Pakistan's agricultural sector, yet they remain largely invisible in policy frameworks, land ownership records, and financial systems. Less than 2% of women in Punjab own land, severely limiting their access to credit, agricultural inputs, and decision-making power. When climate shocks strike floods, droughts, heatwaves they bear the heaviest burden with the fewest resources to cope. Field research from Rajanpur District confirms that women in flood-affected areas face disproportionately higher obstacles to their livelihood recovery compared to men.

Beyond agriculture, I have documented how climate change is silently eroding another pillar of rural women's livelihoods traditional handicrafts. Artisans in South Punjab, particularly women engaged in date palm weaving, pottery, and embroidery, struggle with degraded raw materials due to heat stress, water shortages, and pest attacks. As these natural resources diminish, so do the intergenerational skills that have sustained rural families for centuries.

The compounding challenges are undeniable: women farmers borrow heavily to cope with climate losses, lack formal financial services, and face barriers in accessing technology that could reduce labour-intensive work. At the same time, institutional support for women's climate adaptation remains insufficient.

Yet, within these challenges lies opportunity. Women in Punjab are already leading community-driven adaptation efforts adopting water-saving techniques, forming informal networks, and practicing climate-smart agriculture. My research indicates that when women farmers receive access to credit, training, and secure land rights, they become powerful agents of climate resilience. Recent studies highlight how everyday acts of adaptation serve as feminist resistance against entrenched patriarchal agrarian norms that hinder climate adaptation.

This is precisely where the Women Development Department's role becomes pivotal. Our flagship initiatives including the SEHR skills programme, and She Threads economic empowerment for rural females can serve as platforms for climate-resilient livelihood interventions. By integrating gender-responsive climate considerations into our program designs, we can empower rural women to move from vulnerability to resilience.

As I prepare to advocate for these issues at COP31 in Türkiye this November, I am committed to ensuring that the voices of Punjab's rural women farmers, artisans, and laborers are heard on the global stage. Their resilience demands not just our acknowledgment, but our action.

I hope this article resonates with our readers and inspires continued commitment to gender-responsive climate policy across the Department.



EMPOWERING WOMEN ACROSS PUNJAB WDD REGIONAL MEGA SHOWCASES

Under the vision of Chief Minister Punjab Ms. Maryam Nawaz Sharif to make women economically self-reliant, the Women Development Department, Government of Punjab (WDD) held a series of Regional Mega Showcases across the province, celebrating female enterprise award skill-training completion certificates, extend financial support, and connect trained women directly with employment opportunities and market industries.



Multan: Under the SEHR initiative and the Female Ambassador Program, 600 women received certificates in beautician skills, culinary arts, and digital trades. Attendees included Deputy Commissioner Mr. Noman Siddique, former MNA Mr. Sheikh Tariq Rasheed, and MPA Mr. Javed Ansari.





Rawalpindi: Held at the Rawalpindi Arts Council on May 12 under the Female Ambassador Program, WBIC, and SEHR, MNA Ms. Tahira Aurangzeb was chief guest as 600 graduates were certified in digital skills, beautician courses, and hospitality.

Lahore: The Lahore Mega Showcase at Alhamra Arts Council highlighted youth leadership and digital empowerment, with Speaker Punjab Assembly Mr. Malik Muhammad Ahmad Khan attending as chief guest. Highlights included:



- Cash awards of Rs. 1 million each for the top 10 Youth Pitch Competition startups
- Cash prizes for the top three winners of the Digital Poster Design Competition - Rs. 50,000, Rs. 30,000, and Rs. 20,000 - selected from over 800 entries
- Cash rewards of Rs. 50,000 for the top 10 Female Ambassadors, alongside certificates for all trainees
- 200 laptops distributed to digital skills graduates under the SEHR program



Faisalabad: Faisalabad Mega Showcase spotlighted the She Threads initiative, which aims to equip 2,500 rural women with modern textile skills for full-time formal employment. MPA and President of the Punjab Youth Wing, PML-N, Mr. Rana Ahmad Sheheryar Khan, attended as chief guest to award certificates and employment letters issued by leading textile industries to 400 successful graduates.

WDD SENSITIZATION DRIVES

SENSITIZATION DRIVE ON PROVISION OF BREASTFEEDING CORNERS MOTHER CHILD CARE SPACES

Women Development Department, Government of Punjab, has launched a province-wide sensitization drive urging institutions to establish dedicated Breastfeeding Corners / Mother & Child Care Spaces. The communication, issued to all Administrative Secretaries, Commissioners, Deputy Commissioners, Assistant Commissioners, regulatory authorities, corporations, and companies across Punjab, highlights the critical importance of breastfeeding for infant health and maternal well-being.

Under the initiative, institutions are encouraged to designate clean, safe, private, and comfortable spaces equipped with suitable seating and basic hygiene facilities in high-footfall areas such as government offices, educational institutions, hospitals, shopping malls, transport facilities, markets, and other public and private establishments.

The drive aims to foster a mother- and child-friendly, inclusive, and gender-responsive environment across the province, ensuring dignity and ease for working and visiting mothers.

SENSITIZATION DRIVE ON THE IMPORTANCE OF LITERACY FOR GIRLS AND WOMEN

Marking International Literacy Day, 8 September

To mark International Literacy Day, the Women Development Department, Government of Punjab, launched a province-wide sensitization drive addressed to all Administrative Secretaries, Commissioners, Deputy Commissioners, Assistant Commissioners, regulatory authorities, corporations, and companies across Punjab. The initiative emphasizes that meaningful empowerment begins with education, literacy, and decision-making ability for women and girls directly contributing to the social and economic development of families, workplaces, and society.

All concerned departments and institutions were urged to support the campaign by organizing and facilitating awareness sessions, seminars, talks, community engagements, and other educational sensitization activities.

The drive calls for active inter-departmental participation to ensure that every girl and woman in the province has the opportunity to learn and progress with knowledge, confidence, and dignity.

WDD SENSITIZATION DRIVES

SENSITIZATION DRIVE ON PROMOTING RESPECTFUL SOCIAL ATTITUDES TOWARDS GIRLS WOMEN

Addressed to all Administrative Secretaries, Commissioners, Deputy Commissioners, Assistant Commissioners, regulatory authorities, corporations, and companies across Punjab, Women Development Department, Government of Punjab, issued a sensitization drive reaffirming the Government's commitment to advancing the rights, dignity, safety, and empowerment of women across social, economic, educational, political, and public spheres.

To foster positive behavioral change and eliminate gender discrimination, workplace harassment, and harmful social norms, all public institutions were requested to engage their attached departments and subordinate offices in dedicated sensitization activities. These include:

- Seminars, panel discussions, and workplace dialogues
- Orientation sessions and community outreach campaigns

focused on key themes such as equal treatment, recognition of women's contributions, shared family responsibilities, equal access to education and leadership, and encouraging men and boys as active partners in promoting gender equality across the province.

SEPARATE WASHROOMS FOR WOMEN PROVINCE WIDE SENSITIZATION DRIVE

The Women Development Department, Government of Punjab, has launched a province-wide sensitization drive urging institutions to provide separate, clean, safe, and functional washrooms for girls and women, safeguarding their dignity, privacy, and comfort.

Letters were issued to all Administrative Secretaries, Commissioners, Deputy Commissioners, Assistant Commissioners, regulatory authorities, and government-owned/controlled companies, encouraging designated women's washrooms in offices, shopping plazas, commercial buildings, institutions, and other public and private spaces, maintained per proper hygiene standards and SOPs.

Positive responses have followed: the Literacy Department reported action taken, the Commissioner Gujranwala Division confirmed letters issued division-wide, and the Political Assistant Rahim Yar Khan directed all attached departments to comply.

The drive continues to build awareness and practical action toward gender-sensitive facilities across Punjab.



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