

# Exploring Women Empowerment in Pakistan: A Comprehensive Analysis of Transformation Role of Entrepreneurship and the ongoing Challenges of Violence

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**Abstract-** This study is about giving women more power in the 21st century. What does this study try to find out about women's education in pre-colonial, colonial, and modern Pakistan? It also wants to know about violence against women, women's rights; the role of NGOs in empowering women, the Government's schemes and programmes for empowering women, how education has helped empowering women, and how empowering women is changing Pakistani society in the 21st century. This study also shows that empowering women means making them stronger in social, economic, political, and legal areas so that they have the same rights as men and feel bold enough to fight for their rights. All around growth is only possible when women gain power in a country. Besides that, this study shows women's constitutional rights and the benefits they get from different NGOs, state agencies, and so on. To restore women's freedom, they have to go to school. By getting an education, the women will be socially, politically, and economically self-aware. Overall, this study shows that empowering women has helped Pakistan's society grow and change in the 21st century.

**Keywords-** *Women Empowerment, Entrepreneurship, Violence Against Women, Gender Equality in Pakistan.*

## I. INTRODUCTION

**T**HE last 30 years, the arguments about women's rights and empowerment have grown around the world. It is known that ignoring women's opinions when making decisions can hurt the progress of society (Ozasir Kacar et al., 2023a). The UN held an International Conference on Women in Beijing in 1995. The goal of the conference was to give women more power in society and end discrimination based on gender. Creating equality between men and women and giving women more power is the third goal of the Millennium Development Goal. As an important part of long-term economic growth, many states, regions, and international development organisations have made it their mission to improve female equality. On an economic, political, cultural, legal, social, and psychic level, empowering women works in all of these areas (Ozasir Kacar et al., 2023b). In a study of South Asian countries, Manson (1998) looked into how to give women more power. The countries chosen for the

sample are Pakistan, India, Malaysia, Thailand, and the Philippines. Households in cities were chosen as the sample groups (Aziz et al., 2022). The study is mostly about the role of women in making decisions and making decisions about family spending. These are the independent variables: the amount of land owned by women, their work history, the social setting in terms of gender and family systems, and their position in relation to their husband. The study says that gender and family structures in society have an effect on women's economic power in both direct and indirect ways (Aziz et al., 2022).

There are many problems with empowering women that come from social norms and biases built into the system. Gender stereotypes that stick around keep spreading the idea that some jobs and roles are naturally better suited for men (Dana et al., 2023a). This makes it harder to get more women to work in a variety of fields. Women's access to quality education is limited by differences in education that are often caused by cultural norms. This makes it harder for women to gain power. Discrimination at work and unequal opportunities make the problem even worse, making it harder for women to become leaders or follow the careers they want (Rahman et al., 2023). A woman's ability to fully participate in empowerment programmes can also be limited by societal expectations about her family duties. To get past these problems, we need to work together to fight stereotypes, make sure everyone has the same chances to get an education, and create welcoming spaces where women can do well in their personal and professional lives.

Now we will talk about empowering women in Pakistan.

### 1. Educational empowerment

The Global Gender Gap Report places Pakistan 153rd out of 156 countries. UN Women says that 53.6% of women in Pakistan lack access to education, training, and jobs, while only 7.4% of men do. Even though the news may be bad, it should serve as a wake-up call for us as a country to take strong steps to improve the lives of our women and give them the tools they need to contribute equally to the economic growth of our country (Kumar et al., 2022).

13 million kids have dropped out of non-state schools because of COVID-19. Of those kids, 60% were girls. The All Pakistan

Private Schools Federation is very important because it helps girl students go to school and gives more than 1.5 million female teachers jobs in the country's 207,000 private schools(Holienka et al., 2016).

We need to put more money into schooling and use that money to fix problems between men and women. Opportunity EduFinance and APPSF have teamed up to connect APPSF member schools that need money with banks that offer school building loans. It's interesting to know that more than half of the school owners in Pakistan are women(Blanco-Gonzalez-Tejero & Cano-Marin, 2023a).

To make sure that more girls go to school and help them do better, Kashf's school growth loans are only given to schools with a minimum 40% female student ratio, and this number will go up with each new loan year. Kashf gives 50% of school improvement loans to female school owners because they are thought to care more about making things better for girls' schooling in the country(Blanco-Gonzalez-Tejero & Cano-Marin, 2023b).

## 2. Political empowerment

Pakistan has almost half of its people as women (49%), but women hold only 4.5% of its top, executive, or legislative positions. This is one of the lowest percentages in the world. It is one of the lowest rates in the area for women to work—only 2 out of 10 women are employed. Women aren't very involved in politics, even when it comes to social duty. In 2018, only 40% of the 46 million women who were registered to vote actually did so(Madawala et al., 2023). There is a lot of evidence that women in Pakistan don't make up a big part of the political scene, whether they are voters, candidates, or party members(Kochar et al., 2022).

In order to fix this problem, Pakistan's Constitution sets aside 17% of the places in both the National Assembly and the Senate for women. In 2000, the "Devolution of Power Plan" was put in place by the controversial military government of dictator Pervez Musharraf to fix the imbalance of power between men and women. With this new form of local government, women had to make up 33% of the board.

## 3. Health Empowerment:

When it comes to a girl's physical, emotional, and mental health, family traditions are very important. Family traditions are strongly rooted in cultural values, which means that she has limited access to health care and usually has to wait for the family to decide. When it comes to getting health care for herself, a woman doesn't have any say in the decisions that are made, has trouble getting into health centres, and feels awkward talking to male doctors. A patriarchal society means that women don't have much freedom when it comes to education or any other kind of freedom, even the freedom to move around(Rani & Sundaram, 2023).

Lack of help from the husband's family is another thing that keeps women from being more independent and getting better health. In Pakistani society, women's status is often based on the part women are supposed to play in Islam(Pineda Duque & Castiblanco Moreno, 2022). But religious teachings are often taken in the wrong way, which means that women's freedom of movement is unfairly limited because it is seen as a threat to social and religious ideals and a distraction from housework.

We need to think about the role of family before we can say what needs to be done. Family heads should be made aware of problems like girls not getting enough food, how important it is for girls to go to school, the right age to get married, having more space between children, being a safe mother, and so on. Non-Governmental Organisations (NGOs) and the private sector can do a lot to help get this knowledge to the places where they work(Ebrahimi et al., 2022). The Tawana Pakistan project, which aims to get more girls to go to school and give them healthy food while they're there, is a good example of a community-based project run by civil society groups with state funds that works well. These kinds of programs need to be run consistently and for a long time in order to improve health.

## 4. Psychological empowerment-

Abusive behaviour has worse effects on a person's mind than on their body. Abusive relationships make women feel bad about their own self-worth and raise their chances of getting mental illnesses like sadness, PTSD, suicide, and alcohol and drug abuse(Kappal & Rastogi, 2020).

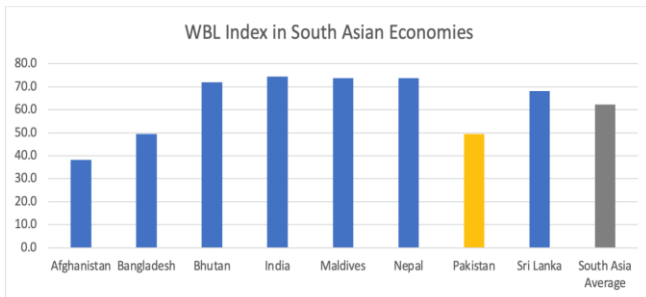
Children who see domestic abuse are more likely to have emotional and behavioural problems, such as anxiety, depression, bad grades, low self-esteem, bad dreams, and disobeying adults. Boys start using drugs, and girls get very sad and sometimes refuse to get married at all. Almost 6-7 times as many kids under 12 have learning, social, and behavioural problems as kids whose parents don't abuse them(Suárez-Ortega & Gálvez-García, 2017). A lot of different views and norms are very strong and lead to violence against women. Some of these ideas are that men are naturally better than women, that men should be able to control women, and that the way women act sexually is connected to male honour(Sahi et al., 2023). No one is supposed to step in and help the victim because these are private problems that should only be dealt with by the people involved.

People who work in health care can be very important. They need to help people who have been victims of violence by sending them to legal aid, counsellors, and NGOs. They can stop dangerous conditions and effects that could be fatal(Stollak et al., 2023). Many doctors and nurses, on the other hand, don't ask women about their experiences with violence and aren't ready to meet the needs of victims. To change these beliefs, programs should not make people angry or uncomfortable by making guys look like they are bad. Instead, they should encourage people to talk about it. One good way to get people to adopt new norms is to use methods like TV and theatre plays(Arumugam et al., 2022).

## 5. Legal empowerment-

Women, Business, and the Law 2020 says that women in Pakistan still face legal problems, like limits on their work in certain fields and no requirement for equal pay for work of similar value. The score of 49.4 for Pakistan is lower than the average score for the eight South Asian countries (62.3), the average score for lower-middle income economies (68.8), and the average score for the world (75.2).

Pakistan performs below the average for South Asia in WBL 2020 index

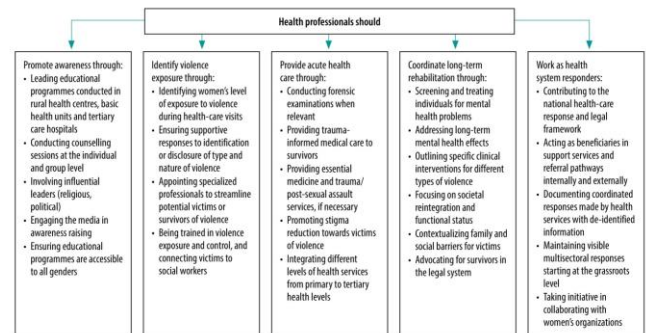


Source: Women, Business and the Law 2020

### 3. Violence against Women in Pakistan:

Gender-based violence is when someone is hurt because of his or her gender, especially women. It is one of the most common violations of human rights around the world. As a result of gender-based violence, women are more likely to get hurt, become permanently disabled, have mental illnesses, commit suicide, get STDs, get pregnant without wanting to, have risky abortions, or even die (Sultana et al., 2023). There are more than 229 million people living in Pakistan. In 2021, it was named as the fourth most dangerous country for women. A survey of 1000 women in Punjab, Pakistan, found that between 70% and 90% of married women have been abused by their spouses at some point in their lives, and 32% of women randomly chosen from health facilities in Karachi, Pakistan, have been physically abused.

An important type of violence in Pakistan is violence against women by husbands and other male kin. In 2016, 99 out of 2343 rape cases in Punjab, Pakistan's most populous province, were found guilty (Nandal, 2020). However, the government doesn't have many means to help the victims. Recent cases of gender-based violence that have left women seriously hurt or even killed have mobilised women in Pakistan. However, the pain that women in Pakistan are going through might make them not want to get help because there aren't enough services and community support available. We are calling for action to stop violence against women. The effects of this violence should be seen as a humanitarian emergency in Pakistan, where women are not safe. Taking into account Pakistan's three-tiered model of public health infrastructure, we changed a framework from the National policy on ending abuse against women and girls (Arafat et al., 2020).



## 4 Literature Review: Entrepreneurial Satisfaction

As a dependent variable in the context of women's empowerment, entrepreneurial happiness shows how happy and fulfilled women are when they are running their own businesses. It's an important way to measure the success and happiness of women entrepreneurs because it looks at things like personal satisfaction, reaching business goals, and the bigger social and economic benefits of empowering women (Chhabra et al., 2020).

The idea of women's empowerment is closely linked to the joy of being an entrepreneur. As more women are given the chances, tools, and help to start their own businesses, their happiness levels should go up (Mubeen et al., 2022). Empowering women helps them get past obstacles, make choices on their own, and make a real difference in their communities and businesses, which makes them happier in their overall entrepreneurial journey.

### Several things affect how satisfied entrepreneurs are:

**Financial Success:** While not the only factor, financial success has a big effect on happiness. If women entrepreneurs have access to funding, markets, and other tools that give them power, they are more likely to be happy if their businesses do well (Rodriguez, 2022).

**Work-Life Balance:** Programmes that help women deal with problems linked to work-life balance lead to higher levels of satisfaction and make sure that women can handle both professional and personal responsibilities.

**Development of Skills and Training:** Programmes that teach people how to be entrepreneurs and give them training boost the

confidence and skills of women entrepreneurs, which makes them happier in their jobs(Raimi et al., 2023).

**Friendly Networks:** Making friendly connections in business and in society as a whole builds a sense of community and belonging, which makes people happier.

There are both quantitative and qualitative ways to find out how satisfied entrepreneurs are, such as through surveys, questionnaires, and in-depth conversations(Agrawal et al., 2023). These ways help figure out different parts of happiness, like how much money you make, how well your work-life balance is, and how much you think you help your community.

### **Entrepreneurial Personality Traits:**

Entrepreneurial Personality Traits are a group of mental, emotional, and behavioural traits that are often found in successful business owners. Given the topic of women's empowerment, it is important to comprehend these traits in order to fully understand how women become entrepreneurs and how that affects their empowerment.

A lot of self-confidence is an important trait for people who want to be entrepreneurs. Women who have a lot of faith in their own skills are more likely to be able to handle the challenges of being an entrepreneur, which gives them more power. Because of this trait, they can stand up for themselves in business situations, challenge gender norms, and go after opportunities that may have traditionally been controlled by men(Baral et al., 2023).

Another important trait for entrepreneurs is the willingness to take risks. Women who are willing to take measured risks are better able to get past problems and come up with new ways to solve them. In terms of empowering women, this trait lets women businesses go against social norms, push the limits, and pave the way for others, which creates a culture of empowerment.

Being resilient is an important personality trait that plays a big part in becoming a business and, by extension, in empowering women(Kelly & McAdam, 2023). Women businesses need to be able to get back up after a setback, learn from their mistakes, and keep going even when things get hard. Not only does resilience help individuals grow, it also sets an example for others, reinforcing the idea that failures are not obstacles but rather opportunities to gain power.

Another important personality trait for businesses is the ability to adapt to new situations. Women who are flexible can do well in business settings that change quickly and aren't always predictable(Agarwal, 2019). This trait is especially important for

empowering women because it helps women entrepreneurs adapt to new situations, take advantage of new chances, and question traditional gender roles.

Being innovative and creative are important parts of having an entrepreneurial attitude. Thinking outside the box and coming up with new ideas is something that women who do it regularly do to help the success of their businesses and to give women more power in general. These kinds of entrepreneurial projects push the limits of what's expected, encourage variety, and encourage others to be creative in their own work(Ribeiro et al., 2021).

Being a good leader is a mental trait that has a big effect on women's empowerment through business. Strong women leaders can build and run businesses that do well, setting an example for other women to follow. Leadership gives more power to women at all stages of an organisation or society. It starts with the individual entrepreneur and spreads to everyone else.

Entrepreneurial personality traits are a group of complex traits that have a big effect on women's freedom through business(Roy et al., 2022). These traits, which include self-confidence, a willingness to take risks, resilience, adaptability, creativity, and good leadership, help break down walls between men and women, create an environment where women feel empowered, and encourage other women to become entrepreneurs. To promote and maintain women's equality in the business world, it is important to understand and use these traits(Ribeiro et al., 2021).

### **Human Capital:**

Human capital is the information, skills, education, and health that people, especially women, gain over the course of their lives(Ahmetaj et al., 2023a). It is an important independent variable when talking about empowering women. It is important for women to have access to human capital because it affects how much they can participate and contribute in the economic, social, and political areas.

Education is a key part of human capital that has a big effect on women's freedom. Getting a good education gives women the skills and information they need to handle different parts of life, which increases their independence and ability to make decisions. A group of educated women is more likely to work, question standard gender roles, and help build their community(Aziz et al., 2022).

Developing skills is another part of human capital that is very important for empowering women. As women learn a wide range of skills, from vocational to business-related ones, they increase their earning potential and increase their chances of having



useful jobs. Women with skills can start and run their own businesses, which helps the economy grow and makes people more independent(Ahmetaj et al., 2023b).

Physical and mental health are important parts of human capital, and they have direct effects on women's freedom. A healthy female population makes it easier for them to go to school, work, and be involved in social issues. Getting the right medical care is important for women's general health and well-being because it helps them deal with problems and give back to their communities.

Human capital, which includes health, knowledge, and skills, also makes it easier for women to use and interact with technology. Technology knowledge is an important part of being able to make decisions in a world that is becoming more and more digital. Women can connect with resources, markets, and educational opportunities by using information and communication technologies. These technologies help them get around geographical barriers and broaden their views.

Human capital also gives women the power to fight against social norms and unfair practises. Women who are educated and skilled are more likely to question gender roles, fight for their rights, and join groups for gender equality. By questioning the rules, people are helping to change society in ways that make it easier for women to gain power(*Women Entrepreneurship*.Zip, n.d.).

Human capital, which includes health, education, and skills, is an important independent variable that is needed to understand and promote women's progress. It gives women the tools they need to build their skills, question societal rules, and make real contributions to progress in politics, society, and the economy(Sultana et al., 2023). Investing in and improving women's human capital is a way for societies to get the most out of half of their people and make the future more fair and open to everyone.

### **Entrepreneurial Strategies:**

Entrepreneurial tactics are very important for empowering women, especially when it comes to their ability to take part in economic activities and start their own businesses. As businesswomen, women use a variety of methods that help them gain power and, in turn, help society move forward as a whole(Leduchowicz-Municio et al., 2023).

First, women who start their own businesses often use creative business models and strategies to get started and keep their businesses going. Some of these strategies are finding niche markets, coming up with new goods or services, and changing

with the times in the market. In this way, women business owners not only make their companies more successful, but they also help the economy grow and become more diverse.

Second, one important way to empower women is to use business methods that are open to everyone and do good for society. Women who start their own businesses often think about how their actions affect others and the world when planning their businesses. This could mean encouraging practises that are good for the environment, helping out local communities, and making sure that workers are treated fairly(Al Hakim et al., 2022). Women businesspeople help make the economy more fair and long-lasting by running their businesses in a way that is moral and socially responsible.

Third, networking and working together are important business techniques for women who want to be more independent. Women entrepreneurs can get resources, advice, and business chances by building strong professional networks. They can pool their resources, share their knowledge, and face problems together through collaborative endeavours. Strategic networking like this makes women more visible in the business world and builds a group of support that helps women gain power(Vukovic et al., 2023).

For the most part, entrepreneurial tactics for empowering women are complex and changeable. These strategies, which include new business models, social responsibility, strategic networking, resilience, and education, give women the power to face challenges and make real contributions to economic growth. Recognising and supporting these business tactics is important for creating an environment where women can do well as entrepreneurs and leaders for social change(Sehgal & Khandelwal, 2020).

### **How Entrepreneurial Personality Traits influence with Entrepreneurial Satisfaction**

Personality traits related to being an entrepreneur have a big effect on how happy an entrepreneur is, especially when it comes to empowering women in Pakistan. One important thing that affects the business world for women in the country is how personality traits and levels of happiness interact with each other(Al Hakim et al., 2022).

To begin, perseverance is a common trait among entrepreneurs that is very important for figuring out how satisfied they are. Pakistani women business owners often have to deal with a lot of problems, such as discrimination based on gender, limited access to resources, and social expectations. People who are very resilient are better able to deal with these problems, which makes their business journey more satisfying(Al Hakim et al., 2022).

Another important quality that affects the happiness of Pakistani women entrepreneurs is their ability to adapt. Businesses have to be able to react to changing conditions because the business world is always moving and changing quickly. Girls and women

who are very flexible are more likely to be happy in their jobs because they can easily adjust to changes in the market, new technologies, and other outside factors.

Being willing to take risks is an important trait for businesses, and it has a big effect on how satisfied they are with their work. Some Pakistani women business owners who are willing to take smart risks report feeling happier with their lives (Blanco-Gonzalez-Tejero & Cano-Marin, 2023a). Taking risks can lead to new ideas, business growth, and a greater sense of success, all of which can make an entrepreneur happy overall.

Taking the lead and being proactive is another trait that has a big effect on satisfaction levels. Women who look for chances on their own, make decisions on their own, and have a proactive mindset tend to be happier with their business ventures. This trait gives them the power to shape their businesses and makes them more independent (Dana et al., 2023a).

Personality traits that make someone an entrepreneur are a big part of how satisfied women businesses in Pakistan are with their jobs. Key traits that affect how women see and experience their entrepreneurial journeys are resilience, adaptability, willingness to take risks, a proactive attitude, and good people skills (Dana et al., 2023a). To help women in Pakistan gain more power through business, it is important to recognise and encourage these traits.

#### **How Human Capital influence with Entrepreneurial Satisfaction**

When it comes to women's freedom in Pakistan, human capital, which includes people's knowledge, skills, and abilities, is a key factor that affects their happiness as entrepreneurs.

To begin, level of schooling is an important part of human capital that has a big effect on how satisfied women entrepreneurs are with their businesses. More education gives women the skills and information they need to handle the complicated tasks of running a business. Women who can get a good education are better able to make smart choices, come up with new ideas, and adjust to changing market conditions (Ozasir Kacar et al., 2023b). This makes them happier in their business ventures.

Another important part of human capital that affects how happy entrepreneurs are is skill growth. Women who put effort into learning and improving skills that are useful for their business are more satisfied with their work. Skills like marketing, leadership, and financial management all help a business do better, which makes everyone happier overall (Ozasir Kacar et al., 2023a).

Access to training and job programmes improves human capital even more, which makes entrepreneurs happier. Women business owners in Pakistan who take part in training and skill-building programmes learn new skills that help them deal with problems and take advantage of chances. In their roles as entrepreneurs, having more trust and job satisfaction comes from learning useful skills.

Networking and mentoring, which are important parts of human capital, also have an effect on how satisfied entrepreneurs are with their work (Sahi et al., 2023). When women have access to mentors and networks of support, they can get good advice and take advantage of good chances. Networking makes it easier to share resources and information, which improves human capital. Making real connections and having a mentor can have a big effect on the success and happiness of women entrepreneurs in Pakistan (Kumar et al., 2022).

#### **How Entrepreneurial strategies influence with Entrepreneurial Satisfaction**

When it comes to women's empowerment in Pakistan, entrepreneurial tactics have a big effect on how satisfied entrepreneurs are with their work. How well these tactics work together has a direct effect on how happy and successful women entrepreneurs are in the country as a whole.

Starting with the fact that using new business models and tactics makes women entrepreneurs in Pakistan much happier. People who use creative methods, find niche markets, and provide unique goods or services often feel like they've accomplished a lot. Innovative strategies that are put into action well not only make businesses stand out, but they also make customers happy by meeting their needs in new ways (Dana et al., 2023b).

Strategies for business that are inclusive and socially responsible are very important for making women businesspeople happier. Women can make a good difference in their communities by building social and environmental concerns into their business plans. Women entrepreneurs get a sense of pleasure from making a real difference in the well-being of society by doing things that are sustainable and socially responsible.

Educational programmes and projects that help people learn new skills are important factors that affect the happiness of women entrepreneurs in Pakistan. People who are constantly looking for ways to keep learning and improve their skills often feel more confident and competitive. Acquiring the right information and abilities can make being a business more satisfying, which has a positive effect on happiness levels (Ebrahimi et al., 2022).

Entrepreneurial tactics that give women more power are key to removing barriers based on gender. Women business owners in Pakistan often have to deal with unfair rules, limited access to money, and problems getting around. Strategic attempts by both government and non-government groups to get rid of these problems and offer help make a big difference in how satisfied people are. When policies that help women entrepreneurs are recognised and put into place, they give women a feeling of empowerment and satisfaction.

In conclusion, how successful business plans are is a big part of how happy women in Pakistan are with their businesses. The satisfaction that comes from being an entrepreneur is shaped by new business models, practises that include everyone, smart networking, resilience (Kappal & Rastogi, 2020), education, and strategies that focus on giving people power. Realising how important these strategies are is key to creating an environment where women can succeed as entrepreneurs. This will help empower them and make them happier in Pakistan's business world generally (Rodriguez, 2022).

## **II. CONCLUSION**

This research looks deeply into the complicated issues surrounding women's empowerment in Pakistan, taking into account past contexts and different aspects. It makes a strong case for how important education is in changing social norms and how more money needs to be spent to fix gender imbalances. Political differences make it clear that more needs to be done right away to make sure that women can participate in a useful way. If you want to improve health and stick to cultural norms, you need to change family customs and programmes that target specific groups. The study says that ending gender-based

violence is an urgent social issue that needs strong support services and quick action. Legal challenges that are still going on show how important changes are to achieve real female equality. Entrepreneurial pleasure, which is affected by creative models and smart networking, is seen as a major factor in determining women's happiness and the change in society as a whole. Basically, the study calls for a more comprehensive approach, encouraging everyone to work together to change the way schooling, politics, health care, and business are done in Pakistan so that everyone can have a better future.

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