

Unit 5: Women Empowerment through Entrepreneurship

کاروبار کے ذریعے خواتین کو بااختیار بنانا

Words	Pronunciation	Meanings	Words	Pronunciation	Meanings
Entrepreneurship	/ˈɒn.trə.prəˈnɜː.ʃɪp/	کاروباری صلاحیت	Dynamic	/daɪˈnæm.ɪk/	متحرک
Venture	/ˈven.tʃə/	منصوبہ	Inspiration	/ˌɪn.spɪˈreɪ.ʃən/	ترغیب
Innovative	/ˈɪn.ə.və.tɪv/	جدت پسند	Impact	/ˈɪm.pækt/	اثر
Empower	/ɪmˈpaʊ.ə/	اختیار دینا	Address	/əˈdres/	پتہ
Societal	/səˈsaɪ.ə.təl/	معاشرتی	Stereotypes	/ˈstriə.rə.taɪps/	مفروضے
Norms	/nɔːmz/	اقدار	Perspectives	/pəˈspek.tɪvz/	نظریات
Prominent	/ˈprɒm.ɪ.nənt/	نمایاں	Solution	/səˈluː.ʃən/	حل
Integrity	/ɪnˈteg.rə.ti/	دیانت داری	Ventures	/ˈven.tʃəz/	منصوبے
Dominated	/ˈdɒm.ɪ.neɪ.tɪd/	غلبہ پایا	Recognition	/ˌrek.əɡ.nɪʃ.ən/	شناخت
Strategic	/strəˈtiː.dʒɪk/	حکمت عملی	Inclusive	/ɪnˈkluː.sɪv/	شمولیت
Barrie	/ˈbæ.ri.ə/	رکاوٹ	Financial	/faɪˈnæn.ʃəl/	مالی
Generations	/dʒen.əˈreɪ.ʃənz/	نسلیں	Potential	/pəˈten.ʃəl/	ممکنہ
Modern	/ˈmɒd.ən/	جدید	Historical	/hɪsˈtɒr.ɪ.kəl/	تاریخی
Rural	/ˈruə.rəl/	دیہی	Unlock	/ʌnˈlɒk/	کھولنا
Sector	/ˈsek.tə/	شعبہ	Contribution	/ˌkɒn.trɪˈbjʊː.ʃən/	شراکت
Innovation	/ˌɪn.əˈveɪ.ʃən/	جدت	Chamber	/ˈtʃeɪm.bə/	کمرہ
Initiatives	/ɪˈnɪʃ.ə.tɪvz/	اقدامات	Training	/ˈtreɪ.nɪŋ/	تربیت
Microfinance	/ˈmaɪ.krəʊ.fai.næns/	مائیکرو فنانس	Leadership	/ˈliː.də.ʃɪp/	رہنمائی
Mentorship	/ˈmen.tə.ʃɪp/	رہنمائی	Institutions	/ˌɪn.stɪˈtjuː.ʃənz/	ادارے
Constraints	/kənˈstreɪnts/	رکاوٹیں	Economic	/ˌiː.kəˈnɒm.ɪk/	معاشی
Culinary	/ˈkʌl.ɪ.nər.i/	ذائقہ شناسی	Visibility	/ˌvɪz.əˈbɪl.ɪ.ti/	مرئیت
Artisanhip	/ˈɑː.tɪ.zən.ʃɪp/	ہنرمندی	Showcase	/ˈʃəʊ.keɪs/	نمائش
E-commerce	/ˈiː.kɒm.ɜːs/	ای کامرس	Determination	/ˌdɪ.təˈmɪn.eɪ.ʃən/	عزم
Benefits	/ˈben.ɪ.fɪts/	فائدے	Mobility	/məʊˈbɪl.ɪ.ti/	حرکت پذیری
Productivity	/ˌprɒdʌk.tɪv.ɪ.ti/	پیداواری صلاحیت	Overcome	/ˌəʊ.vəˈkʌm/	مقابلہ کرنا
Employment	/ɪmˈplɔɪ.mənt/	روزگار	Empowerment	/ɪmˈpaʊ.ə.mənt/	اختیار دینا

Women Empowerment through Entrepreneurship

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کاروباری سرگرمی

1. **Entrepreneurship** refers to the process of starting, managing, and growing a business venture. Entrepreneurs are the individuals who identify opportunities, take calculated risks, and bring their **innovative** ideas to life. They create products or services to meet market demands, solve problems, and contribute to economic growth. Entrepreneurship is not limited to any specific field; it can range from small home-based businesses to large **corporations**.

کاروباری سرگرمی سے مراد ایک کاروباری منصوبے کا آغاز، انتظام، اور ترقی کا عمل ہے۔ کاروباری افراد وہ لوگ ہیں جو مواقع کی نشاندہی کرتے ہیں، محتاط خطرات لیتے ہیں، اور اپنے جدید خیالات کو حقیقت میں بدلتے ہیں۔ وہ مارکیٹ کی ضروریات کو پورا کرنے، مسائل حل کرنے، اور اقتصادی ترقی میں حصہ ڈالنے کے لیے مصنوعات یا خدمات تخلیق کرتے ہیں۔ کاروباری سرگرمی کسی خاص میدان تک محدود نہیں ہے، یہ چھوٹے گھریلو کاروبار سے لے کر بڑے کارپوریشنز تک ہو سکتی ہے۔

2. For women, entrepreneurship offers more than just financial independence. It empowers them to take control of their future, challenge societal norms, and become leaders in their communities. Throughout history, there have been many examples of women who embraced entrepreneurship to achieve success and break societal barriers.

خواتین کے لیے، کاروباری سرگرمی صرف مالی آزادی کا ذریعہ نہیں ہے، بلکہ یہ انہیں اپنے مستقبل پر کنٹرول حاصل کرنے، معاشرتی روایات کو چیلنج کرنے، اور اپنی کمیونٹیوں میں رہنما بننے کا اختیار بھی دیتی ہے۔ تاریخ میں بہت سی ایسی مثالیں موجود ہیں جہاں خواتین نے کاروباری سرگرمی کو اپنایا تاکہ کامیابی حاصل کریں اور معاشرتی رکاوٹوں کو توڑیں۔

3. One of the earliest and the most significant examples of a successful woman entrepreneur is Hazrat Khadija (رضی اللہ تعالیٰ عنہا), a prominent businesswoman from Makkah Mukarramah. Hazrat Khadija (رضی اللہ تعالیٰ عنہا) was not only one of the wealthiest individuals of her time, but she was also known for her wisdom, integrity, and leadership in managing a thriving trading business.

ایک کامیاب کاروباری خاتون کی ایک ابتدائی اور اہم مثال حضرت خدیجہ (رضی اللہ تعالیٰ عنہا) ہیں، جو مکہ مکرمہ کی ایک ممتاز کاروباری خاتون تھیں۔ حضرت خدیجہ (رضی اللہ تعالیٰ عنہا) نہ صرف اپنے وقت کی دولت مند ترین افراد میں سے ایک تھیں، بلکہ انہیں اپنے کامیاب تجارتی کاروبار کو منظم کرنے میں حکمت، دیانتداری، اور قیادت کے لیے بھی جانا جاتا تھا۔

4. The story of Hazrat Khadija (رضی اللہ تعالیٰ عنہا) demonstrates how, even in a male-dominated society, women can thrive through hard work, intelligence, and strategic thinking. She (رضی اللہ تعالیٰ عنہا) carefully expanded her trading ventures, conducting business across various regions. Her influence extended beyond her wealth. She (رضی اللہ تعالیٰ عنہا) became a symbol of empowerment for other women, showing that gender should not be a barrier to success. Her example has inspired generations of women to pursue their entrepreneurial dreams, regardless of societal expectations.

5. In modern-day Pakistan, women entrepreneurs are playing an increasingly important role in various sectors of the economy. From towns and rural areas, women are making strides in fields such as fashion, technology, food, education, and crafts. Women-led businesses have become more visible, with many female entrepreneurs finding success through determination and innovation.

6. Several initiatives have been launched to support women entrepreneurs in Pakistan. Microfinance institutions offer loans to help women start small businesses, while mentorship programmes guide aspiring businesswomen in developing essential skills. Women's chambers of commerce are also providing platforms for female entrepreneurs to network and showcase their products.

7. However, despite these advances, women still face significant challenges in becoming successful entrepreneurs.

8. While many women in Pakistan are defying the odds, they often face societal constraints that make entrepreneurship more challenging. Some of the common obstacles include:

حضرت خدیجہ (رضی اللہ تعالیٰ عنہا) کی کہانی یہ ثابت کرتی ہے کہ ایک مردانہ غالب معاشرے میں بھی، خواتین محنت، ذہانت اور حکمت عملی کے ذریعے کامیاب ہو سکتی ہیں۔ انہوں (رضی اللہ تعالیٰ عنہا) نے اپنے تجارتی منصوبوں کو احتیاط سے بڑھایا، مختلف علاقوں میں کاروبار کیا۔ ان کا اثر صرف ان کی دولت تک محدود نہیں تھا، بلکہ وہ (رضی اللہ تعالیٰ عنہا) دیگر خواتین کے لیے تمکین کی علامت بن گئیں، یہ ظاہر کرتے ہوئے کہ جنس کامیابی کی راہ میں رکاوٹ نہیں ہونی چاہیے۔ ان کی مثال نے نسل در نسل خواتین کو اپنے کاروباری خوابوں کی تکمیل کے لیے حوصلہ دیا، چاہے معاشرتی توقعات کچھ بھی ہوں۔

جدید دور کے پاکستان میں، خواتین کاروباری افراد معیشت کے مختلف شعبوں میں ایک بڑھتا ہوا اہم کردار ادا کر رہی ہیں۔ شہروں اور دیہی علاقوں سے، خواتین نے فیشن، ٹیکنالوجی، خوراک، تعلیم، اور دستکاری جیسے میدانوں میں ترقی کی ہے۔

خواتین کی قیادت میں کاروبار زیادہ نمایاں ہو چکے ہیں، جہاں بہت سی خواتین کاروباری افراد نے عزم اور جدت کے ذریعے کامیابی حاصل کی ہے۔

پاکستان میں خواتین کاروباری افراد کی حمایت کے لیے کئی اقدامات شروع کیے گئے ہیں۔ مائیکرو فنانس ادارے خواتین کو چھوٹے کاروبار شروع کرنے کے لیے قرضے فراہم کرتے ہیں، جبکہ رہنمائی کے پروگرام مستقبل کی کاروباری خواتین کی ضروری مہارتیں ترقی دینے میں مدد کرتے ہیں۔ خواتین کی تجارتی چیمبرز بھی خواتین کاروباری افراد کے لیے نیٹ ورکنگ اور اپنے مصنوعات کی نمائش کرنے کے مواقع فراہم کر رہی ہیں۔

تاہم، ان ترقیوں کے باوجود، خواتین کو کامیاب کاروباری شخصیت بننے میں اب بھی اہم چیلنجز کا سامنا ہے۔

پاکستان میں بہت سی خواتین مشکلات کا مقابلہ کرتے ہوئے کامیابی حاصل کر رہی ہیں، لیکن وہ اکثر ایسے سماجی دباؤ کا سامنا کرتی ہیں جو کاروباری میدان میں ان کے لیے مشکلات پیدا کرتے ہیں۔ کچھ عام رکاوٹیں درج ذیل ہیں:

*** Cultural Expectations:** In many parts of Pakistan, traditional gender roles dictate that women should prioritise household duties over professional goals. This cultural expectation creates barriers for women who wish to pursue entrepreneurial careers, as they often face criticism or lack of support from family and society.

ثقافتی توقعات: پاکستان کے کئی حصوں میں، روایتی صنفی کردار اس بات کا تقاضا کرتے ہیں کہ خواتین گھر یلو ذمہ داریوں کو پیشہ ورانہ اہداف پر فوقیت دیں۔ یہ ثقافتی توقعات ان خواتین کے لیے رکاوٹیں پیدا کرتی ہیں جو کاروباری کیریئر اختیار کرنا چاہتی ہیں، کیونکہ انہیں اکثر خاندان اور معاشرے کی طرف سے تنقید یا تعاون کی کمی کا سامنا کرنا پڑتا ہے۔

*** Limited access to financial resources, education, and networks.**

Banks may be hesitant to offer loans to women, and business training programmes are not always readily available.

مالی وسائل، تعلیم، اور نیٹ ورکس تک محدود رسائی:

خواتین کو مالی وسائل تک رسائی میں مشکلات کا سامنا کرنا پڑتا ہے۔ بینک اکثر خواتین کو قرض دینے میں ہچکچاہٹ کا مظاہرہ کرتے ہیں، اور کاروباری تربیتی پروگرام ہر وقت دستیاب نہیں ہوتے۔

*** Mobility Issues:**

Women in certain areas may face restrictions on their movement, which can limit their ability to meet clients, travel for business, or access markets. Cultural norms around mobility make it difficult for many women to manage their businesses effectively.

حرکت کی مشکلات:

کچھ علاقوں میں خواتین کو نقل و حرکت پر پابندیوں کا سامنا کرنا پڑتا ہے، جو ان کی صلاحیت کو متاثر کرتی ہے کہ وہ کلائنٹس سے مل سکیں، کاروباری سفر کر سکیں، یا مارکیٹوں تک رسائی حاصل کر سکیں۔ نقل و حرکت سے متعلق ثقافتی اصولوں کی وجہ سے بہت سی خواتین اپنے کاروبار کو موثر طریقے سے منظم کرنے میں مشکلات کا سامنا کرتی ہیں۔

*** Legal and Institutional Barriers:**

Registering businesses and navigating legal requirements can be particularly difficult for women due to formal hurdles and lack of guidance. These barriers can make it harder for women to formalise their businesses or seek legal protection for their ventures.

قانونی اور ادارہ جاتی رکاوٹیں:

کاروبار کا اندراج کروانا اور قانونی تقاضوں کو پورا کرنا خواتین کے لیے خاص طور پر مشکل ہو سکتا ہے کیونکہ رسمی رکاوٹیں اور رہنمائی کی کمی موجود ہوتی ہے۔ یہ رکاوٹیں خواتین کے لیے اپنے کاروبار کو قانونی شکل دینا یا اپنے منصوبوں کے لیے قانونی تحفظ حاصل کرنا مزید دشوار بنا دیتی ہیں۔

*** Lack of Support Networks:**

Unlike male entrepreneurs who have access to established business networks, women often struggle to find mentors or role models. The absence of such support networks can make it harder for them to succeed in competitive markets. Despite these constraints, women entrepreneurs in Pakistan are active in a range of industries. Some popular areas of business include:

حمایتی نیٹ ورکس کی کمی:

مرد کاروباری افراد کے برعکس، جنہیں قائم شدہ کاروباری نیٹ ورکس تک رسائی حاصل ہوتی ہے، خواتین اکثر رہنماؤں یا مثالی شخصیات کو تلاش کرنے میں مشکلات کا سامنا کرتی ہیں۔ اپنے معاون نیٹ ورکس کی عدم موجودگی خواتین کے لیے مسابقتی مارکیٹوں میں کامیاب ہونا مشکل بنا سکتی ہے۔ ان رکاوٹوں کے باوجود، پاکستان میں خواتین کاروباری افراد مختلف صنعتوں میں سرگرم ہیں۔ کچھ مشہور کاروباری شعبے درج ذیل ہیں:

* Fashion and Textiles:

Women entrepreneurs have launched successful clothing lines, boutiques, and embroidery businesses that cater to both local and international markets.

* Food and Catering Services:

Many women are turning their culinary skills into profitable ventures, either through home-based baking, catering, or managing restaurants.

* Handicrafts and Artisanry:

Women, particularly in rural areas, are involved in creating handmade products like jewellery, carpets, and decorative items, which they sell in local markets or

* Education and Training Centres

Female entrepreneurs have established schools, training institutes, and daycare centres, addressing the educational needs of their communities.

* E-commerce and Tech Startups:

With the rise of digital platforms, many women are using technology to launch online businesses, sell products via social media, or run tech startups.

10. Women's entrepreneurship is not only beneficial to the women themselves, but it also brings several advantages to the broader community and society. Some of the key benefits include:

* Economic Growth:

When women start businesses, they contribute to the national economy by creating jobs, generating income, and boosting productivity. This results in a more dynamic economy that benefits everyone.

فیشن اور ٹیکسٹائل:

خواتین کاروباری افراد نے کامیاب ملبوسات کے برانڈز، بوتیک، اور کڑھائی کے کاروبار شروع کیے ہیں جو مقامی اور بین الاقوامی دونوں مارکیٹوں کی ضروریات کو پورا کرتے ہیں۔

کھانے اور کھانے کی خدمات:

بہت سی خواتین اپنی پکوان کی مہارت کو منافع بخش منصوبوں میں تبدیل کر رہی ہیں، چاہے وہ گھریلو سطح پر بیکنگ، کیکٹرنگ، یا ریسٹورانوں کا انتظام ہو۔

دستکاری اور کاریگری:

خواتین، خاص طور پر دیہی علاقوں میں، زیورات، قالین، اور آرائشی اشیاء جیسے ہاتھ سے بنے ہوئے مصنوعات تیار کرنے میں مصروف ہیں، جنہیں وہ مقامی منڈیوں میں فروخت کرتی ہیں۔

تعلیم اور تربیت:

خواتین کاروباری افراد نے اسکول، تربیتی ادارے، اور بچوں کے کیمپز قائم کیے ہیں جو ان کے کمیونٹی کی تعلیمی ضروریات کو پورا کرتے ہیں۔

ای کامرس اور ٹیک اسٹارٹ اپس:

ڈیجیٹل پلیٹ فارمز کے بڑھتے ہوئے استعمال کے ساتھ، کئی خواتین ٹیکنالوجی کا استعمال کرتے ہوئے آن لائن کاروبار شروع کر رہی ہیں، سوشل میڈیا کے ذریعے مصنوعات فروخت کر رہی ہیں، یا ٹیک اسٹارٹ اپس چلا رہی ہیں۔

خواتین کی کاروباری صلاحیت نہ صرف ان کے لیے فائدہ مند ہے بلکہ وسیع تر کمیونٹی اور معاشرے کے لیے بھی کئی فوائد لاتی ہے۔ ان میں سے کچھ اہم فوائد درج ذیل ہیں:

معاشی ترقی:

جب خواتین کاروبار شروع کرتی ہیں، تو وہ ملازمتوں کے مواقع پیدا کر کے، آمدنی پیدا کر کے، اور پیداواریت میں اضافہ کر کے قومی معیشت میں حصہ ڈالتی ہیں۔ اس کے نتیجے میں ایک زیادہ متحرک معیشت وجود میں آتی ہے جو سب کے لیے فائدہ مند ہوتی ہے۔

* Job Creation:

Women entrepreneurs often employ people from their communities, providing job opportunities and reducing unemployment, especially for other women and youth.

* Empowerment of Future Generations:

Women entrepreneurs serve as role models for other women. By witnessing women succeed in business, younger generations are inspired to pursue their ambitions.

*** Community Development:** Many women entrepreneurs start businesses that address local issues, such as education, healthcare, or access to resources. This creates a positive social impact, improving the quality of life for people in their communities.

*** Promoting Gender Equality:** When women participate in the economy as entrepreneurs, they challenge gender stereotypes and promote equality. Their success encourages society to view women as capable leaders and decision-makers.

* Innovation and Problem-Solving:

Women often bring unique perspectives and innovative solutions to the problems they address through their businesses. Their ventures can lead to new ways of thinking, improving products, services, and even social conditions.

11. Despite the challenges, women entrepreneurs in Pakistan are finding ways to overcome barriers. Many of them have built strong support networks, connecting with other female entrepreneurs to share advice, encouragement, and opportunities. The growth of e-commerce and online platforms has also given women more flexibility, allowing them to run businesses from their homes and bypass some of the mobility issues they face.

روزگار کے مواقع پیدا کرنا:

خواتین کاروباری افراد اکثر اپنی کمیونٹی کے افراد کو ملازمت دیتے ہیں، جس سے روزگار کے مواقع فراہم ہوتے ہیں اور بے روزگاری میں کمی آتی ہے، خاص طور پر دیگر خواتین اور نوجوانوں کے لیے۔

مستقبل کی نسلوں کو بااختیار بنانا:

خواتین کاروباری افراد دیگر خواتین کے لیے رول ماڈل کا کردار ادا کرتی ہیں۔ جب نوجوان نسلیں خواتین کو کاروبار میں کامیاب ہوتے ہوئے دیکھتی ہیں، تو وہ اپنی امنگوں کو پورا کرنے کی ترغیب پاتی ہیں۔

کمیونٹی کی ترقی:

بہت سی خواتین کاروباری افراد ایسے کاروبار شروع کرتی ہیں جو مقامی مسائل کو حل کرتے ہیں، جیسے تعلیم، صحت کی سہولیات، یا وسائل تک رسائی۔ یہ اقدامات مثبت سماجی اثرات پیدا کرتے ہیں اور ان کی کمیونٹی میں لوگوں کی زندگی کے معیار کو بہتر بناتے ہیں۔

صنعتی مساوات کو فروغ دینا:

جب خواتین معیشت میں بطور کاروباری افراد حصہ لیتی ہیں، تو وہ جنسیتی و قیادوسی تصورات کو چیلنج کرتی ہیں اور مساوات کو فروغ دیتی ہیں۔ ان کی کامیابی معاشرے کو خواتین کو باصلاحیت رہنما اور فیصلہ ساز کے طور پر دیکھنے کی ترغیب دیتی ہے۔

جدت اور مسائل کا حل:

خواتین اکثر اپنے کاروبار میں پیش آنے والے مسائل کے حل کے لیے منفرد نقطہ نظر اور تخلیقی حل پیش کرتی ہیں۔ ان کے کاروباری منصوبے نئے طریقہ کار، مصنوعات، خدمات، اور یہاں تک کہ سماجی حالات کو بہتر بنانے کے مواقع فراہم کرتے ہیں۔

11. چیلنجز کے باوجود، پاکستان میں خواتین کاروباری افراد کا وٹوں کو عبور کرنے کے لیے راستے تلاش کر رہی ہیں۔ ان میں سے بہت سی خواتین نے مضبوط معاون نیٹ ورکس بنائے ہیں، دیگر خواتین کاروباری افراد کے ساتھ مل کر مشورے دے رہی ہیں، اور مواقع کا تبادلہ کیا ہے۔

ای کامرس اور آن لائن پلیٹ فارمز کی ترقی نے خواتین کو زیادہ چمک فراہم کی ہے، جس سے وہ اپنے گھروں سے کاروبار چلا سکتی ہیں اور نقل و حرکت سے متعلق پیش آنے والے مسائل کو جزوی طور پر حل کر سکتی ہیں۔

12. The Government and the non-governmental organisations (NGOs) are also playing an important role in supporting women entrepreneurs by providing financial resources, training, and access to markets. With increased recognition of women's contributions to the economy, efforts are being made to create a more inclusive and supportive environment for female entrepreneurs.

13. Entrepreneurship offers women the opportunity to realise their full potential. Whether in historical times or the modern era, women entrepreneurs have shown that they can overcome obstacles and lead successful ventures. By supporting women's entrepreneurship and addressing the barriers they face, society can unlock the potential of half its population, paving the way for a brighter future.

حکومت اور غیر حکومتی تنظیمیں خواتین کاروباری افراد کی حمایت میں اہم کردار ادا کر رہی ہیں، مالی وسائل، تربیت، اور مارکیٹ تک رسائی فراہم کر کے۔ خواتین کی معیشت میں شمولیت اور ان کی خدمات کی پہچان میں اضافہ ہو رہا ہے، جس سے خواتین کاروباری افراد کے لیے ایک زیادہ جامع اور معاون ماحول بنانے کی کوششیں جاری ہیں۔

کاروباری سرگرمیاں خواتین کو اپنی مکمل صلاحیت کو حقیقت کا روپ دینے کا موقع فراہم کرتی ہیں۔ چاہے تاریخی ادوار ہوں یا جدید دور، خواتین کاروباری افراد نے ثابت کیا ہے کہ وہ مشکلات پر قابو پاسکتی ہیں اور کامیاب منصوبے چلا سکتی ہیں۔ خواتین کی کاروباری سرگرمیوں کی حمایت کر کے اور ان کو درپیش رکاوٹوں کو دور کر کے، معاشرہ اپنی آدھی آبادی کی صلاحیت کو استعمال میں لا سکتا ہے، جو روشن مستقبل کے لیے راہ ہموار بناتا ہے۔

Theme

The theme of this unit, "Women's Empowerment through Entrepreneurship," focuses on how entrepreneurship empowers women by providing financial independence and breaking traditional gender roles. Women entrepreneurs contribute to their communities by creating jobs, fostering innovation, and promoting gender equality. Through examples like Hazrat Khadija (رضی اللہ تعالیٰ عنہ) and modern-day Pakistani women, the unit shows that despite societal challenges, women can succeed in business and inspire future generations as leaders and innovators.

Glossary

Words	Meanings
Corporation	A large business company
E-commerce	Business that is conducted on the internet
Entrepreneurship	The activity of making money by starting or running businesses, especially when this involves taking financial risks; the ability to do this
Innovative	Introducing or using new ideas, ways of doing something, etc.
Microfinance	A system of providing services such as lending money and saving for people who are too poor to use banks
Norm	A situation or a pattern of behaviour that is usual or expected
Societal	Connected with society and the way it is organized

Stereotype	A fixed idea or image that many people have of a particular type of person or thing, but which is often not true in reality and may cause hurt and offence
Strategic	Done as part of a plan that is meant to achieve a particular purpose or to gain an advantage
Thrive	To become, and continue to be, successful, strong, healthy, etc.

Words/ Sentences

Words	Sentences
Venture	She started a small venture to sell handmade crafts.
Innovative	His innovative ideas helped improve the business.
Societal	Societal changes are important for a better community.
Norms	The community followed certain norms for respect and kindness.
Perspectives	Listening to different perspectives can help solve problems.
Integrity	She always showed integrity by being honest in her work.
Financial	The company faced financial challenges last year.
Modern	The city has many modern buildings and shops.
Rural	Many rural areas lack access to good healthcare.
Contribution	His contribution to the project was very helpful.
Innovation	Innovation in technology makes our lives easier.
Economic	The country's economic growth improved over the years.
Productivity	Taking breaks at work can improve productivity.
Overcome	She worked hard to overcome her fears.
Employment	The new factory will provide employment to many people.

Exercise

Reading and Critical Thinking

A. Answer the following questions:

1. What qualities made Hazrat Khadija (رضی اللہ تعالیٰ عنہا) a successful entrepreneur in a male-dominated society, and how can these qualities be applied by modern women entrepreneurs? 09605001

Ans. Hazrat Khadija (رضی اللہ تعالیٰ عنہا) demonstrated qualities such as wisdom, integrity, leadership, and strategic thinking. Modern women entrepreneurs can use these qualities by making smart choices, being

honest, leading with confidence, and planning carefully for their businesses.

2. How does the growth of women-led businesses in Pakistan contribute to economic development and job creation, especially in rural areas? 09605002

Answer: The growth of women-led businesses contributes to economic development by creating job opportunities, reducing unemployment, and fostering economic activity in rural areas. These

businesses often provide employment for other women and youth, thereby uplifting communities and stimulating local economies.

3. Why is mentorship and networking critical for the success of women entrepreneurs, and how do support systems like women's chambers of commerce enhance their growth? 09605003

Ans. Mentorship and networking are crucial as they provide guidance, support, and access to resources that women entrepreneurs might lack. Support systems like women's chambers of commerce enhance growth by offering networking opportunities, training, and platforms to showcase products, helping women connect with potential clients and mentors.

4. What role does e-commerce play in overcoming mobility and societal barriers for women entrepreneurs in Pakistan? 09605004

Ans. E-commerce allows women to run businesses from home, thus bypassing mobility issues and societal constraints related to travel. It provides a flexible platform for reaching customers without the need for physical presence in markets, enabling women to engage in entrepreneurship more easily.

5. How does the success of women entrepreneurs serve as a catalyst for future generations to pursue their ambitions? 09605005

Ans. The success of women entrepreneurs acts as a role model effect, inspiring younger generations to pursue their ambitions. When young women see others succeeding in business, it encourages them to believe in their potential and strive for

their goals, challenging traditional gender roles.

6. What impact does women's entrepreneurship have on community development, and how can it be leveraged to address local issues such as education and healthcare? 09605006

Ans. Women's entrepreneurship positively impacts community development by addressing local issues and improving quality of life. Women-led businesses can focus on providing solutions in education and healthcare, thus creating social benefits and enhancing community welfare.

7. How do financial barriers, such as limited access to loans, affect women entrepreneurs, and what can be done to provide more equitable financial opportunities? 09605007

Ans. Financial barriers limit women's ability to start and grow businesses, as they may struggle to secure loans or funding. To provide more equitable financial opportunities, institutions can offer tailored microfinance products, training on financial literacy, and initiatives that specifically support women entrepreneurs.

8. In what ways does the participation of women in entrepreneurship challenge gender stereotypes and promote gender equality in society? 09605008

Ans. The participation of women in entrepreneurship challenges gender stereotypes by demonstrating that women can be successful leaders and decision-makers. It promotes gender equality by showcasing women's capabilities in business, thereby encouraging society to recognize and value women's contributions in all sectors.

Additional Questions / Answers

1. What role are women entrepreneurs playing in modern-day Pakistan?

09605009

Ans. In modern-day Pakistan, women entrepreneurs are playing an increasingly important role in various sectors of the economy. Women are actively contributing in the fields of fashion, technology, food, education, and crafts.

2. What role should a foundation be playing in empowering women?

09605010

Ans. The role a foundation should be playing in empowering women is to provide financial resources, training, and access to markets.

B. Choose the correct option for each question. 1. How does entrepreneurship help women challenge societal norms in Pakistan?

09605011

- a. by encouraging women to follow traditional roles
- b. by providing them with financial independence and leadership roles in their communities**
- c. by discouraging them from starting their own businesses
- d. by limiting their access to education and resources

2. How do societal norms influence the success of women entrepreneurs in Pakistan?

09605012

- a. They create a supportive environment for women to grow their businesses.
- b. They impose limitations that often restrict women's ability to balance household duties with business aspirations.**
- c. They encourage women to enter male-dominated industries.
- d. They provide equal opportunities for men and women in business.

3. What can be inferred about the impact of women entrepreneurs on job creation in Pakistan?

09605013

- a. Women entrepreneurs benefit themselves only financially.
- b. Women entrepreneurs contribute to job creation, especially for other women and youth in their communities.**
- c. Women entrepreneurs discourage community development.
- d. Women entrepreneurs have minimal impact on employment.

4. How might women's entrepreneurship contribute to gender equality in society?

09605014

- a. by reinforcing traditional gender roles
- b. by challenging stereotypes and promoting women as capable leaders and decision-makers**
- c. by reducing the participation of women in economic activities
- d. by limiting their opportunities for business growth

5. What is the long-term benefit of women entrepreneurs acting as role models for future generations?

09605015

- a. It restricts younger generations from breaking traditional roles.
- b. It discourages other women from entering business.
- c. It empowers women to pursue their ambitions.**
- d. It has no significant impact on younger generations.

C. Read the text and fill in the blanks with the appropriate words or phrases.

09605016

1. Entrepreneurship is the process of starting, managing, and growing a business venture.
2. Entrepreneurs identify opportunities, take calculated risks, and bring innovative ideas to life.

3. Hazrat Khadija (رضی اللہ تعالیٰ عنہا) was a successful **businesswoman** from Makkah Mukarramah known for her wisdom and leadership.

4. One of the main benefit of women's entrepreneurship is that it promotes **gender**

equality by challenging traditional gender roles.

5. In Pakistan, women entrepreneurs are active in sectors such as fashion, technology, **food**, and education.

Vocabulary

A. Distinguish between the connotative and denotative meanings of the following words using context clues from the text.

09605017

Words	Context Clues	Denotative Meanings	Connotative Meanings
Entrepreneur	Entrepreneurship refers to the process of starting, managing, and growing a business venture.	A person who starts and runs a business.	A bold risk-taker, innovator, and leader in their field
Empowerment	barrier	The process of gaining power and control over one's life	A sense of strength, confidence, and ability to make a difference.
Independence	take control of their future	The state of being free from outside control	Freedom, self-sufficiency
Barrier	empowerment	A physical or metaphorical obstruction or hindrance	An obstacle or challenge that restricts progress or freedom
Success	break societal barriers	The accomplishment of a goal or aim	Achievement, fulfillment, and recognition for hard work and effort.

B. Fill in the blanks with the help of suitable proverbs given below: 09605018

Proverb: A well-known phrase or a sentence that gives advice or says something that is generally true.

Example: "A bird in the hand is worth two in the bush."

Meaning: It is better to be content with what you have than to risk losing everything by seeking to get more.

a. Actions speak louder than words.

- b. A stitch in time saves nine.
c. The early bird catches the worm.
d. Don't put all your eggs in one basket.
e. You can't judge a book by its cover.

1. If you want to succeed remember that **actions speak louder than words.**
2. Let's start our work now because **a stitch in time saves nine**
3. To be successful, start your day early **because the early bird catches the worm.**

4. To minimize risks, **don't put all your eggs in one basket** when making important decisions.
5. When meeting someone new, remember that **you can't judge a book by its cover**.

C. Match the idioms in column A with the correct meanings in column B.
Idiom: A group of words whose meaning is different from the meanings of the individual words.

09605019

Example: "Let the cat out of the bag."

Meaning: to tell a secret by mistake

Column A	Column B
i. Break the ice	a. very rare
ii. Once in a blue moon	b. to do something exactly right
iii. A piece of cake	c. to be very expensive
iv. Hit the nail on the head	d. something that is very easy
v. Cost an arm and a leg	e. to make people feel more comfortable

Answers:

(i. e) (ii. a) (iii. d) (iv. b) (v. c)

D. Identify the idioms and proverbs in the following sentences from the provided text and explain their literal and figurative meanings.

1. Women entrepreneurs in Pakistan are making strides in various fields, despite having the odds stacked against them.

09605020

2. She carefully expanded her trading ventures, proving that slow and steady wins the race.

09605021

3. By becoming entrepreneurs, women are breaking new ground and paving the way for future generations.

09605022

4. Women, who face criticism from society, often rise above it and prove that actions speak louder than words.

09605023

5. Despite limited access to resources, women are showing that where there's a will, there's a way.

09605024

Ans.

1. "the odds stacked against them"

- **Literal Meaning:** This means the situation is unfairly set up to make it harder for someone to succeed.
- **Figurative Meaning:** Women entrepreneurs face many challenges, yet they keep succeeding despite these difficulties.

2. "slow and steady wins the race"

- **Literal Meaning:** Taking your time and being careful can lead to success.
- **Figurative Meaning:** It's better to be patient and methodical than to rush, as steady progress leads to achievement.

3. "breaking new ground" and "paving the way"

- **Literal Meaning:** Starting something new and creating a path for others.
- **Figurative Meaning:** Women entrepreneurs are doing things in new ways and setting an example for future generations.

4. "rise above it" and "actions speak louder than words"

- **Literal Meaning:** Overcoming challenges and showing through behaviors, not just talk.
- **Figurative Meaning:** Women don't let criticism from others stop them. They prove their worth with their achievements instead of just talking about them.

5. "where there's a will, there's a way"

- **Literal Meaning:** If you really want to do something, you can find a way to do it.

- **Figurative Meaning:** Strong determination helps people overcome obstacles, showing how resourceful women can be, even with limited resources.

Grammar

Full stop (.)

A full stop is used at the end of a complete sentence that is a statement.

Example: I know him well.

Comma (,)

A comma indicates a brief pause mainly used to separate words and phrases in a simple series of three or more items.

Example: We bought apples, mangoes, bananas and grapes.

Apostrophe (')

An apostrophe is used to show possession.

Examples: a man's house/men's house(s), cat's paw/cats' paws

An apostrophe is also used with contractions. The apostrophe is placed where a letter or letters have been removed.

Examples: doesn't, wouldn't, it's, can't, you've, etc.

Question Mark (?)

A question mark is used only after a direct question.

Examples: Where do you live?/What does he do?

Exclamation Mark (!)

An exclamation mark/point is used to show emotion, emphasis, or surprise.

Examples: I'm truly shocked by your behaviour!

Hurrah! We have won!

Capitalisation

Capitalisation is the writing of a word with its first letter in uppercase and the remaining letters in lowercase. A sentence always begins with a capital letter. In addition to this, proper nouns are always written with capital letters. The main

function of capitals is to focus attention on particular elements within any group of people, places, or things.

Examples: Pakistan, Lahore, Monday, June, etc.

This is an apple.

A. Read the passage carefully and insert the appropriate punctuation marks (full stop, comma, capitalisation, question mark, apostrophe and exclamation mark) where needed. 09605025

Fatima Jinnah was a remarkable woman she was the younger sister of Quaid-e- Azam Muhammad Ali Jinnah although she initially studied dentistry she later became a prominent figure in the struggle for independence Fatima Jinnah was not only known for her contributions to the cause but also for her efforts in advocating for womens rights what an inspiring legacy she left behind despite her achievements, she faced many challenges and opposition how did she manage to remain so dedicated and firm her influence on Pakistan's history is undeniable and continues to be remembered today

Ans. Fatima Jinnah was a remarkable woman. She was the younger sister of Quaid-e-Azam Muhammad Ali Jinnah. Although she initially studied dentistry, she later became a prominent figure in the struggle for independence. Fatima Jinnah was not only known for her contributions to the cause but also for her efforts in

advocating for women's rights. What an inspiring legacy she left behind! Despite her achievements, she faced many challenges and opposition. How did she manage to remain so dedicated and firm? Her influence on Pakistan's history is undeniable and continues to be remembered today.

B. Write a paragraph on "The Role of Women Empowerment in the Society".

09605026

Ans. Women empowerment means giving women the freedom and opportunities to make their own decisions and contribute to

society. When women are educated and respected, they can achieve great things, like becoming doctors, teachers, or leaders. Empowering women helps families and communities grow stronger because women play important roles at home and outside. It also means treating everyone equally and fairly, whether they are boys or girls. When women are supported, they can make the world a better place by sharing their ideas and talents. Together, we can create a happy and fair society for everyone.

Writing Skills

Write a paragraph on the following topic, ensuring you include specific details from the text.

09605027

Topic: Impact of a Woman Entrepreneur on Her Community

My name is Laiba Amir, and I come from a small village surrounded by lush fields but burdened by poverty and limited resources. Growing up, I often saw families struggling with firewood and expensive fuel. The smoke from traditional cooking stoves harmed our health, and the lack of affordable energy made daily life difficult. I wanted to change this.

One day, I learned about biogas plants—simple systems that convert animal and kitchen waste into clean energy. It sparked an idea. With the little savings I had and support from a local NGO, I started building a small biogas plant for my family. It worked! Soon, my neighbours saw the benefits and wanted the same.

In 2015, I took a bold step and started my biogas business. I trained myself and a group of women to build and maintain biogas plants. At first, people doubted me. "How can a woman do this?" they asked. But I was determined. I explained the

health, environmental, and financial benefits, and gradually, families started trusting me.

Today, our village has over 50 biogas plants, and the demand is growing. Women no longer need to spend hours collecting firewood, and families save money on fuel. We've created jobs for local youth, and the environment is cleaner.

My journey taught me that no idea is too small to bring change. By turning waste into energy, I've not only improved lives in my village but also proved that women can be powerful agents of innovation and progress.

D. Write an application to the head of the business organization, requesting sponsorship or support for a women entrepreneurs' workshop you are organizing. Include the purpose of the workshop and how it will benefit aspiring female entrepreneurs.

09605028

[Hsamat Amir]

[ABC]

[Lahore, ZIP Code 123]

[07,03,2025]

The Head of XYZ Organization

[ABC]

[Lahore, , ZIP Code123]

Subject: Request for Sponsorship/Support for Women Entrepreneurs' Workshop

Dear Amanat,

I hope this message finds you well. I am writing to seek your support for a workshop I am organizing, titled

"Empowering Women Entrepreneurs:

The Art of Selling Clothes," scheduled to take place on 25,8,2025 at [ABC].

The purpose of this workshop is to inspire and equip aspiring female entrepreneurs with the skills and knowledge needed to start and grow their own clothing businesses. We aim to cover critical aspects such as market research, design, pricing strategies, effective sales techniques, and leveraging online platforms. The workshop will also provide hands-on activities and networking opportunities to encourage collaboration and confidence among participants.

Your sponsorship or support will greatly enhance the success of this event by enabling us to provide quality training

materials, expert speakers, and a comfortable learning environment. In return, we will highlight your organization as a key supporter of women's empowerment, showcasing your commitment to fostering community development and entrepreneurship.

By supporting this initiative, you will not only help create opportunities for women to become self-reliant but also contribute to the growth of small businesses in our community.

I would be delighted to discuss this further and explore how we can work together to make this event a success. Please feel free to contact me at [your phone number] or [your email address].

Thank you for considering this request. I look forward to the possibility of collaborating with you on this impactful initiative.

Warm regards,

[Ismat Amir]

CEO

Objective Type

Choose the word with correct spelling.

09605029

Sr.	(A)	(B)	(C)	(D)
i.	Empower ✓	Empoweer	Empowere	Empowur
ii.	Inovation	Innovation ✓	Innovaytion	Innovation
iii.	Stratejic	Strategic ✓	Straytegic	Stratigic
iv.	E-commerce	Ei-commerce	E-commerce ✓	Ee-commerce
v.	Artisansh ip✓	Aartisanship	Artsanship	Artisanshipp
vi.	Economicc	Economic ✓	Ecnomic	Economice
vii.	Microfinanc	Microfinanse	Microfinance ✓	Microfinansce

viii.	Intagrity	Inteygrity	Integrity ✓	Integgrity
ix.	Dynaymic	Dynamic ✓	Dinamic	Dynamic
x.	Mentorship ✓	Mentrship	Mentorshipp	Maentorship
xi.	Histrical	Historicale	Historicall	Historical ✓
xii.	Employement	Emploement	Emploment	Employment ✓
xiii.	Recoggnition	Recognition ✓	Reecognition	Recognishion
xiv.	Countribution	Contribution ✓	Cntribution	Cuntribution
xv.	Prominent ✓	Promineent	Promeinent	Prominentt
xvi.	Inspirational	Inspirational ✓	Inspierational	Inspirashional
xvii.	Empoverment	Empowermentt	Empowerment ✓	Empowerement
xviii.	Potensial	Potencial	Potentiaall	Potential ✓
xix.	Perspectivee	Peurspectives	Perspective ✓	Purspectives
xx.	Societall	Societal ✓	Socetial	Socital

Synonyms / Antonyms

Choose the correct option.

09605030

Sr.	Questions	(A)	(B)	(C)	(D)
i.	Entrepreneurship refers to the process of starting, managing, and growing a business venture. The synonym of the underlined word is:	Domination	Businessmanship ✓	Employment	Community
ii.	Entrepreneurs are the individuals who identify opportunities, take calculated risks, and bring their innovative ideas to life. The synonym of the underlined word is:	Creative ✓	Dull	Risky	Traditional
iii.	Hazrat Khadija (RA) was not only one of the wealthiest individuals of her time but also known for her wisdom and integrity . The synonym of the underlined word is:	Popularity	Strategy	Honesty ✓	Wealth

iv.	Her influence extended beyond her wealth, becoming a symbol of empowerment for other women. The synonym of the underlined word is:	Rebellion	Dependency	Weakness	Strengthening ✓
v.	Women-led businesses have become more visible , with many female entrepreneurs finding success through determination and innovation. The synonym of the underlined word is:	Noticeable ✓	Obscure	Common	Invisible
vi.	Microfinance institutions offer loans to help women start small businesses, while mentorship programmes guide aspiring businesswomen. The synonym of the underlined word is:	Employment	Guidance ✓	Mismanagement	Criticism
vii.	7. Despite advances, women still face significant challenges in becoming successful entrepreneurs. The synonym of the underlined word is:	Benefits	Decisions	Obstacles ✓	Opportunities
viii.	Women entrepreneurs are making strides in fields such as fashion, technology, and food. The synonym of the underlined word is:	Retreats	Progress ✓	Problems	Mistakes
ix.	Women often bring unique perspectives and innovative solutions to the problems they address. The antonym of the underlined word is:	Viewpoints	Innovation	Narrow-mindedness ✓	Creativity
x.	Despite advances, women still face significant challenges in becoming successful entrepreneurs. The antonym of the underlined word is:	Obstacles	Setbacks	Constraints	Opportunities ✓

Grammar

Choose the correct option according to grammar.

09605031

Sr.	Questions	(A)	(B)	(C)	(D)
i.	Which sentence uses commas correctly?	I bought apples oranges bananas and grapes.	I bought apples, oranges bananas, and grapes.	I bought apples, oranges, bananas and grapes.✓	I bought, apples, oranges, bananas, and grapes.
ii.	What punctuation should end the following sentence? She is coming to the party	Full stop (.)✓	Comma (,)	Exclamation Mark (!)	Question Mark (?)
iii.	Choose the sentence with correct exclamation mark:	Wow! That's amazing.✓	Wow that's amazing!	Wow! that's amazing!	Wow, that's amazing.
iv.	Which sentence needs a question mark?	Where are you going✓	That's interesting	I am going home	I can't believe this
v.	Which word should be capitalized in the following sentence? i went to paris last summer.		paris	summer	Both A and B✓
vi.	Which sentence uses the apostrophe correctly?	The cat's tail is fluffy.✓	The cats tail is fluffy	The cats' tail is fluffy.	The cat's tail's fluffy.
vii.	Where should a comma go in the following sentence? Let's eat grandma.	After Let's	After eat✓	After grandma	No comma is needed
viii.	Which sentence is correct?	Its time to go to the store.	Its' time to go to the store.	It's time to go to the store.✓	It's time to go to the store's.
ix.	Which sentence uses capitalization correctly?	I visited Islamabad last spring.✓	the Eiffel tower is in paris.	I love reading books in january.	My birthday is in may
x.	What punctuation is missing in this sentence? Where are the car keys	Full stop (.)	Comma (,)	Exclamation Mark (!)	Question Mark (?)✓