



Project Completion Report

My Dream, My Business (MDMB)

September 1, 2022 to August 31, 2025



Submitted by:
Bargad Society of Human Resources



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EXECUTIVE SUMMARY

Over three years (September 2022–August 2025), the *My Dream, My Business (MDMB) Project* has been a powerful catalyst for advancing women’s rights and economic empowerment in marginalized communities from 12 Union Councils (UCs) across Lahore and Gujranwala districts of Punjab. The project empowered 2,177 women and youth with skills, resources, and opportunities—resulting in 110 innovative businesses and 117 young women gaining employment. These women now demonstrate greater confidence, independence, decision-making power, and visibility beyond traditional roles.



To capture the cumulative impact of this three-year effort, an **Endline Evaluation** was conducted in 2025 with 200 community women and youth. The findings reveal significant positive shifts compared to the project baseline conducted during the inception period and was entitled, ***Market and Skill Needs Assessment of Self-Employed Women***¹. Some of the most prominent changes include:

- Monthly incomes raised from PKR 15,000–20,000 to PKR 30,000–40,000
- 75% of women now report using their own income independently which was 60% in need assessment
- 67% women are able to travel alone which was only 40% at start
- 64.8 women has decision-making power about their income spending which was 34% during need assessment
- 85% of respondents experienced visible increase in respect and agency

The endline evaluation also shows a wholesome impact of three years on community women with an increase in legal awareness: 71% of women know about the Punjab Women Protection Authority helpline, 60.5% about the Women’s Property Rights Act, 54% about the Workplace Anti-Harassment Act, and 50% about the Ombudsperson office and complaint system. Women shifted from passive to active earners, gaining mobility, decision-making power, and financial inclusion resulted in increased knowledge and practice of women economic rights which is a highlighted feature of 2025.

Furthermore, through various interventions mentioned here, MDMB successfully marked the following **key results**:

Outcome 1

125 women and youth capacitated in Training of Trainers	174 girls trained in bike riding
1026 women and youth capacitated through TEVT sessions	162 girls and boys secured admission to TEVT institutes
528 women and youth received mentorship support	106 women got training in Tot bag painting, pot painting and candle making
483 women and youth developed their tailored CVs	118 women and youth secured jobs
567 business plans were developed	110 women and youth established innovative businesses with the support of toolkits/seed money
754 women visited different markets	110 women placed their products on stalls on different platforms

¹ The title of the survey will be referred as need assessment further in the report.

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37 women received 41 orders from the MDMB shop page and 29 orders were completed	20 women secured loans from microfinance institutes and started their businesses
54 girls obtained internship under the project in civil society organizations	53 girls applied for schemes like Prime Minister's Bike program, PM youth business & agriculture loan, CM Punjab Assan Karobar loan and PM youth skill development program
53 girls applied for schemes like Prime Minister's Bike	

Outcome 2

651 women were linked with policymakers and protection mechanisms for the effective implementation of women-related laws	17 property cases have been resolved out of 32 reported to the Ombudsperson office
144 girls obtained new ID cards	53 girls received bike licenses
54 women opened bank accounts	15 women registered workplace harassment cases
12 women were linked with the Dastak organization for GBV case resolution	20 women reported price inflation through Qeemat Punjab App

The key activities during the project time period includes a comprehensive market and skills assessment survey, four 4-day Training of Trainers Workshops, 11 quarterly project review meetings, 10 three-day mentorship sessions, 22 community awareness meetings, 20 peer training sessions, 10 technical and vocational training sessions, 110 one-to-one policy and networking meetings, 110 seed money/tool kits, 2 annual policy and parliamentarians' forums, 22 market visits in both Lahore & Gujranwala districts and printing of IEC material of the project as project brochures, folders, mugs, printing of need assessment study key chains and impact story book.



Beside above achievements, community women emerged as champions of change through active policy engagement and advocacy—most notably at the Annual Policy & Parliamentary Forums, where they strengthened legal and policy linkages and presented grassroots recommendations on inheritance, fair wages, social protection, and women-led marketplaces which amplified their voices in economic and policy spaces. Their demands were also submitted to Women Development Department later on. Collaborations with

organizations such as Crossing Barriers and the Youth Development Foundation (YDF) further strengthened the project's scalability and long-term sustainability.

Another success was the compilation of project's success stories in a booklet as *Stories of Women Who Choose to Rise* to showcase the impact of women in the selected communities. The Unintended outcomes included master trainers launching their own paid courses and collaboration with YDF for advance training and toolkits for the women associated to MDMB project.

Despite challenges like seasonal income and social resistance, the project achieved systemic impact—empowering women as entrepreneurs, rights-holders, and respected change-makers in their communities. Overall, the MDMB project has achieved milestones that go beyond income generation and economic stability to independent and smart women who are aware of their rights.

RESULTS ACHIEVED UNDER OUTCOME & OUTPUTS

OUTCOME 1

The enabling environment for women's economic rights is strengthened through women entrepreneurship

To assess this outcome, the Endline Evaluation's findings confirm that the *My Dream My Business (MDMB)* project has significantly improved the enabling environment for women's economic participation. The evidence shows a clear arc from access → practice → to empowerment:

- Access: women received training, mentorship, toolkits, and exposure visits.
- Practice: they applied these tools, visited markets, started/expanded businesses, and engaged customers.
- Empowerment: earnings translated into decision-making power, mobility, community respect, and use of rights channels.

The Endline Evaluation reveals a remarkable transformation: 62% of women are now self-employed, signaling a decisive shift toward entrepreneurship and economic empowerment. Their average income has doubled—from Rs. 15,000–20,000 during the needs assessment to Rs. 30,000–40,000. The project has also reshaped household dynamics, with decision-making over income and mobility now largely woman-led (nearly two-thirds, up from 34%).



Economic mobility has become the norm—66–69% of women now travel independently to banks, TVET centers, and markets. Notably, 85% report improved social standing since launching or expanding their businesses.

Digital identity of community entrepreneurs has also strengthened, as most participants now have SIM cards and bank accounts in their own names, reducing dependency on male relatives. However, financial practices remain heavily cash-based (85.5%), pointing to the next frontier—digital payments and access to formal finance. Also, a large majority (82%) intend to continue their enterprises over the next two years, reflecting confidence in business viability and near-term returns. This sustained commitment also signals strong potential for scalability and long-term sustainability of women-led enterprises. In short, entrepreneurship is functioning as a pathway to women's rights—building skills, converting them into income, and strengthening voice and agency within households and communities.

Output 1

Strengthened capacity of 2000 women and youth in entrepreneurship and employment project districts

During the reporting years, **the project equipped women and youth with practical skills, mentorship, and market exposure** that directly translated into stronger economic participation.

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A total of **1026 women and youth were capacitated through Technical Education and Vocational Training (TEVT) sessions**. Alongside business planning, 483 tailored CVs were developed, ensuring employability support for those pursuing wage opportunities. Building emphasis on creative and technical skills, 106 women received specialized training in tote bag painting, pot painting, and candle making, while 97 more girls were trained in bike riding—a critical step for enhancing independent mobility. In parallel, 162 young women and youth secured admission into TEVT institutes, gaining access to formal certification pathways that directly respond to the needs highlighted in Bargad's Market and Skill Needs Assessment Survey for Self-Employed women.

A significant achievement of the project was **women's growing confidence in pursuing external opportunities** as 53 girls applied for government schemes such as the Prime Minister's Youth Business & Agriculture Loan, CM Punjab Assan Karobar Loan, and the PM Youth Skill Development Program. These applications reflect increased awareness and agency, linking local empowerment to broader policy and institutional frameworks.

In short, Output 1 demonstrates that skills plus mentorship plus market exposure create a powerful chain reaction. Women and youth moved from learning → practice → income, and from dependence → agency → recognition. This combination has laid a durable foundation for scaling women's economic rights through entrepreneurship and wage opportunities.

Testimonials from the interventions under this output reveals their journey towards sustainable livelihood and economic rights

Mentorship & Toolkit Support

Rukhsana, a mother of three, used to rely entirely on her husband's income as a factory worker. After attending MDMB training and receiving a sewing machine toolkit, she started taking stitching orders from her neighbors. Mentorship sessions encouraged her to research fabric quality and customer preferences, helping her improve designs. Today, Rukhsana runs a small boutique in Green Town, earns around PKR 35,000 per month, and shares in household decision-making. Rukhsana, Nishat Colony, Lahore

Market Exposure Visits

"The market visits were the turning point for me. I learned how to compare suppliers, negotiate prices, and see what customers are really looking for. With this experience, I placed my products at a stall for the first time. Hearing customers appreciate my handmade bags gave me confidence that my work has real value."

— Shumaila, Model Colony, Lahore

Digital Sales through MDMB Shop

"I never thought my products could sell online, but through the MDMB Shop page, I received orders for my candles. When I completed my first 3 orders successfully, I earned money and also built the confidence to keep going. Now I am planning to grow my sales through social media." Page developed and I am promoting my business.

-Iman Bajwa, UC 236, Lahore

Employment & CV Building

"The resume-building sessions changed everything for me. I had applied for jobs before but never got called. With the new CV I developed, I finally secured an internship at a local NGO. This experience is helping me gain confidence and skills for a stable career ahead."

— Filza, Bilal Town Rahwali, Gujranwala

Bike Riding Training

"Learning to ride a bike has given me a freedom I never imagined. Now I can go to the market or bank on my own without waiting for anyone to take me. For me, this is not just about mobility—it is about independence and dignity."

— Mehak Bibi, Nishat Colony 239, Lahore

Output 2

Provided mentorship to existing and new local women entrepreneurs for the smooth running of their businesses

During the project time period **528 women and youth received dedicated mentorship support**. The selection of mentees was based on the strength and practicality of their ideas as well as their potential for long-term sustainability. Mentorship was provided through both one-on-one sessions and group-based learning, where mentors guided participants in improving their business plans, connecting with buyers, and addressing common challenges such as sourcing raw materials, branding, packaging, and effective pricing. In sessions, participants often began with basic or incomplete ideas, lacking clarity on market demand, financial planning, or customer preferences. Mentors helped bridge these gaps by introducing tools and strategies for market analysis and customer engagement. For example:

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1. A woman aspiring to run a tailoring business was advised to focus on stitching quality and seasonal designs, while also learning how to price her work competitively in local markets.
2. Another participant interested in selling homemade candles was guided on improving product presentation, branding, and how to identify potential customers through local fairs and social media platforms.

Through mentorship support, **110 women and youth received specialized toolkits** for traditional and nontraditional ventures such as tote bag painting, pot painting, and candle making, reporting average monthly income gains of PKR 30,000–40,000. Alongside, market visits also enhanced connections of women resulting 110 women showcase their products at stalls, boosting confidence and customer reach, while 118 others secured wage jobs and 40 girls obtained internships for on-the-job learning at different platforms. Follow-ups and monitoring visits ensured effective toolkit use and sound financial tracking. Social media initiative of MDMB shop online generated 41 orders—29 fulfilled—demonstrating digital market potential. Additionally, 20 women accessed microfinance loans to launch or expand their businesses, reflecting growing financial inclusion and sustainable entrepreneurship.

The following testimonials highlight the success of this output 2, showcasing how women have translated their learning and opportunities into real-life achievements and personal growth.

Mentorship Sessions

"During the mentorship, visiting my neighborhood to see whether women prefer suits of 2500, 3000 or 5000 helped me to revise my business strategy and now all my suits are sold within a week and I keep restocking them. Instead of PKR 3000, now I make PKR 6,000 profit per week."

—Ruksana, UC 237, Lahore

"When I joined the program, I only knew basic stitching. My mentor guided me on how to improve finishing, follow seasonal designs, and price my work fairly. With the toolkit I received, I started taking orders from neighbors and then expanded to local markets. Now, I earn around PKR 18,000 every month, and I finally see myself as a businesswoman."

— Saima, Rahwali Sharqi, Gujranwala

Market Visits& Sales Confidence

"The mentorship team encouraged us to visit wholesale markets. At first, I was nervous to negotiate, but now I confidently compare prices, talk to suppliers, and buy material in bulk. I even set up my products at a stall for the first time and received direct feedback from customers. That day, I truly believed in myself as an entrepreneur."

— Farzana, Nishat Colony, Lahore

"Before the project, I had never been to wholesale markets on my own. Through the exposure visits, I learned how to check quality, compare suppliers, and understand what customers want. I placed my products at a stall during one exhibition, and people not only bought my items but also asked for repeat orders. That experience gave me confidence that my business can grow beyond my neighborhood."

— Riffat, Batapur Lahore

Financial Support through Loans

"I wanted to open a small food stall but had no money. With guidance from Bargad, I applied for a microfinance loan and was approved. The mentorship helped me understand how to manage expenses and record profits in a register. Now, I am earning nearly PKR 20,000 each month, and my husband respects me for contributing equally to our home."

— Naila, Model Town, Lahore

OUTCOME 2

Community women will be facilitated through capacity development, and linked with policymakers on effective implementation of women-related laws

During the project, Bargad strengthened women's access not only to skills and livelihoods but also to the legal and institutional systems needed to secure their rights. By linking women with policymakers, protection mechanisms, and redress forums, awareness turned into action on property, workplace harassment, mobility, and financial inclusion.

In the endline evaluation, 71% of women reported both awareness and use of grievance mechanisms such as Ombudsperson offices and helplines. 651 women were connected with policymakers and protection institutions, including the Punjab Ombudsperson and Dastak. This led to 32 property cases filed (17 resolved) and 15 workplace harassment cases facilitated. In gender-based violence cases, 12 women received support through Dastak.

Foundational enablers expanded: 144 girls obtained new CNICs, 54 women opened bank accounts, and 53 women secured bike licenses—key steps toward economic independence and safe mobility.

Annual Policy and Parliamentary Forums advanced debates on inheritance rights and women-led marketplaces, while direct institutional linkages helped drive systemic change. As women bring and resolve cases, policymakers are increasingly recognizing the rights of marginalized women, including minorities. Outcome 2 shows that strengthening women's economic rights requires more than training—it demands legal and institutional access. Identity documents, bank accounts, mobility licenses, and redress mechanisms together build a solid foundation for women's participation in economic and public life.

In one case, Riffat, 41, a single mother earning PKR 10,000–15,000 a month from sewing, reflected: “I had skills in my hands but no idea how to turn them into a business.”

Output 1

Increased awareness and capacity of women and youth on related laws (women's property law, anti-harassment, fair wages and social security)

Over three years, the project strengthened women's access to legal rights and protection mechanisms. It linked 651 women with institutions such as the Punjab Ombudsperson, NADRA, Safe Cities Authority, and Dastak. As a result, 144 girls obtained new CNICs, 53 women secured bike licenses, and 54 women opened bank accounts—advancing mobility, financial inclusion, and access to state services. The Endline Evaluation confirmed that mobility and institutional access are key to sustaining women's economic participation. Women used these linkages to address property disputes, workplace harassment, and gender-based violence.

The project facilitated 32 property rights cases (17 resolved), 15 workplace harassment cases, and connected 12 women to Dastak for GBV support—showing rising confidence in using formal justice systems.

Through Annual Youth and Parliamentary Forums, women entrepreneurs directly engaged policymakers, raising issues of property rights, harassment, fair wages, and social security, while proposing women-led marketplaces and support hubs. Together, these initiatives—legal linkages, identity documents, mobility licenses, and financial accounts—empowered women as rights-holders, expanding their economic and social decision-making power.

Testimonials showcasing the remarkable progress and transformative impact

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"For years, I was denied my share of family property. Through Bargad, I learned about the Punjab Ombudsperson's office and filed my case. I was nervous at first, but with support, I pursued it and finally got my rightful share. Now I feel secure, and my children know that their mother can stand up for her rights."

— Nosheen, UC 236, Lahore

"Getting a bike license has changed my life. Before, I had to wait for my brother or father to take me to the market or office. Now, I ride confidently and go wherever I need. My family also respects me more because they see I can manage on my own."

Lidiya, UC 236, Lahore

"I used to stay silent when I faced harassment at work, thinking nothing could be done. After attending the sessions, I registered my case with the Ombudsperson. For the first time, I felt heard. Knowing that there are laws and institutions to protect me has given me courage to continue working."

— Saba Shaheen, Green Town, Lahore

"At the Annual Youth and Parliamentary Forum, I spoke directly with policymakers about women-led marketplaces. It was the first time I felt my voice mattered at such a high level. The experience gave me confidence that women like us can shape the policies that affect our lives."

—Nadia Waseem, Nowshehra Road, Gujranwala

"When I faced violence at home, I thought I had no option but to stay silent. Through Bargad, I was connected with Dastak, who supported me legally and emotionally. Knowing I am not alone has given me strength to rebuild my life with dignity."

— Mahnoor, UC 239, Lahore

Output 2:

of dialogues/sessions/visits made by community women to these policymakers to (women's property law, anti-harassment, fair wages and social security)

During the project, Bargad expanded policy dialogue by connecting community women directly with policymakers through platforms like the Annual Youth and Parliamentary Forums (AYPF). A total of 526 women and youth engaged in five community sessions with key figures including Ms. Nabila Hakim Ali, Ms. Hina Pervez Butt (Chairperson, Punjab Women Protection Authority), Ms. Salma Butt (Minister, Price Control Committee), and Ms. Areeba Butt (Law Officer, Punjab Safe Cities Authority), along with institutions such as NADRA, Messaq Centre, and microfinance banks.

Ms. Hina Pervez Butt led a session with 56 women, explaining PWPA complaint mechanisms and sharing the helpline (0304-1111741). Ms. Areeba Butt trained 300 women on the Women Safety App, while Ms. Salma Butt met 48 women to discuss price control and consumer rights.

These sessions provided women with actionable tools to file property and harassment cases, open bank accounts, and obtain CNICs and mobility licenses. Participants also learned about key laws, including the Domestic Violence Bills (2009, 2012), Protection Against Harassment Act (2010), and Punjab Enforcement of Women's Property Rights Act (2021), as well as labor rights such as EOBI registration, maternity leave, and social security.

At the Policy Forums, women entrepreneurs highlighted barriers to business growth—mobility limits, lack of finance, and weak grievance systems. Policymakers and experts, including Senator Bushra Butt

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and VC Uzma Qureshi, recommended measures to boost women's economic participation, such as entrepreneurial incubation centers, digital market access, and promoting financial independence to reduce domestic violence.

Key issues raised and policy recommendations included:

Stronger enforcement of women's inheritance rights, especially for minority women	Expansion of women-led marketplaces and entrepreneurial hubs at the district level.
Provision of 0% markup loans and simplified access to microfinance for women.	Ensuring fair wages, maternity leave, and social security benefits for female workers.
Wider adoption of safety tools like the Punjab Safe Cities Authority's Women Safety App to address mobility and harassment challenges	Women should receive equal pay to men when performing the same roles and responsibilities

The Endline Evaluation reinforced the value of these dialogues: women reported that participation in forums and institutional sessions not only increased their awareness but also gave them the confidence to engage with state mechanisms. For many, speaking directly with policymakers was the first experience of being recognized as legitimate stakeholders in decision-making.

UNINTENDED RESULTS OF THE PROJECT

- During the course of the project, several unintended but positive outcomes were observed. Master trainers who already possessed existing skills began to independently organize and deliver skill-based training sessions in areas such as candle making, tote bag painting, pot painting, and Kathak dance. These were offered as paid courses, providing the trainers with a sustainable source of income. What began as individual efforts has now evolved into a feature of Bargad's programming, as the organization has also started formally organizing skill-based trainings and short courses as part of its regular activities.
- Another significant development was the support extended by a partner organization, Youth Development Foundation (YDF). YDF, which is implementing a similar initiative, welcomed women associated with the *My Dream My Business (MDMB)* project into their fold. Under this collaboration, these women are being provided with advanced training opportunities and toolkits. This step ensures continuity of support and enhances the prospects for women to strengthen and scale their entrepreneurial efforts.
- During the bike-riding training initiative, girls received hands-on instruction, with five to six skilled Bargad volunteers leading sessions across various union councils. As the trainees gained confidence, many began teaching bike riding within their neighborhoods, transforming a voluntary effort into small entrepreneurial ventures. These women now earn income by offering paid lessons and are planning to establish a formal bike-riding academy in the future — a clear example of how the project has fostered empowerment, leadership, and sustainable economic opportunity.

LESSON LEARNED

- Elderly women initially performed better due to young women's mobility limits. Later, 10 university-going women with higher confidence and mobility received toolkits and excelled, successfully launching and expanding their businesses.
- Lesson learned: Trainings and toolkits create opportunities, but consistent mentorship is vital for long-term success. Many women struggled to sustain progress without regular guidance.

- Seasonal businesses (e.g., candle making, stalls) led to unstable incomes. Future planning should diversify products and ensure year-round earning opportunities.
- Family and community support strongly influenced business success. Women with supportive families participated more; those facing resistance struggled. Awareness campaigns should target families to build acceptance of women entrepreneurs.
- Endline survey limitations: recall bias, social desirability bias, and difficulty reaching participants. Cross-verification was used to reduce these risks.
- Financial literacy remains a major gap—many women lacked skills in budgeting, pricing, and reinvestment. Future programs must make financial literacy a core component.

FUTURE PLANS

- Bargad has formally initiated and registered a skill-based institution under the name *Bargad Skill Development Institution (BSDI)*. In the future, BSDI will seek scholarships/stipend courses from NAVTTC as Bargad has registered with NAVTTC, which will open doors to a wider array of technical and vocational training opportunities for women and youth in future. This institutional framework is expected to play a critical role in empowering women by offering them access to formalized, recognized, and demand-driven skills training.
- Bargad is actively pursuing potential donors to secure sustainable funding for the BSDI, aiming to expand future training programs and courses that equip young women and youth with practical skills, entrepreneurial knowledge, and greater access to economic opportunities.
- Bargad is prioritizing women's empowerment and entrepreneurship in its future projects, building on the success of current initiatives. With the extension of this project—or the launch of a similar one—Bargad is well-positioned to deliver even greater impact by leveraging its experience, networks, and proven strategies for empowering women and youth.
- Given the uncertainty around the second phase of the current project, alternative measures are also being considered. For instance, female bike riders trained under the project will be connected to existing ride-hailing applications where women can work as captains. However, it must be acknowledged that the development of a dedicated female rider app remains financially unfeasible for Bargad due to high costs. As a result, linking trained riders with already operational platforms remains the most practical approach for ensuring their economic participation in the future.

ACHIEVEMENTS

- The project has achieved several significant milestones. Women entrepreneurs have been able to develop market linkages by participating in stalls and exhibitions as in Haryali Market, during policy forum etc. These stalls not only enabled them to earn immediate income but also provided a platform to pitch business ideas to potential investors. Looking ahead, future stalls will continue to serve as a valuable space for women to showcase their businesses and connect supporters.
- Discussions are also underway with *Crossing Barriers*, an organization led by Ms. Sam Ali Dad, which focuses on training, connecting, and supporting women, and minorities while promoting interfaith dialogue and climate resilience. This collaboration will provide women entrepreneurs with the opportunity to pitch their businesses to a wider network of investors and stakeholders.
- The project facilitated *Policy Forums* where women presented their recommendations in front of policymakers, including Ms. Hina Butt, Ms. Bushra Butt (MPA), and Ms. Sadia Taimur (Chairperson).

of Women Development). The event drew good media coverage, amplifying the voices of women entrepreneurs and contributing to the policy dialogue on women's empowerment.

- Furthermore, *Dastak Organization* successfully resolved multiple cases of violence against women that were referred during the course of the project, demonstrating the project's impact beyond economic empowerment by addressing issues of protection and rights.
- The project has enabled women entrepreneurs to gain confidence and apply their skills in market settings. Women reported actively visiting wholesale markets, comparing prices, negotiating with suppliers, and expanding their client base. Toolkits such as sewing machines, salon kits, and catering equipment were widely used to either start or scale up microenterprises in tailoring, beauty, food, crafts, and retail, leading to visible income gains and stronger customer retention.
- Financial inclusion was strengthened as women participants successfully opened bank accounts and obtained CNICs and bike licenses, helping them reduce dependency and enhance their mobility. These steps also built the foundation for women to access credit, digital payments, and more secure business transactions.
- Several women filed and resolved property inheritance and workplace harassment cases, and some were referred to organizations like Dastak for gender-based violence cases. This reflects a growing awareness of rights and a willingness to seek institutional protection.
- Community respect and agency for women increased. Around 85% of participants reported greater respect in their communities, as visible competence and reliable earnings shifted perceptions of women's economic role. Within households, women gained stronger decision-making power, especially regarding their own earnings, work choices, and mobility.
- Policy linkages were strengthened through institutional engagement. Women connected with policymakers and institutions such as the Punjab Ombudsperson Office, Punjab Women Protection Authority, NADRA, and banks. These connections not only helped resolve individual cases but also informed policymakers about the specific challenges faced by minority women and grassroots entrepreneurs.
- A booklet compiled and published titled *Stories of Women Who Choose to Rise*. This publication features 20 inspiring stories of women from Lahore and Gujranwala who transformed their lives by starting their own ventures. These women not only achieved financial independence but also gained empowerment, confidence, and respect within their communities. Their journeys highlight how entrepreneurship can become a source of strength, dignity and resilience.

ANNEXURES

ANNEXURE 1: PARTICIPATION ANALYSIS OF THE PROJECT ACTIVITIES

Sr.#	Activity #	Activities	Total Activities	Total Participation	Male	Female	Muslim Male	Muslim Female	Christian Male	Christian Female
1	1.1.1	2-day project planning meeting	1	20	9	11	6	5	3	6
2	1.1.2	Quarterly project review meetings	11	110	45	65	34	38	11	27
3	1.1.3	Market and businesses need assessment	1	0	0	0	0	0	0	0
4	1.1.4	Meetings with community support groups/community elders/gate-keepers, Influentials & Men	22	219	28	192	7	55	21	138
5	1.1.5	TOT training workshops: 4 days training in entrepreneurship, marketing, employment and protection laws	4	125	15	110	2	30	13	80
6	1.1.6	Peer training workshops	20	581	62	518	10	155	52	370
7	1.1.7	Orientation training sessions on technical education and vocational training (TEVT)	10	1005	118	887	25	175	93	737
8	1.2.1	Mentorship sessions for women led entrepreneurs	10	271	23	248	8	53	15	195
9	1.2.2	Market visits for women entrepreneurs	22	295	2	293	0	47	3	245
10	1.2.3	Seed money / toolkits / new business setups	110	0	0	0	0	0	0	0
11	2.1.1	Community awareness orientation sessions	10	341	17	324	0	52	17	272
12	2.1.2.1	IEC materials development/printing	3	0	0	0	0	0	0	0
13	2.1.2.2	Development of training manual	1	0	0	0	0	0	0	0
14	2.1.3	Media and social media	36	0	0	0	0	0	0	0
15	2.2.1	One to one policy networking meetings	110	41	29	12	22	8	7	4
16	2.2.2	Annual policy and parliamentarians' forums	2	150	17	133	9	41	8	89
17	A.3.1	M&E Visits	36	0	0	0	0	0	0	0
Total			409	3158	365	2793	123	659	243	2163

ANNEXURE 2: PHOTO GALLERY



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