

Women Entrepreneurs



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CERTIFICATE

This is to certify that EMBA Thesis title, women Entrepreneurs. Prepared by Nadia Ambreen Khatak, Enrollment No. 01-299093-01 has been approved for submission

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I AM MY FATHER'S REAL DAUGHTER

Nadia Ambreen Khatak

DEDICATION

Dedicated to my
Father and Mother

&

Mohsin Akram mother

&

All my friends my employees

With love and remembrance

Nadia Ambreen Khatak

Abstract

The purpose of the study 'women Entrepreneurs in Pakistan' is to explore the hidden talent of women and their productive role in household expenditure through entrepreneurship. Woman has God gifted talent to tackle all issues that man can tackle. Woman destination is to work with man's shoulder to shoulder not to sit her house. But due to some societal trends and norms she is facing many cruel hurdles in the way of her destination. Women are working in every field of life like in medical, engineering; working in different kinds of offices etc but people did not feel good about their work and had incredulous views about them. Some years back, if any woman started and run her own business then society started raising different objections but in a course of few years, women came in the field and started entrepreneurship, breaking all stereotypical norms in our country. Surprisingly, they have achieved great success in this field and are becoming role models for other women who want to come in the business. The findings of this research will point out main hurdles regarding women entrepreneurs and look out for new ways of women entrepreneurs.

During the research on this topic, author adopted the Qualitative Research method. In this regard, author relies on both primary and secondary data. Helping material has been taken from university library, National Library of Pakistan, and also made visit of Trade Development Authority of Pakistan (TDAP) and got information about the participation of women in trade. Many interviews have been conducted and women with different age brackets and running different kind of businesses participated in these interviews from three major cities of Pakistan. Questionnaires have been made and distributed among different thought of people and women entrepreneurs. Women particularly filled this form very keenly. Author was amazed to learn that women from different walks of life are inclined towards women entrepreneurship. It has also observed that now the Pakistan's conservative society is little bit tending towards women's freedom but still there is a lot of work to be done in this direction.

EXECUTIVE SUMMARY

This research report has a topic women Entrepreneurs.

This research report is about women how want to live with respect dignity and empowerment her own self along her family, traditions, culture, norms, values, society. Women Entrepreneurs play a significant role in society building and empowerment.

She faces difficulties and huge discouragement in form of family, relatives', traditional values and barriers against her thoughts, capabilities to bring positive change in the society.

In this research we started that women passes from all hurdles and barriers and negative impact of society in behaviors and how she over come and cross the barriers and enter the world women Entrepreneurs.

Here we want to show more positive behavior and how can we bring change in present world and for new generation. So that upcoming generation should not follow the barbarian culture an adopt balance behavior and become a civilized culture. To bring positive attributes to world society to the peace, happiness, and best way of living.

Women as an individual bring tremendous positive change in herself, family culture, tradition, society.

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