

#NewsWomen50

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Tribute

to Pakistan's Great Women



Throughout the history of Pakistan, amazing women leaders have stepped up and contributed in key roles to the development of this great country. Indeed without the efforts and hard work of these valiant, courageous and talented women Pakistan would be very different today. Out of respect for these heroes who are no longer with us, they were not included in the voting process. The News would like to pay its tribute to these shining stars of history and thank them for all that they have done for us.



Mohterma Fatima Jinnah

Mohterma Fatima Jinnah (30 July 1893 – 9 July 1967) was a Pakistani dental surgeon, biographer, stateswoman and one of the leading founders of Pakistan.

After obtaining a dental degree from University of Calcutta, she became a close associate and an adviser to her

older brother, Muhammad Ali Jinnah, who later became the first Governor general of Pakistan. A strong critic of the British Raj, she emerged as a strong advocate of the two-nation theory and a leading member of the All India Muslim League.

After the death of her brother, she continued to remain a prominent philanthropist but did not remain politically active until 1965 when she participated in the presidential election against military dictator Ayub Khan, only to lose the election.

After battling a long illness, Fatima Jinnah died in Karachi on 9 July, 1967. Her legacy is associated with her support for civil rights, her struggle in Pakistan Movement and her devotion to her brother. Referred as Madar-e-Millat and Khatoon-e-Pakistan, many institutions and public spaces have been named in her honour.



Noor Jehan

Noor Jehan (21 September 1926 – 23 December 2000), a singer and actress in British India and Pakistan. Her career spanned seven decades. She was renowned as one of the greatest and most influential singers of her time in South Asia and was given the honorific title of Malika-e-

Tarannum (the queen of melody).

Born into a Punjabi family of musicians, Noor Jehan was pushed by her parents to follow in their musical footsteps and become a singer but she was more interested in acting in films and graced the earliest Pakistani films with her performances. She recorded about 10,000 songs in various languages of India and Pakistan including Urdu, Hindi, Punjabi and Sindhi languages.

Along with Ahmed Rushdi, she holds the highest record of film songs in the history of Pakistani cinema. She is also considered to be the first female Pakistani film director. In 1957, Jehan was awarded the President's Award for her acting and singing capabilities.

On 23 December 2000, Noor Jehan Passed Away.



Iqbal Bano

Iqbal Bano (1935 in Delhi – 21 April 2009) was a highly acclaimed female Ghazal singer from Pakistan. She was best known for her semi-classical Urdu ghazal, classical thumris and film songs.

She was considered a specialist in singing Ghazals of Faiz Ahmed Faiz.

In 1985, Bano became a cult icon when she roused a strong crowd of 50,000 people in Lahore by singing Faiz's passionate Urdu anthem, Hum Dekhenge, despite the poet's works being banned by General Zia ul Haq's military regime. Her inciting ghazals were seen as an act of defiance and resistance. She was considered a great singer of the ghazals of Nasir Kazmi too. She also sang Persian poetry, which became popular in Iran and Afghanistan. Iqbal Bano died in Lahore on April 21, 2009, after a short illness.



Mohtarma Shaheed Benazir Bhutto

Mohtarma Shaheed Benazir Bhutto (21 June 1953 – 27 December 2007) was the 11th Prime Minister of Pakistan, who served two non-consecutive terms in 1988–90 and then 1993–96. A scion of the politically powerful Bhutto family, she was the eldest daughter of Zulfikar Ali Bhutto

a former Prime Minister himself who founded Pakistan Peoples Party (PPP). In 1982, three years after her father's assassination, 29-year-old Benazir Bhutto became the chairperson of the PPP – a political party, making her the first woman in Pakistan to head a major political party. Noted for her charismatic authority and political astuteness, Bhutto drove initiatives for Pakistan's economy and national security, and she implemented social-capitalist policies for industrial development and growth.

Benazir Bhutto was assassinated in a bombing on 27 December 2007, after leaving PPP's last rally in Rawalpindi, two weeks before the scheduled 2008 general election in which she was a leading opposition candidate.



Reshma

Reshma (1947 – 3 November 2013), Sitar-e-Intiaz, was a renowned folk singer of Pakistan, who was also very popular in India. She died on 3 November 2013 in Lahore, Pakistan, after suffering from throat cancer for several years.

When she was twelve years old, she was spotted singing at Shahbaaz Qalandar's shrine by a television and radio producer, who arranged for her to make a recording of "Laal Meri" on Pakistan radio. She became an instant hit and since then, Reshma has been one of the most popular folk singers of Pakistan.

Some of her famous songs are "Dama Dam Mast Kalandar", "Hai O Rabbah-nahion lagda dil mera", "Sun charke di mithimithi cook mahiya meinu yaad aunda", "Wey main chorichori", and "Ankhiyan no rehen de ankhyan de kolkol".



Arfa Karim Randhawa

Arfa Karim Randhawa (2 February 1995 – 14 January 2012) was a Pakistani student and computer prodigy who, in 2004 at the age of nine, became the youngest Microsoft Certified Professional (MCP). She kept the title until 2008. Arfa represented Pakistan on various interna-

tional forums including the TechEd Developers Conference. She also received the President's Award for Pride of Performance.

A science park in Lahore, the Arfa Software Technology Park, was named after her. She was invited by Bill Gates to visit Microsoft Headquarters in the U.S.

On 2nd August 2005, Arfa was presented the Fatimah Jinnah Gold Medal in the field of Science and Technology by the then Prime Minister of Pakistan Shaukat Aziz on the occasion of the 113th anniversary of the birth of Fatima Jinnah. She also received the Salaam Pakistan Youth Award again in August 2005 from the President of Pakistan. Arfa is also the recipient of the President's Award for Pride of Performance, a civil award usually granted to people who have shown excellence in their respective fields over a long period of time.

Arfa Karim suffered a cardiac arrest after an epileptic seizure that damaged her brain and couldn't recover even after numerous treatment procedures.

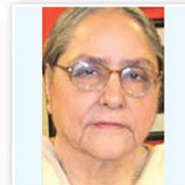


Nazia Hassan

Nazia Hassan (3 April 1965 – 13 August 2000) was a Pakistani pop singer. Her song, "Aap Jaisa Koi", from the Indian film Qurbani (1980) made her famous in Pakistan and all of South Asia in the 1980s. Nazia was the first Pakistani to win a Filmfare Award at the age of 15.

She is a recipient of the Pride of Performance, Double Platinum Award and Golden Disc Awards.

She fought a long battle with cancer and died of lung cancer in London on 13th August, 2000 at the age of 35.



Razia Butt

Razia Butt was an Urdu novelist and play writer from Pakistan. Her novels typically have strong female protagonists, and have been dramatized in movies and television plays. Her name first appeared in a literary journal around 1940 when she was in her teens. She later developed her

first published story into a novel, Naila.

Married in 1946, Razia Butt resumed writing in 1950s after a break of some years. She was later hailed as one of the prolific writers of her time, with some 51 novels and 350 short stories to her credit. She also wrote many radio plays. Not surprisingly, many of her novels, such as Saiqa and Naila, were adapted for the big screen, and Noreena, Najia, Saiqa and Bano for TV drama serials. Popular with many generations of readers, Razia Butt came up with an autobiography Bichray Lamhe.

Razia Butt died in Lahore on 4 October 2012 after protracted illness.



Anita Ghulam Ali

Anita Ghulam Ali was a recipient of the Sitar-e-Intiaz and Benazir Excellence award. She represented Pakistan at various international forums of education and development. She started her career as a lecturer in Microbiology at the Sindh Muslim Science College,

Karachi in 1961. She served as Minister for Education, Culture, Science, Technology, Youth and Sports twice, once in October 1996 and then again in November 1999, and has represented Pakistan at various national and international forums on education and development. She has also served as the Advisor on Education to the Governor.

Her efforts culminated in Adopt-A-School Program, which has received national recognition and is currently being replicated in all provinces of the country. She died of respiratory disorder in August 2014 at the age of 76.



Tahira Qazi

Amid the depravity of the Taliban's murderous assault on the Army Public School in Pakistan, there were acts of heroism that served in themselves as eloquent condemnation. The enduring memory will be of staff members who lost their lives trying to protect students.

They were led by Tahira Qazi, the Principal. She was martyred by the Taliban.



Begum Ra'ana Liaquat Ali Khan

Begum Ra'ana Liaquat Ali Khan (13 February 1905 – 13 June 1990) was one of the leading woman figures in the Pakistan Movement along with her husband, Liaquat Ali Khan. She was an economist and a prominent states woman. She served as the executive member of Pakistan

Movement committee working under Muhammad Ali Jinnah. She also served as economic adviser to Jinnah's Pakistan Movement Committee and later became First Lady of Pakistan when her husband Liaquat Khan Ali became Pakistan's first Prime Minister. As First Lady of Pakistan, she launched programs for woman's development in the newly founded country like All Pakistan Women's Association (APWA).

She died in 1990 due to cardiac arrest and was buried in Karachi, with full state and military honours given to her in her funeral.



Laila Shahzada

Laila Shahzada (1926-1994) is one of Pakistan's most internationally renowned artists. She was one of the first women painters in Pakistan to gain international recognition, with exhibitions around the world including Pakistan, London, Paris, Tokyo, Monte Carlo and New York.

She made a great impact on the media when the 'Drift Moods' paintings were exhibited in 1964, a series inspired by pieces of driftwood battered into distorted forms by the power of the sea. Later inspired by the artifacts of the Indus Valley Civilization, she worked on a series titled 'Moenjodaro', shown in New York, where she was awarded a Gold medal and the Key to the city of New York in 1975.

She was awarded the Tamgha-i-Imtiaz by the government of Pakistan in 1984 and the Pride of Performance in 1995.

On 14 August 2006, the Pakistan Post issued a Rs. 40 sheetlet of stamps to post humously honour 10 Pakistani painters, and Laila Shahzada was one of them.



Chef Farah Aaniya Alam

Chef Farah was a well-known name in the culinary industry. She was very popular among women and children both, not only because of her charming personality and talented cooking skills but also as a fashion designer. Farah was famous for her unique cooking shows on numerous channels.

Her show 'Food Afternoon with Farah' was one of the most popular shows on TV.

Celebrity chef Farah Alam passed away after losing her battle with breast cancer at the age of 45.



Parveen Shakir

Parveen Shakir (24 November 1952 – 26 December 1994) was an Urdu poet, teacher and a civil servant of the Government of Pakistan.

Parveen started writing at an early age and published her first volume of poetry, Khushbu in 1976. She subsequently published other volumes of poetry – all well-received – Sad-barg, Khud Kalam, Inkar, Kaf e Aina besides a collection of her newspaper columns, titled Gosh-e-Chashm.

She was awarded the Pride of Performance for her outstanding contribution to literature.

Parveen Shakir died in 1994 in a car accident while on her way to work



Anna Molka Ahmed

Anna Molka Ahmed (1917–1995) was a famous Pakistani artist and pioneer of fine arts in the country after its independence in 1947. She was a professor of fine arts at the University of the Punjab in Lahore.

She was awarded Tamgha-e-Imtiaz, the President's Award for the

Pride of Performance and Khudeja Tul Kubra Medal for her services towards arts in Pakistan. She is also one of the names who were honoured by Pakistan Post when they issued Rs. 40 sheetlet of stamps.



Roshan Ara Begum

Roshan Ara Begum (1917 - December 6, 1982) was a classical vocalist. In Pakistan, she is revered as Mallika-e-Mauseeqi (Queen of Music). Her singing features a full-throated voice, short and delicate passages of sur, lyricism, romantic appeal and swift taans.

Ara Begum also sang some film songs, mostly under music composers like Anil Biswas, Feroze Nizami and Tassaduq Hussain.

She died in Pakistan in 1982 at the approximate age of 65.

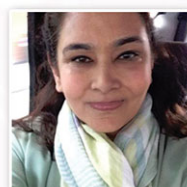


Zubeida Agha

Zubeida Agha (1922–1997) was the first Pakistani modern artist. After the creation of Pakistan in 1947, she was the first artist to have an exhibition of her paintings. Zubeida Agha is recognized and lauded as a premiere painter of Pakistan.

In her early work, she attempted to explore the theme in the medium of sculpture, and also surrealist paintings, done in somber colours with titles 'Wisdom', 'Beethoven's Fifth Symphony', and 'Deserted Street'.

On 14 August 2006, Pakistan Post issued a Rs. 40 sheetlet of stamps to post-humously honour 10 Pakistani painters including Zubeida Agha.



Poppy Afzal Khan

Poppy Afzal Khan was a staple name among not just the highbrow in Islamabad but a relied upon presence when it came to standing up for the right kind of cause – she had it all: feminist, human rights activist and a social dynamic.

Such was her persona that her passing, on Saturday February 21, 2015, gave Islamabad a moment of pause to actually take in the great loss the city had suffered.

IT TAKES A LOT TO FUEL A NATION



SUPPLY FURNACE OIL TO THE POWER SECTOR



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FUEL THE MARINE SECTOR



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Pakistan State Oil

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Pakistan's most powerful and influential women.

Media



Dr. Maliha Lodhi

Dr. Maliha Lodhi is a journalist, professor, Former High Commissioner of Pakistan to United Kingdom and a Former Ambassador to the United States of America. She has also been a member of the United Nations Secretary-General's Advisory Board on Disarmament. Dr. Lodhi received her school education in Lahore and received her BSc. in Economics and a PhD in Political Science from the London School of Economics. She became the Pakistani Ambassador to the US, under two different Presidents from 1994-1997 and then during 1999-2002. She got Hilali-Imtiaz award from President of Pakistan.



Rabia Anum

Rabia Anum is one of Geo's foremost news anchors. She has been associated with Geo for some time now and has been winning the hearts of audiences all over the country. She has many years of experience on screen, and fans seem to love her.

She is an avid tweeter and uses social media to stay in touch with her fans. She represents a new generation of journalists coming forward to take the helm.



Reham Khan

Reham Khan is a British Pakistani journalist and anchor currently working with Dawn News. She started her career as weather forecaster in BBC. Later in 2006, she joined Legal TV. In 2007, Reham began presenting for Sunshine Radio Hereford and Worcester. In 2008, Reham joined BBC as broadcast journalist. In 2013, Reham joined Pakistani news channel News One. She later joined Aaj TV. She is also social activist. Reham Khan has married Pakistani politician Imran Khan, Chairman of Pakistan Tehreek-e-Insaf.



Rehana Hakim

Rehana Hakim is editor-in-chief of Newsline, a news magazine known for its incisive journalism. She has served in this role since 1996. Newsline is owned and run by the only journalists' cooperative in Pakistan. Additionally, Rehana is the President of the Pakistan Chapter of SAWM-South Asian Women in the Media - an association of women journalists aimed at advancing female journalists and highlighting women's issues in the media. She is also the member of South Asian Free Media Association (SAFMA) and has been part of its efforts to promote friendship and people-to-people contact of Pakistan with other countries. She was awarded the Nesvita Women of Strength Award in 2009.



Saima Mohsin

Saima Mohsin is an international correspondent for CNN based in Bangkok, Thailand. In a career spanning more than 17 years, Mohsin has covered some of the world's biggest stories. In 2014, Mohsin reported from CNN's Jerusalem bureau, where she interviewed Benjamin Netanyahu during the ongoing conflict between Israel and Palestine.

She travelled to the Netherlands to report on the downing of Malaysia Airlines Flight MH17 and covered the search for missing Malaysia Airlines Flight MH370. Mohsin and her team also reported live from Karachi airport in a night long siege and terror attack in June 2014.

Politics



Khushbakht Shujaat

Khushbakht Shujaat was born on November 01, 1948 in Bhopal, India. She received a Masters degree in Journalism from Karachi University in 1975. She has been elected as a MNA on the ticket of Muttahida Quami Movement (MQM). She is also serving as

President of Cultural and Literacy Forum in her party MQM. Khushbakht Shujaat has had an illustrious career as a television compare and teaching. She is a well-known for her debating skills. Her areas of legislative interests include foreign affairs, education, women development and health. She enjoys reading, music and gardening in her leisure time.



Maryam Nawaz

Maryam Safdar is a Pakistani female politician and the daughter of the current Prime Minister Nawaz Sharif and Kalsoom Nawaz. She is a prominent figure in Pakistani politics, serving the Pakistan Muslim League (PML-N).

Maryam is involved in political advocacy and has a vested interest in raising the standard of education in Punjab, serving as chairperson of the board of family run Sharif Medical and Dental College. Maryam pursuing a PhD in Political science working on "post-9/11 radicalisation in Pakistan".

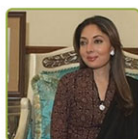
Maryam Nawaz has since 1997 been the Chairperson of Sharif Trust, Sharif Medical City and Sharif Education Institutes. She takes a keen interest and is directly involved in the working of Sharif Trust and its allied institutions including Sharif College of Engineering and Technology, Sharif Education Complex, Sharif Model Schools for Boys and Girls, Sharif Medical and Dental College, Sharif Institute of Technology and Islamic Centre.

She is now a leader of PML-N and is also described as the new face of the PML-N political party.



Dr. Sameeha Raheel Qazi

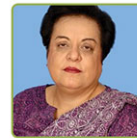
Dr. Sameeha is a PhD in Islamic Studies and a former member of National Assembly. She is President Women and Family commission (Jamaat-e-Islami Pakistan), Vice President Political Cell (Jamaat-e-Islami Women Wing). She is also the Assistant Secretary General International Muslim Women Union (IMWU) Asia, an NGO, Chartered by the United Nations Organization bearing Economic and Social Council (ECOSOC) status, the largest consortium representing Muslim Women from 70 Countries. She serves in various initiatives and organizations to serve women across the country and the world.



Sharmila Farooqi

Sharmila Farooqi is a female politician from Karachi, Sindh. She was born on January 1, 1978, in Karachi. She served as the advisor to the Chief Minister of Sindh, Information and Media. She is daughter of Usman Farooqi, who was a bureaucrat and former

Chairman of Pakistan Steel Mills, also a well-known confidante of President Asif Ali Zardari. Sharmila Farooqi earned her Master of Business Administration from the Adamson Institute of Business Administration and Technology, Karachi and a Master of Laws degree.



Shireen Mazari

Shireen Mazari is a politician, journalist and defense analyst. She is Central Information Secretary of Pakistan Tehreek-e-Insaf. She is member of National Assembly on reserved seats for woman on PTI Ticket. She received her B.Sc (Honours) from the London

School of Economics and Political Science and a Ph.D in Political Science from Columbia University, New York. She worked as the editor of The Nation newspaper. Shireen Mazari formerly was an Associate Professor and then Chairperson of the Department of Defense and Strategic Studies at the Quaid-i-Azam University, Islamabad.

Sports



Kiran Khan

Kiran Khan is a Pakistani female swimmer. Kiran Was born on December 21, 1989 at Lahore. She has represented Pakistan on many International forums namely Asian games at very young age. Kiran Khan has swam for the Pakistani team in the Asian Games

as well as the Commonwealth Games, in addition to several other international swimming meets including the 2008 Summer Olympics. Kiran Khan won six silver and two bronze medals at Islamabad 2004 and another two silver and six bronze at Colombo 2006. After this performance she was named "Golden Girl" She revised Tamgha-E-Imtiaz in 2012.



Naseem Hameed

Naseem Hameed is a Pakistani athlete. She was born on 1st May, 1988, in Karachi. The 22-year-old Nasim Hameed became South Asia's fastest woman by winning the 100-metre in the South Asian Federation Games (SAF) in Dhaka.

Naseem Hameed is Pakistan's first female athlete to win the sprint in the competition's 26 year history. Due to her hard work and determination, Naseem became an inspiration to women all over Pakistan who wants to pursue a career in Sports.



Sana Mir

Sana Mir is a Pakistani cricketer. She was born on 5 January, 1986, at Abbottabad. Sana is currently Captain of Pakistan Women Cricket team. She played her first One Day International Match against Sri Lanka in 2005 at Karachi. She is an all rounder.

She is a right handed batsman and leg-break bowler. She is also the only Pakistani to be in the top 20.



Sadia Gul

Sadia Gul born in 1998 hails from Bannu. She is Pakistan Color Holder, Pakistan Junior No.1 and also Senior National Champion Squash. Three times Asian Junior (Silver Series) Squash Champion. She is the youngest Squash player with ironic ambition to become World Champion. The Great World Champions (1) Jahangir Khan, (2) Jansher Khan, (3) Jonathan Power and (4) Qamar Zaman have recognized/ appreciated her performance/ achievements at this younger age. She was honored with U.N. Award for "An Inspiration of Girls" in the same prestigious gathering where Malala Yousafzai was given UN Award for "Peace". Best Athlete from KPK has won Best Player of the Year Award 2012, 2013 and 2014. She has represented Pakistan in Jordan, South Korea, Kish Ice-land (Iran) and India at this younger age and has made the nation proud for having such a talented/ brave daughter. She needs prayers of the nation to become the youngest World Champion Squash.

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Pakistan's most powerful and influential women.



Samina Khayal Baig

Samina Khayal is the first Pakistani woman and the third Pakistani to climb Mount Everest. She is also the youngest Muslim woman to climb Everest, having done so at the age of 21. Samina is also the first Pakistani woman and the first Muslim to climb the seven summits. Baig comes from Shimshal village in Hunza Gojal, Gilgit-Baltistan, Pakistan, and was trained in mountaineering from the age of 15 by her brother, Mirza Ali. She is a student of Arts and began climbing when she was merely four years old. Besides the Himalayas, Baig has been employed as a mountain guide and expedition leader in the Hindu Kush and the peaks of Karakoram. Baig has been a professional climber since 2009.

Entertainment



Frieha Altaf

Frieha Altaf is a leading Pakistani choreographer, designer and entrepreneur. She started off her career in the mid 80s as a fashion model. She is the pioneer of Pakistan's fashion industry. She introduced several fashion icons in the fashion industry like Vaneza Ahmad, Sonia Khan, Shomail, Sana Safinaz, Karma and Nomi Ansari. Frieha also worked in some television plays. Her first play was *Rozi* from PTV where she performed the leading role with co-star Moin Akhtar. Presently, she runs her own production house named *Catwalk Production and Event Management Company* by the name of *Catalyst* in Karachi. She is also involved in model management and wedding planning. Frieha Altaf is also the Executive Producer and Creative Director of *Lux Style Awards* every year.



Mehreen Jabbar

Mehreen Jabbar is a famous Pakistani film-maker who started off her career through small screen and carved a niche for herself and even won hearts through her silver screen debut - *Ramchand Pakistani*. She was born on December 29, 1971 in Karachi. Daughter of Javed Jabbar, Mehreen began her career in TV under the banner of *TasVeer Productions*. She gave Pakistani TV some of its best plays to date like *Ab Tum Ja Sakthe Ho*, *Harjai*, *Farar*, *Putli Ghar*, *Doraha*, *Kahaniyan*, *Malaal*, *Daam*, *Vasi*, *Rehai* and the currently running *Jackson Heights* amongst others. Mehreen has been a member of the National Board of Film Censors in Karachi and is also a part of the advisory board of South Asian Academy of Motion Picture and Television (SAAMPT).



Sania Saeed

Sania Saeed is a Pakistani actor and host. She first appeared on television in a street theatre play, televised for 8 March, for the program *Aadhi Duniya* in 1989. The play was *Aurat*. She then appeared in Haseena Moin's serial *Aahat*, directed by Sahira Kazmi, followed by Anwar Maqsood's *Sitara Aur Mehrunissa*, which shot Sania to her stardom in the Pakistani television industry. Sania has been working in theatre and television for over two decades. She won the PTV Award for Best Actress in 1991 as well as in 2011 and received four Lux Style Awards in the Best Actress category.



Sharmeed Obaid Chinoy

She made Pakistan win its first oscar through her documentary 'Saving Face', highlighting a very solemn crime undertaken in Pakistan, showing the lives of two acid-attack survivors. The issue raised by her was appreciated internationally. She helped pave the path for women in the field of arts and culture.



Zeba Bakhtiar

Zeba Bakhtiar is a Pakistani film and television actress, and television series director. She made her television debut with a PTV drama play, *Anarkali*. She gained a lot of fame through her Bollywood debut, *Henna*.

Currently, she has ventured into big screen and produced the hit movie from last year *Operation 21*.

Public Service



Asma Jahangir

Asma Jahangir is a leading lawyer and a human rights activist. She was born on January 27, 1952 in Lahore and completed her graduation from Kinnaird College Lahore. Later, she did her LLB from Punjab University. Asma Jahangir was the President Supreme Court Bar Association of Pakistan 2010 - 2011. She served as the UN Special Rapporteur on Extra Judicial, Arbitrary and Summary Executions. She is also the Chairperson of Human Rights Commission of Pakistan. She has spent her career defending the women rights, rights of religious minorities and children in Pakistan. Asma Jahangir is the author of many publications and 2 books. She also received *Hilal-i-Imtiaz* in 2010.



Ayesha Farooq

Ayesha Farooq, at a young age of 27, is a female Pakistani fighter pilot. Ayesha is from the city of Bahawalpur and is one of the five women who have become pilots in the Pakistan Air Force. Flight Lieutenant Ayesha Farooq, is the first of six female fighter pilots in the force to pass the final exams to qualify for battle. She will now fly missions in a Chinese-made F7PG fighter jet alongside her 24 male colleagues in Squadron 20.



Jalila Haider

Advocate Jalila Haider, the emerging leaders of Pakistan Fellow 2014, representing Balochistan Province, is a female attorney. She specializes in defending women's rights and provides free counseling and legal services to poverty-afflicted women on fair justice, extra-judicial killing, domestic violence, marriage disputes, sexual harassment, and property rights.

As a human rights defender, she pleads for human rights and raises her voice against the forced disappearance and extrajudicial killing of missing persons and genocide of minorities of Pakistan.

Jalila is also an active member in the National Commission of Justice and Peace, working to enact personal laws for minorities in Pakistan.



Muniba Mazari

Muniba Mazari is a wheelchair bound artist. She believes in playing with vibrant colors and flawless portrayal of true emotions. Her work speaks her heart out and is all about people, their expressions, dreams and aspirations. Although wheelchair bound, her spirit and artistry knows no bounds. In fact she takes the agony of spinal cord injury as a challenge and is more determined to express her sentiments through her art work. While doing her Bachelor in Fine Arts she met a road accident which made her paraplegic. Currently, she is running her brand by the name 'Muniba's Canvas' with the slogan 'Let Your Walls Wear Colors' and her medium is Oil Pastels. She believes in depicting the ethnic jewels of her region in an abstract way. Her paintings give the message of living life and represent the real personality of the artist.



Sania Nishtar

Sania Nishtar is a Pakistani, Former Federal Minister of Education & Training, Science and Technology, Information Technology and Health, Physician cardiologist, author, health science writer, science administrator, thinker, peace builder, key health policy voice,

prominent Pakistani woman, member of advisory groups and boards, Founder and President of NGO think tank *Heartfile*, *Heartfile Health Financing* and *Pakistan Health Policy Forum*. Nishtar is the recipient of Pakistan's *Sitara-e-Imtiaz*, a presidential award, the *European Societies Population Science Award*, and the *First Global Innovation Award* by the *Rockefeller Foundation*. She was admitted to the *Medical Mission Hall of Fame* in *Toledo, Ohio* in 2011.

Social Welfare



Bilquis Edhi

The name Bilquis Edhi is synonymous with philanthropy and humanitarian work. Wife of Abdul Sattar Edhi and recipient of *Hilal-e-Imtiaz*, Bilquis Edhi is a professional nurse and runs *Bilquis Edhi Foundation* that helps the poor and the needy.

Her charity runs many services in Pakistan including a hospital and emergency service in Karachi. Together with her husband their charity has saved over 16,000 unwanted babies. She along with her husband received the 1986 *Ramon Magsaysay Award for Public Service*. She has been recognised by a number of governments and have been praised for her selfless contributions towards the society.



Musarrat Misbah

Musarrat Misbah, a beautician-turned-supposed philanthropist has been honored with the President's *Pride of Performance Award*, at a time when the government's own agencies are investigating into her alleged embezzlement of funds. Also, the principal Italian donor of her NGO, *Depilex Smile Again Foundation*, has stopped funding under the same allegations, demanding her of providing details of the hefty grants already sanctioned. Musarrat Misbah has got diplomas from *ITEC*, *SEPTEC*, *CEDESCO*, *British Electrolysis Association*, *WFSHS*, *IPB* and *Barbara Solomone Conservatory*. She has also been an international examiner for different beauty examination boards. Musarrat Misbah inspired many around the world to contribute to her foundation; *Depilex Smile Again Foundation*. The foundation was set up to help women disfigured by acid burns.



Nigar Ahmed

Ms. Nigar Ahmad is one of the pioneers of women's movement in Pakistan. She is Founder and Executive Director of *Aurat Foundation*, a civil society organization working for women's empowerment. Under her stewardship for the last 29 years, *Aurat Foundation* has emerged as the leading national women's rights organization in Pakistan. She led the women's movement for a range of causes, from generating debate across the country about women's political, social and economic empowerment and mobilizing women candidates for national, provincial and local government elections. As researcher, Nigar has extensively investigated the situation of grassroots women in Pakistan. She has also researched tenant-landlord struggles in Pakistan and co-authored a study on the life of rural women in Punjab.

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Pakistan's most powerful and influential women.



Dr. Ruth Pfau

Born in 1929, Dr. Ruth Katherina Martha Pfau is a German nun and a member of the Society of Daughters of the Heart of Mary who has devoted the last 50 years of her life fighting leprosy in Pakistan. In 1996, Pakistan was declared by the World Health Organization to have controlled leprosy, one of the first countries in Asia to achieve this goal. Ruth Pfau is recognised in Pakistan and abroad as a distinguished human being and has been awarded many prizes and medals. Sister Pfau received the Hilal-i-Pakistan award for her work with leprosy patients. In 2010, she was awarded the high civil award of Nishan-i-Quaid-i-Azam for public service. For her efforts and selfless work, she is also often termed as Mother Teresa of Pakistan.



Tanzila Khan

Tanzila Khan was born with deformity in her both legs and belongs to a landlord family. She is wheelchair bound since birth. At 16, she launched herself with her first novelette, 'A story of Mexico' and then sold her novel to aid the earthquake victims of Pakistan. Her second novel is, 'The Perfect Situation'. She also works for education, entrepreneurship and disability rights. She has worked with British Council, Global Change-makers, Oxfam, and Y-peer as a trainer and resource person for youth. She inaugurated her own production Company, 'Creative Alley' which is to provide youth a platform. Her signature workshop is, 'Let's get M.A.D (Make a Difference)' which is a youth capacity building workshop. She currently speaks on many International forums about peace and harmony.

Arts & Literature



Bapsi Sidhwa

Bapsi Sidhwa is an English writer of Pakistani origin. She was born in 1938 at Karachi. She currently resides in Houston, Texas. Her five novels: Cracking India, The Pakistani Bride, The Crow Eaters, An American Brat, and Water, have been translated and published in several languages. Her books have also been adapted into films. 1947 Earth was her story, Ice Candy Man while Deepa Mehta's Water was based on Bapsi Sidhwa's Water: A Novel. She was awarded the Sitara-e-Imtiaz by the Government of Pakistan and also received awards from America, Germany, England and Italy.



Fatima Bhutto

Fatima Bhutto is a Pakistani writer and is the grand daughter of Ex-President and Prime Minister of Pakistan Shaheed Zulfikar Ali Bhutto. Fatima is daughter of Mir Mutaza Bhutto. She was born on 29th May 1982 in Kabul, Afghanistan. Fatima completed her

BA degree in Middle Eastern studies from Barnard College of Columbia University after receiving her secondary education at the Karachi American School. She then earned a Masters degree in South Asian Studies from the School of Oriental and African Studies at the University of London. She published a volume of poetry at the age of 15. It was actually in memory of her father and was printed a year after his death. The name of the book was "Whispers of the Desert". She also published a collection of survivor's accounts from the October 8, 2005 earthquake in Pakistan titled "8.50 am".



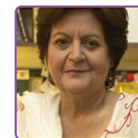
Kamila Shamsie

Kamila Naheed Shamsie, born on 13th August 1973, is a Pakistani novelist who writes in the English language. Shamsie is the daughter of literary journalist and editor Muneeza Shamsie, niece of Attia Hosain and granddaughter of the writer Begum Jahanara Habibullah. She has a BA in Creative Writing from Hamilton College, and an MFA from the MFA Program for Poets & Writers at the University of Massachusetts Amherst. She has written a number of books like In the City by the Sea, Salt and Saffron, Kartography (2002), Broken Verses (2005), Offence : the Muslim case (2009), Burnt Shadows (2009) and A God in Every Stone. In 2010, Shamsie won an Award from the Anisfield-Wolf Book Awards. In 2013, she was included in the Granta list of 20 best young British writers. She is also a Fellow of the Royal Society of Literature.



Kishwer Naheed

Born in 1940, Kishwar Naheed is a feminist Urdu poet from Pakistan. She has written several poetry books. She has also received awards including Sitara-e-Imtiaz for her literary contribution towards Urdu literature. Naheed has served as Director General of Pakistan National Council of the Arts. She also worked and edited a literary magazine Mahe Naw. She established Hawwa organisation, providing women financial opportunities to start up their small scale businesses. Kishwar has written six collections of poems between 1969 and 1990. Her first poetry collection Lab-i-goya was published in 1968, that won the Adamjee Prize of Literature.



Salima Hashmi

Salima Hashmi is an acclaimed Pakistani artist, cultural writer, painter and an anti-nuclear weapon activist. She taught at Pakistan's prestigious National College of Arts (NCA) for about thirty years and served as the principal of NCA for four years. She is the eldest daughter of one of Pakistan's most renowned poets, Faiz Ahmed Faiz. She represents the first generation of modern artists in Pakistan who carry an artistic identity different from indigenous artists. She has organised several international art shows in England, Europe, US, Australia, Japan and India. In 2001, Salima Hashmi also authored a critically lauded book titled "Unveiling the Visible: Lives and Works of Women Artists of Pakistan".

Education



Dr. Farhat Hashmi

A renowned Islamic Scholar, Dr Farhat Hashmi is today seen as an iconic figure, responsible for helping generations of Muslims develop a personal, one on one relationship with the Quran. She is considered as one of the most influential contemporary Muslim scholars (Ulema) today. As an orator, her lectures and talks, based on authentic knowledge, are known to touch the hearts of millions, as every word she speaks is from the heart. Personally, she considers herself an "eternal student and servant of the Quran" and, more than an icon, orator or scholar, prefers to be simply called a "Mualim" (teacher).



Khadija Mushtaq

Khadija Mushtaq is a leading academician and the driving force behind the phenomenal success of Roots. Khadija's affiliation with the education sector is as old as the 26 year long legacy of this prestigious institution. However, for the last 16 years, she has been very passionately committed to the cause of providing world class educational opportunities for the youth of this country. As the Director of Roots School System and CEO of Roots IVY International Schools, Khadija has revolutionized the concept of education starting from early years of schooling to university education and beyond. As an MSc in Economics with specialization in Development Studies & Monetary Policy from Quaid-e-Azam University, Islamabad, Pakistan; Khadija began her career as a teacher.



Malala Yousafzai

Born in 1997 in Swat Valley, Malala Yousafzai is the youngest ever and the first Pakistani female to win a Nobel Prize. She is a Pakistani activist mainly known for human rights advocacy for education, especially for girls. She started off as a blogger at a young age of 11, she shook the world through the stories of Taliban in her hometown. This brought her into the limelight and made her an advocate of female education. She went through hardships and even escaped an assassination attempt but she stands firm in her beliefs and cause. At this young age, she has received a number of awards and accolades like International Children's Peace Prize, National Youth Prize, Sitara e Shujaat, Anne Frank Award for Moral Courage, Pride of Britain, Ambassador of Conscience Award etc. Malala is truly an inspiration to not just the people of Pakistan but the entire world.



Nasreen Mahmud Kasuri

Nasreen Mahmud Kasuri is the Chairperson of the Beaconhouse Group. It is hard to imagine that Beaconhouse had its beginnings in a small nursery set up by Mrs Nasreen Mahmud Kasuri in 1975 and is now one of the largest school systems in the world. Nasreen Kasuri has also played a pivotal role in women's empowerment in the country. Sixty-two per cent of Beaconhouse employees are women, with a very high percentage in upper management. She has served on the Boards of many government and non-government organisations. Actively involved in a number of non-profit and charity organisations, she received the 'Sitara-e-Eisaar' from the Government of Pakistan in 2006 for her philanthropic & humanitarian contributions.



Riffat Mushtaq

Mrs Riffat Mushtaq (Aizaz-e Fazeelat) Chairperson/Founder of Roots School System, is an inspiring, dedicated and compassionate educationist. She laid emphasis on child psychology and developmental stages' training as all children have varying needs thus promoting an understanding of child psychology. She strongly believes in bringing out the best in a child by understanding and uncovering his/her hidden potential with love, care and encouragement. As a teacher, she had been practicing these approaches and remained highly effective and successful in developing wholesome personalities.

Business



Ameena Saiyid

Ameena Saiyid OBE is the current managing director of Oxford University Press (OUP) in Pakistan. She became the head of OUP Pakistan in 1988, becoming the first woman to ever head a multinational company in Pakistan. In 2005, she became the first Pakistani woman to be awarded the Order of the British Empire for her services to women's rights, education, and intellectual property rights in Pakistan, and to Anglo-Pakistan relations. She is also the founder of the Karachi Literature Festival.



Maheen Khan

Maheen Khan, one of the leading fashion designers of Pakistan is a woman of substance in her looks, style, mannerism and above all creativity. A fashion designer for more than 40 years, she has won numerous awards nationally and internationally and has fashion labels like The Embroidery House, Maheen and Gulabo to her credit. Maheen has designed many costumes and embroidery for Hollywood films like Sweeney Todd, The Phantom of the Opera, Elizabeth, Elizabeth: The Golden Age and many others. She is also the CEO of Fashion Pakistan Week and has showcased her collection at the Milan Fashion Week where she got the title of Coco Chanel of the East. She also designed dresses for the famous celebrities like Benazir Bhutto, Jemima Khan, Ghinwa Bhutto, Princess Sarvath al-Hassan and Princess Salimah Aga Khan.

THE NEWS *Women* POWER 50

Pakistan's most powerful and influential women.



Musharaf Hai

Musharaf Hai, Ex-Chairman of Unilever Pakistan, is the one of the most powerful women from Pakistan. She is the most prominent businesswoman in a country where women usually aren't allowed to shine. She is the first woman and only the second Pakistani to head Unilever operations in the country. She is the former Head of Consumer Banking of CitiBank Pakistan and is the current Managing Director of Loreal Pakistan. Musharaf Hai joins a prominent list of women that have played a major part in the opulence and economic development of Pakistan. She was also included in the Fortune list of the World's 50 most Influential Women in 2004.



Nabila

Nabila has been associated with the fashion world for the past 20 years or so. She is a stylist, a beautician, an image consultant and a lot more. She loves experimenting and has won accolades for her innovative make overs. She was also the driving force behind the Lux Style Awards; the most prestigious awards of Pakistan. Nabila has salons in Karachi and Lahore and her clientele includes actresses, actors, singers, sports personalities and of course models. Impressed by her professionalism, the L' Oreal a renowned French Cosmetics Brand has chosen her as their representative in Pakistan. Nabila is creative, imaginative and totally dedicated to her profession.



Sana Hashwani and Safinaz Muneew

Sana Safinaz is synonymous with fashion statement now. The label was established in 1989 by Sana Hashwani and Safinaz Muneer. The fashion empire has dominated the industry over the decades due to the timeless elegance and grace of its designs. The label is known for its sleek, contemporary and streamlined cuts appealing to modern women of all ages. The chemistry of Sana and Safinaz is the real reason behind the marvelous designs of the brand. They are critical observers of the work of the other partner and that's how a perfect thing comes to us from the house of Sana Safinaz. They have won a number of Lux Style Awards for their contribution towards fashion.

Music



Abida Perveen

Abida Perveen is a renowned folk singer admired all around the world. Her songs like Dhundoge Ager Mulko, Dil e Nadaan, Main Naraye Mastaana, Gharoli, Raqs e Bismil are some of her amazing tunes. She is considered one of the finest Sufi vocalists of the modern era with a career spanning over four decades. She was a judge on the musical show Sur Kshetra aired from Geo TV. Pakistan's second highest civilian award the Hilal-e-Imtiaz has also been bestowed upon her.



Fariha Pervez

Born with a beautiful voice, Fariha Pervez was destined for fame. Fariha Pervez is a renowned classically trained singer who has achieved fame unlike anyone else. Her debut song Patang Baaz Sajna a.k.a Bo Kata became an instant hit. With the release of her debut album in 1996, Fariha Pervez became a household name with Patang Baaz becoming her trademark song. Fariha Pervez joined Master Feroz Shagan of GwaliaiGharana in 1995, and after that Fariha Pervez released her debut album 'Nice & Naughty' in 1996 which became an instant hit. Fariha was also one of the artists of Coke Studio where she gave mesmerizing hits like 'Jogi', 'Saiyaan Bina Ghar Soonra', 'Miyani Ki Malhaar' and 'Jhoolay Laal.'



Sheema Kermani

Sheema Kermani is a Pakistani classical dancer, teacher, actor and human rights activist, whose prestigious theatre and dance company promotes the plight of women and suppressed minorities. In 2005, Sheema Kermani was nominated as one of the '1000 Peace Women from across the Globe', for the Nobel peace Prize. In 1979, she founded Tehrik-e-Niswan, which is widely seen as the cultural wing of Pakistan's women's rights movement. For over 30 years, she has staged plays in low-income urban and rural communities that touch on domestic violence, rape, child molestation, the claustrophobic fate of unmarried women and the importance of education for girls. Sheema has received numerous awards both nationally and internationally including the ACHA (Association for Communal Har-



Hadiqa Kiyani

Hadiqa Kiyani is a Pakistani singer and songwriter. She started off her career in 1995 with Raaz and did 5 music albums ever since then. She is one of the most versatile singers of Pakistan who revived the pop industry of the country. She has sung a number of OSTs for drama serials that gained her success too. She was also one of the judges at the biggest music reality show of Pakistan - Pakistan Idol. She received a number of awards for her music career and has even received Tamgha e Imtiaz for her services in music.



Sanam Marvi

Sanam Marvi is renowned folk and Sufi singer. She sings in Punjabi and Sindhi languages. Sanam Marvi made her debut at 'Virsa Heritage', a programme on PTV. She was also featured in Coke Studio's Season 6, Episode 3. She performs Sufi concerts around the world. In February 2011, she performed with Indian playback singer Rekha Bhardwaj at Times of India's Aman ki Asha at Chowmahalla Palace, Hyderabad. Sanam Marvi made her Bollywood singing debut with Ali Zafar starrer London, Paris, New York, singing along with Hadiqa Kiyani and Ali Zafar.

THE NEWS
Women
POWER
50

The Nominees 2015

Honourable Mentions

Aabida Ali
Aaliya Nazki
Aaliya Shah
Aamina Sheikh
Aamna Aqeel
Aassu Bai Kolhi
Aatiqa Lateef
Abia Akram
Abida Chaudhry
Absa Komal
Afaf Janjua
Afsheen Zeeshan
Aimen Tahir
Aisha Sayed
Akhtar Riazuddin
Akram Khatoun
Aliya Rashid
Aliza Rezwani
Altaf Fatima
Alya Bakhshal
Amara Bashir
Amber Saigol
Amena Khan
Amina Javaid
Ammara Farooq Malik
Amna Chaudhry
Amna Malik
Amna Mawaz Khan
Amna Zafar
Andleeb Abbas
Anila Weldon
Anum Laghari
Anusha Rahman
Arij Fatima
Arooj Zahra
Arroj Aftab
Arshia Raheel
Arzoo Kazmi
Ashraf Jehan
Asma Aamir
Asma Chaudhry
Asma Sherazi
Atiqa Odho
Ayesha Chundrigar
Ayesha Gulalai Wazir
Ayesha Jalal
Ayesha Khalid
Ayesha Khan
Ayesha Khan
Ayesha Omer
Ayeza Khan
Ayla Malik
Ayyan Ali
Azra Nafees Yousafzai
Babra Sharif
Baela Jamil
Bano Qudsia
Banto Kazmi
Banuk Karima Baloch
Beena Sarwar
Begum Nasim Wali Khan
Begum Shahnaz Wazir Ali
Begum Tabitha Spencer
Begum Tehmina Daultana
Brigadier (Rtd) Dr. Jahan
Ara Pal
Bushra Almas Jaswal
Bushra Ansari
Bushra Gauhar
Carla Khan
Daulat Rahimtoola
Diep Saeeda
Dr Aazadi Fateh Muhammad
Dr Armeela
Dr Najjia Ashraf
Dr Seemin Jamali

Dr. Attiya Inayatullah
Dr. Ayesha Siddiqi
Dr. Azra Ahsan
Dr. Farzana Bari
Dr. Fehmida Mirza
Dr. Firoos Ashiq Awan
Dr. Fouzia Saeed
Dr. Joharia Azhar
Dr. Kausar Firdaus
Dr. Maria Sultan
Dr. Nafis Sadik
Dr. Najma Najam
Dr. Quratulain Bakhteari
Dr. Rukhsana Jabeen
Dr. Seema Zia
Dr. Shahida Zaidi
Dr. Shamshad Akhtar
Dr. Uzma Gul
Dr. Yasmeen Sabeeh Qazi
Dr. Zsuzsanna Fajcsak
Durdana Siddiqui
Fahmida Riaz
Faiza Chaudhry
Farah Saman
Farah Yousaf
Fareeha Idrees
Farhat Asif
Farhat Javed Rabani
Farheen Naveed
Farida Khanum
Farida Shaheed
Fariha Aziz
Farrukh Khan
Faryal Gohar
Faryal Talpur
Farzana Gul Baloch
Farzana Majeed
Farzana Raja
Fatima Atif
Fatima Lodhi
Fatima Saleem
Fatima Surayya Bajja
Fauzia Kasuri
Fauzia Rana
Fazila Aliani
Fehmida Jamali
Fifi Haroon
Fizza Urooj
Fouzia Khan
Ghalia Mohsin
Ghausia Rashaia Salam
Ghinwa Bhutto
Gul Zehra Rizvi
Gulalai Ismail
Hajra Khan
Hajra Mansoor
Hajra Naz Malik
Haleema Usman Sorathia
Haseena Moin
Hina Dilpazaeer
Hina Jillani
Hina Mahboob
Hina Rabbani Khar
Huda Jilani
Huma Ejaz Zaman
Humaira Bachal
Iman Ali
Imtiaz Kamal
Iqra Haris
Irum Zahra
Jehan Ara
Jehan Ara Wattoo
Juggan Kazim
Justice (R) Majida Rizvi
Justice (R) Nasira Javid Iqbal
Justice Ayesha A. Malik

Justice Khalida Rashid Khan
Kalsoom Lakhani
Kashmala Tariq
Khalida Brohi
Khawar Mumtaz
Khurshid Begum
Kiran Aftab Ahmed
Kiran Baloch
Kiran Nazish
Krishna Lal
Madeha Naqvi
Maha Yusuf
Maham Ali
Mahira Ahmed Miyangji
Mahira Khan
Mahnaz Hasan
Mahnoor Baloch
Mahrukh Haseeb Khan
Major General Shahida Malik
Maleeha Sajjad Naqvi
Maria B.
Maria Memon
Maria Toor-Pakay Wazir
Maria Umar
Maria Wasti
Mariam Azeem
Mariam Chaudhary
Mariana Baabar
Marina Khan
Mariya Ilyas
Marvi Memon
Maureen Lines
Maya Mehreen Khan
Meena Gabeena
Meera
Meesha Shafi
Meher Jaffri
Mehreen Kasana
Mehreen Raheel
Mehwish Abdul Sattar
Mehwish Hayat
Mira Falbous
Mishal Bukhari
Mishi Khan
Mohtarma Aisha Monawwar
Mornina Duraid
Mona Parkash
Moneeza Usman Butt
Mossarat Qadeem
Mukhtaran Bibi (Mukhtara
Mai)
Musarrat Jabin
Nabiha Meher Shaikh
Nadia Husain
Nadia Jamil
Nadia Zaffar
Nadira Sheharyar
Nahid Raza
Nahid Siddiqui
Najia Ashar
Najia Mir
Najma Baloch
Nargis Sethi
Naseem Akhtar
Nasim Zehra
Nasreen Awan
Nasreen Jalil
Nayyara Noor
Naz Baloch
Neelam Aslam
Nefer Sehgal
Nigar Nazar
Nighat Dad
Nighat Saeed
Nilofar Iqbal
Nisa Yasir

Noor
Noor e Maryam Kanwer
Noor Masood
Noreena Shams
Nuzhat Rehman
Parveen Saeed
Parvin Mir
Prof. Dr. Sadiya Ahsan Pal
Prof. Dr. Zahida Baqai
Prof. Sadiqa N. Jafarey
Prof. Yasmeen Aftab Ali
Professor Doctor Tasnim Ahsan
Professor Dr. Ayesha Humayun
Sheikh
Professor Shaheen Ali
Professor Zakia Sarwar
Quatrina Hussain
Rabia Garib
Rabia Qadir
Rabia S. Ahmad
Rabiah Jamil Beg
Rahat Kaunain Hassan
Rameeza Moin
Razia Fareed
Reema
Rifat Arif
Riffat Babri
Roshaneh Zafar
Rubab Raza
Rubina Khalid
Rubina Qaim Khani
Rukhshanda Naz
Rumana Husain
Saba Qamar
Saba Sultan
Sabeen Mahmud
Sadaf Fayyaz
Sadiah Hayat
Sadiah Naveed
Sahar H. Ghazi
Saima Jasam Saleem
Saima Omar
Saima Saleem
Saira Tahir
Sajida Shah
Saman Laiq Abbasi
Samina Ahmed
Samina Fazil
Samina Khalid Ghurki
Samina Peerzada
Samreen Anwar
Sana
Samina Fazil
Samina Khalid Ghurki
Samina Peerzada
Samreen Anwar
Sana
Sana Bucha
Sana Ejaz
Sana Ghori
Sana Humayun
Sana Javed
Sana Khalid
Sana Mahmud
Sana Mirza
Sana Rubab
Sana Saleem
Sana Sohail
Sanam Baloch
Sanam Jung
Sanam Saeed
Sara Alfred
Sarah Adeel
Sarah Haider Naqvi
Sarah Peracha
Sassui Paljo

Sawera Pasha
Sayeeda Warsi
Seema Aziz
Seema Tahir
Sehyr Mirza
Sehyr Saigol
Shabana Akhtar
Shabnam Baloch
Shad Begum
Shafaq Habib
Shaheen Atiq ur Rehman
Shahida Kazi
Shahnaz Kapadia Rahat
Shahzadi Gulfam
Shahzia Sikander
Shaista Khosa
Shaiza Khan
Sharifa Begum
Sharmeed Ali
Shazia Ahmed Langau
Shazia Marri
Shehla Raza
Shireen Aslam
Shireen Naqvi
Sidra Akhtar
Sidra Iqbal
Sidra Mumtaz
Simi Kamal
Sobia Nosheen Khan Saleh
Sonya Battla
Sugra Imam
Sultana Siddiqui
Summaya Rizwan
Sundas Jameel
Sundas Khan Achakzai
Syeda Ghulam Fatima
Syra Yousuf
Tahia Noon
Tahira Abdullah
Tahira Mateen
Tahira Raza
Tahira Sayed
Tahira Yasub
Tanzeela Aamir Cheema
Tara Uzra Dawood
Tasneem Aslam
Tehmina Durrani
Tehreem Javaid
Tina Sani
Ume Laila Azhar
Umera Ahmed
Umme Hassan
Urooj Raza
Uzma Gilani
Uzma Noman
Uzma Yaqoob
Urooj Raza
Uzma Gilani
Uzma Noman
Uzma Yaqoob
Vaneesa Ahmed
Warisha Zulfiqar
Yasmeen Lari
Zahida Hina
Zahida Kazmi
Zahida Qureshi
Zainab Ansari
Zakia Najafi
Zanib Mughal
Zarghona Khan
Zeelaf Munir
Zehra Nigah
Zofeen Ebrahim
Zohra Yousuf
Zubaida Jalal
Zubaida Tariq
Zubeida Mustafa

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Beaconhouse

O & A levels Facts & Figures

The Big Numbers

3142 Students took the CIE O Level Examinations in 2014

570 Students with 8 A's and above

1365 Students with 5 A's and above

18 O Level subjects offered

1903 Students took the CIE A Level Examinations in 2014

48 Students with 4 A's and above

460 Students with 2 A's and above

28 A Level subjects offered

Around Pakistan

Beaconhouse has O Level branches operating in

23 cities

50

Beaconhouse schools offer O Level in Pakistan

Around Pakistan

Beaconhouse has A Level branches operating in

13 cities

24

Beaconhouse schools offer A Level in Pakistan

63 Distinctions in CIE O & A Levels

6 Top in the World

13 Top in Pakistan

University Placements & Scholarships

Each year hundreds of students graduate from Beaconhouse schools in Pakistan. From business to education, medicine to politics, the arts to sports and fashion to the civil service, they stand out in any field they choose.

\$ 486,250
Combined value of local scholarships

\$ 59,998,016
Combined value of international scholarships

Local Universities

1958

27

International Universities

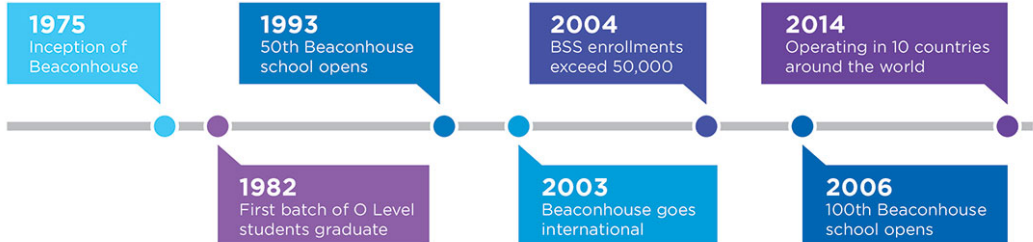
326

134

Key Total admissions in 2013 Total scholarships in 2013

Beaconhouse provides quality education of an international standard to 261,000 students in 10 countries around the world. How did Beaconhouse come so far?

It's all in the numbers...



www.beaconhousetimes.net | www.beaconhouse.net | info@beaconhouse.net | [f](#) BeaconhouseSchoolSystemOfficial | [t](#) BSSWorldwide

Bangladesh | Belgium | Indonesia | Malaysia | Oman | Pakistan | Philippines | Thailand | UAE | United Kingdom

Educating the World



Beginning as a single school in 1975, Beaconhouse has grown into an international organisation with its presence in 9 countries outside Pakistan. In addition to its primary commitment to teaching and learning, it has maintained a holistic approach to education by emphasising teacher education as well as curriculum development. Beaconhouse has always remained conscious of its role as a socially aware organisation. It supported the community in times of national crisis, such as during the earthquake in 2005 and floods in 2010, and has contributed generously in 2014 to the Internally Displaced Persons (IDP) from North Waziristan and rehabilitation of the flood affected, all the while offering continued capacity-building assistance to both non-government and government schools.



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(t): +92 21 111 232 266

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International Women's Day

Empowerment of Women Empowerment of Society

Women are the flowers of the paradise in the universe that cherishes the nation with their fragrance. The empower women not only build a strong nation it also an evidence of the brave society.



Rubina Qainkhani
Minister for Women Development
Department Government of Sindh



Abdul Rasheed Solangi
Secretary
Women Development Department
Government of Sindh



GOOD NEWS FOR INFERTILE COUPLES



BAQAI INSTITUTE OF REPRODUCTION & DEVELOPMENTAL SCIENCES (BIRDS) (Test Tube Baby Centre)

Results of 12th
Ramazan Package
30%

13th Ramazan Package 2015

Date of Commencement: Ramazan Package Booking (Non-Refundable)

1st March 2015 to 31st July 2015	Rs. 100,000/-
After Ramazan Package Booking:	
1st Aug. 2015 to 31st Aug. 2015	Rs. 110,000/-
1st Sept. 2015 to 30th Sept. 2015	Rs. 120,000/-
1st Oct. 2015 to 31st Oct. 2015	Rs. 130,000/-
Regular Booking After 31st Oct. 2015	Rs. 175,000/-

First Come First Serve Basis

For Details Contact
IVF OPD at Baqai Medical University
Campus from 9:00 am to 3:00 pm
Friday 9 am to 1 pm (Except Sunday)



First Come First Serve Basis

For Details Contact
IVF OPD at Baqai Hospital Nazimabad
from 8:00 pm to 11:00 pm
Except Friday and Sunday

Baqai Hospital Nazimabad. 021-36618396-8

Baqai Medical University, Toll Plaza, Super Highway. 021-34410293-8 Ext.214

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A Conversation with Prof Dr Zahida

By Najamul Hasan Ata



Prof. Dr. Zahida Baqai is Pakistan's renowned Obstetrician and gynecologist. She received medical education from Dhaka Medical College and completed her house job at Jinnah Post-

Postgraduate Medical Centre, Karachi. Then went to England to obtain qualifications of DRCOG and MRCOG. Later in recognition of her meritorious accomplishments in the medical field, she earned the prestigious honour of being elected FRCOG. She is one of the pioneer in the field of IVF in Pakistan and established Baqai Institute of Reproductive & Developmental Sciences (BIRDS). She was exclusively interviewed by THE NEWS for its readers.

The News: *Dr. Zahida Baqai, you are renowned and recognized gynecologist as well as prominent educationist. You have been teaching poor segment of society for over decades, what came into your mind that made you play roles of gynecologist and educationist at the same time?*

Prof. Dr. Zahida Baqai: Being a gynecologist was central aim of my life in my educational period. In pursue of my dream I went to Royal College of Obstetrics & Gynecology London to attain specialization in gynecology. After that when I started practicing, reality hit me that social aspects of life are entirely different from what I studied. Differences were felt even more when I started checkups of patients of low income household. On that time I became aware of their sufferings, their inaccessibility toward basic necessities of life and their illiteracy. This brought change in my opinion and my thoughts. When we first bought this land, there was a little dispensary operated by a doctor and a nurse and a Tandoor (bread oven) for truckers. Many patients of nearby villages as well as truckers used to come in numbers to receive medical care. At that point of time, I thought why not I start checkups of patients on my own. It was 1976 when Prof. Dr. Fareeduddin Baqai brought me here to show land and said "This is the land available what you say?" I said take it. I remember once few women both old and young along with many children came for medical checkup on donkey cart, probably they used to visit dispensary often. Almost 50 percent children were naked while the faces of women had clear indication of poor and deteriorating health. Then I realized no one is there for these people while medical services are easily accessible to urban population. A resident of city can avail medical services from many hospitals, in fact he/she can go outside country for medical service, but I asked myself who will help these people? That incident made me realize that I have to do something for these people. Then I started practicing in same dispensary, we were group of five people and we later divided duties of who will take care of what kind of patients. For next 10 years we steadfastly provided medical services to people and after that, in 1986 first block of upcoming university was established. In 1986 we took first batch of medical students.

It takes time to establish something, we had a vision and roadmap we succeeded in our mission. Initially we did census of Gadap to have clear picture. Population was around one lac that time perhaps it has now reached to million. There were very limited education and health services available to people of Gadap, furthermore the infrastructure like roads, sanitation and

sewage were scarce. Their lives have transformed only after the establishment of Baqai Medical University in Gadap. They become aware of health hazards, importance of education especially skill development. We informed people about the dangers of giving birth at home, because personally I am also very much against this practice.

The News: *It is a primitive mindset of delivering baby with the help of midwives and daies.*

Prof. Dr. Zahida Baqai: Yes, it is important to change mindset and education is best method to bring sustainable change in mindset. For that we first established unit-One. We had the moral responsibility to educate people. There we started a primary school. Those days children used to come with their mothers. We were doctors and teachers at the same time and now 500 students are studying there.

The News: *When you initiated primary schooling and is it co-education, or boys and girls are taught separately?*

Prof. Dr. Zahida Baqai: First class was commenced in 1997 and our school is co-education, boys and girls get education side by side.

The News: *Do alumni often come and visit their alma mater?*

Prof. Dr. Zahida Baqai: Yes many of them come to visit their old school to cherish their childhood memories. We recently conducted a function attended by alumnus who got education and learnt tailoring from here. Initially they worked with a Tailor Master. Now some of them have their own shop. You see our project is based on three point agenda we call it triangle. Education up to primary, healthcare and skill development. Skill will help children to earn income and can respectably support to their families.

The News: *You actually gave a model of how to alleviate poverty on grass root level?*

Prof. Dr. Zahida Baqai: In a way, I say our triangle is a huge success

The News: *Tell us about the Salimullah Fahmi Memorial Schools that you have established. How many are there and please tell us about future plans.*

Prof. Dr. Zahida Baqai: Abul Mokarim Salimullah Fahmi is my father a renowned poet a prominent academician and scholar. We named schools after him to recognize his services to the country. We established schools in Gadap, Gharo and then Khuda ki Basti. We have devised a method that if we make 600 units according to community population, we can cover whole Pakistan. First it will start as primary school and later upgrade into full-fledge universities.

The News: *You also introduced Social Obstetrics in Pakistan?*

Prof. Dr. Zahida Baqai: Obstetrics is a medical specialty that deals with pregnancy, childbirth while gynecology is the medical practice dealing with the health of female reproductive systems (vagina, uterus and ovaries). As an Obstetrician we take care of female patient during pregnancy and ensure safe birth. After that there is no relation between Obstetrician and patient. In rural areas like Gadap, the practice of giving birth by the hands of midwives and daies was very common. We discourage this thinking and spread awareness that women should be in care of Obstetrician during the pregnancy and when giving birth. Contrary to rural areas, this was accepted norm in urban areas so I thought this urban practice should be introduced in rural areas. Establishment of "Mother Friendly Clinics", Schools for Mass Education and Poverty Alleviation Programs are important components of Social Obstetrics that helped people of rural community. Beside that we not only socialized with mother, but also family setup, and with other people of village. It's like we became part of them by Social Obstetrics.

The News: *Infertility is very common among both rural and urban couples. I am sure many couple would have sought your advice on this. What was your advice to them?*

Prof. Dr. Zahida Baqai: It is entirely different medical field, what I have seen that infertile couples are more miserable than other patients. Because of infertility they become subjected to social stigma by their community and they receive unnecessary criticism. Couples always have the option to adopt child but unfortunately adoption is a taboo in our society. Although there are so many children who need home, care and love but they remain in orphanage. Many cases have made their way to mainstream media about unwanted children were thrown in garbage bin and they died. Just recently I read in Jang that a cat dragged a crying baby out from garbage bin and when People spotted that they immediately called police.

The News: *There were talks of treatment of infertility like Test Tube baby like IVF, sperm weakness treatments etc. Can this be treated and is this inherited?*

Prof. Dr. Zahida Baqai: It can be treated and it is not inherited. Infertility may describe a woman who is unable to conceive as well as being unable to carry a pregnancy to full term. There are many biological and other causes of infertility. Reasons are different for men and women. One treatment for women is in vitro fertilization (IVF) by which an egg is fertilized by sperm outside the body; ("in vitro").

The process involves monitoring and stimulating a woman's adulatory process, removing ovum or ova (egg or eggs) from the wo-

man's ovaries and letting sperm fertilize them in a fluid medium in a laboratory. The fertilized egg (zygote) is cultured for 2-6 days in a growth medium and is then implanted in the same woman's uterus, with the intention of establishing a successful pregnancy. There is a threat of Genital Tuberculosis to a significant proportion of females presenting with infertility in developing countries.

The News: *There is a growing emphasis on skilled development and skilled based education. Several studies have been done in this regard. Is this part of your schooling mechanism as well?*

Prof. Dr. Zahida Baqai: We have devised a solution that apart from formal education, we will teach 17 different skills to children in all our units. Children are trained one hour daily where they learn different skills like pottery, because every child plays with dust. We teach them how to shape mud. Beside that other skills are also taught simultaneously like flower making, carpentry, cutting and tailoring and others so that after evaluating their aptitude, we give them additional four years training of particular skill. Once children complete four year expertise, we award them certificate so that they can get job or become self employed without any problem.

The News: *So far how many children have been empowered with skills by your units?*

Prof. Dr. Zahida Baqai: Well we started in 1997, each year we enroll 50 students. A simple calculation will indicate our promising contributions to society. One important thing I would like to bring into your notice that all accessories used by children are free for instance pencils, books, shoes, uniforms etc. and school do not demand any tuition fee.

The News: *Tell us about your system of research and planning involved in establishment of schools, awareness programs and medical care to different areas?*

Prof. Dr. Zahida Baqai: We first carryout a survey of the area and then divide the population into age segments so that we can calculate how many people need our medical services and how many need basic education. We also research to evaluate possibilities of how to control spread of diseases in any specific area like supply of clean drinking water may greatly reduce diseases in this area or sanitation can reduce diseases in other area.

The News: *What you see in future regarding women health?*

Prof. Dr. Zahida Baqai: Women health should be primary concern. It is mandatory for mother to have a good health in order to give births to healthy children. We are always reaching out to women of different areas and still we have long way to go.

The Global Women’s Movement and Local Women’s Rights Agendas

By Ayesha Shaukat



“The women’s day on 8th March is just one day in the year to mark our work carried out over the years, with different allies and stakeholders and at multiple levels,

across countries, communities, locally, regionally and globally to ensure women’s rights”. Khawar Mumtaz, Chairperson of the National Commission on the Status of Women speaking to delegates at a seminar in Islamabad.

The state of women’s rights is now seen a key indicator in a country’s development. This recognition of women’s rights came as a result of years of efforts of women’s movement, both in the north and south. This is also due to, the development of international legislation on women and its formal acceptance, commitment and adoption by a growing number of countries over the last century. This development is also indicative of the acknowledgment of the fact that empowerment of women cannot be considered ‘just a women’s issue’ in any given region, country or a community.

The setting up of the UN Commission on the Status of Women (CSW) in 1947, heralded the first steps towards formalizing the global women’s movement. This led to landmark initiatives such as the revision of the UDHR, the women’s conferences, Nairobi Forward-looking Strategies, the UN decade for Women, which led to the Beijing Platform of Action, the Convention on the Political Rights of Women and CEDAW by

the CSW. A strong vibrant engagement with CSOs maintained over the years by the CSW through various means has ensured that critical issues affecting women are brought to the agenda at the CSW. NGOs participate in the CSW annual two-week session, not as observers, but to monitor and review issues and progress in the implementation of the key international instruments.

Pakistan, over the years has had a series of Commissions on women in 1976, 1983 and 1987. As a result of the demand of the women’s movement in Pakistan and with Pakistan becoming a signatory to the Beijing Declaration and Platform for Action (1995), a more permanent National Commission on the Women (NCSW) was set up in 2000. In 2012, under the NCSW Act, the Commission was made financially and administratively autonomous with an expanded mandate. It is a statutory body now which has regularly represented Pakistan at the CSW sessions as well as responded to CEDAW reporting.

The Commission’s Primary objective is the protection and promotion of women’s rights in accordance with constitutional provisions and Pakistan’s international commitments. It has had 5 Chairs- all eminent experts on law and women’s rights and a history of activism on policy issues in Pakistan.

With the Ministry of Women’s Development being devolved to the Provincial level after the 18th Amendment, the NCSW is the apex national level organization of women with the mandate of protecting and promoting the rights and interests of women. It plays an instrumental role- in bringing together all stakeholders including Civil society organizations and the government, providing a platform for advocat-

ing for pro women policies and laws and for providing women’s perspectives to the Government and lawmakers.

Working closely with Parliamentarians and Civil Society organizations, the NCSW, has over the years steered key landmark legislation, such as the Sexual Harassment of Women at Workplace Act (2010), amendments to the Hudood and Zina ordinance and the Domestic Violence (Protection and Prevention Bill, 2012), in the Parliament. The NCSW has recently developed the national Policy framework for the empowerment and development of women and reviewed the Qisas and Diyat Law to curb honour killings in Pakistan. Some minority women’s issues where key legislation is still missing is also on the forefront of the policy and lawmaking of the NCSW and the Christian Marriage Amendment Bill (2012) and the Registration of Hindu Marriages Bill. The latter is being steered through the Parliament at the moment.

At the same time, collaborations and campaigns with civil society on these key issues continue to be rolled out especially on engaging men to stop violence against women.

The support of eminent legal, judicial experts, educationists and women’s rights experts such as Dr Shaheen Sardar Ali, Anis Haroon, Justice Majida Rizvi and Syed Arifa who have served as Chair of the NCSW has been crucial here. Currently, the Commission is headed by Ms. Khawar Mumtaz, the former head of Shirkat Gah with 30 years of experience of working on women’s rights and development issues. “There are many urgent women’s rights issues which need to be addressed. Our priority is strengthening the Commission at the national level while working on three key

areas- GBV prevention and response, women’s economic empowerment and women’s representation in political and public offices”, she said recently at the roundtable consultation in Islamabad.

In order to put in place more effective systems for GBV prevention and response and CEDAW reporting, the NCSW is working towards instituting standardized data collection systems and monitoring mechanisms for women’s rights situation in collaboration with stakeholders. Recently, it finalized the CEDAW reporting formats at the provincial level. In response to the issue of lack of data and the unreliability of available data, efforts have also been initiated for developing standardized GBV indicators in line with UN guidelines and a review of the regional and local contexts.

The Commission, as part of its mandate, also has developed regional contacts for the review and monitoring of the (women’s rights) situation particularly with the SAARC member countries. In July 2014, the Pakistan National Commission on the Status of Women, the National Assembly Women’s Caucus and the Nepal National Women’s Commission collaborated to host the South Asian Regional Exchange meeting of parliamentarians, representatives of women’s caucuses, Women’s Ministries, Women’s Commissions, and Election Commissions, UN agencies and international development partners.

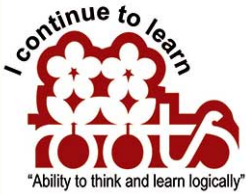


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Success story of a A Dynamic and Inspirational Educationist



An exclusive interview with Founder/Chairperson of Roots School System (RSS), Pakistan Mrs. Riffat Mushtaq (Izzaz -i-Fazeelat)



An educationist is someone who has a vision and has to work selflessly for the delivery of quality education. Mrs. Riffat Mushtaq is an inspiration for everyone; she started Roots School System in 1988 with fifty students and today roots has its presence in more than 16 cities of Pakistan. She has a rich legacy in the field of education. Mrs. Riffat Mushtaq's roots can be traced back to her illustrious Grandfather, Late Khan Muhammad Khan Sahib (MLA) who is commonly known as the "Sir Sayyed of Kashmir". Having nurtured children for over two decades, she laid the foundation of a new schooling experience which focused on 21st Century ideas of learning..... Learning to know, learning to do, learning to be and learning to live together.

26 years ago, a passionate teacher embarked on a journey and laid the foundation of the 1st International Montessori School in the twin cities of Rawalpindi and Islamabad and created awareness on the Montessori Method of education which became very popular in a short span of time. Thus a new schooling model catering to the 21st century challenges came in to being – a school with a difference titled "Roots the home of love, joy and creativity". The institution evolved around the philosophy of **ELT - Experiential learning through 3E's Exposure, Expansion and Exploration.**

She is a risk taker, perfectionist and a challenger. Her hallmark is optimism and her mission is to change the impossible into possible. With a humble beginning of 50 pupils, ROOTS has grown into a lush tree --- an academic institution par excellence! Today, it is recognized as a top International school worldwide for the quality of pupils it is nurturing

and producing each year. These pupils are winning scholarships and placements in World Top Universities by competing at the global platform and bringing honour to their country and to their alma mater.

Mrs. Riffat has been a great champion of the women and their empowerment. Being a woman from a rural area of Pakistan she very strongly believes that only empowered women can pave way for inspiring change. Thus empowerment of women and their protection from all kinds of violence is very close to her heart. She believes that men and women are the two most important wheels of a vehicle and thus we having almost 51% women population cannot march on to the road of progress and prosperity by ignoring 51% of our population. She has been actively engaged in empowering young girls and women from under privileged segment of the society by imparting vocational and computing skills training courses at zero cost to them. Through these programmes she has empowered thousands of young girls and women who are now generating their own incomes and contributing to the family income. Having been empowered, their self-esteem and dignity has been raised in the family and are now important decision makers also.

She is also the initiator of the popular slogan, "Each one! Teach one! Each one-Empower one!" As a result of her initiatives she was able to mobilize her school students and teachers to create awareness among the parents of the rural community on the importance of education and as a result of these efforts the dropout rate of these adopted schools came down to zero and enrolment was enhanced to almost 100% by providing education

incentives and counselling parents on the fruits of education and health care. She is actively engaged in the health care of the rural women and children and thus regular mobile medicals camps are held in different rural villages to provide health services at the doorstep of the poorest of the poor.

Her aim is to empower the girl-child and women of the disadvantaged, underprivileged segment of the society. Girls' education is the backbone in the development of any nation and being a woman Mrs. Riffat Mushtaq is very much focused on girl-child education. To date RCEI has adopted 6 sister schools in the rural suburbs of Rawalpindi with a student population of 2000 girls. RCEI provided these children education incentives i.e. school bags, text books, note books, stationery items, art materials, coolers, sports goods, prizes for outstanding pupils and other essential needs.

she shared her sense of accomplishment in all humility and said, "By the grace of Almighty Allah Roots has matured into an organization having a workforce of 3500 employees and student population of about 25000. It has been selected as one of the fastest growing organization of international standards. Roots School System is the 1st School to be ISO-Certified. For me the greatest satisfaction is that the roots alumni is spread all around the nation and the globe and are leading successful careers. It makes me contented and satisfied as an educator to see that I played a part in the shaping of these thousands of brilliant children by grooming their wholesome personalities.

When asked about roots philosophy of education, Mrs. Riffat Mushtaq said, "In our pursuit to nurture a child, we continue to place emphasis on holistic learning and growth in our students, with moral values as our compass. Throughout the school tiers students are provided with varied exciting opportunities to display their creative abilities and skills and to think and learn logically by participating in a wide spectrum of co-curricular and extra-curricular activities within the school as well as at the national and international forums". To meet the challenges of the fast paced growing world it is very important to cultivate entrepreneurial skills in young students at the Elementary level. She laid the

foundation of "Social Entrepreneurship Skills" at her Schools. Roots cultivates social entrepreneurship among its students at an early stage so that they start practicing empathy, team work and leadership. Our young students have adopted sister schools and orphanages in the suburbs of the city. We are committed to mobilize the youth to realize a society in which empathy is as fundamental as reading and math in education.

She remarked, "The ultimate essence of Roots education can be measured in the quality of pupils it produces every year and how they compete in the world to win scholarships and placements in the leading top ranking universities worldwide. At roots we

can pave way for inspiring change in the society.

Women's lives in Pakistan are governed largely by tradition and custom. A woman has undoubtedly played a pivotal role in all phases of civilization and progress. With the present status of women, who constitute nearly 50% of our population and only 18% of the women in our country are literate and female literacy in rural areas is at 9% only. In order to achieve the goals of economic development the role of women who are the alma maters of our development, thus putting women at the centre – our attention should be directed to five factors responsible of human resource development i.e. Education, Health Nutrition, Environment, Employment, Political



inspire our students to dream and then commit themselves to the realization of their dreams by remaining steadfast, determined and focused in their set goals".

She said in roots schools, "Students are taught to dream, to aspire for heights of excellence and build lives on the belief "Sharing is the essence of human relationship". Roots 3 E's approach- exposure, expansion and exploration encapsulates what we aspire our students and staff to become. We instill nationhood spirit, values of peace, harmony, tolerance, justice, fair play, child rights, respect for all cultures, good citizenship traits and love for humanity in our students at the grass roots level. With this as our foundation, we are committed to providing them meaningful experiences to develop and realize their potential to their maximum possible and thus prepare them for the Real World."

When asked about the role of women in nation building process, she replied, "Only empowered women

& Economic Freedom.

She said, "Here I am sitting before you as an example. If one educated woman can contribute her share in such a significant way in the nation's progress, just visualize if all the women can be educated and empowered what a great difference they will make in the nation building. Success and fame does not come overnight. It is the outcome of years of hard work, perseverance and compassion. We as women should believe in ourselves. Be focused, work hard with all our dedication, commitment and compassion and pursue our careers with full determination and success shall come surely our way".



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The above results are from all 3 A-Level campuses (Roots DHA-1 Flagship Campus, Roots IVY University A-Level Campus and Roots IVY Faisalabad Campus) which are under the Leadership and Counseling of Ma'am Khadija Mushtaq (Tamgha-i-Imtiaz).

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ROOTS DHA-1/IVY INTERNATIONAL SCHOOLS

Women's Day 2015 Special Interview



Khadija Mushtaq
A Woman of Substance & an Icon for the Youth

Khadija Mushtaq (Tamgha-e-Imtiaz) CEO Roots Ivy International Schools Pakistan and Executive Director Roots School System/College International, DHAl campus Islamabad is the most inspirational mentor, academic counselor and an icon for the youth of Pakistan. An Educationist by profession, this dynamic young woman has broken the taboos of our society, where women are prohibited and discouraged to put forward a point of view and has empowered the young generation in Pakistan towards a prosperous future especially the girl child through extensive community service programs like LIBERATING THE GIRL CHILD FOUNDATION (LGCF).

She has mentored many Pakistani students who have set many records in the Guinness Book of World Records for outstanding O/A levels results. Her students each year win hundreds and thousands of dollars worth of scholarships from the Top Universities in the world. Today, she is the only International fellow of Center for Distance Education in the world by the University of London, UK in Pakistan. She is a member of Rotary International, a women's rights activist, an active community mobilizer and a human rights activist. She is an active member of the British Council and USEFP educational endeavors in Pakistan.

She says, "Today I believe that education is the real investment in a child, education which is not only grade-oriented but also develops a child completely. Especially the girl child as it is the only tool which empowers her and helps her reason with the

world. It is not the buildings and blocks which make an institution, it is the faculty members, management staff and students that make it the most amazing place.

I really struggled to make this institution a phenomenal success. During my journey, I was faced with a lot of hardships mostly because of the presumption that business legacies are carried out by sons not daughters. The tremendous love, respect, honour and support of my students along with their parents, teachers, my parents, my husband and the blessings of Allah made me work day and night for the success of my students.

I cannot forget that when I returned from Kuala Lumpur, Malaysia in 1998 leaving behind a very promising career, I started A-levels with just 2 students and O levels with just 10 students in Harley Street, Rawalpindi. It

firmly believe in her mission to guide each student and to assist him/ her in developing his/ her full potential so that, each one becomes highly accomplished, educated, a preferred asset and a flourishing leader of tomorrow.

Today Roots DHA1/ Roots Ivy International attracts students from all over Pakistan, from the mountainous terrain of Gilgit, Baltistan to the seashores of Karachi. These brilliant students come from different backgrounds, educational setups and from different strata of the society with one thing in common: they are "DREAMERS". Thus the ability to pay is not a hindrance in the pursuit of knowledge as the school has a generous scholarship policy for all the A-level students."

Ms Khadija proudly shares, "This year I had a student Tehreem Nihar, coming from a small town in Baltistan. She told me that she wished to study in her dream university New York University and needed my guidance. She wished to be the first girl in her family to ever attend college. I called her here, gave her tuition fee scholarship, I guided her to apply for the NYU scholarship and on 2nd February 2014 she received an admission offer from NYU, USA with a 100% scholarship without any financial contributions by her parents. Her airfare, books, insurance and even clothing will be paid by the university. She was so overjoyed and grateful. This is just one of the many miracle stories here at Roots DHA1/Roots Ivy International." Ms. Khadija Mushtaq is instrumental in motivating and inspiring young Pakistani students to compete in highly competitive international examinations each year. In 2010, she was the youngest woman educationist from all over Pakistan to receive the highest civil award in the field of education by the president of



Pakistan known as the Tamgha-e-Imtiaz which is rendered only to individuals with outstanding commitment and distinguished merit in their respective field. She is the recipient of the 2009 Yale Educator Award. This award has been given to her for her inspirational leadership and support to her students to achieve at high levels. From among 175 nominations she is the only woman from Pakistan to receive this award. Today, she is the only International fellow of Center for Distance Education in the world by the University of London, UK. She was the only woman entrepreneur nominated for "Best Women Entrepreneur" from South Asia by the US embassy in 2012. She has received the award for the Most Accomplished Women Entrepreneur by the Punjab Chief Minister Mian Shabbaz Sharif at the Rawalpindi Chamber of Commerce and

the futures of the youth of Pakistan earns her recognition in the field of education in the category Most Inspirational Educator.

CEO Khadija Mushtaq (TIM) has said that quality education is essential to enhance students' capabilities to enable them to thrive in the global world and the youth of Pakistan are the future leaders and best human resource of Pakistan. In an exclusive interview, Khadija Mushtaq said: "It gives me great pleasure and honor to share my vision with the extraordinary youth of Pakistan today. I am highly impressed by the intellectual wisdom of the young and talented students. I had always been inclined towards the field of education and felt that it is my moral and social duty to promote education at all levels in Pakistan. Being the Executive Director of Roots School System



was a long struggle and I forgot the world for 10 years setting new standards, working on new qualifications like the IGCSE, introducing career counseling, university placements and launching the University of London program in 2002 with just 4 students. With the tremendous motivation and determination of my faculty and students, we reached to new heights of glory. The sheer love, devotion and respect of these students is so rewarding and gives me the strength to go on with my struggle. Furthermore, Roots today is the symbol of great vision of the greatest educationist Mrs. Riffat Mushtaq, who founded this great institution 25 years ago. My mother is my greatest inspiration and motivation in life. I



Industry (RCCI) Achievement Ceremony 2009 and by the President Mamnoon Hussain in 2013. This award was the first of its kind for a woman who has been successful in a male dominated society.

DHA1 campus Islamabad and CEO Roots Ivy International, I have had the unique opportunity to promote quality education of international standards among the youth by helping them acquire technical skills, leadership qualities, fluency in foreign languages, global awareness, character building and self-confidence. I believe that it is our rightful duty to contribute to the economic and social well-being of our society through learning, discovery and intellectual engagement. I advise all young girls to achieve a complete versatile profile, a sound academic record, establish high morals and character, always think rationally and to take charge of their dreams and destiny!"

Ms. Khadija Mushtaq's dedication and hard work, commitment to excellence and personalized interest in each student is phenomenal. She is not content with the best, she urges the students to go beyond their limits, constantly setting higher standards of success for successive years in every sphere of learning activities. Her compassion for her students and exemplary commitment to the cause of education and shaping



A Conversation with Rubina Qaimkhani

By Najamul Hasan Ata



As we all know March 8th is Women's Day and is celebrated in countries all across the world, including Pakistan. The News is celebrating by interviewing successful women in Pakistan. We had the opportunity to interview Ms. Rubina Qaimkhani.

Ms. Qaimkhani is a well known social worker and she has been elected as an MNA on the reserve seat for women on the ticket of PPPP.

Ms. Qaimkhani had 5 portfolios, then 3, but right now she only has 2. One is Special Education and the other is Women Development. As a minister of 2 different departments she took a few steps to divide her attention.

As minister for special education she worked with street children, especially the ones with potential and talent. Such talent was not recognized by the government or any other organization. While she was working with them they achieved recognition and a delegation came from Brazil. Together, with that delegation, Ms. Qaimkhani nominated those children to take part in the football team. They were so talented that they were able to take 3rd position. The whole world was witness to the success of the street children of Pakistan. This was a great achievement for the social welfare department. Ms. Qaimkhani worked hard on this project. She formed and headed the committee that took care of transportation, visas, passports and financial support. She was able to join all the financial supporters on the committee and then they were able to send them to Brazil to compete.

Ms. Qaimkhani says it's amazing how talented our youth is, they just needed someone to realize it. There is no legislation on it and they aren't getting the attention they deserve. She was not just referring to street children. She said one of the problems with our society is that we need to realize that our children are our future. We need to focus on their protection, education and healthcare; we need to work on nurturing their talent and providing a healthy future for them.

When Ms. Qaimkhani was in charge of social welfare she made Child Protection Authority. She is still in contact with them; they are currently forming committees that will be functional soon. When the Child Protection Authority is fully formed it will address issues like right to education for children, children's health and all the rights of children.

When a child is born and the parents are unable to provide adequate care then it becomes the state's re-

sponsibility to take care of the child's needs, such as nutrition, education and safety. Ms. Qaimkhani believes that if we would have spent the money that we're currently spending on law and order on education and providing care for our children the country wouldn't be in the state that it's currently in. Her interest has always been in helping the children, even when she was in the federal government. When she was in the federal government she tried to institute a parliamentary forum on child rights. It was the first in the history of Pakistan. Since then her focus has been on those children who have been overlooked. According to her, we need to focus on those children, but we also need to think about the children of upper class. Those children are able to receive education and health care so we need to concentrate on their upbringing so they will grow into outstanding members of our society, because they are the leaders of tomorrow.

Ms. Qaimkhani says that PPP is trying to bridge the gap between education in the rural areas and the education in the urban areas. Since the education and other facilities are better in the cities people are moving from the villages, even though the government is claiming a lot of improvements in the rural areas. Due to this situation in the near future the government will need to take major steps to overcome the differences and double standards.

The government, during the rule of PPP, has started an initiative to provide free education, according to article 25a. By implementing this children are entitled to free education. The parents also need to do their part by sending their children to school. She discussed this issue with the education minister, Mr. Nisar Khuhro. The education ministry is also taking care of some of the special education issues. Ms. Qaimkhani is keeping in contact with the education ministry so special education won't be completely separate. She is optimistic because Mr. Khuhro is making a lot of improvements in the education system and hopefully he will succeed in improving the future for our children. Mr. Khuhro is also working on reopening of schools that have been illegally occupied.

Special education is devolved as it comes from the federal government. First there were 50 centers and now this year there are only 25. Special children are unable to travel long distances so these special education centers have been started on district level. All the facilities have been made available for them, free transportation, copies, books and uniforms. New school vans have been provided for 6 of the centers. There are currently 3000 children attending, but a lot of people are still unaware of what is available. An awareness campaign has been started to remedy this prob-

lem, that way if someone has a special child they can send them to one of the centers.

In the current year the government increased the budget because Ms. Qaimkhani believes that the current budget is not enough to run the centers. They are trying to get a special grant from the Chief Minister. In this regard they are also asking for advice on how to improve the system.

British Council as well as Amin Hashmani's group is providing training for the teachers. The greatest achievement, in her opinion, is that they are assessing the children with eye problems. If it is possible for their eyesight to improve they arrange operations to correct their eyesight. 7 children have been successfully operated on. One of the more costly ones took place in Aga Khan. Ms. Qaimkhani thinks it is the greatest gift we can give these children.

Ms. Qaimkhani says there are 2 things we shouldn't compromise on, Health and education. She says when we strictly work on reforming health and education, gradually everything will work out.

Ms. Qaimkhani believes the role of women in society is as important as the role of men. If the women of our society are not educated they won't be good role models. Developed countries women work alongside men in the society. The jobs they hold don't depend on their gender. When Shaheed Benazir Bhutto was in power she was working hard to give women equal rights in society. It was Shaheed Benazir Bhutto's vision for women to have equal rights, so she started women's banks, Women police stations and she introduced female health workers. She paved the way for female politicians by becoming the first female prime minister. Pakistan People's Party is the first party to nominate a female Asian prime minister and first female speaker of the assembly, Fehmida Mirza, there is also have a female foreign minister, Hina Rabbani Kher. PPP strongly believes in promoting women in every sector of society. It is a positive sign that women are working in all fields, like healthcare, engineering, politics and police. Benazir Income Support is also a wonderful achievement for PPP. It has given women a lot of opportunities. They have been given land and loans, without interest, to start businesses. PPP has set the precedence, but there is still a lot of work to be done to change the overall mindset. The only way to change this mindset is through education. Ms. Qaimkhani believes that she is in the position she is today because of Shaheed Benazir Bhutto's vision.

In Sindh PPP is trying to empower women and trying to highlight their rights in society. According to Ms. Qaimkhani, in the last government they passed 25 or 26 bills regard-

ing women and children. She says if there are no laws against discrimination then we can't take steps to stop it. The laws are not only being made, but implemented and executed as well.

The mindset is slowly changing in parliament. The male members unanimously passed bills to benefit women's rights. The provincial assembly unanimously passed the Sindh Child Marriage Restraint Bill, 2013. The Sindh Child Marriage Restraint Act 2013 declares marriage below the age of 18 punishable by law.

According to this bill, in cases of underage marriage the parents, bride and groom can all be sentenced to three years in prison and can be fined with Rs. 45,000. This bill was presented in the assembly last year by Ms. Rubina Qaimkhani. She worked with an 8 member committee to prepare drafts in consultation with stakeholders. The legislation covers child marriages, honor killings, harassment of women and acid attacks.

Ms. Qaimkhani's draft, titled The Child Marriages Eradication Act had been scrutinized by the law and women development ministries. She had said that she has re-drafted the bill tabled in 2011 by former women development minister, Tauqir Fatima Bhutto. Because of Ms. Qaimkhani's praiseworthy effort this bill has been passed in Sindh and is setting the standards for the rest of the country to follow. It's a positive sign and in the future things will improve even more. A women's commission is currently being formed and a domestic violence bill has also been passed and is being implemented. Ms. Qaimkhani also went on to praise the media for playing their role in supporting these issues.

Ms. Qaimkhani believes the women of Pakistan are strong and talented and they can do anything they put their mind to. They have the ability to succeed in any job and will play an important role in the success of Pakistan.

She believes there is a lot more work to be done to improve the situation in the country. She says we should use Shaheed Benazir Bhutto's example as a role model and follow in her footsteps to make Pakistan the best it can be.

A Conversation with Ms. Tahira Raza



Ms. Tahira Raza

“There is no tool for development more effective than the empowerment of women.”

—Kofi Annan

In celebration of Woman's Day, the news had a chance to speak to Ms. Tahira Raza. She is the President of First Women Bank Limited. Before that Ms. Raza was working with National Bank of Pakistan as SEVP, CRO & Group Chief Risk Management. Ms. Raza's track record has proven her to be a banker par excellence and a mission driven leader of socio-economic development of the country. She started her banking career with MCB in 1975. In 1989, Ms. Raza opted to join First Women Bank and became one of the founding executives of FWBL. Ms. Tahira Raza has presented numerous papers on Credit, Risk Management and Banking & Finance at national and international conferences, seminars and symposia. She shared her thoughts in an exclusive interview with The News and expressed her opinion on women's role in economic progress of Pakistan.

Mrs Raza expressed her views on women empowerment and said that Women participation and proactive role is necessary for sustainable growth and economic development. Women constitute 52 percent of Pakistan's population and if this large segment of society remains inactive; we will not achieve our dream of prosperous nation. Just like an organization where majority of the work force is either not performing or underperforming the result will be low quality output at an exorbitantly high cost which cannot be passed on to the customers due to market forces hence the organization becomes financially unviable soon.

The unproductive/unemployed labor force is a drag on the economy and if this keeps increasing in relation to the unemployed labor force it predicts failure. How do we ensure that this gap is reduced steadily to impact the GDP which is a universally acceptable indicator of economic prosperity of a country?

The increase in labor force is dependent on the opportunities and the ease at which people can avail this opportunity. A number of interventions are required to ensure that most of the labour force has opportunity to be gainfully employed such as:

- Identify which segment of the work force is mostly unemployed and why?
- And consistently remove the barriers causing such exclusions e.g.

Skills deficiency, improving Literacy rate, improving the quality of education, Cultural constraints through constant education and questioning the traditions etc.

We all know that women are the most marginalized amongst the unemployed labor force followed by special people. Therefore to ensure that this productive segment is included in the economic activities issues that hinders their participation must be addressed. The responsibility to overcome these barriers rest with:

1. Individuals themselves such as they need to be active seekers of opportunity and raise their concerns about in equities that create hurdles in availing the opportunity and progress in their pursuit.
2. Civil society,
3. Government.

There are many barriers and issues that restrict them from playing their due role in the national economy. She finds the term "Women Empowerment" derogatory. It depicts as if women are objects and are unable to do anything on their own and they need others to give them power. Women have immense potential they have unique perspective they only look for an opportunity, enable systems, introduce merit and provide equal opportunities and a level playing field.

It is a common belief that discrimination is a worldwide issue, not originating exclusively in eastern traditional thoughts. Ms. Raza stated that stereo types about women affect their behavior such as women do not speak up, they do not ask too many questions, they are humble & docile and will be passive recipients without questioning, taking care of home and family is the primary responsibility of women alone etc. These stereo types become biggest hurdles in their career progression. As I have said earlier we need to remove those factors from environment that are creating hurdles in women participation. Secondly, the definitions of discrimination and human rights are now 'redefined' in western corporate culture. Jobs are defined in terms of tasks to be performed and compensated irrespective of who is doing it. In my opinion we are lucky in Pakistan that we never had gender discrimination with regard to pay scales. In west, now employers cannot ask personal questions in a job interview such as if the person is married or has kids etc. Because these questions can create a likely bias in selection. However, this is generally missing in our corporate culture and employers frequently ask such questions to evaluate applicant's possible diversions of attention. There is no policy framework that restricts such practices. These questions deprive people from an offered opportunity available to them. This orthodox mindset can be discouraged with legislation, policy framework and an equal opportunity environment. Human rights come first. Education has helped us understand that the social norms must be questioned frequently to evaluate its current applicability and the fact that these do not treat people unjustly. Women have same feeling, aspirations, and are passionate about their goals in life it would be criminal to deprive them of this right on the plea of social norms. We must question our social norms that deprive such rights to human beings and promote laws, & regulations and ensure its enforcement to address such problems like. We must question ourselves as to the seriousness of our intention as there is meager amount of penalty for violating these laws.

Women have a lot of potential they just need little support and encouragement. We must ensure that the policy makers participate in seminars that focus on women empowerment, because most of them have no idea about the issues that women face in a work place / society. Whenever there is a seminar on women, we only see women participants in audience. Few men do come but they are mostly those who are already well aware of such issues.

It is evident from the kind of News item that appear in the media every day that we are focusing on exclusions rather than inclusion. We just want to exclude people and want to live with the likes only which has resulted in narrow mindedness and isolation.

Mrs. Raza said that it is unfortunate that Islam is being interpreted by everyone in their own way hence we keep arguing and claiming our version to be correct. When Taliban mercilessly killed innocent children, they justified it by quoting a Hadith. We should stop tagging our doings with religions and communities these are individual acts and not an outcome of any faith/ belief. Islam has not only given equal rights to both genders, but also gave examples of women actively taking parts outside their homes. For example Umm Ammarah RA who fought side by side with men in the Battle of Uhad... Unfortunately religion is being used for gaining political mileage by few and creates confusion among common Muslims about the real teachings of Islam. According to Ms. Raza equal opportunity must be equally available to all segments of so-

ciety, including the special people men & women. Ms. Raza believes in empowering societies of which women are integral and most significant part. It is proven that participation of women create huge amount of synergy that must be harnessed to strengthen the nation. We must draw the attention of policy makers and people who influence opinions to constantly review the policies keeping in mind various groups of people who are impacted by these policies and adjust any in equities by actively seeking input from all affected groups. First of all, it is a misconception that the primary purpose of FWBL is to develop entrepreneurs and extend concessional finance. FWBL like any other commercial bank mobilizes savings and to channelize these savings productively lend to entrepreneurs. Unfortunately FWBL is being seen as only a lending institution. Doing business is an uphill task and assuming that each woman would become a successful entrepreneur is a very unreasonable expectation from them, keeping in view the limited opportunities and exposure they have as compared to men. Yet it is commendable to see that a number of women have accomplished huge success which is exemplary.

Although the bank is undertaking both deposit mobilizing and lending activities yet we do not see any unique products that meet its customer's needs. We do not see any big effort in developing any savings products which is the need of every women unlike loans that have limited scope and potential.

FWBL is the first commercial bank that introduced "Micro Finance" in the country.

All commercial organizations have a primary motive of earning profit. But FWBL took a number of steps that did not bring direct profits to the bank but had been of great help for women in their skill development. But such developmental activities require continuous funding which FWBL never had; it always utilized its costly funds to do that exercise especially when it is not adding to the bottom line. Every business is set up for-profit therefore FWBL is no exception hence expecting it to do a social service as its core business is an unfair.

In the past we arranged trainings for women however it is entirely separate issue that after training they became our clients or not. Due to this we realized that as a bank it is not our core business to organize training sessions for women. Many organization are now working on different training programs for women. We are planning to take this data analyze and use it for evaluating their financial needs.

How you have planned to facilitate Prime Minister Youth Business loans and lend to deserving applicants? Replying to this question Mrs. Raza said that Prime Minister Youth Business loans are a great opportunity for beginners who want to do business seriously. Such entrepreneurs have to be reached out hence our policy is to look for such businesses and potential borrowers. In this context PM office has shared with us a database of women who received various trainings in different centers which is being evaluated by us to spot the businesses who can benefit from this scheme. We are in the process of contacting them through our regional offices for extending possible facilitation. The bank has so far disbursed some 103 loans, 3 out of which have been fully adjusted, whereas remaining borrowers are paying the markup regularly.

Moreover we have developed a plan that would likely be collaborated with USAID under which the bank will be able to develop research based products to serve our customers better. It is a

complete package, which will be put into implementation shortly.

Our prime focus at the moment is to increase our capacity as an organization. It is very critical for an organization especially financial institution.

We are very lucky to have patronage of seasoned Bankers and stalwarts of Banking like Dr Ishrat Hussain, & Dr. Shamshad Akhtar, former governor State Bank who are extending their advisory and facilitation support, Dr Shamshad Akhtar has introduced us to a Korean IT training Company for assisting FWBL in meeting its IT training needs. This will go a long way in capacity building of our IT department as a whole.

Mrs. Raza also discussed the shortfall in Capital; she said that since this is a public sector organization where Ministry of Finance (MoF), Government of Pakistan is a major (72%) shareholder therefore the risks associated with non compliance to MCR should not pose any risk to its depositors.

Talking about the private sector credit growth Ms. Raza said that it is accepted principle "higher risk, higher returns". Unfortunately our case is different. Like investment in government securities is low-risk, yet the returns are very high that makes the investment climate for private sector difficult to compete. Beside that banks faced problems because of two reasons; Laws/Regulations and tracking. Consumer financing required top of the line IT systems and skilled field workforce. But things are improving, like banks are continuously improving the technology platforms, SBP has introduced data check and ECIB report; so environment has improved a lot over the past decade and a lot is yet to be done due to ever changing needs of customers and stringent regulatory requirements.

Since March 8 is celebrated as a women's day, I would request everyone be it family, friends, bosses, subordinates, policy makers to facilitate women exercise their free choice as much as men can exercise and treat them like human beings. Involve them in policy making and every decision that impacts them and do not assume that men cannot think better for women. It is individual's propagative and let them live a full life seek their active participation and views in decision making especially when these decisions are affecting them. More men must participate in women's Day celebrations as it is not for women alone to know what barriers are there and how to overcome but it is about the society. It has to be a win-win.

Ms. Raza is an excellent role model and advocate for women's empowerment. We should take her advice and strive for equal rights for men and women.

"The education and empowerment of women throughout the world cannot fail to result in a more caring, tolerant, just and peaceful life for all"

—Aung San SuuKy



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Giving every woman the chance to shine

Nestlé is a signatory to UN's Women Empowerment Principles and through its philosophy of Creating Shared Value, it is helping women realise their true potential.

Dairy Hub:

An initiative that focuses on small farmers, the Dairy Hub team of mainly female advisors interacts with female farmers and their husbands to improve farm incomes and facilities. So far 10,882 female farmers have been trained under the programme.

Healthy Women:

Launched in 2014, the programme raises awareness about the impact of nutrition on young women and their future generation. Rolled out in Forman Christian College and Kinnaird College, it will be taken to other cities in 2015.

Kero Aitemaad- Believe in Yourself:

This ground-breaking forum has been designed to help career aspiring young women confront and break barriers that hinder their entry into the job market or prevent them from taking up roles typically reserved for men.

Nestlé Pakistan

Helping Women Achieve Their Potential

Nestlé believes that for a company to be successful over time and create value for its shareholders, it must also create value for society. We call it “Creating Shared Value” (CSV). Given the nature of our activities and our ambition to be the world’s leading Nutrition, Health and Wellness Company, Nestlé has identified focus areas where it can optimise the creation of shared value. These are:

- **Nutrition**
- **Water**
- **Rural Development**
- **Environmental Sustainability**
- **Our People**

The importance that we give to women engagement and empowerment can be gauged from the fact that we have women-focused initiatives whether it be Nutrition, Rural Development or Our People.

Nestlé Pakistan, as an organization, realises that Gender Diversity is a critical business case not just for our success as a company but also the entire Pakistani nation since about 50% of college graduates are women.

Nestlé is a signatory to UN’s Women Empowerment Principles. The principles make a case for corporates to take action to promote gender equality. But Nestlé has been playing its part in women empowerment, both inside and outside the organization, since before we became a signatory.

At Nestlé Pakistan, we offer our female employees:

- One of the best maternity leave policies (up to 6 months)
- Flexibility policy* (Sabbatical, flexible working hours, working from other locations),
- Day Care Centres* across sites
- Transport facility for women in case they have to work late
- A dedicated parking lot for women to ensure their safety
- A safe working place where their colleagues are gender sensitized
- We have a sexual harassment policy* in place

Externally, we engage with women, in rural and urban areas, with the help of following initiatives.

A) Dairy Hub

Nestlé Pakistan started as a dairy business and more than 30 years in the country we are proud to engage with 190,000 dairy farmers every day. While interacting with farmers, the role that women play in an agri-based economy like ours became all the more visible and soon it became apparent that any rural development initiative

would not be successful without taking women on board.

Dairy Hub is a Nestlé Pakistan project under which we have set up offices and placed teams in Kasur and Mian Channu to help our base of farmers. Through this team we were able to engage more farmers of small and medium capacities to help them through the implementation of best farm practices and support their businesses. Over the years, we have expanded the scope of Dairy Hub to include mainly female advisors. This is a unique activity in the field and gives us the ability to interact with farmers and their wives to improve farm incomes and facilities in a defined region. The larger agri-services team of almost 100 veterinarians, agronomists and livestock professionals is working across the Punjab and the northern Sindh area, bringing improved technology and ensuring milk quality standards are met. So far, we have trained 10,882 farmers. But we look at it as just the beginning.

B) KeroAitemaad

With KeroAitemaad – Believe in Yourself, Nestlé is furthering its credentials as a responsible employer by not just providing equal opportunities to females but also encouraging them to overcome stereotypes that have prevented women from realizing their true potential and demonstrating their talent.

KeroAitemaad – Believe in Yourself is a ground-breaking Creating Shared Value initiative taken by Nestlé Pakistan’s Corporate Recruitment Team for career aspiring women, currently outside the organization, to help them in:

- Understanding different aspects of a working woman’s professional life and how to navigate by learning through experienced leaders at Nestlé Pakistan
- Break Stereotypes within the labor markets
- Learn about Nestlé Pakistan and how it supports female professionals
- Become Ambassadors and spread the message of ‘KeroAitemaad’

We recognized an opportunity that upcoming female talent pool of country is facing a lot of barriers in forms of personal hesitations, culture and gender stereotypes causing hindrance in realizing their career goals along with their responsibilities as a family woman.

The **KeroAitemaad – Believe in Yourself Platform** will drive three strategic initiatives focused on career oriented females only.

1. The first initiative is nationwide, regular series of KeroAitemaad Circle - Women



Empowerment Seminars dedicated specifically for upcoming female university graduates. Through this seminar, we empower and inspire the young female talent by making them meet with successful female professionals at Nestlé Pakistan who broke the barriers of gender career stereotyping and achieved success along with their families. The participants of these seminars become the Ambassadors of the KeroAitemaad – Believe in Yourself and are engaged to spread the message into their circles by creating a KeroAitemaad Circle of their own!

2. The second initiative will be KeroAitemaad Apprenticeship/ Internship Programme with apprenticeships / internships in functions which are usually avoided by the female talent pool due to flawed perceptions that those roles are suitable only for men. The pilot project in 2015 will be in Sales and then move on to rest of the functions

3. The third initiative is to stay connected with Alumni Network of former female employees of Nestlé. We aim to make this platform as a “back to work” forum for females, who want to stay abreast with the career opportunities, on-job trends and career building tips to return to work when time is right.

C) Healthy Women

Indicators show that malnutrition including both under nutrition and obesity among the rural as well as urban women of reproductive age in Pakistan is high. Malnourished women are more likely to have children with nutritional deficiencies. These children are prone to developing health problems in both short and long term, including impaired physical and cognitive ability. This may also lay the foundation for the development of metabolic disorders, including obesity and non-communicable diseases

like diabetes and cardiovascular diseases later in life.

Nestlé Healthy Women is a programme designed to raise awareness on how Nutrition impacts young women and their future generation. With this programme Nestlé aspires not just to disseminate nutrition information but to also positively impact lifestyles. For this endeavor, Nestlé Healthy Women has set a campaign with multiple stages each with a reward for those who make it to the next stage. These stages include Nutritional Awareness sessions, conventional quizzes; digital engagement, hands on healthy cooking classes, poster presentations and engagement with senior management at Nestlé. In addition, successful participants are being offered an internship programme that encompasses extensive exposure to the organization.

Healthy Women has been rolled out in Forman Christian College and Kinnaird College for Women during pilot phase. It will be taken to universities in other cities of Pakistan in 2015.



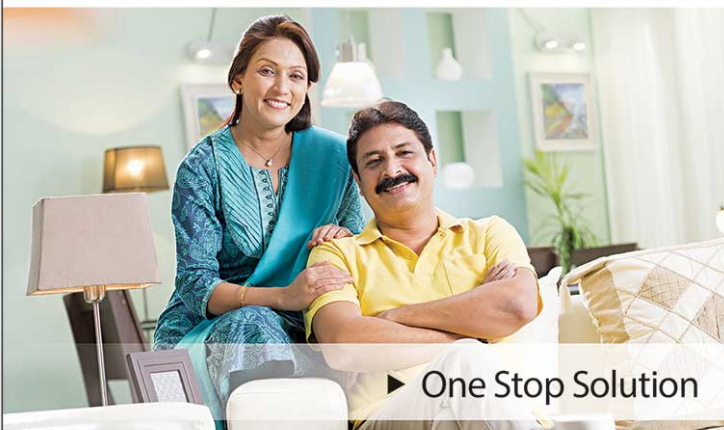
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For more information, visit a FWBL Branch near you,
go online at www.fwbl.com.pk or call **0331-1006767**

Empowering Women, Empowering the Nation



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