

**Government of Pakistan
Poverty Alleviation and Social Safety Division
Press Release**

Ehsaas determined to reshaping women entrepreneurship



February 04, 2020 – Islamabad: Today, entrepreneurial women leaders from Islamabad Women Chamber of Commerce and Industry (IWCCI) came to the table with Ehsaas at Pak China Friendship Centre in Islamabad to explore the collaborative opportunities aimed at supporting artisanal women. The meeting was convened jointly by Dr. Sania Nishtar, Special Assistant to the Prime Minister on Social Protection and Poverty Alleviation and Amir Ali, Chairman, Capital Development Authority to support entrepreneurial women under the Ehsaas programme that is the multisectoral antipoverty programme of the present Government.

The deliberations explored options for supporting the Women Chamber under the Ehsaas framework. Women Chamber brought light to the pressing need for the display centre in the capital to showcase and promote the work of artisanal women from far flung areas. Special Assistant to the Prime Minister and Chairman CDA assured that they will explore the suitable sites in Islamabad for setting up display centre exclusively for artisanal women.

Speaking at the occasion, Dr. Nishtar remarked, “Ehsaas is determined to foster the economic empowerment of women and their uplifting in society. In this context, the display centre will have massive potential. It will help deserving women benefitting from Ehsaas Kafaalat, Interest free loans and asset transfer programs to overcome the entrepreneurial challenges they come across in Pakistan and develop initiatives to increase opportunities for

aspiring women entrepreneurs from underprivileged areas to start and expand their own enterprises.”

“CDA is excited to support Ehsaas with an expanded focus on empowering the women artisans. The need for display centre is important as it will play a vital role in fostering and promoting women’s entrepreneurship by creating an enabling environment,” said, Chairman CDA.

It was agreed that CDA will come up with appropriate options soon to facilitate the Women Chamber in opening up Ehsaas entrepreneurial display centre.

From the IWCCI’s side, Samina Fazil, Founder President, IWCCI, Farida Rashid, President IWCCI, Naima Ansari, Former Vice President, IWCCI and Shamim Aftab, Former President, IWCCI and Member Provincial Assembly, Punjab joined the meeting. They appreciated Ehsaas for showing keen interest in women entrepreneurship and envisioned that this collaborative move will advance women’s entrepreneurship, networking and information sharing for women artisans.