

WEBINAR

WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP

24 March 2021



MNS-University of Agriculture, Multan
Webinar
“Women Empowerment through Entrepreneurship”

Guest speakers:

Ms Naila Qazi
Founder REACH, Canada

Ms Rabia Sultan
Progressive farmer

Ms Muneeza Manzoor Butt
Manager VAWC

Date: 24-03-2021
Time: 09:15am

Role of women cannot be denied in the entrepreneurial development of any country. Under the umbrella of Graduate research Centre; a webinar on “Women Empowerment through Entrepreneurship” was organized on March 23, 2021. The event focused on women empowerment and their entrepreneurial spirit and intended to signify the involvement of female leaders and researchers in their entrepreneurial quest.

The event objectives were to understand the importance of female entrepreneurship for the development of Pakistan and kind of support needed to promote female entrepreneurship and commercialization of their products/services. Another objective was to unravel the factors that limit female entrepreneurs to excel in this field.

Prof. Dr. Asif Ali, VC, MNSUAM emphasized on women's role in the development of the country, while working side-by-side men in every field and without any fear. He acknowledged that women have special working capabilities and they play a vital role in progress of any

institution. Women empowerment is prerequisite to achieve sustainable development and prosperity in Pakistan, he added further.

Ms. Rabia Sultan, female entrepreneur and progressive grower shared her life-long experiences and success stories. She talked about how she acquired skills and approaches needed to become a successful female entrepreneur.

Ms. Naila Qazi, Founder REACH under IdeaGist platform talked about potential and challenges of Pakistani female entrepreneurs. An open discussion session was held afterwards in which Participants from MNS-UAM, Women University Multan, Education University participated actively.

