



Women Entrepreneurship Development Plan



Prepared By:

- 1. Dr. Shumaila Sikandar (Deputy Director)**
- 2. Salman Raza (Deputy Director)**



Trade Development Authority of Pakistan
Ministry of Commerce
WWW.TDAP.GOV.PK



Contents

1) Introduction	1
1.1) Existing TDAP Policy for W.Es.....	1
1.2) Objectives of this Policy and Plan	1
1.3) Need Assessment Database.....	2
1.4) Women Entrepreneurs Categories.....	3
2) Strengthening Women Entrepreneurs.....	4
2.1) Timeline & Regions for Trainings:	5
2.2) First Quarter	5
2.3) Tier 1	6
2.4) Tier 2 & 3	7
2.5) Trainings Strategy Quarterly	7
3) Strengthening of Women Chambers	8
3.1) Provision of Women Chambers in Trade Organization Act	8
3.2) Areas of Intervention	9
3.3) Action Plan.....	9
3.3.1) Women Chamber Outreach Program	9
3.3.2) Secretariat Capacity Development Program.....	9

TDAP'S WOMEN ENTREPRENEURSHIP DEVELOPMENT AND EXPORT READINESS PLAN

1) Introduction

TDAP, under its Women Empowerment Initiative, has been working actively to promote women entrepreneurship throughout the region. It is an organization that supports women in business, advocates for them at all levels of the Government and believes & understands the major role that women play in shaping the economy of Pakistan. Even when the pandemic was at its peak and physical activity was not possible, TDAP worked hard to facilitate women entrepreneurs through webinars. Last year TDAP introduced special initiatives for women entrepreneurs ranging from promotional activities to seminars/webinars to exhibitions and delegations.

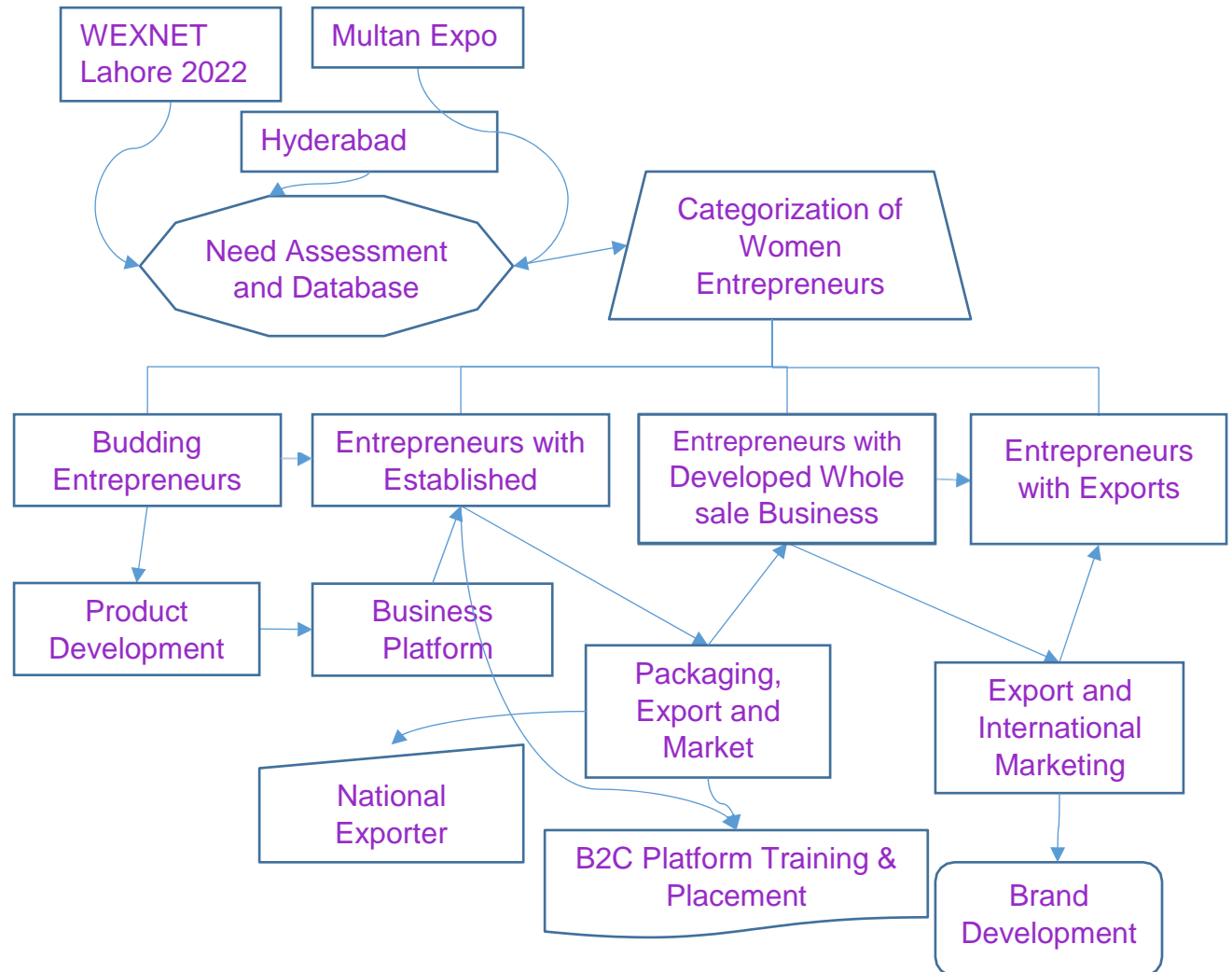
1.1) Existing TDAP Policy for W.Es.

TDAP has always been instrumental in facilitating, subsidizing and promoting our women Entrepreneur since its inception. WEs are beneficiary of all the programs being under taken by TDAP.

1. Women are included in all general delegations sent abroad by TDAP with 15% quota for women entrepreneurs and new exporters.
2. Women entrepreneurs' participation is subsidized (50% of airfare and US\$ 100/- per day of daily allowance).
3. TDAP has supported women entrepreneurs' participation in international exhibitions and fairs. Participation of WEs' is permitted in all product categories. There is a 10% quota for selection of women entrepreneurs and new exporters in exhibitions and fairs.
4. Women entrepreneurs' pay 50% of the normal stall charges in all international and domestic exhibitions.

1.2) Objectives of this Policy and Plan:

Entrepreneurship is a process with mainly four stages of development. Entrepreneurship cycle starts from Budding Entrepreneurs and ends up by making an entrepreneur climbing up the ladder and becoming an international brand name. The plan targets an integrated approach in order to help Women entrepreneurs at every level to climb up the ladder. Different stages of entrepreneurship require different type of training based on the type of activity performed with type of product. The focus here is to build capacity through gradual development process and use domestic market development as a step towards becoming exporter and global brand. A conceptual explanation of the same is given as under



1.3) Need Assessment Database

TDAP will collect data of Women Entrepreneurs across Pakistan. Initially data has been collected from Hyderabad, Blue Fair Exhibition Multan and Lahore WEXNET. This data will be used to identify Women entrepreneurs training requirements. On the basis of the need assessment Women Entrepreneurs will be supported through TDAP.

TDAP will also work on development and identification of Women Entrepreneurial needs through capacity development of Women Chambers across Pakistan. Women Chambers and Exhibitions with women entrepreneurs will be facilitated by TDAP through training and capacity development in order to target women across Pakistan. Women Entrepreneurs based on the product, quality, design and production capacity factors will be categorized in four major groups. This will define the training needs for women entrepreneurs.

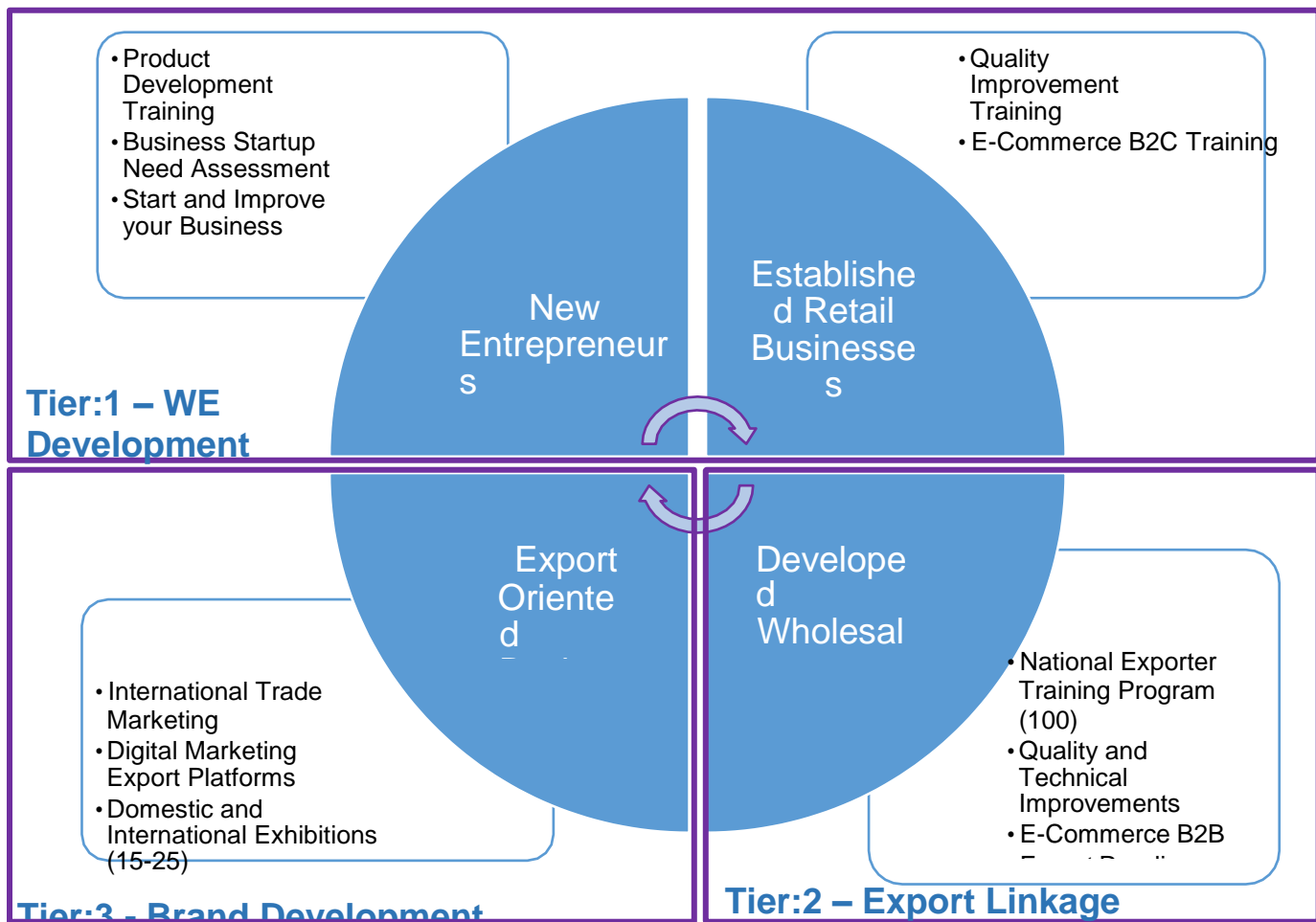
The objectives of this policy are as below:

1. Need Based assessment and Training of Women Entrepreneurs
2. Assisting Women Entrepreneurs in Product/Brand Development
3. Enabling Women Entrepreneurs for utilizing Digital/E-Commerce Platforms
4. Empowering Women Entrepreneurs belonging to Geographically less privileged areas
5. Preparing Women Entrepreneurs for International/domestic Exhibitions/delegations
6. Capacity building of already existing Women chambers
7. Creation of New Women Entrepreneurs chambers

1.4) Women Entrepreneurs Categories

Process starts with development of need assessment database. This will be generated through survey of Women Entrepreneurs across Pakistan. During Lahore, Multan and Hyderabad Exhibitions for Women need assessment database is generated where Women Entrepreneurs from across Pakistan participated. On the basis of the database generated Women Entrepreneurs are classified in the four categories. These include

1. New Entrepreneurs
2. Established Retail Businesses
3. Developed Wholesale Producers (Ready to Export)
4. Export Oriented Business



2) Strengthening Women Entrepreneurs

Activity of strengthening of Women Entrepreneurs will be done using following strategic intervention.

On the basis of data which will be gathered from various resources; Women Entrepreneurs local exhibitions; WEXNET 2022, Hyderabad Women Entrepreneurs Expo, 2022, etc. a need base assessment/analysis of Women Entrepreneurs has been done (list attached at Annexure A). Data will be collected from other cities as well and this need assessment activity will be ongoing. Women Entrepreneurs will be identified for following categories of trainings in order to help them become exporters.

1. Product Development Training Program
2. Business Startup and Need Assessment Trainings
3. Quality and Business Improvement Trainings
4. E-Commerce B2C Trainings
5. Digital Marketing Program

6. National exporters Training Program
7. Ecommerce/online sales/Digital Marketing training Program
8. TDAP-SMEDA/ Export Readiness Program

2.1) Timeline & Regions for Trainings:

Trainings will be conducted from 2022 to 2024 in 12 quarters starting from May 2022 till June 2024. Trainings for every tier will be conducted on quarterly basis.

Trainings under the strategy will be conducted as per the needs of Women Entrepreneurs. Areas Identified for the First Quarter Training Program include as follows:

1. Hyderabad
2. Sukkher
3. Multan
4. Lahore
5. Islamabad
6. Karachi
7. Gilgit Baltistan
8. Quetta
9. Peshawar

These training will continue to include more areas gradually including areas from South Punjab, Interior Sindh, Azad Kashmir and Balochistan. These trainings will continue across Pakistan and trainings under all three tiers will be imparted in the following order to Women entrepreneurs in Pakistan.

Training modules will be developed by TDAP and these trainings will be given in collaboration with regional TDAP offices. Trainings will continue in three different tiers. Women classified under New Entrepreneurs and established retail businesses will be given tier 1 trainings, developed wholesale businesses will be given tier 2 trainings and tier 3 trainings will be given to export oriented businesses.

2.2) First Quarter

These trainings will proceed in the following order as tier 1 trainings of Start and Improve your business and Business Need Assessment and Product Development will be given to women entrepreneurs whose data will be collected for further trainings under tier 2 and 3. A sample of the program is given as under

Program	Training	Tentative Venue	Tentative Date	Scope/ Objective
Tier 1	Business Idea and Start up	Gilgit, Hunza, Quetta, Peshawar	May & June 2022	Building entrepreneurship culture among Women
	Business Need Assessment & Product Development	Gilgit, Hunza, Quetta, Peshawar	July & August 2022	Business Need Assessment

	Financial Inclusion	Lahore, Islamabad, Hyderabad, Sukkhur, Karachi	May & June 2022	Financial Awareness and Inclusion
	Quality Improvement Training	Lahore, Hyderabad, Islamabad, Sukkhur, Karachi, Multan	July & August 2022	Product and Business Improvement to become a Domestic Brand
	E-Commerce Training	Gilgit, Hunza, Quetta, Peshawar, Lahore, Multan, Sukkhur, Hyderabad, Karachi	May to August 2022	B2C trainings for the identified Women Entrepreneurs
	Digital Marketing Training for Domestic Market	Lahore, Hyderabad, Sukkhur, Karachi, Multan	July & August 2022	Digital Marketing training for Beginners and Retail Business
Tier 2	National Exporter Training Program	Karachi, Islamabad, Lahore, Multan, Hyderabad	May & June 2022	Export orientation for Women Entrepreneurs
	Quality and Technical Improvements	Karachi, Islamabad, Lahore, Multan, Hyderabad	July & August 2022	Improvement in quality to meet export standards
	Export Readiness Program	Karachi, Islamabad, Lahore, Multan, Hyderabad	July & August 2022	Enabling Women Entrepreneurs to become exporters
Tier 3	International Trade Marketing Tools	Karachi, Islamabad, Lahore, Multan, Hyderabad	May & June 2022	Training Women Entrepreneurs to Market their products internationally
	Digital Marketing Tools for International Market	Karachi, Islamabad, Lahore, Multan, Hyderabad	July & August 2022	International Digital Platform based Marketing
	International Exhibitions	Across Pakistan	May to August 2022	Women Entrepreneurs participation in International Fairs & Exhibitions

2.3) Tier 1

First Quarter trainings will start through Tier 1 trainings for need assessment and business startup development in Gilgit, Hunza, Quetta and Peshawar. These trainings will help TDAP in order to compile data and information about Women Entrepreneurs of

these regions. Tier 1 trainings related to already existing startups and retail businesses will be conducted in Lahore, Hyderabad, Islamabad, Sukkhar, Karachi, Multan. These trainings will focus on Financial Inclusion, Digital Marketing and B2C Ecommerce training programs. Data for these trainings will be collected during May 2022 in order to impart these trainings.

2.4) Tier 2 & 3

Tier 2 and Tier 3 trainings will be carried out in areas where already Need Assessment is going or completed. These include Lahore, Hyderabad, Islamabad, Sukkhar, Karachi, Multan. Tier 2 and Tier 3 trainings will be conducted in Gilgit, Hunza, Quetta and Peshawar in the next quarter.

2.5) Trainings Strategy Quarterly

Tier 1 training of Product Development, Start and Improve your business, and Business Need Assessment will be conducted on alternate basis between Up country regions KPK, and Baluchistan and Punjab and Sindh. Tier 1 will identify the new women entrepreneurs or women with established retail businesses. On the basis of the data collected Tier 2 and 3 trainings will be given to the entrepreneurs already identified in the previous quarter in the same quarter. This means that for the first quarter Tier 1 training for up country, KPK and Baluchistan women will receive Tier 2 and 3 trainings in the second quarter and vice versa for Lahore, Hyderabad, Islamabad, Sukkhar, Karachi, Multan.

On the basis of trainings and need assessment TDAP aims to identify 20-30 potential Women Entrepreneurs for their handholding and preparing them further for Exports into international markets. The policy framework will work in three different tiers. Trainings will be imparted to the women after their need assessment. Trainings for all tiers will be conducted in every quarter on alternate basis. Women will undergo through trainings in following three phases

1. Women Entrepreneurs Development Phase
2. Export Linkage phase for Identified Retail and Wholesale Women Entrepreneurs.
3. Brand Development and International Linkage for Women Entrepreneurs

First tier trainings will include training for Product Development, Business Startup need assessment, Start and improve your business, Quality improvement and E-Commerce B2C trainings. Main aim of this tier is to establish Women Entrepreneurs in domestic market as successful entrepreneurs as a step towards international market. This phase will identify 100-150 Women entrepreneurs across Pakistan every quarter. Product development trainings will be sector specific. These trainings will be developed and conducted by relevant associations, and TDAP product wings. International organizations like ILO, USAID, ITC and other organizations like JICA along with TDAP and TEVTA will

impart Business Startup need assessment, Quality improvement and start and improve your business trainings. All of these trainings will be given across Pakistan.

Second tier trainings will enable Women Entrepreneurs to help them become exporters. A total of 100 Women Entrepreneurs will be trained through National Exporter training program and E-Commerce training. Women entrepreneurs for this training will be identified through first phase. A total of 30 Women Entrepreneurs will be identified through evaluation and Export readiness training will be given to them. Women entrepreneurs working well and building on from trainings will be given opportunities to participate in international exhibitions.

Third tier trainings will be conducted through chambers, associations, international organizations and TDAP in order to conduct trainings seminars, Women Entrepreneurs exhibitions. Women entrepreneurs who have successfully gone through all the phases will qualify for international exhibitions. Brand development training will be launched for such women in order to make their brands global and increase their product market presence. All these tiers will focus on development of Women Entrepreneurs based brands globally.

3) Strengthening of Women Chambers

There exist 15 chambers of Commerce across Pakistan according to Director General of Trade Organizations. These Chambers are licensed under Trade Organization Act 2013. These chambers are located mainly in 13 cities of Pakistan. Chambers in major cities are working under Director General Trade Organization. These include 7 chambers in Punjab, 3 in KPK, 1 in Islamabad, 1 in Baluchistan and 3 in Sindh. (Details at Annexure B) Most of these chambers are functional. There are two problems associated to these chambers. First one is capacity constraints for Women Entrepreneurs running chambers. Second is Women Chamber outreach is still not established in Azad Kashmir and Gilgit Baltistan region. Similarly, Baluchistan have only one chamber which is not functional at the moment. It needs further expansion in other regions of Baluchistan considering the scope of Women entrepreneurship in Baluchistan. Sindh have Women Chambers located only in Karachi. Therefore, major cities of Sindh must be targeted to develop Women Chambers.

3.1) Provision of Women Chambers in Trade Organization Act

Women Chambers are developed under Clause 3 (c) of Trade organization act. These chambers are established to represent industry, services or divisions. These chambers work under the umbrella of Federation of Pakistan Chamber of Commerce and Industries. Chambers will work for the welfare of trade and commerce of the country.

3.2) Areas of Intervention

Women chamber of commerce and industry are not working at par with other chamber of commerce and industries in Pakistan. Similarly, other chamber of commerce for women needs support and development. Main areas where intervention is required are identified as under

1. Development and Capacity building of Chamber Secretariat
 - a. Capacity Development of Women Chambers to integrate more Women Entrepreneurs
 - b. Development of Business incubation centers for Women Entrepreneurs
2. Financial Training for building financial management capacity in chambers
3. Documentation and Information Handling to strengthen working of Women Chambers
4. Trade and Registration of companies related training for the Chamber to facilitate women entrepreneurs
5. Training of related Laws and Trade Facilitation Schemes to build inhouse capacity of Chambers
6. Training to develop international channel to conduct research work and generate communication with International Women Chambers

3.3) Action Plan

Action plan will target Women Chambers development and capacity enhancement for next three years. This action plan will work in the following order in every quarter

1. Women Chamber Outreach Program
2. Secretariat Capacity Development Program

33.1) Women Chamber Outreach Program

This program will start with the help of existing women chamber of commerce and TDAP will coordinate with these chambers to extend their outreach to prospective Women Entrepreneurs in order to establish need assessment for them. Areas where no Women Chambers exist will be targeted through FPCCI, TDAP regional offices, and Chamber of Commerce and industries in order to develop Women Associations of chambers in order to integrate Women Entrepreneurs.

33.2) Secretariat Capacity Development Program

Secretariat Capacity Development program will impart training regarding financial inclusion in different Women Chambers and TDAP regional offices through the help of

different related organizations. Financial inclusion training will be given with the help of First Women Bank, and National Bank to all the Women chamber across Pakistan. Market and product development trainings will be given through SMEDA, ILO, USAID SMEA and ITC. Tax related trainings will be imparted using Federal Board of Revenue.

