



## Final Year Project Showcase Batch 2019 Year 2023

<b>Department: Architecture and Planning</b> Programme: <i>Development Studies</i>	
<b>1</b>	<p><b>Project Idea:</b></p> <p>Impacts of Public Transportation on Working Women’s Employment Choices; A Comparative Study of City Center vs Peripheral Areas of the Karachi City.</p> <p>This research explored the very important relationship between housing and job locations with the assumption that the women in the peripheral areas of the city do not get equal opportunities in employment as compared to the women in the city center.</p>
<b>2</b>	<p><b>Process:</b></p> <p>The Research was qualitative and used to develop an understanding of actual reasons, beliefs, and motivations.</p> <p>The semi-structured interviews were conducted, in which women living in middle and lower-income groups were asked about their needs for decent public transport. The areas where we conduct interviews would be the periphery of low and middle-income settlements and the interviews would be with working women. The questions asked would be open-ended. The data obtained would be descriptive data and the analytical aim of this research would be to examine the experiences of the working women living in the peripheral areas of Karachi.</p>
<b>3</b>	<p><b>Outcome</b></p> <p>The research found that the women in the peripheral areas do choose to work in their vicinity despite better opportunities existing in the city, however, to avoid extra expenditure and time, women opt to work nearby or even don’t work altogether.</p>
<b>4</b>	<p><b>Evidence (Theoretical Basis)</b></p> <p>Karachi, a rapidly growing city with a rising female workforce, faces significant challenges in its public transportation system, affecting women's employment prospects. Both peripheral and city center residents encounter problems with public transport. In the periphery, limited accessibility hampers convenient commuting, while affordability is a citywide concern due to high fares. Additionally, the design of public transport often neglects women's needs, leading to discomfort during journeys.</p> <p>Safety is a pressing issue as inadequate security measures expose women to harassment and violence. This not only impacts their well-being but also restricts their mobility and job opportunities. Moreover, the poor condition of public transport can negatively affect women's health, causing physical discomfort due to overcrowding, ventilation issues, and long travel times.</p> <p>In conclusion, Karachi's expanding population and female workforce underscore the urgent need for public transport improvements. Enhancing accessibility, affordability, safety, bus design, and addressing health concerns would empower women to commute safely and comfortably, expanding their employment options.</p>
<b>5</b>	<p><b>Impact on Sustainability of Urban Regions or SDG#11 “Sustainable Cities and Communities”</b></p>



	Providing access to safe, affordable, accessible and sustainable transport systems in urban areas, with a particular focus on non-motorized and public transport will help develop sustainable cities and livable communities.	
<b>6</b>	<b>Competitive Advantage or Unique Selling Proposition</b>	
	<b>Attainment of any SDG</b> (e.g. How it is achieved and why it is necessary for the region)	
<b>a</b>	<p><b>SDG#08: DECENT WORK AND ECONOMIC GROWTH</b> To provide decent work opportunities to all individuals that can be achieved through safe, secure, and accessible, and to be inclusive for people with disabilities, girls and women and elderly to maintain their independence and dignity as it is providing access to employment opportunities and ensuring socio-economic development of people.</p> <p><b>SDG#05: GENDER EQUALITY</b> The target of Gender equality which seeks to eliminate all form of inequalities against women and girls and to empower them can be catered by providing them gender responsive planning and transport system and enhance their employment opportunities to become empowered.</p>	
	<b>Environmental Aspect</b> (e.g. carbon reduction, energy-efficient, etc.).	
<b>b</b>	Improving public transportation for women in Karachi can have significant environmental benefits, including reduced carbon emissions, improved air quality through decreased pollution, enhanced energy efficiency, and a reduction in traffic congestion. By promoting sustainable mobility, the project can contribute to a cleaner and more eco-friendly urban environment, aligning with global efforts to combat climate change and create healthier cities.	
	<b>Expanding of Market share</b> (e.g. how it expand and what is the problem with the current market)	
<b>e</b>	The proposed project can expand the market share within the feeder transport sector by addressing several issues in the current market. The primary problem in the current market is the lack of regulation and oversight, resulting in uncoordinated services, safety concerns, and inconsistent fares. By establishing a centralized regulatory authority for feeder transport, the project ensures a more organized and efficient market. This improved market environment can attract more commuters who were previously hesitant due to safety and reliability concerns. Additionally, it can encourage potential investors to enter the market, further expanding its share.	
	<b>Capture New Market</b> (e.g. Niche market or unaddressed segment)	
<b>f</b>	The project has the potential to capture a niche market within the transportation sector, specifically targeting women living in peripheral areas who face accessibility, affordability, and safety issues. This demographic segment represents an unaddressed segment of the market, as existing public transport services often neglect their needs. By providing a well-regulated, safe, and affordable feeder transport system, the project can attract and serve this underserved segment effectively. Collaborating with microfinance banks to facilitate vehicle ownership for drivers also opens up opportunities for drivers who may not have been part of the market previously, further expanding the market reach.	
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