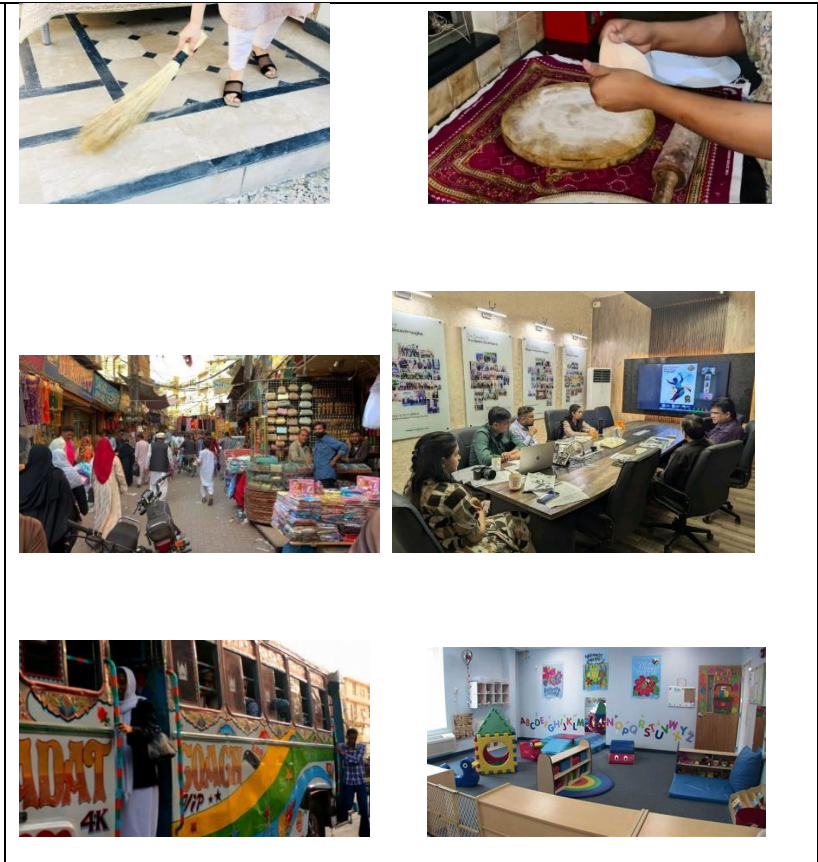


Final Year Project Showcase Batch-2020 Year 2024

Department: Architecture and Planning Programme: <i>Development Studies</i>	
1	Project Idea: Workforce & Gender Equity: Understanding the Dynamics of Higher Educational Attainment & Women's Workforce Participation in Karachi
2	Process : <p>The idea began with a striking revelation from The Express Tribune: 70% of female engineering graduates in Karachi are not part of the workforce. Similarly, research showed that 50% of women doctors in Pakistan either never enter or quickly leave the workforce. These findings underscore the need to understand and address the obstacles preventing women from participating in the workforce.</p> <p>Existing research highlights various factors contributing to women's underrepresentation in the workforce, including societal norms and stereotypes, family responsibilities and caregiving, patriarchy, family structure and size, limited access to safe, accessible, and affordable transportation, commuting hours, and street harassment. Moreover, affordable childcare, workplace harassment and discrimination, wage gap, working hours, availability of facilities, and imposter syndrome and glass ceiling effects. Despite the existence of pro-women legislation, such as the Protection of Women Against Sexual Harassment Act, Companies Act, and Maternity Act, their implementation remains ineffective.</p> <p>To gain deeper insights, qualitative data was collected from 54 respondents, including key informants like Zeeshan Noel (UN Women), Anis Haroon (Chairwoman, Commission on Status of Women), and Manhaz Rehnani (Director, Aurat Foundation), as well as women in leadership positions like Sadaf Fatima (MD, Bilal & Mushtak), Faiza Yousuf (Founder, WomeninTech), and Dr. Shabman (MD, Abbasi Shaheed Hospital). This research aims to identify the impediments and facilitating factors influencing women's workforce participation in Karachi, with the ultimate goal of addressing the barriers and promoting gender parity in the workforce.</p>
3	Outcome <p>The findings of the project reveal several factors affecting women's workforce participation in Karachi. Impeding factors include the lack of formal career counseling, job search challenges, workplace barriers such as negative culture and harassment, transportation barriers like safety and affordability concerns, societal and cultural barriers including gender role expectations, and psychological challenges like loss of confidence and depression. On the other hand, facilitating factors like female leadership, social networking, remote and hybrid work arrangements, flexible working hours, and supportive infrastructure can enhance women's employment opportunities. Additionally, coping strategies like familial support and a preferred work culture characterized by equality and respect can also promote women's workforce participation. Addressing the impeding factors and leveraging the facilitating factors through policy changes, cultural shifts, and supportive practices can significantly improve women's employment opportunities and create a more inclusive workforce.</p>

4	Evidence (Theoretical Basis)	-
5	Competitive Advantage or Unique Selling Proposition	<p>The project offers a unique competitive advantage by providing a comprehensive analysis of both impeding and facilitating factors affecting women's workforce participation. It integrates diverse perspectives, including remote work arrangements and female leadership, and emphasizes practical, actionable recommendations. By addressing psychological and emotional challenges alongside structural barriers, the thesis delivers a nuanced understanding of the issues and presents relevant, contemporary solutions. This holistic approach not only highlights current trends but also offers valuable insights for creating more inclusive and supportive work environments, setting it apart from other studies in the field.</p>
a	Attainment of any SDG	<p>The increase of women in the workforce is key to achieving SDG#5. By ensuring equal access to equal job opportunities, women can secure decent work, economic empowerment, and reduced gender gaps, driving progress towards a more inclusive and equitable society. This enables women to fully participate in the economy, make choices about their lives, and contribute to their families and communities, ultimately leading to a more prosperous and sustainable future for all.</p> <p>Implementing acts like Maternity Leaves, Protection against Workplace Harassment, and Factories Act supports SDG#8 by ensuring decent work, safe conditions, and inclusive economic growth for women. These acts promote fair labor practices, enhance productivity, and empower women, driving progress towards a more equitable society.</p>
6	Target Market:	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; border-radius: 10px; padding: 10px; width: 30%; text-align: center;"> <p>Primary</p> <p>Women Graduate</p> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 10px; width: 30%; text-align: center;"> <p>Secondary</p> <p>Employer Educational Institutes Government Bodies NGOs Policy Makers</p> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 10px; width: 30%; text-align: center;"> <p>Tertiary</p> <p>Media International Organisations Financial Institutes</p> </div> </div>
7	Team Members (Names along with email address)	Tasmia Adil adil4330186@cloud.neduet.edu.pk M. Ahsan Mukhtar mukhtar4330231@cloud.neduet.edu.pk Yusra Junaid junaid4304453@cloud.neduet.edu.pk
8	Supervisor Name (along with email address)	Associate Professor. Saeed Uddin (architectsaeed@yahoo.com)
10	Pictures (If any)	On the next page

		
11	Video (If any)	Video - Google Drive