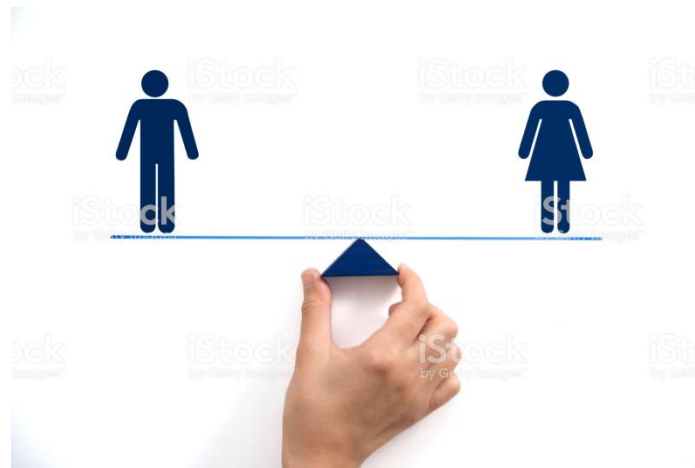


BALANCE FOR BETTER

Sarah Waheed Khwaja

WHAT IS BALANCE FOR BETTER

- ◉ Global Drive for women's day 2019
- ◉ Focuses on Gender Equality



Gender Equality covers:

- Providing girls and women in the family with their basic rights
- Respecting their right for good education
- The presence of employment opportunities for them
- Same pays as men
- Not hindering them from reaching leadership and managerial positions at their workplace

EMPLOYMENT PROSPECTS IN PAKISTAN

- ◉ There are different sectors of employment
- ◉ In the corporate world - a Trainee at organizations is paid the same regardless of the gender.
- ◉ Statistics show that a lot of women who enter the field leave it after the first few years of employment.
- ◉ Growing to managerial and leadership positions gets difficult for them

Reasons for women leaving work:

- They are not able to devote extended hours to their workplace because of responsibilities at home
- The work environment at their offices makes them uncomfortable

To encourage women working in organizations:

- Offices should have daycare facility in them
- Offer flexible time hours for them
- Work from home should be an option for the rainy days
- Ensure there is no harassment toward women at their workplace
- Organizations at remote areas should provide pick and drop facility to all their employees

Be a productive member of the society!

- ◉ 50% of Pakistan's population comprises of women
- ◉ Utilize their potentials to grow as a nation and contribute to the development of the country.

Sky is the limit!

- ◉ Make it your responsibility, as a productive citizen, to ensure whatever can be done to encourage those who want to work is implemented

TAKE IT STEP BY STEP

- If good employment opportunities are available, people would focus on their girls' basic and higher education
- Women contributing financially to the household would take some burden off the man's shoulder
- The woman would feel independent and productive, hence making everyone's life around her better

WORK TOWARDS PROGRESS

Different organizations are doing phenomenal work to facilitate women:

◉ TELENOR - NAYA AAGHAZ

- This program encourages women, with 1 or 2 years of experience, who left work due to any reason to join back.
- Their office has daycare facility and also provides flexible work hours to women.

ENGRO

- Paid Maternity leaves (3 Months)
- Anyone asking for transfer from plant to head office is allowed to do so
- Has Daycare facility at head office
- Employees get monthly allowances for daycares
- Flexible time hours - The work needs to be completed

CONCLUSION

- ◉ So, firms are already working toward making things better
- ◉ This work should not be limited to multinationals. Local companies should also cooperate with women working for them
- ◉ Inclusion should be encouraged for women everywhere around you
- ◉ Gender Equality is not a Woman's issue, it's a Human Issue. It affects us all!