



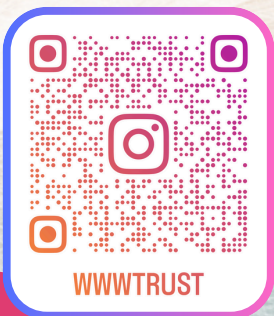
ANNUAL REPORT

JUL 24 - JUN 25

Working Women Welfare Trust

WWWT is for the betterment and welfare of women who are playing the role of breadwinners for their families

**Together for
Betterment**



<https://wwwo.org.pk>

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



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www.wwo.org.pk





About Us

Together for Betterment

Working Women Welfare Trust, established in 2009, is a registered and certified non-profit organization dedicated to the betterment and welfare of women who shoulder the responsibility of being breadwinners for their families, whether independently or in part. Over the years, our organization's commitment to this cause has taken various forms. We strive to create employment opportunities for underprivileged rural women while advocating for the improvement of working conditions for those already employed in various roles. Through initiatives such as workshops, seminars, discussion forums, and press conferences, Working Women Welfare Trust actively promotes the advancement of women's rights and interests. At the core of our mission is the belief in women's empowerment through education and the cultivation of ethical and positive values.



facebook/WorkingWomen



instagram/wwwtrust



WWWT Brief Profile

Name of Organization: Working Women Welfare Trust.

Acronym: WWWT

Year of Establishment: 2009

Place of Establishment: Karachi, Pakistan

Legal status: Registered

WWWT Registration No 431.

Date of registration, 9th July 2009 Under Trust Act 1986

Head Office Address: B-224/ L, North Nazimabad Karachi. Pakistan

Contact: Phone: +92 0213-6640558

E-mail: wwotrust@yahoo.com

Website: www.wwo.org.pk

Chief Executive: Talat Fakhar as President

Chairperson: Abida Farheen

Vice President: Rehana Afroze

Vice President: Humaira Quraishi

Secretary and Managing Trustee: Nighat Malik

RECOGNITIONS



INTERNATIONAL
TRADE
COUNCIL



Working Women Welfare Trust

Working Women Welfare Trust is a registered, non-profit, and non-governmental organization working for the well-being of working women for over two decades.

KEY DOMAINS

Advocacy

Capacity Building

Economic Empowerment

We believe in Women Empowerment

We envisages the accomplished, self-reliant prosperous working women, who would stand out as an asset to their families and society

We are striving to equip working value-based knowledge, technical skills, and awareness about their legal, economic, and social rights and responsibilities developing competence and character.

WWWT also aims to acquire an honorable, secure, and congenial working environment for women as well as promote and propose policies and strategies to ease competing pressures of work and family life, enabling working women to manage both fronts, ultimately benefiting society as a whole.

Our Activities

Quarterly Highlights | Working Women Welfare Trust

Here's a glimpse of the impactful initiatives and empowering activities we've undertaken this quarter. From skill development workshops to advocacy events and community outreach — we're proud to continue our mission of uplifting and empowering women across Pakistan.



Advocacy

Under the head of Advocacy, the Working Women Welfare Trust has set up a task group comprising experts and working women from different fields to discuss the problems of working women and their solutions.

Initiatives 2025

- **Pre Budget Discussion forum:**
Invisible Burdens: How Economic Pressure Shapes the Everyday Lives of Women
- **Seminar on International Family Day**
Redefining Work, Family, and Well-being in a Changing World
- **Reception at Press Club:**
Women Leadership Challenges
- **Women Conference on National Women Day:**
Women at Work: Protection, Progress, and Possibilities
- **Post Budget Discussion forum:**
Women at the Front line of Economic Change

A Powerful Step Towards a VAW-Free Pakistan

Ms. Saleha Jamshed, Representative Federal Ombudsman Secretariat for Protection Against Harassment (FOSPAH) Regional Office Karachi, elaborated on the operational procedures and enhanced awareness regarding laws and the system.

Key Highlights:

Empowering Discussions on Women's Rights in Pakistan

Policy Recommendations for Ending Gender-Based Violence



The one-day free training session

Riphah Institute of Media Sciences

Societal Norms and Expectations in Pakistani Marriages, Host : Areeba Saleem

Guests :Dr. Iffat Rohail, Dr Faryal Ambreen, Dr. Noureen Sahar

Produced & Directed by Abida Farheen

Under the Women's Wellbeing Program Riphah International University

Advocacy Seminar “Bridging the Gap: Empowering Law Enforcement”

We delved into the critical issues surrounding the working conditions of factory workers and young doctors in Pakistan, discussing challenges and innovative solutions. Thank you to our honorable speakers, Senior Journalist Ms. Sheher Bano and Dr. Aisha (Abbasi Shaheed Hospital).



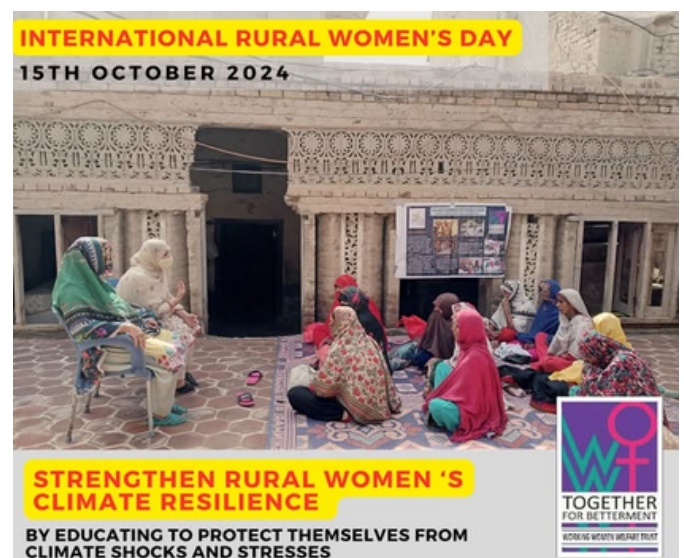
World’s Mental Health Day Celebration

Organized a powerful mental well-being session for the dedicated faculty at the Government College Of Technology (Girls), Karimabad. The session was expertly delivered by Dr. Mehwish, a renowned clinical psychiatrist, who shared valuable insights on mental health, self-care, and strategies for maintaining emotional well-being in challenging times.

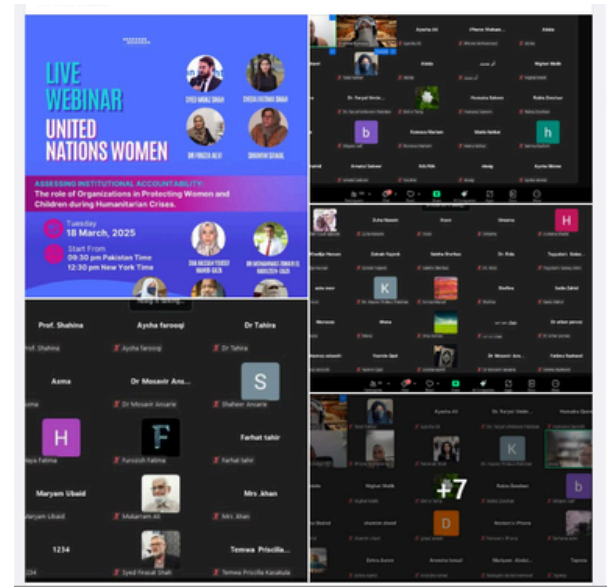


International Rural Women’s Day

Strengthening rural women's climate resilience is essential in building sustainable, equitable communities that can withstand the growing impacts of climate change. Rural women often face unique vulnerabilities due to their roles in agriculture, natural resource management, and family care, compounded by limited access to resources, information, and decision-making power.



Assessing Institutional Accountability: Women's and Children's Rights in the Global Scenario will shed light on critical issues affecting vulnerable communities worldwide.



a powerful discussion at the NGO CSW69 Parallel Event hosted by Working Women Welfare Trust! Our live webinar on Assessing Institutional Accountability: Women's and Children's Rights in the Global Scenario will shed light on critical issues affecting vulnerable communities worldwide.

Date: Tuesday, 18 March 2025. Time: 09:30 p.m. Pakistan Time | 12:30 p.m. EDT, Platform: Zoom

Women's Day Activity



Fundraising conference 25



From Purpose to Impact, the fundraising conference is hosted by Working Women Welfare Trust in partnership with PharmEvo, was a resounding success! Together, we took a step forward in empowering resilient working women of Pakistan, fostering economic opportunities, and championing women's entrepreneurship.

The Working Women Welfare Trust, in collaboration with Karachi Press Club & Helping Hand, proudly hosted a powerful Women's Conference on 'Accelerating Action for a VAW-Free Pakistan.' Today, as we celebrate the achievements of women worldwide, we also raise our voices against violence and inequality.

Advocacy



An exclusive session featuring inspiring women leaders shaping the future!

Tune in to FM 105 for "MEN NOT ALLOWED (But Gentlemen Are Always Allowed)", Join Shireen Akhtar, Umaimah Muzzamil, and Humaira Qureshi as they discuss women empowerment, leadership, and opportunities for working women in Pakistan.

Date: 27th Feb 2025

Time: 12:00 PM - 1:00 PM

Advisory Board Meeting – PharmEvo x Working Women Welfare Trust

A dynamic hybrid session hosted at PharmEvo Pvt. Ltd., bringing together the Advisory Board and key stakeholders for strategic annual planning and impactful discussions on the future upliftment of projects under the Working Women Welfare Trust. Together, we are shaping meaningful change and empowering working women across communities.

Empowering Voices: Women Leading the Way! 🌟



Successfully hosted an inspiring event at the Press Club, Karachi, titled "Empowering Voices: Women Leading the Way". This special reception celebrated the newly elected members of the Women Press Club and honored the contributions of the outgoing body. 🧳🌟

Advocacy

International Day for SME

WWWT and HUNAR proudly participated in the International Day for Small Medium Entrepreneurs (SME) celebration at the State Bank of Pakistan, championing the spirit of entrepreneurship and empowerment!



Engaging with donor agencies through proposal development and collaboration for the HUNAR and HVTC initiatives.

Advocacy: Pre-Budget Discussion Forum

A pre-budget talk was organized by the Working Women Welfare Trust at the Karachi Press Club, attended by renowned economist Ms. Shahida Wizarat, Ms. Quratulain Nazir, Dr. Dilshad, and several other women from diverse fields. Women journalists affiliated with the Karachi Press Club also participated in the event.





Active Participation in Seminar

Working Women Welfare Trust (WWWT) proudly participated in the Seminar on Sustainable Ecosystem for Women Entrepreneurs, hosted by the Pakistan Poverty Alleviation Fund (PPAF) under the GRASP initiative at Marriott Hotel, Karachi.

Handicraft Training Session

Conducted by the FPCCI Women Central Standing Committee on Women Handicrafts. The vice president Mr. Saquib fayyaz Magoon, convener Ms. Rubina Laiq and Deputy convener Ms. Humaira Qureshi addressed the session at FPCCI head office, karachi.



Empowering Rural Women Entrepreneurs

Working Women Welfare Trust proudly participated in Day 2 of the Seminar on Sustainable Ecosystem for Women Entrepreneurs, organized by Pakistan Poverty Alleviation Fund (PPAF) in collaboration with International Trade Centre (ITC) under the GRASP (Growth for Rural Advancement and Sustainable Progress) programme, funded by the European Union at Marriott Hotel, Karachi, brought together changemakers, entrepreneurs, and leaders committed to building a gender-inclusive business ecosystem and unlocking new opportunities for women-led MSMEs in Sindh and Balochistan.

Attending IMC Meeting

Ms. Humaira Qureshi, Vice President WorkingWomen WelfareTrust is attending IMC Meeting at Govt. Vocational Training Institute Karimabad as IMC Member.



Culture Literary **International Friends** **Forum - CLIFF Pakistan**

The Working Women Welfare Trust (WWWT) proudly participated in the high-powered President Culture Literary International Friends Forum – CLIFF Pakistan session, united with dynamic women-led activist organizations to address the urgent regional challenges, with a heartfelt focus on Gaza .



Advocacy



Panel discussion “Bridging the Gender Gap: Policy Innovations to Support Women Leadership in Business and Technology”

Participated in a virtual panel discussion titled Bridging the Gender Gap: Policy Innovations to Support Women Leadership in Business and Technology organized by Accelerate Prosperity under Built By Her Innovation Challenge.

Meet-up with the Minister of Women Development

Working Women Welfare Trust team meet-up with the Minister of Women Development, Ms. Shaheena Sher Ali. The Vice president WWWT, Ms. Humaira Qureshi discussed and highlighted the issues related to working women and ways to resolve them along with other team members.



Advocacy

MSME Finance: Catalyst for Inclusive Growth

Working Women Welfare Trust is pleased to participate in the UN MSMEs Day 2024 organized by the State Bank of Pakistan (SBP) on Thursday, June 27, 2024. The seminar was held under the theme 'MSME Finance: Catalyst for Inclusive Growth' and aimed to acknowledge the vital role of MSMEs in inclusive economic growth, employment generation and poverty reduction.



Launch of the Legal Aid and Human Rights Complaints Portal

Honored to participate in the launch of the Legal Aid and Human Rights Complaints Portal at the Beach Luxury Hotel, Karachi, hosted by the Ministry of Human Rights, Government of Sindh. Working Women Welfare Trust is committed to empowering marginalized women in Pakistan, specifically in Karachi and interior Sindh, ensuring their rights and voices are heard.



PAK-CHINA friendship center, Islamabad.

Working Women Welfare Trust collaborated and participated in 6th Islamabad Expo 2024 on 14 and 15 September, organized by PAK-CHINA friendship center, Islamabad. Hopeful to meet you all there. Together for Betterment



Khadijah Acceleration Program for Women Exporters

FPCCI Central Standing Committee on "Women Handicrafts" organized a BEYOND BORDERS: TRADE WORKSHOP FOR WOMEN, titled "Khadijah Acceleration Program" for Women Exporters. The program was Commissioned by USAID PREIA SEED to design the Khadijah Acceleration Program for women exporters.



Celebrating MSME Day

Working Women Welfare Trust is Celebrating MSME Day with the State Bank of Pakistan! Proud to support and empower micro, small, and medium enterprises, driving growth and innovation in our economy. Together, we're building a brighter future for all.

Empowering Voices: The Working Women Welfare Trust is honored to meet with provincial and federal secretaries of the Ministry of Human Rights to collaborate on an impactful awareness drive for women's rights and empowerment.



Advocacy



CAPACITY Building

We are dedicated to empowering female youth by equipping them with value-based knowledge, technical expertise, career guidance, soft skills, and support for both their professional and personal well-being. Our holistic approach aims to foster competence and character development, ensuring that they are well-prepared to succeed in all aspects of their lives.

Our Work Areas

Advancing to Career Excellence (ACE): Empower working Women to thrive and excel in their careers while maintaining a healthy work-life. Coaching and mentoring programs are designed to assist youth and graduates as they navigate the transition from education to employment.

Towards Your Dream Career (TYDC): Provide young souls with a direction and a holistic approach to making their ultimate career choice.

Revive, Renew, Rekindle (RRR): Life skills training provides individuals with the tools and techniques they need to navigate the complexities of modern life, interact with others effectively, and achieve their personal and professional goals.

Intern Development Program (IDP): Cater several interns every year coming from different educational institutes before entering the job market.

Capacity Building Initiatives - 2025



Young Women Leadership Summit

Elevate Your Vision: Fostering future women leaders.



Revive, Renew, Rekindle

Programs focused on personal and professional rejuvenation.



Istaqbal e Ramadan Programs

Community initiatives during the holy month of Ramadan.



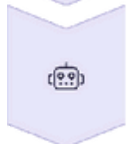
Career Exploration Workshops

Guiding young women towards promising career paths.



Training of Trainers

Building a strong network of skilled trainers.



Empowering the Future with AI

Introducing women to AI skills for future job markets.

Celebrating International Day of Families

Redefining Work, Family & Well-being in a Changing World" — Yesterday, on the International Day of Families, we came together to reflect, reconnect, and reimagine a future where balance is not a luxury, but a right. With insightful discussions, vibrant participation, and a shared purpose, our seminar at Mohammad Ali Jinnah University was a testament to the power of collective growth



ہوٹل مہران میں ورکنگ ویمن ویلفیئر ٹرسٹ کی
جانب سے سیرت رسول، نبی آخر الزماں کے عنوان
پر شاندار معلوماتی و روح پرور پروگرام کا انعقاد
"نگاہِ عشق و مستی میں وہی اول وہی آخر"



Career Exploration Workshop

- Highlights

On **December 24th, 2024**,
WWWT hosted a Career Exploration
Workshop at KMA Secondary School,
featuring expert trainer Maria Talha.



Career Counselling

Empowering the future! The Working Women Welfare Trust successfully organized a transformative workshop on Career, Vision, and Goal setting at Govt Girls Comprehensive School under the Capacity Building Project.



Young Women Leadership Summit

نگاہ بلند- Elevate Your Vision

Organized by the Capacity Building Project of the Working Women Welfare Trust, this summit empowers emerging female leaders by providing insights from industry experts, fostering professional growth, and encouraging impactful leadership

This August 31st, we're bringing together ambitious young women to empower them with the tools and confidence needed to lead and inspire at Habitt City Karachi
Power Talks, insightful Panel Discussions, and innovative Experimental Activities.

Joined by bright, ambitious students from Iqra University, Ziauddin University, Bahria University, NUML University, Karachi University, Highbrow College
Muhammad Ali Jinnah University, Jinnah University for Women
IBA University & many more outstanding institutions



Training of young trainers

Training of young trainers is organized by Working Women Welfare Trust under Capacity Building project in collaboration with Ataleeq Publishers at Public Administration Department, University of Karachi.



Training of Trainers

A comprehensive training program is organized, and designed to enhance skills and foster professional growth within our organization. This comprehensive program was aimed to equip all participants with the latest industry knowledge and practical skills necessary for continued success.

Community Development Program --- Seerah Mehfil

We had the honor of hosting a meaningful Seerat program at the Hunar Vocational Training Center (HVTC) in Surjani Town.

Speaker: Ms. Zehra Siddiqua

Participants: 34



Revive, Renew, Rekindle



An insightful workshop on Quran, Ramadan, and Taqwa at Jinnah University for Women, fostering Islamic learning, spiritual growth, and personal development. The session featured renowned research scholar Maria Talha, who highlighted the significance of Ramadan as a month of blessings and Quranic guidance.

Welcoming Ramadan



WELCOME RAMADAN PROGRAM



Govt. Vocational Training Center, North Karachi
A heartfelt gathering of women at the Govt. Vocational Training Centre, North Karachi by Ms. Zehra Aamir to prepare for the blessed month of Ramadan. Through reflection, motivation, and spiritual discussions, we embraced the essence o

Istaqbal e Ramadan seminar



Ms. Bisma delivered the session at the Govt. college of technology (girls) Karimabad, enlightening students with the essence of Ramadan fasting...

Welcome Ramadan Program



"Welcome Ramadan Program" at PharmEvo Private Limited Head Office. Ms. Talat Fakhar, President WWWT, delivered an inspiring address on the significance of this blessed month, reminding us of the values of faith, reflection, and community.

Capacity Building

Empowering the Future with AI

Working Women Welfare Trust had the privilege of organizing a groundbreaking AI training session for its team at The Hive, Lucky One Mall, where dreams began to take the shape of reality.

We were honored to have Mr. Saad Zuberi, CEO of Lucky One Mall, as the chief guest and engaged in promising conversations on revolutionary initiatives in Artificial Intelligence (AI). A heartfelt thank you to Digital Edge AI and our incredible trainer Mr. Maaz for delivering an outstanding and transformative learning experience.



Capacity Building

ECONOMIC EMPOWERMENT

We believe in women empowerment with knowledge that instils ethical and positive values. The basic purpose of this project is not only to provide income-generating opportunities to the marginalized women of Pakistan but also to guide, support, uplift, and motivate the hard-working ladies who are striving for the betterment of their families and ultimately of society. In this way, we are contributing to the social and economic development of women as well as Pakistan.

Our Project Details

The projects fall within the Women Economic Empowerment Program (WEE), which aims to reduce poverty and empower women to participate in Pakistan's national development, while also ensuring the safety, growth, and prosperity of women themselves.

Hunar Vocational Training Center:

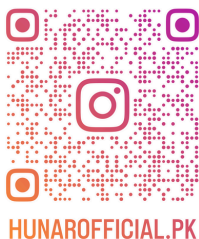
Empowering Women Via Skill Development

Women Entrepreneurs Together:

Bringing Women Start-ups to the Market

HUNAR Banaey Zindagi:

Enabling Skills and Access to Business in Rural Areas of Pakistan



HUNAR VOCATIONAL TRAINING CENTER

S#	Courses	Jan - Jun		
	Trade Names	Enrolled	Running	Passout
1	Dress Making Basic (3 Months)	40	9	28
2	Dress Making Advance	22		20
3	Mehndi Basic Course	25	7	13
4	Mehndi Advance Course	5	2	-
5	Beautician Course	11	1	8
6	Crochet and Embroidery	24	4	18
7	Hand Bags Making	2	2	-
8	Summer Short Courses	8	8	-
	Total	120		
S#	Capacity Building Sessions			
	Course/ Session Name	Participants Attendance		
1	Community Development Program	34		
2	Certificate distribution Ceremony	32		
3	Eid Milan Program	35		
4	Alumini Workers' Convention	30		
	Total	101		
	Grand Total	221		

HVTC-2

**Under the Management of
Naveed-e-Sahar Trust**

Operated by WWWWT

REGULAR CLASSES

stitching

mehndi

Computer

beautician

HAND EMBROIDERY(new course 11 students)

LIFE SKILL SESSION 1

CERTIFICATE CEREMONY 1

WELCOME RAMADAN 1

QURBANI 1

ONE DAY FREE DEMO CLASS

SIX MONTHS TURN OVER

total admission 329

total drop out 43

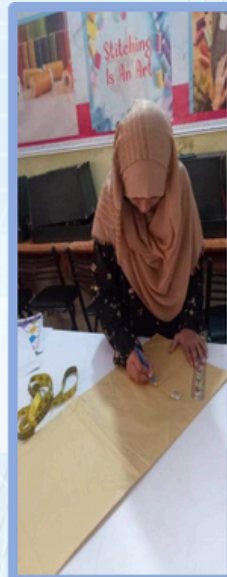
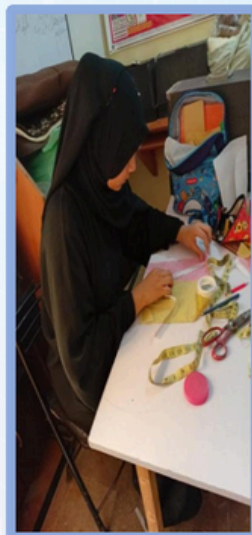
total pass out 42

Current 244



EMPOWERING
Via Skill Development

1. Routine Classes and Personal Grooming







2. Summer Short Courses



2. Summer Short Courses

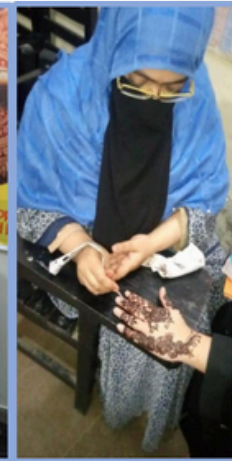
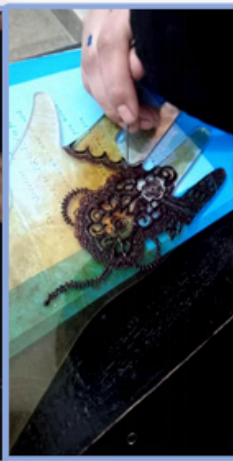
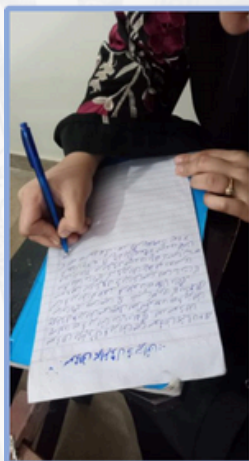


3. Alumini Workers' Convention





4. Conduction of Exams





5. Community Development Program



7. Certificate Distribution Ceremony





HUNAR & WE-Together

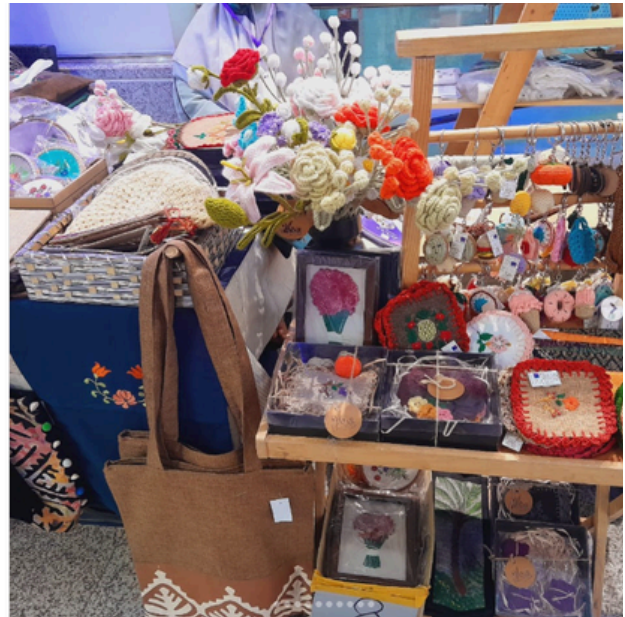
Mera Brand Pakistan Exhibition



Celebrating the heritage of rural craftsmanship at Mera Brand Pakistan Expo, January 18-19!

Hunar Banae Zindagi participated in the exhibition to showcase & sell the artistry of resilient village artisans.

The Grand Ramadan Bazar



Hunar Banae Zindagi participation

 **Date:** 21st – 29th March

 **Time:** 12 PM – 12 AM

 **Location:** LuckyOne Mall

Lower Ground Floor, Behind Main Atrium

Partner in Empowering Women



Empowerment in action! LuckyOne Mall's Ramadan Bazaar is more than just a marketplace—it's a thriving hub of entrepreneurship, innovation, and business opportunities. Women-led businesses are showcasing their resilience, creativity, and business acumen, turning ideas into impactful ventures.



*Thank you **#wonderwoman** makers Working Women Welfare Trust for being partner in celebrating 30 years of Serenity Goodwill Network in Empowering Visionaries to EXPAND YOUR HORIZONS.*

Economic Empowerment



PIMA Expo Karachi

Celebrating craftsmanship and resilience! Proud to showcase 'Hunar Banae Zindagi' at the grand Exhibition by PIMA Expo Karachi.

Exhibition: Islamabad Expo

HUNAR Banae Zindagi is proud to participate in the Islamabad Expo organized by Pak-China Friendship Center Islamabad.



Learn a skill

Learn a skill, a 3-day training and skills promoting session is arranged by Working Women Welfare Trust and HUNAR at LuckyOne Mall, Rashid Minhas Road, Karachi.

Exhibition at Reflections School

HUNAR Banae Zindagi participated in the exhibition at Reflections School Karachi.



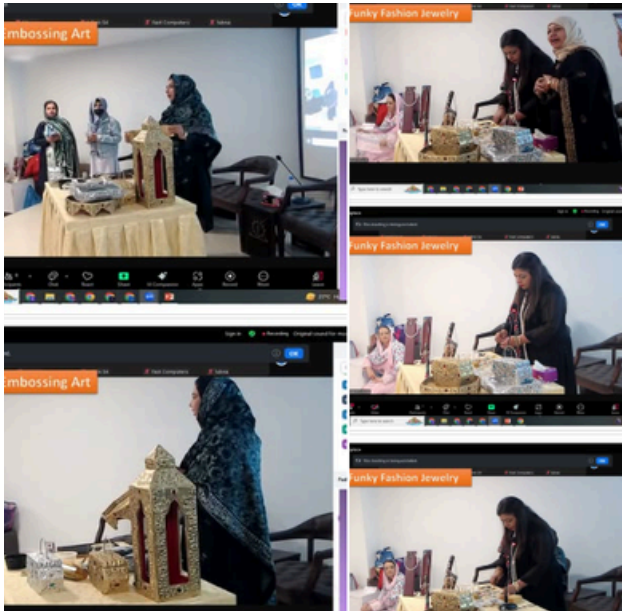
Exhibition at NorthWalk, Karachi

HUNAR Banae Zindagi participated in the Pre-Eid-ul-Azha exhibition organized by WWWT at The North Walk Mall, Hyderi, Karachi.

Pre-Eid ul Azha Exhibition at NorthWalk, Karachi

A grand exhibition was arranged by WWWT with the collaboration of The North Walk Mall, Hyderi, Karachi at their premises from the platform of WE-Together. Around 24 vendors participated in the 2-day exhibition.





The one-day free training session

*On the Basics of Metal Embossing Art, Funky Fashion Jewellery and Block Printing have been successfully carried out **exclusively for WE-TOGETHER members!***

Date: Monday, 20th January 2025

Time: 3:00 p.m.

Venue: Tariq Sayeed Auditorium, B-2, FPCCI Head Office, Karachi & via Zoom

*Trainers, Ms. Syeda Sumana Ali, Ms. Asma Rehman and Mr. Abdul Majeed Soomro for their insightful session. Organized by **FPCCI Central Standing Committee on Women Handicrafts.***

Eid Milan at WWT



*Celebrating unity and empowerment! 🌸
Working Women Welfare Trust's Eid Milan party brings together talented women entrepreneurs who participated in LuckyOne Ramadan Bazaar.*

This Eid Milan we celebrate the success of We Together and all the women entrepreneurs who shone at LuckyOne Ramadan Bazaar.

Eid Milan PharmEvo



A Gathering to Remember!

Our Eid Milan Party & Inspiring Workshop "Unlock Happiness" was a beautiful celebration of joy, sisterhood, and self-discovery.

From heartfelt reflections to empowering conversations led by the incredible Nausheen Shahzad, this soulful gathering brought together media professionals, women officials, and corporate powerhouses – all united in the spirit of Eid and growth

Economic Empowerment

SME CAPACITY BUILDING WORKSHOP

Proudly collaborated with SME Capacity Building Workshop by State Bank of Pakistan under WE-Together Project, powered by Working Women Welfare Trust



Empowering Rural Women Entrepreneurs

Participated in Day 2 of the Seminar on Sustainable Ecosystem for Women Entrepreneurs, organized by Pakistan Poverty Alleviation Fund (PPAF) in collaboration with International Trade Centre (ITC) under the GRASP (Growth for Rural Advancement and Sustainable Progress) programme, funded by the European Union at Marriott Hotel, Karachi, brought together changemakers, entrepreneurs, and leaders committed to building a gender-inclusive business ecosystem and unlocking new opportunities for women-led MSMEs in Sindh and Balochistan.

Mera Brand Pakistan: Signing of MoU

Between the Working Women Welfare Trust (WWWT) and the Pakistan Business Forum Karachi Chapter for the upcoming 'Mera Brand Pakistan' event! Honored to receive special discounted stalls for the women entrepreneurs of our WE-Together platform, empowering them to showcase their talents and businesses.

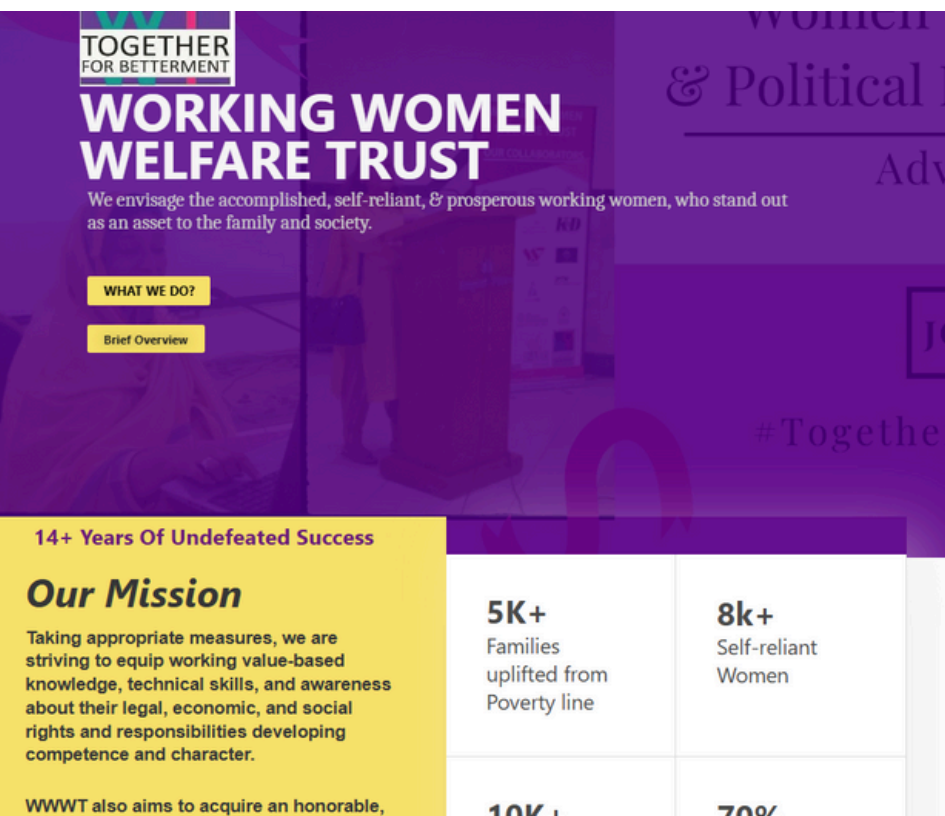


DIGITAL & Social Media Activities

Annual Report 23-24 Published & Presented

A Year of Empowerment and Progress with Working Women Welfare Trust. Discover the milestones, stories, and impacts we've achieved together in supporting marginalized women across Pakistan.

WWWT Social Media including: Organizational Webpage, Facebook, Instagram, and Youtube are updated regularly.



LinkedIn account is also initiated and updated time to time

Promotional Campaign regarding vision, mission, objectives and activities is executed successfully on regular basis at all platforms



Capacity Building Project

Project Social Media:
Facebook and Instagram
updated regularly.

Grand Event: Young Women Leadership Summit 2.0

Promotional Campaign is
executed successfully on all
platforms

Hunar Banae Zindagi Project

Promotional Campaign is
executed successfully on regular
basis at all platforms

Linked In, Pinterest, and TikTok
accounts are also initiated.

Project Social Media including: E-
commerce Webpage, Facebook
and Instagram updated regularly.



Digital Marketing Workshop

The Working Women Welfare
Trust's team, along with other
organisations and entrepreneurs,
attended a digital marketing
workshop arranged by
DigiWomen, Pakistan Society for
Training & Development (PTSD).

Beneficiaries Data 25

INFOGRAPHICS

WORKING WOMEN WELFARE TRUST

Numbers Speak

15

Years of Experience

2600

Self-reliant village women

650

Families Uplifted from
Poverty Lines

11,000

Young girls got free trainings

3K

Women learned income-
generating skills

500

Supported & Uplift
women startups

more than **35%**

Women got benefits from
advocacy drive

31K

Women upgraded during
Social awareness campaigns

15K

Marginalized women avail
relief packages

ANNUAL IMPACT REPORT

Together for Betterment

JULY 23 TO JUNE 24



An initiative designed to foster collaboration and unity among individuals and communities to drive positive change and improve overall well-being of the working women in Pakistan.

– WORKING WOMEN WELFARE TRUST

PROJECTS	DETAILS	OUTCOME
70% Key issues raised	Advocacy Advocating for the rights of marginalized working women of Pakistan	Key issues of the year • Invisible Burdens: How Economic Pressure Shapes the Everyday Lives of Women • Redefining Work, Family, and Well-being in a Changing World • Women Leadership Challenges • Women at Work: Protection, Progress, and Possibilities • Women at the Front line of Economic Change
2K Young girls got trainings	Capacity Building Empowering female youth by equipping them with value-based knowledge, technical expertise, career guidance, and soft skills.	This initiative has significantly enhanced their employability, confidence, and ability to contribute positively to their communities and the economy
1.9K Self-reliant Women	Women Economic Empowerment Focuses on poverty alleviation and empowering women to actively contribute to Pakistan's national development.	Significantly improved their economic stability, increased their participation in the workforce, and enhanced their overall quality of life, thereby contributing to the nation's growth and prosperity

Funding summary

Donations

Funding from Trustess

Grants from Donor Agencies

Rs. 0.9 M+

Rs. 0.5 M+

Rs. 5 M+

Together for Betterment

wwotrust@yoahoo.com

+92-213-6640558



WOMEN ECONOMIC EMPOWERMENT

ANNUAL IMPACT

Beneficiaries 2025	PROJECT	DETAILS
500 per anum	WE-Together	Bringing Women Start-ups to the Market
900 per anum	Hunar Vocational Training Center	Empowering Women Via Skill Development
450 per anum	HUNAR Banae Zindagi	Enabling Skills and Access to Business in Rural Areas of Pakistan



WEE ----- OVERALL IMPACT



5 K

14 Years



2 K

3 years



4.5 K

11 Years

◀ Beneficiaries

| Time-Line

OUR Collaborators

Empowering the marginalized working women in Pakistan

Together We Can



WWWT aims to acquire an honorable, secure, and congenial working environment for women as well as promote and propose policies and strategies to ease competing pressures of work and family life, enabling working women to manage both fronts, ultimately benefiting society as a whole.

JOIN THE Cause

Meezan Bank Limited

Branch Code:0116

Branch Name: Barkat e Hydri Branch khi.

IBAN: PK84MEZN0001160100307030

A/C Title: WORKING WOMEN WELFARE TRUST

Account#: 0100307030



We rise by **Lifting** *others...*

