

EMPOWERING WOMEN: UNVEILING THE MOTIVATIONS OF SELF-EMPLOYED WOMEN IN PAKISTAN

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ABSTRACT

Women's participation in self-employment has been a hot topic for some time in the contemporary world. Many motivating factors compel women to engage in income-generating activities in developed, developing, and underdeveloped countries. Self-employment is a way through which a person can get out of unemployment and earn for his/her needs. The purpose of this study is to highlight the main motivating factors that compel women to become self-employed. The purpose of this study is to investigate in depth the underlying factors that motivate women to become self-employed. The researcher has used a non-probability purposive sampling method to collect the data. For this research, respondents were selected from 18 towns in Karachi. About 50 self-employed women from each town were interviewed for data collection. The results of this research show that unemployment, poverty, high rate of inflation, and non-availability of basic necessities of life are the main factors for women to enter self-employment. Due to a lack of money, women are not able to meet the needs of themselves and their families. They barely spend their time on the very limited income of their counterparts. They are unable to provide their families with the basic necessities of life such as nutritious food, health, and education. The results showed that the most important motivating factor for women to enter self-employment is unemployment. However, employed women have the following major motivating factors that push them towards self-employment. Disagreement with management, lack of advancement opportunities, lack of financial rewards, harassment, working hours, domestic responsibilities, nepotism, favoritism, gender wage gap, workload, etc.

Keywords: *Self-Employed Women; Motivational Factors; Poverty; Gender Wage Gap; Economic Instability.*

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INTRODUCTION

Self-employment is a form of labor market that may include various economic activities for earning. Persons choose to be self-employed for many different grounds and motivations. The first probable spectrum of the self-employed can be recognized as lone workers, micro-businesses, and entrepreneurs. A significant body of research examines the self-employment of entrepreneurs, utilizing self-employment as a visible category that, albeit poorly, indicates the store of entrepreneurial skills in the financial system. The last probable end of the spectrum stated that self-employment can constitute a less attractive state that is reluctantly selected by persons not capable of uncovering sufficient paid employment under current labor market situations. For instance, people needing elastic working hours select to be self-employed if a paid work contract offering adequate flexibility is not available. Some people choose self-employment because self-employment is the only accessible alternative to unemployment. Certainly, in many developing economies self-employment is seen as a type of informal and easy segment of employment activity (Dawson et al., 2009). In recent years both academics and institutions have become increasingly interested in the self-employment of women. All over the world, women are continuously joining self-employment to get employment. Women and men have different motivations for being involved in self-employment (Eddleston & Powell, 2012), this approach is important because motivation influences attitudes, and if the attitudes are changed, then it directly influences the business strategies, and possible loss or gain in the businesses as per the attitudes (Carsrud et al., 2011). However, many social scientists agree that the share of women in self-employment is significantly lower than that of their male counterparts and that women are underrepresented in self-employment (Guzman & Kacperczyk, 2019; Van der Zwan et al., 2016).

Pakistan is a developing country. According to the 2017 census, women make up more than 50 percent of the population. The position of self-employed women in income-generating activities is indispensable because at present women are entering the field of self-employment. Self-employed women are not only participating in the economic development of the country but also playing a crucial role in tackling social challenges. Globally, the core barrier to self-employed women is a lack of self-assurance, skills, education, social values, and knowledge difficulties in self-employment. In the current era, competition is rising day by day, so women are opting for self-employment to earn a living instead of looking for a job. Women mainly focus on small retail shops, stitching, embroidery, household products, tuition centers, beauty salons, online works, etc. The main motivations for women to enter into self-employment

include their own personal aspirations, expectations, advancement, higher quality of life, and attaining a luxurious lifestyle (Bastida, 2021). The first step to understanding women's involvement in self-employment is to understand their motivation (2). It has become an essential effort to enhance comprehension of the motivational factors that relate to the new venture creation in a nation. Several prior literatures have fully described all the motivations that lead to women's involvement in self-employment. Women's self-employment activities, including motivational factors, always extend to other aspects of their personal lives as well (Besamusca, 2020). Motivation is a multifaceted procedure and is driven by numerous dissimilar factors. It is typically used to achieve an objective and plays an extremely significant role in initiating and succeeding in employment (Stanley, 2019). The creation of employment activities is a requirement and a choice that is forced by several motivating factors. The desire for independence is another important factor that motivates women in self-employment (Hendieh et al., 2019). Fulfilling the wishes of children and siblings is the main factor that motivates women to become self-employed (Caputo et al., 1998). In addition, this may be the motive why women are particularly involved in self-employment and may have little to do with the flexibility between child-care and self-employment activities (Shastri et al., 2019). The flexibility between child-care and following self-employment activities can be a basis and motivation for females to become mothers. In recent years, women have played an important part in self-employment. The increasing number of women involved in self-employment is increasing not only in developed countries but also in many other developing countries including Pakistan. Over the last 10 decades, the number of self-employed women has been steadily increasing in almost all countries without discrimination in the development stage. However, the number of women involved with self-employment still lags behind male (Georgellis, 2005). Self-employment is a type of labor market position that can comprise an extensive variety of diverse activities. In other words, self-employment means to perform any income-generating activity for yourself rather than for a definite employer who pays you for this work. They often work as autonomous contractors by collaborating with other businesses. There are main three types of self-employments. Independent contractors (persons hired to carry out exact employment for customers), sole proprietors (Individuals owned and operated by persons), and partnerships (understanding between two or more persons to handle and control a business jointly and share in its gains and losses). Because of these advantages, women are motivated to self-employment which only self-employment provides them:

- Greater liberty and flexibility

- Allows them to do work (income-generating activities) in which they are interested.
- Set your working hours.
- Set the duration of the task as you wish.
- Make a decision about what to do or not to do.
- Self-employment offers the opportunity to work from home, which saves a lot of commuting time.
- Self-employed people are capable of being their supervisors.
- Enjoy unlimited creativity without fear of opposition.
- Has complete control over almost all decisions of the business.
- It develops a sense of arrogance and achievement in generating a victorious business and supremacy to construct changes as one experiences essential.

On the other hand, women are less involved in self-employment compared to men in terms of numbers. Even though the numbers have increased over the years, men are still dominant in self-employment. The reasons that may cause this existence are the needs and motivation-driven factors of women in self-employment. Some previous research (Barba-Sánchez & Atienza-Sahuquillo, 2017; Holland, & Garrett, 2015; Entrialgo, & Iglesias, 2016) concluded that the motivation to start self-employment does not differ between men's and women's economic activities, despite it lies by different goals and different meanings of necessity and opportunity. Women's needs are always unique compared to men's in most social movements including self-employment. Due to socially built values, motivations, and obstacles in the economic process of women are not highlighted in society. Until the 1980s, little was known about self-employed women in practice and research, which led to the predominance of men over self-employment. Furthermore, in the era of the 1980s, the scientific discourse on self-employed women, women-owned and Women Operated Organizations (WOO) was limited to this (ILO 2006). The role of women's self-employment has often been considered less. However, over the years, it has become increasingly clear that women self-employment is, in fact, in economic development (Morgan, 2022). Globally, equally the number of self-employed females and their significance as a source of monetary augmentation is rising (Ramadani et al., 2015). Self-employed females are frequently seen as an alternative for incorporating females into the workforce and it gives employment, decreases poverty, and encourages job formation and communal enclosure (Yerrabati, 2022). On the other hand, females are over and over again underprivileged in contrast to their males, as females often have unequal rights to use the monetary possessions and chances required to become self-employed (Lingappa & Rodrigues,

2023). Females do not have strong social networks (high-profile people), so they are not able to use power for their self-employment (Yadav et al., 2022). Usually, self-employed females carry out at lesser positions than males in terms of criteria such as sales, productivity, employment, profitability, and survival rates. The network structure and practice format of self-employed females are the foremost reasons for their poor self-employment performance (Haussen & Schlegel, 2020). The purpose of this study is to provide an overview of the motivational factors that motivate women in Karachi to become self-employed.

LITERATURE REVIEW

In recent years, there has been a dramatic development in the field of research on the subject of self-employment because there is a direct strong positive relationship between self-employment activities and economic development. It is a chief work opportunity for many individuals in the labor force. It is expected that it is about 10th part of unemployed people (Evans & Jovanovic, 1989). Researchers realized the financial importance of self-employment activity, which led to extensive research in understanding the characteristics of self-employment and the mechanisms of transition to self-employment. While previous empirical work has attempted to decide what individual characteristics differentiate the self-employed from the employed, less concentration has been paid to the motive individuals give for selecting self-employment. Some women opt for self-employment even because of unemployment so that the family does not suffer from financial problems. In fact, self-employment is seen as a form of informal sector employment in many developing economies. To achieve a better knowledge of the helpful motivation why people may become self-employed to start a new business setup, a range of primary motivations can be measured. People engage in self-employment for a need for self-expression, for independence, for status, or financial gain. On the other hand, the number of women engaged in self-employment is still much less than that of men (OECD, 2016). The Global Entrepreneurship Monitor Report 2004 indicated that the participation of women in the field of self-employment has been increasing over the years, but still men dominate women in self-employment (Langowitz et al., 2005). Solesvik et al. (2019) in their research topic “Motivation of Female Entrepreneurs: An International Study” describe the motivational factors of Russian, Ukrainian, and Norwegian self-employed women in great detail because motivation must be considered when examining self-employment for women. A research study shows that despite socioeconomic barriers, the number of self-employed women in Greece continues to increase due to motivational factors.

A large body of literature is present on the motivations of females to become self-employed (Dyer, 1994; Kuratko et al., 1997; Naffziger, Hornsby, & Kuratko, 1994; Zacher et al., 2012). Age (Curran & Blackburn, 2001), education (Blossfield, 1987), marital status, and size of business (Blanchflower & Meyer, 1994) are the main motivational factors that provoke an individual to be involved in self-employment. Human motivation is modified parallel to monetary growth, and this affects the occurrence of self-employment. Self-employment is the last option for some women to improve their economic status in society (Ferrin, 2023). According to Brynin et al. (2019), women in lower-income groups engage in self-employment to meet family expenses, while a major reason for engaging in self-employment among middle-income groups is the desire to raise the standard of living.

Furthermore, many studies show that self-employment leads to improved well-being outcomes for both sexes because it is related to greater independence, self-actualization, and resilience (Litsardopoulos et al., 2023), while others point out that self-employment can lead to lower well-being due to longer working hours and pressure (Baron et al., 2016). In particular, studies focusing on women's self-employment are needed, as women are more likely to abandon their businesses due to a non-motivational environment, and work-family conflicts (Kaciak & Welsh, 2020). While others have researched self-employment, self-employment can lead to poor health due to long hours and stress.

Many studies of the motivations for female self-employment in Europe support that women often choose self-employment to facilitate family commitments and paid work (Patterson & Marvin, 2009, Ahl, 2011, McGowan et al. 2012, Mångs, 2013, Allen & Curington, 2014, and Patrick et al., 2016). A very long period of unemployment is also another important motivating factor for women to choose self-employment. However, across Europe, men are 90% more likely than women to be motivated to engage in self-employment. Female self-employment rates vary across European countries, with significant differences in motivations for engaging in self-employment between men and women evident in Denmark, Ireland, Luxembourg, Portugal, Sweden, and Switzerland. In Southern European countries (Greece, Italy, and Portugal) women's motivational factors for self-employment are higher due to social security systems. That's why these countries women are more involved in self-employment (Hatfield, 2015). The social security system in Spain is not very well developed, forcing women in the labor market to seek alternative forms of employment, such as self-employment. In Spain, unemployed people do not receive unemployment benefits and women with young children have no choice but to be self-employed (Carrasco & Ejrnæs, 2012). In the UK the rate

of self-employed women (especially those with a high school degree) is increasing rapidly (Hatfield, 2015). Patrick et al. (2016) indicates many motivating and discouraging factors exist in societies that encourage women to engage in self-employment or not. The self-employment rate of women in Europe has increased over the past decades. In 2016, 32.7 million people were self-employed, of which 67.5% were men. This equates to two (2) self-employed men for every self-employed woman, meaning women are not as self-employed as men. In Austria and Germany, most self-employed people have a tertiary education, suggesting that higher education is an important contributor to why people choose self-employment and also indicates a higher social status (Mohsini & Salihu, 2018). Women in Canada are attracted to self-employment because of the desire for challenge, freedom, and flexible schedules of working activities (Rybczynski, 2015). Women in Scandinavian countries enter self-employment because they believe they have the skills and knowledge necessary to run their businesses successfully (Hardonk & Halldórsdóttir, 2021). Self-employment in Nordic countries becomes less attractive with increasing age because women working in the public sector receive better wages because they work an extra year (Arenius & Kovalainen, 2006). Single parents with young children are encouraged to enter self-employment because they need more time to care for their children. Married women with children in the US have been pushed into self-employment as they demand more flexible work hours, while unmarried women were drawn to self-employment in places where entrepreneurship was more common. Factors such as ability and personal characteristics were also found to be important for unmarried women that pull them towards self-employment (Beutell et al., 2019). Setiani and Sopiah (2023) noted that different countries have different motivational factors for women to engage in self-employment due to their regional cultural traditions and norms. Examining women's entrepreneurship propensity to start new businesses found that factors such as higher education and higher income are important for the likelihood of becoming self-employed when women see self-employment as an opportunity. Females often establish their businesses due to a shortage of other options. Women wage earners with top incomes are less likely to initiate their businesses. Pakistani females also have the same motivational factors to become self-employed as the other developing countries women like poverty, high inflation rate, low education level, unskilled, family responsibilities, a load of unpaid work, cultural values, and lack of government policies for women's benefit, etc. The likelihood of starting one's own business depends on motivational factors, not the country in which women live. The likelihood may be higher or lower depending

on motivational factors, including gender differences. In this research article, the review literature focuses on the factors that motivate women to become self-employed.

METHODS AND ANALYSIS

This study is about the motivating factors that motivate women to become self-employed. The study is based on descriptive and quantitative. For this purpose, surveys have been used as a quantitative research method. The researcher has used a non-probability purposive sampling method to collect the data. The respondents for this research are selected from 18 towns (*Kemari, SITE, Baldia, Orangi, Lyari, Sadder, Jamshed, Gulshan, Shah Faisal, Landi, Korangi, North Nazimbad, New Karachi, Gulbarg, Liaqatabad, Malir, Bin-Qasim, and Gadap*) of Karachi About 50 self-employed women from each town were interviewed for data collection. A questionnaire has been used as a data collection tool in which 105 questions of profile and research questions were included. The foremost purpose of the research study is to find out the basic motivational factors that incite women to be involved in self-employment, while they are living in a male-oriented society as well as they already bear the double burden (reproductive & domestic responsibilities).

Study Design

The researcher along with her team collected data from 900 respondents from 1st January 2020 to 1st January 2021 to create validity and accuracy in the results.

Survey Instrument

An in-depth written study of key articles and rules was done to plan the assessment tool. The questionnaire had 105 questions with five parts. In the first part, the researcher collected the demographic data of the respondents such as age, occupation, income, religion, mother tongue, qualification, marital status, and residential address of the respondents. In the second part, the researcher collected information about the motivational factors that motivate women to be self-employed. At the same time in the third part researcher tried to collect information regarding the socioeconomic conditions of self-employed women. In the fourth part, the researcher gathered data about government policies, facilities, and assistance for self-employed women. In the 5th part, the suggestions and opinions of the self-employed women have been collected.

Data Analysis

After collecting the data, the researcher used simple frequency distribution tables and %ages to analyze the data using the chi-square technique. The fundamental purpose of this quantitative

research study is to investigate the motivational and factors that provoke women to enter self-employment.

RESULTS

Self-employment is a very crucial element for the monetary development of the country, as it is important for the formation of new jobs and the promotion of entrepreneurship. Self-employed females make up a small proportion of all workers in the global labor market. Any business cannot start or succeed without motivation. The first step in understanding women's business activities (entrepreneurship, self-employment) is to understand their motivation because, in recent years, women have been playing an important role in economic activities. The increasing number of women starting self-employment has not only occurred in developed countries but has also been observed in many other developing countries like Pakistan.

Table1. Demographic Profile of the Respondents

Sample Size	900
Work	Apply henna professionally, Beat work, Beauty parlor, Carpet weaving, Cutting dresses, Dyeing work, Embroidery, Foil work, Handicraft, Home tuition, Knitting a sweater, Make bangles at home, Make baskets, Make burgers, Make chips, Make envelopes, Make jewelry, Makes bread and sells it into different offices, Making and selling <i>roll</i> and <i>samosa</i> , Online teaching Quran, Online work, Painting, Pasting pearls on cloths, Pickle making, Pot painting, Selling cheap cosmetics, Selling chicks, Selling cloths, Selling different eating items, Selling flower, Selling scarves, Small Shop in the home, Stitching, Stonework, Take cooking orders, Teach the holy Quran at home.
Age	15-60
Qualification	illiterate, Literate (just read), Middle, Matric, Inter, Graduate, Master
Socioeconomic class	72.3% belong to the lower-middle class, 19% middle -middle class & 8.7% upper-class
Marital status	53.4% married, 22.6% unmarried, 17.6 widows & 6.4% were divorcees
Type of family	59% joint family system while 41% were the nuclear family

Source: Author's data

Profile of Respondents

In this study, there were 900 respondents included, representing various professions, including self-employment, different age groups, educational backgrounds, socioeconomic classes, marital statuses, and family structures. Among these respondents, 221 (24.6 percent) were involved in stitching, 199 (22.1 percent) operated beauty parlors from their homes, 74 (8.2

percent) prepared food at home, and 71 (7.9 percent) engaged in embroidery after receiving training from various public and private sector skill development institutions.

Furthermore, 98 (10.9 percent) of the respondents taught the Holy Quran at their homes, and 89 (9.9 percent) took orders for cooking and catering for various events such as weddings, birthdays, and funerals. Approximately 61 (6.8 percent) of the respondents ran small shops at their homes, while 19 (2.1 percent) provided home tutoring. Additionally, 18 (2 percent) were involved in handicrafts, 5 (0.5 percent) taught the Quran online, and 4 (0.4 percent) mentioned weaving carpets.

A very small percentage, only 3 (0.3 percent) of the respondents, were involved in selling various food items, tailoring, professional henna application, and adorning clothing with pearls. Additionally, 2 (0.2 percent) of the targeted population engaged in beat work, online work, selling inexpensive cosmetics, selling chicks, making envelopes, and dyeing work. The data reveals that only 1 (0.1 percent) of the respondents of the study engaged in foil work, painting, pickle making, pot painting, selling flowers, selling scarves, stonework, making sweaters, making bangles at home, and crafting baskets. Some of them were involved in making bread, burgers, chips, jewelry, and selling these items to different offices. Others made and sold rolls and samosas.

The data further illustrates that the highest percentage, which is 383 (42.6 percent), falls within the age group of 21 to 25 years. Additionally, 201 (22.3 percent) fall within the age group of 36-40 years, 97 (10.8 percent) are aged between 26 to 30 years, while 81 (9 percent) are in the age bracket of 31-35 years. Moreover, 62 (6.9 percent) are less than 20 years old.

The profile of the targeted population also shows that 32 (3.6 percent) are in the age bracket of 41-45 years, while 23 (2.6 percent) fall within the age group of 46-50 years. Additionally, 7 (0.7 percent) are aged between 51-55 years, 8 (0.8 percent) are in the age bracket of 56-60 years, and 6 (0.6 percent) are more than 60 years old.

The data indicates that 407 (45.4 percent) of the respondents were illiterate, 218 (24.2 percent) had received religious education only, 103 (11.4 percent) could read but not write, 46 (5.1 percent) had completed their secondary school certificate (Matric), and 44 (4.9 percent) had completed the 8th grade. Furthermore, 32 (3.6 percent) had completed Intermediate (12th class), 20 (2.2 percent) had graduated or had a primary (5th class) education. Only 10 (1.1 percent) of the respondents had post-graduate degrees from top universities in the city.

Socioeconomic class significantly impacts people's lifestyles. In a developing nation with a high inflation rate, many individuals have experienced a decline in their socioeconomic status. About 651 (72.3 percent) of the targeted population belonged to the lower-middle class, engaging in self-employment to meet their basic needs. Additionally, 19 percent were from middle-middle class families, with women involved in self-employment, and only 8.7 percent were from upper-class families, with women choosing self-employment to maintain their social status.

The results also revealed that in the highest range, 481 (53.4 percent) of the respondents were married, while 203 (22.6 percent) were unmarried, 158 (17.6 percent) were widows, and only 58 (6.4 percent) were divorced. In terms of family structures, results showed that 531 (59 percent) lived in joint family systems, while 369 (41 percent) preferred the nuclear family system.

Table2. Motivational factors for women to become self-employed.

Motivational factors	Frequency	%
Due to poverty	311	34.6%
Due to the high inflation rate	221	24.6%
To fulfill necessities	100	11.1%
Due to unemployment	63	7%
To earn a handsome amount for children/siblings	51	5.7%
Gender discrimination in the workplace	49	5.4%
Due to the wage gap between men and women	41	4.6%
Due to the increase in the standard of living	36	4%
Due to fulfilling one's desires	15	1.7%
Due to financial autonomy	13	1.4%
Total	900	100%

The results of this research indicated that poverty, with 311 respondents (34.6 percent), high inflation rates, with 221 respondents (24.6 percent – as they struggled to make ends meet with their limited incomes), the unavailability of basic necessities of life, with 100 respondents (11.1 percent – as they found it challenging to provide their families with nutritious food, healthcare, and education), and unemployment, with 63 respondents (7 percent), were the main motivating factors driving women into self-employment. These issues correspond to fundamental needs in life. As noted by Hatfield (2015), unemployment compels women to venture into self-employment. A lack of financial resources prevents women from meeting their families' needs, especially when it comes to providing quality education to their children or siblings, an

essential element in the modern era. Education plays a pivotal role in shaping a child's future, fostering awareness, and developing a positive personality. As a means of securing a better future for their children or siblings, approximately 51 respondents (5.7 percent) reported that they became self-employed.

Forty-nine respondents (5.4 percent) expressed the view that Pakistani society is predominantly male dominated, resulting in a bias towards men in various aspects. After enduring these conditions for a considerable duration, they abandoned traditional employment and turned to self-employment as a solution to this societal bias. Similarly, cultural values promoting male dominance often constrain women to opt for self-employment, driven by a lack of alternative income-generating opportunities, as evidenced by Mohsini and Salihu (2018).

The findings further revealed that 41 women (4.6 percent) identified a substantial wage gap between men and women in society. Even though they worked at the same level as men, their earnings were significantly lower. Faced with this disparity, they left their jobs and embarked on self-employment. On the contrary, 36 respondents (4 percent) from the target population conveyed contentment with their lives, feeling blessed by Allah with their current circumstances. However, the rising cost of living motivated them to pursue self-employment, from which they now reap considerable profits. On the other hand, 15 respondents (1.7 percent) initiated self-employment to fulfill their personal desires, while only 13 respondents (1.4 percent) cited a desire for financial autonomy as their primary motivation for self-employment.

The central aim of this study is to identify the primary motivating factors driving women into self-employment. The results underscored that poverty stands out as the most significant motivator. However, employed women face various other motivations for transitioning into self-employment, including disagreements with management, a lack of advancement opportunities, insufficient financial rewards, workplace harassment, scheduling constraints, domestic responsibilities, nepotism, favoritism, the gender wage gap, and high workloads. Consequently, this research serves as a valuable tool for identifying the motivations that drive women toward self-employment.

CONCLUSION

The study aimed to analyze different motivational factors that influence women to be self-employed in 18 towns (*Kemari, SITE, Baldia, Orangi, Lyari, Sadder, Jamshed, Gulshan, Shah Faisal, Landi, Korangi, North Nazimbad, New Karachi, Gulbarg, Liaqatabad, Malir, Bin-Qasim, and Gadap*) of Karachi, and collected data from April 2019 to March 2021.

Furthermore, the researcher investigated the objectives by using the "purposive sampling method" to find out the motivational factors that provoke women to become self-employed. Pakistani women silently go through many setbacks in their socio-economic life due to the patriarchal social structure of society. Poverty, high inflation rate, unemployment, low level of skills and education, less hope for fulfilling necessities, less family and government support, unsecured future, male-oriented society, psychological factors, and gender discrimination are the main motivating factors that motivate Pakistani women to engage in self-employment. Females have customarily faced noteworthy obstacles when becoming self-employed. To reduce these complications, the government should formulate national policies that support women to promote self-employment and motivate women to enter into self-employment.

In light of the study's findings, it is clear that women in Karachi face a myriad of challenges when it comes to self-employment, and the existing patriarchal social structure exacerbates these hurdles. Despite these obstacles, women continue to enter self-employment, not only as a means of survival but as a testament to their resilience and determination. To further support and foster this entrepreneurial spirit, it is imperative for government and community initiatives to not only create policies that provide opportunities and resources but also to actively promote and celebrate the contributions of self-employed women. In doing so, not only will the socio-economic landscape of Karachi benefit, but it will also empower women to continue breaking down barriers and shaping their destinies through self-employment, further enriching the diverse tapestry of Pakistan's workforce.

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