

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*



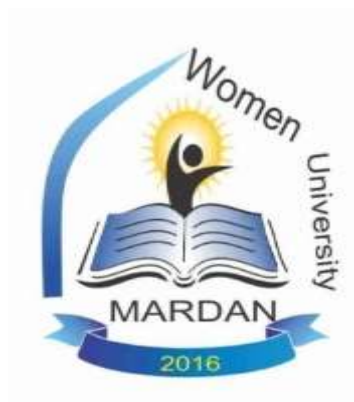
## ABSTRACT BOOK

8TH INTERNATIONAL CONFERENCE ON  
EMPOWERING WOMEN THROUGH EDUCATION:  
DRIVING SUSTAINABLE SOCIO-ECONOMIC  
DEVELOPMENT IN KHYBER PAKHTUNKHWA  
(ICEWESSD)

13-14 NOVEMBER 2024



*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*



*8<sup>th</sup> International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

*13-14 November 2024*

*Organized by*

*Faculty of Social Sciences, Women University Mardan*

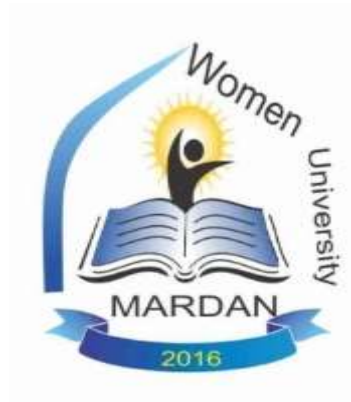
*Khyber Pakhtunkhwa, Pakistan*

*This Abstract Book has been prepared by Dr. Farah Khan, Dr. Bushra Sajid, Dr. Asma Saeed, Dr. Samina Begum, and Dr. Haleema Akbar*

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**WOMENUNIVERSITY MARDAN**

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*



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**WOMEN UNIVERSITY MARDAN**

**Table of Contents**

<i>1.</i>	<i>Preface</i>
<i>2.</i>	<i>Message of the Honorable Vice Chancellor, Women University Mardan</i>
<i>3.</i>	<i>Message by the Chief Organizer</i>
<i>4.</i>	<i>Organizing Committee</i>
<i>5.</i>	<i>Message by the Minister KP Assembly-Honourable Muhammad Abdul Salam</i>
<i>6.</i>	<i>Keynote 1: Prof. Dr. Abdul Rahman bin S Senathirajah</i>
<i>7.</i>	<i>Keynote 2: Prof. Dr. Talatu Salihu Ahmad</i>
<i>8.</i>	<i>Keynote 3: Prof. Dr. Ling Lukman</i>
<i>9.</i>	<i>Keynote 4: Prof. Dr. Hafiz M. Inamullah</i>
<i>10.</i>	<i>Keynote 5: Prof. Dr. Arab Naz</i>
<i>11.</i>	<i>Conference Schedule</i>
<i>12.</i>	<i>Oral Presentations</i>

**Message of the Honorable Vice-Chancellor, WUM**



It is with a deep sense of achievement that I present this abstract book for the 8<sup>th</sup> International Conference on ‘Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)’ This conference, organized by Women University Mardan, abridged national and international presenters and scholars. The theme of the conference in line with the Sustainable Developmental Goals (SDGs), centered on addressing the pressing issues related to the ways through which women can be empowered emphasizing the socio-economic development of the country in general and Khyber Pakhtunkhwa province of Pakistan in particular. I am hopeful that this conference will successfully generate the desired results in providing remedies to the problems faced by the fair gender and will open new horizons for females to become productive members of the society.

Women University Mardan believes in providing premier education to its students. It stands for empowering women through nothing less than quality education and for creating opportunities for them in the job market. It is with pleasure that I as the Vice-Chancellor of this prestigious institute and Patron in Chief of this conference hosted three national and three international keynote speakers for this conference. I am delighted that scholarly participants from national as well as international affiliations participated in the conference enthusiastically and played their part in enlightening the audience regarding the significance of empowering females of the country by highlighting the socio-economic opportunities that await them.

I hope that Women University Mardan through such conferences, seminars, and workshops continues to play its due role in providing a platform to females and represent them on various forums. I am positive that even in the future, the university will carry on with its legacy of voicing for the females of the region and far and wide.

Prof. Dr. Safia Ahmad

Patron-in-Chief

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

**Chief Organizer's Note of Thanks**



The 8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa is a testament to the vital role education plays in creating sustainable socio-economic progress, especially within Khyber Pakhtunkhwa. Our focus this year is not only on exploring education's transformative impact but also on celebrating the efforts and vision that have brought us here, led by our esteemed Vice Chancellor, Prof. Dr. Safia Ahmad of Women University Mardan.

Under Prof. Dr. Safia Ahmad's leadership, Women University Mardan has become a beacon of hope and opportunity, championing women's access to quality education and nurturing an environment where they can thrive and contribute meaningfully to society. Her commitment to empowering women has opened doors to countless young women, enabling them to break traditional barriers, pursue diverse fields, and envision careers that were once out of reach. This conference reflects her vision, providing a platform for voices that are shaping the future of women's education and fostering discussions on how we can collectively create pathways for women to contribute actively to sustainable development.

The significance of this conference lies in its dedication to addressing the challenges faced by women in accessing education and developing the skills needed to drive socio-economic change. Through discussions, research, and collaborative insights, we aim to build upon the foundation laid by institutions like Women University Mardan. By prioritizing inclusive and accessible education, we are equipping women to become leaders, innovators, and key contributors in their communities and beyond.

As we gather to share knowledge, ideas, and experiences, let us be inspired by the efforts of Women University Mardan and Prof. Dr. Safia Ahmad's unwavering commitment to women's education. May this conference serve as a catalyst for actionable change, fostering a future where every woman has the opportunity to learn, grow, and contribute to a more just and prosperous society.

**Dr Farah Khan**

**Chief Organizer**

## **ORGANIZING COMMITTEE**

### ***Patron-in-Chief***

Prof. Dr. Safia Ahmad (Vice Chancellor Women University, Mardan)

### ***Chief Organizer***

Dr. Farah Khan (Head of the Institute of Education and Research, Women University, Mardan)

### ***Principal Organizers***

1. Dr Bushra Sajid (Head of the Department of Psychology, Women University, Mardan)
2. Dr Nelofar Ikram (Assistant Professor, Department of Political Science, Women University Mardan)
3. Dr Haleema Akbar (Assistant Professor, Institute of Education and Research, Women University Mardan)

### **Organizing Committee**

1. Ms. Haleema Ikram (ORIC)
2. Dr Samina Begum (Head of the Department of Management Sciences, Women University, Mardan)
3. Dr Hassina Bashir (Head of the Department of Political Science, Women University, Mardan)
4. Dr Asma Saeed (Head of the Department of Economics, Women University Mardan)
5. Dr. Rabia Amjad (Assistant Professor, Department of Psychology, Women University Mardan)
6. Ms Kiran Qamar (Head of the Department of English, Women University Mardan)
7. Ms Anfal Afridi (Lecturer, Department of Political Science, Women University Mardan)
8. Ms Farah Aqil (Lecturer, Department of Psychology, Women University Mardan)
9. Ms Awoesha Rahat (Lecturer, Department of Management Sciences, Women University Mardan)
10. Ms Sunila Raishad (Lecturer, Department of Psychology, Women University Mardan)
11. Ms Nazish Khan (Lecturer, Department of English, Women University Mardan)
12. Ms Sadia Naz (Lecturer, Institute of Education and Research, Women University Mardan)

### ***Advisory Committee***

1. Dr Farah Khan ((Head of the Institute of Education and Research, Women University, Mardan)
2. Dr. Bushra Sajid (Head of the Department of Psychology, Women University Mardan)
3. Dr Haleema Akbar (Assistant Professor, Institute of Education and Research, Women University Mardan)



*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

**MINISTER'S MESSAGE**

The 8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa is a testament to the transformative power of education in shaping an equitable and prosperous society. This gathering underscores the critical role of women's empowerment in fostering sustainable socio-economic growth, a priority for our government in achieving long-term development goals.

Education is not merely an enabler; it is a cornerstone of empowerment, unlocking opportunities, enhancing skills, and driving participation in all spheres of life. This conference has brought together diverse perspectives from academia, policymakers, and practitioners to address the unique challenges and opportunities faced by women in our province and beyond.

The Government of Khyber Pakhtunkhwa recognizes that advancing women's education is pivotal to ensuring sustainable development. Our initiatives aim to bridge gender gaps in education, create enabling environments for women in the workforce, and implement policies that prioritize inclusivity and equity. Collaborative efforts, such as those fostered by this conference, are crucial in achieving these objectives and amplifying the impact of government interventions.

I am confident that the ideas and strategies discussed here will inspire innovative solutions to empower women, driving forward a vision of a society where everyone has the opportunity to contribute to and benefit from sustainable development. This conference is not the culmination of a dialogue but the beginning of concerted actions toward a brighter, more inclusive future for Khyber Pakhtunkhwa and Pakistan as a whole.

**KEYNOTE – I**



**Prof. Dr. Abdul Rahman bin S Senathirajah**

**INTI International University Malaysia**

**Benchmarking Women’s Education for Sustainable Development: Measuring Progress toward SDGs**

This keynote highlights the criticality of setting objective and clear benchmarks to track how women’s education contributes to attaining the Sustainable Development Goals (SDGs). Educating women has many benefits: it supports economic growth, reduces inequality, and aids sustainable development. Therefore, to ensure maximum impact, we need measurable targets. This talk zeros in on important metrics like school enrollment, literacy rates, and economic empowerment which are the hallmarks linked to SDGs on quality education (SDG 4), gender equality (SDG 5), and reduced inequalities (SDG 10). In referring to these benchmarks, one can observe what’s working, identify gaps, and strategize. Prominent case studies will showcase successful programs, while data insights set the pathway for improvements. Benchmarking women’s education aids policymakers to create targeted strategies that lead to real change, helping communities move toward a more inclusive, resilient, and sustainable future.

**KEY NOTE -2**



**Dr Talatu Salihu Ahmad**  
**Federal College of Education Kano, Nigeria.**  
**Tass2004@yahoo.com**

**Women Educational Empowerment for Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (KP)**

Education is a vital aspect that focuses on Socio-Economic Development. The sustainable development of a country depends on the extreme involvement and utilization of both men and women. Thus, the development of a country can only be achieved if women are empowered, and their social and economic status is improved. Women's education for empowerment has been an area of focus for decades in Pakistan as economic development cannot be achieved without quality education. Education is a landmark of women's empowerment that allows them to confront their traditional role, respond to challenges and transform their lives. Consequently, women's education has a positive and statistically significant impact on women empowerment that implies, educated and self-reliant employed women are more empowered. In addition, women's empowerment brings about substantial positive changes in the socio-economic aspects of the family, women's status and development in general. Though, women's education in Pakistan is hindered by core challenges like cultural norms and conservative attitudes towards gender roles, poverty, security, and lack of educational facilities, despite the government's efforts to improve women's literacy rate of about 48 per cent, with a substantial urban-rural divide of 80 per cent in urban areas and 20 per cent in rural areas. Therefore, enhancing sustainable socio-economic development in Khyber Pakhtunkhwa (KP) requires a broad approach that addresses existing challenges and influences the chances of establishing the Importance of women's educational empowerment.

Keywords: Empowerment, Women's Education, Socio-economic Development, Pakistan.



**Ling Lukman**

**Faculty of Economics and Management**

**Universitas Malahayati, Bandar Lampung, Indonesia**

**The Success Story of Women Empowerment in Indonesia's Cosmetics Business**

Women empowerment has been a significant movement across various industries in Indonesia, with the cosmetics business being one of the key sectors where women have excelled as both entrepreneurs and consumers. The rise of women-owned beauty brands, the influence of female cosmetics influencers, and policies supporting women's economic participation have shaped the cosmetics market in Indonesia. This essay explores how women have empowered themselves in the cosmetics industry, examining their role as entrepreneurs, the challenges they face, and the strategies that led to their success. Furthermore, the essay will highlight specific case studies, market trends, and the broader impact of these changes on the socio-economic landscape of Indonesia.

**Keywords:** women, empowerment, cosmetics, business, industry



**Prof. Dr. Hafiz M. Inamullah**  
**Director, IER, University of Peshawar**

**School Based Vocational Curriculum (The Future of Pakistan)**

Curriculum is always, in every society, a reflection of what the people think, feel, believe and do. The question under discussion is the prevailing curricula at secondary level are the true economic reflection of the agricultural Pakistan. Top-down authoritative curriculum development approach still prevails in Pakistan. The world, under democratic and focused approach, is following bottom-up School Based Curriculum Development initiatives. Other than this, a growing array of experiments, all over the world, have been made to vocationalize the school curricula after recognizing the importance of issue of curriculum reforms and workforce development. Consequently, the role of Technical and Vocational Education of secondary level appeared to be a major area of debate.

**KEY NOTE -5**



**Dr. Arab Naz**

**Dean Faculty of Social Sciences,**

**University of Malakand, Khyber Pakhtunkhwa, Pakistan**

Empowerment is a multi-dimensional phenomenon that involves increasing individuals' and communities' power, to bring control as well as influence the lives, social and economic environments as well as wellbeing of the people. Empowerment in this sense creates conditions which enable people to realize their potential, understand and achieve their goals, and aspirations, and participate fully in a society where it [grants the power, right, or authority to perform various acts or duties](#). Women constitute almost half of the population and education is vital to women's empowerment and their socioeconomic uplift while educating a girl is like educating a family and recognition of female education and the dissemination of its importance to all sections of society remains one of the pressing problems in traditional societies across the world. In this context, educated female not only contributes to the overall development of the household but also contribute to the country's progress. In Pakistan, women suffer mostly and they are deprived of their right to get an education. Contrary to this, male preference for education is common and they usually dominate the sociocultural, economic and political aspects. Besides, the status of women's education is not uniform at the primary, middle, secondary and higher levels. Significant differences are found in the ratio of enrollment of boys and girls. In addition, the ratio of girls' enrollment at the secondary level is even more discouraging and remains 32% percent as compared to 46% for males while regular school attendance for females is 41% against 50% for males. The overall literacy rate in Pakistan also indicates that the number of literate females increased with the passage of time but still the overall literacy rate in Pakistan is lower due to the existing cultural factors and societal norms which support men education and deprive women of education despite their potentials. In this way deprivation from education results in intensifying the existing inequalities that prevail across society and push women towards socio-economic and political subordination. In some cases, females are confronted with accessibility issues during schooling, while parents usually bear the costs for books, clothing, and other requirements of children's education despite their poverty. Girls are also socialized for their adult roles as household and this curtails their opportunity of getting higher education. In addition, due to cultural norms, girls are usually married at an early age and entrusted with handling household responsibilities and child-rearing which prevents them from getting education.

Pakistani society is predominantly patriarchal and men and females are divided into two separate worlds of masculinity and femininity, thus dividing the role of both male and female into productive and reproductive domains. The domestic sphere is considered a woman's legitimate ideological and physical space while man dominates the world outside the home. This false cultural and ideological demarcation between public and private, inside and outside worlds is maintained through the notion of honor and reinforced by cultural institutions. Restrictions on women's mobility, strict customs and traditions, conservatism, misinterpretation of religious values and holding of patriarchal values become the basis for gender discrimination and disparities in most spheres of life particularly education. Further,

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

the prevalent patriarchal norms and social structure along with poverty affect women's education which results in women's subordination and disempowerment. However, change is inevitable and this has not only changed the normative structure of society but have also affected the educational structure of the country to the extent that females are now dominantly entering into the educational sector. But still, much care is needed and to prevent the structural and functional aspects of the society in an integrated manner, the changes should be relative and acceptable to the normative order of the society to bring a holistic change and development.

**CONFERENCE SCHEDULE**

**PROGRAM**  
**(13<sup>th</sup> -14<sup>th</sup> November 2024)**  
**Venue: Al-Hamra Banquets Mardan**  
**DAY 1 (13<sup>th</sup> November 2024)**  
**Session 1 (Opening)**

<b>S. No</b>	<b>Timings</b>	<b>Activity</b>
1	<b>10:00 am-10:30am</b>	Arrival of the Chief guest/Reception/seating
2	<b>10:30-10:35 am</b>	Recitation of the Holy Quran
3	<b>10:35 am-10:50 am</b>	National Anthems of Pakistan, UAE, Malaysia
4	<b>10:50 am-11:00 am</b>	Introduction/Welcome Note by Honourable Vice Chancellor Professor Dr. Safia Ahmed
5	<b>11:00 -11:10 am</b>	Speech by the Chief Guest
6	<b>11: 10-11:20 am</b>	Speech by HED Secretary
7	<b>11:20-11:30 am</b>	Honourable Dr. Abdul Rahman Bin S Senathirajah Faculty of Business and Communications INTI International; University (Talk-Online-)
8	<b>11:30-11:40 am</b>	Honourable Dr. Talatu Salihu Ahmad Head of the Social Sciences Department. School of Secondary Education -Arts and Social Sciences, Federal College of Education Kano Nigeria. (Talk; online-)
9	<b>11:40 -11:50 am</b>	Honourable Dr. Ling Lukman- Faculty of Economics and Management, Universities Malayati, Bandar Lampung. Indonesia. (Talk; online-)
10	<b>11:50 am-12:00 pm</b>	Honourable Prof. Dr. Hafiz M. Inamullah Director of IER University of Peshawar.
11	<b>12:00 pm -12:10 pm</b>	Honourable Prof. Dr. Atta Ur Rahman- Joint Director, IMS- Sciences Hayatabad Peshawar.
12	<b>12:10 pm-12:20 pm</b>	Honourable Prof. Dr. Arab Naz- Dean Faculty of Social Sciences, University of Malakand.
13	<b>12:20 pm-12:30 pm</b>	Note of thanks by Dr. Farah Khan
14	<b>12: 30 pm-12:45 pm</b>	Awarding Shields to the guest of Honor and Chief guest, Chief Organizer, Principal Organizers and Organizing Committee
15	<b>12:45 pm-12:55 pm</b>	Group Photo
16	<b>12:55 pm-1:20</b>	Lunch for guests and Tea (AP, Lecturers, Administration Staff, and Participants) break



**Day- One: Session 2A**  
**Session Chair: Dr. Bushra Sajid & Dr. Nelofar Ikram**  
**Venue: Hall A**

<b>S No</b>	<b>Time</b>	<b>Abstract Title</b>	<b>Authors</b>
1	1:40-1:47 Pm	Developing Skills among Employees: The Mechanism of Leader Psychological Capital	Dr. Samina Begum Faryal Arif Chistie
2	1:47-1:54 pm	"Climate Change and its Disproportionate Impact on Women's Lives in Pakistan"	Maimoona Naeema Bibi
6	2:15-2:22 pm	Empowering Women in Khyber Pakhtunkhwa (KP): The Impact of Literacy, Education, Training, and Awareness Creation on Women's Status	Asma Farid Kausar
7	2.22-2.29 pm	Unwavering commitment and empowerment: Exceptional Performance of Female Doctors and Staff in Pakistan during the COVID-19 Pandemic	Momena Lailuma Pirzada
8	2.29-2.36 pm	Vulnerable Voices: Exploring the Impact of Climate Change on Women's Health in Rural Pakistan	Nadia Aqsa
9	2.36-2:43 pm	Promoting Women's Inclusiveness in Education: A Critical Analysis of Khyber Pakhtunkhwa, Pakistan	Shagufta Roobi, Khadija Bakht Zamin
10	2:43- 3:00 pm	Empowering Women in Pakistan through Skills Development: A Pathway to Economic Independence	Shumaisa Inam Nabeela
11	3:00-3:07 pm	Women's Participation in Politics: A Key to Empowerment in Pakistan	Sobia, Zaiba
12	3:07 -3:14 pm	Empowered Entrepreneurs: Unleashing Economic Potential Of KPK Women Through Self-Sustaining Businesses	Dr. Zafar Ahmed Siddiqui
13	3:14-3:21 pm	The Impact Of Organization Politics On Employees' Deviant Behavior	Hoor-Ul-Ain Iftikhar Dr. Samina Begum
14	3:21-3:28 pm	Impact Of Leadership Styles On Employee Performance	Iqra baig Dr. Samina Begum
15	3:28-3:35 pm	Impact Of Poverty And Education On Crime Rates In Pakistan	Kashf U Duaa, Dr Hira Iqbal, Dr Asma Saeed
16	3:35 -3:42 pm	The Role of Female Education and Labor Force Participation on the Economic Growth of Pakistan	Khadija BiBi Dr Asma Saeed
17	3:42-3:49 pm	Role Of Quality Education In Economic Development Of Pakistan	Tayyaba Aleem, Dr Hira Iqbal, Dr Asma Saeed
18	3:49-3:56 pm	The Illusion of Women's independence: Double burden, gender equality and Women's autonomy in Pakistan	Fatima Gul (Online)
19	3:56-4:03 pm	Aligning Women's Education With Sustainable Development Goals In Khyber Pakhtunkhwa	Dr. Maria Khan (Online)
20	4:03-4:10 pm	The Role Of Information And Communication Technology In Empowering Women In Khyber Pakhtunkhwa, Pakistan	Muneeba Idrees Dr. Farah Khan
21	4:10-4:17 pm	The Impact Of the Current Economic Crisis On Female Education At Higher Level	Samreen, Dr. Haleema Akbar

**Day- One: Session 2B**  
**Session Chair: Dr. Haleema Akbar & Dr. Asma Saeed**

**Venue: Hall B**

<b>S No</b>	<b>Time</b>	<b>Abstract Title</b>	<b>Authors</b>
1	1:40-1:47 Pm	Time-Varying Relationship Between Search-Based Investor Sentiment And Us Islamic And Non-Islamic Returns	Dr. Muhammad Asif Khan, Farhad Khan
2	1:47-1:54 pm	Is Education More Important For Females Than Males? A Case Study Of Pashtun Society	Nazish Siraj Dr. Farah Khan
3	1:54- 2:01 pm	The Effect Of Religious And Ethnic Tension On Economy Of Pakistan: Empirical Evidence From The Past Three Decades	Akhtar Gul, Ibad Ullah (Online)
4	2:01-2:08 pm	Education As A Catalyst For Women's Empowerment	Norman Hasan, Iman Saeed
5	2:08-2:15 pm	Empowering Women Through Entrepreneurship Education: Assessing Program Outcomes And Its Economic Impacts	Sahar Naseem Asma Bibi
6	2:15-2:22 pm	Exploring Women's Role In Driving Empowerment Initiatives In Khyber Pakhtunkhwa	Ayesha Tariq Dr. Hassina Bashir
7	2.22-2.29 pm	Investigating The Impact Of The Misery Index On Poverty: Empirical Insights From Pakistan	Bushra Rahim, Muhammad Azam Khan, Saleem Khan
8	2.29-2.36 pm	Does Education Play A Role In Women's Empowerment? A Case Study Of Mardan, Khyber Pakhtunkhwa	Faiza Azhar , Farah Khan
9	2.36-2:43 pm	Nexus Between Water Terrorism, Water Availability And Terrorism Performance: Empirical Evidence From South Asian Countries	Nizam Uddin, Alam Khan, Muhammad Shafiq
10	2:43- 3:00 pm	Issues And Challenges To Female Student Empowerment And Gender Equality In Schools: A Qualitative Inquiry	Salman Ahmad Dr. Iqbal Ahmad Muhammad Waris
11	3:00-3:07 pm	The Role Of Higher Education In Shaping Women's Self Esteem And Self-Confidence	Sapna Aziz Dr Haleema Akbar
12	3:07 -3:14 pm	Educating Women, Empowering Societies	Andaleeb
13	3:14-3:21 pm	Role Of Women In Lawmaking: A Review Of Parliament Of Pakistan After Increased Reserved Seats	Dr. Mussarat Jabeen
14	3:21-3:28 pm	Assessment Of The Role Of The Libraries Of Twin Cities In Promoting SDGs	Juned Ahmad
15	3:28-3:35 pm	Breaking Barriers In Women's Education: Empowering Them Through Enhancing The Effectiveness Of Government Procurement	Muhammad Uzair Afridi, Anfal Afridi (online)

**8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)**

16	3:35 -3:42 pm	Investigate The Effect of Agriculture Value Added On Economic Growth In SAARC Countries	Zahida Hafeez Zia Ur Rehman
17	3:42-3:49 pm	Women's Education And Social Norms, Challenging Stereotypes And Biases	Dr. Ambreen Atiq (Online)
18	3:49-3:56 pm	Education And Social Norms: Challenging Stereotypes And Breaking Biases	Malaika Rahat, Sumaiya Begum
19	3:56-4:03 pm	Analyzing The Barriers And Challenges To Women's Education In Rural Areas Of Mardan-Khyber Pakhtunkhwa	Ghazala Dr. Farah Khan
20	4:03-4:10 pm	Investigating Challenges To Female In Job Opportunities In District Mardan Khyber Pakhtunkhwa	Mahnoor Fakhar Dr Farah Khan
21	4:10-4:17 pm	Investigating The Impact Of Maternal Education On Children's Academic Achievement: A Case Study Of District Mardan, Khyber Pakhtunkhwa	Husna Ali, Dr Farah Khan

**Day- Two: Session 2A**  
**Session Chair: Dr. Rabia Amjid**  
**Dr. Samina Begum**  
**Venue: Hall A**

<b>S No</b>	<b>Time</b>	<b>Abstract Title</b>	<b>Authors</b>
1	10:00- 10:07 Am	Empowering Women, Sustaining Pakistan: The Critical Role Of Women Leadership In Achieving Sustainable Development	Dr. Nelofar Ikram
2	10:07-10:14 Am	Deprivation Of Education In Rural Khyber Pakhtunkhwa: An Examination Of Access And Quality	Azmat, Sadaf
3	10:14-10:21 Am	Empowering Women In Pakistan Through Policy Making: Challenges And Opportunities	Asma Rani, Hafsa Murad
4	10:21-10:28 Am	The Interplay Between The Education And Social Norms Of Pakistan ; A Critical Analysis	Amna Ashfaq
5	10:28-10:35 Am	Relationship Between Negative Body Image And Social Appearance Anxiety Among Young Adults	Asma Syed Bukhari
6	10:35-10:42am	Disparities In Women's Healthcare: A Comparative Analysis Of Districts In Mardan, Pakistan	Ayesha, Sumaira
7	10:42-10:50am	Empowering Women In Pakistan Through Higher Education: Opportunities, Challenges, And Outcomes	Dua Khan, Arifa
8	10:50-10:57pm	Educational Norms In Pakistan: An Examination Of Cultural And Social Influences	Tehreema Zia, Kalsoom Nisar
9	10.57-11.05 Am	Empowering Women Online Entrepreneurs In Khyber Pakhtunkhwa (Kp) Province, Pakistan: Challenges And Opportunities	Khansa Rahman, Dr. Nelofar Ikram
10	11.05-11.12 Am	Climate Change And Its Disproportionate Impact On Women's Lives In Pakistan	Maimoona, Naeema Bibi
11	11.12-11.20 Am	Financial Independent Women's As A Pathway To Empowerment In Khyber Pakhtunkhwa (Kp), Pakistan	Ayesha Irum
12	11.20-11-27 Am	The Role Of Social Entrepreneurship In Poverty Reduction In District Mardan	Saba Gul Dr. Samina Begum
13	11.27-11-35 Am	Barriers To Gender Equality In Inclusive Education: Analyzing Challenges And Opportunities In Mardan, Pakistan	Hina, Zarshaida, Dr. Hassina Bashir
14	11-35 -11:42 Am	Cultural Norms and Their Impact on Women's Education	Rida Batool, Dr. Hassina Bashir
15	11-42-11:50 Am	Women in Leadership: Education and Political Participation	Dr. Shoaib, Ms, Zahida

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

16	<b>11-50-11:57 Am</b>	The Comparative Study of Work- family Conflict among Government and Private Employees in Mardan.	Samara Khan Miss Farah Aqil
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**Day- Two: Session 2B**  
**Session Chair: Dr. Asma Saeed**  
**Dr. Haseena Bashir**  
**Venue: Hall B**

<b>S No</b>	<b>Time</b>	<b>Abstract Title</b>	<b>Authors</b>
1	<b>10:00- 10:07 Am</b>	The Impact Of Socio Economic Factors On Women Access To Higher Education	Sana Azam Dr. Haleema Akbar
2	<b>10:07-10:14 Am</b>	Exploring The Role Of (Ngos) Non – Governmental Organizations In Promoting Women Education And Empowerment	Spogmay Dr. Haleema Akbar
3	<b>10:14-10:21 Am</b>	Relationship Between Perceived Stress And Nightmares Experience Among University Students	Ms Shahana Dawaid Ms. Farah Aqil
4	<b>10:21-10:28 Am</b>	Impact Of Micro-Credit On Socio-Economic Conditions A Case For Female Empowerment In Azad Jammu And Kashmir	Kiran Abid Prof. Dr. Sabahat Akram
5	<b>10:28-10:35 Am</b>	The Transformative Power Of Education On Poverty Reduction	Maryam Tariq Dr. Haleema Akbar
6	<b>10:35-10:42am</b>	Investigating The Impact Of Female Education On Society Development In District Mardan, Khyber Pakhtunkhwa	Misal Ishaq Dr. Farah Khan
7	<b>10:42-10:50am</b>	The Role Of Women’s Universities In Enhancing Female Access To Higher Education In Khyber Pakhtunkhwa	Aneela Murad Dr. Haleema Akbar
8	<b>10:50-10:57pm</b>	To Investigate Impact Of Exchange Rate On Exports Of Pakistan	Hiba Saeed Zia Ur Rehman
9	<b>10.57-11.05 Am</b>	The Influence Of Tourism On Economic Growth: Evidences From Pakistan	Sana Inayat Zia Ur Rehman
10	<b>11.05-11.12 Am</b>	The Impact Of Macroeconomic Indicators On Firms Profitability In Pakistan: An Empirical Study	Zakeen Ahmed, Azra, Dilawar Khan (Online)
11	<b>11.12-11.20 Am</b>	Managing Credit Risk And Governance Structure: Comparative Study Of Conventional And Islamic Banks Of Pakistan	Dr. Samina Begum, Faryal Arif, Tehmina Nasrullah
12	<b>11.20-11-27 Am</b>	Managing The Financial Leverage And Performances: The Influence Of Effective Corporate Governance Structure	Dr. Samina Begum, Faryal Arif, Sawaira Mehtab

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

13	<b>11.27-11-35 Am</b>	Women In Leadership: Education And Political Participation	Abdul Basit, Iqra Amin
14	<b>11-35 -11:42 Am</b>	Effect of Academic anxiety on student's academic achievements at the secondary school level in the district of Malakand	Sonaina Shah

*Conference Abstracts*  
**(ORAL PRESENTATIONS)**



*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

<b>S .No</b>	<b>Codes</b>	<b>Name &amp; Title</b>
1.	<b>ICEWESSD -01</b>	“Developing Skills among Employees: The Mechanism of Leader Psychological Capital” <b>Dr. Samina Begum, Faryal Arif Chishtie</b>
2.	<b>ICEWESSD -02</b>	"Climate Change and its Disproportionate Impact on Women's Lives in Pakistan" <b>Maimoona, Naeema Bibi</b>
6.	<b>ICEWESSD -06</b>	“Empowering Women in Khyber Pakhtunkhwa (KP): The Impact of Literacy, Education, Training, and Awareness Creation on Women's Status” <b>Asma Farid, Kausar</b>
7.	<b>ICEWESSD -07</b>	“Unwavering commitment and empowerment: Exceptional Performance of Female Doctors and Staff in Pakistan during the COVID-19 Pandemic” <b>Momena, Lailuma Pirzada</b>
8.	<b>ICEWESSD -08</b>	“Vulnerable Voices: Exploring the Impact of Climate Change on Women's Health in Rural Pakistan” <b>Nadia, Aqsa</b>
9.	<b>ICEWESSD -09</b>	“Promoting Women's Inclusiveness in Education: A Critical Analysis of Khyber Pakhtunkhwa, Pakistan” <b>Shagufta Roobi, Khadija Bakht Zamin</b>
10	<b>ICEWESSD -10</b>	“Empowering Women in Pakistan through Skills Development: A Pathway to Economic Independence” <b>Shumaisa Inam, Nabeela</b>
11	<b>ICEWESSD -11</b>	“Women's Participation in Politics: A Key to Empowerment in Pakistan” <b>Sobia, Zaiba</b>
12	<b>ICEWESSD -12</b>	“Empowered Entrepreneurs: Unleashing Economic Potential Of KPK Women Through Self-Sustaining Businesses” <b>Dr. Zafar Ahmed Siddiqui</b>

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

13	<b>ICEWESSD -13</b>	<p>“The Impact Of Organization Politics On Employees' Deviant Behavior”</p> <p><b>Hoor-Ul-Ain Iftikhar, Dr. Samina Begum</b></p>
14	<b>ICEWESSD -14</b>	<p>“Impact Of Leadership Styles On Employee Performance”</p> <p><b>Iqra baig. Dr. Samina Begum</b></p>
15	<b>ICEWESSD -15</b>	<p>“Impact Of Poverty And Education On Crime Rates In Pakistan”</p> <p><b>Kashf U Duaa, Dr Hira Iqbal, Dr Asma Saeed</b></p>
16	<b>ICEWESSD -16</b>	<p>“The Role of Female Education and Labor Force Participation on the Economic Growth of Pakistan”</p> <p><b>Khadija BiBi Dr Asma Saeed</b></p>
17	<b>ICEWESSD -17</b>	<p>“Role Of Quality Education In Economic Development Of Pakistan”</p> <p><b>Tayyaba Aleem, Dr Hira Iqbal, Dr Asma Saeed</b></p>
18	<b>ICEWESSD -18</b>	<p>“The Illusion of Women's independence: Double burden, gender equality and Women's autonomy in Pakistan”</p> <p><b>Fatima Gul</b></p> <p><b>(Online)</b></p>
19	<b>ICEWESSD -19</b>	<p>“Aligning Women’s Education With Sustainable Development Goals In Khyber Pakhtunkhwa”</p> <p><b>Dr. Maria Khan</b></p> <p><b>(Online)</b></p>
20	<b>ICEWESSD -20</b>	<p>“The Role Of Information And Communication Technology In Empowering Women In Khyber Pakhtunkhwa, Pakistan”</p> <p><b>Muneeba Idrees, Dr. Farah Khan</b></p>
21	<b>ICEWESSD -21</b>	<p>“The Impact Of the Current Economic Crisis On Female Education At Higher Level”</p> <p><b>Samreen, Dr. Haleema Akbar</b></p>
22	<b>ICEWESSD -22</b>	<p>“Time-Varying Relationship Between Search-Based Investor Sentiment And Us Islamic And Non-Islamic Returns”</p> <p><b>Dr. Muhammad Asif Khan, Farhad Khan</b></p>

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

23	<b>ICEWESSD -23</b>	<p>“Is Education More Important For Females Than Males? A Case Study Of Pashtun Society”</p> <p><b>Nazish Siraj, Dr. Farah Khan</b></p>
24	<b>ICEWESSD -24</b>	<p>“The Effect Of Religious And Ethnic Tension On Economy Of Pakistan: Empirical Evidence From The Past Three Decades”</p> <p><b>Akhtar Gul, Ibad Ullah</b></p> <p><b>(Online)</b></p>
25	<b>ICEWESSD -25</b>	<p>“Education As A Catalyst For Women's Empowerment”</p> <p><b>Norman Hasan, Iman Saeed</b></p>
26	<b>ICEWESSD -26</b>	<p>“Empowering Women Through Entrepreneurship Education: Assessing Program Outcomes And Its Economic Impacts”</p> <p><b>Sahar Naseem, Asma Bibi</b></p>
27	<b>ICEWESSD -27</b>	<p>“Exploring Women's Role In Driving Empowerment Initiatives In Khyber Pakhtunkhwa”</p> <p><b>Ayesha Tariq, Dr. Hassina Bashir</b></p>
28	<b>ICEWESSD -28</b>	<p>“Investigating The Impact Of The Misery Index On Poverty: Empirical Insights From Pakistan”</p> <p><b>Bushra Rahim, Muhammad Azam Khan, Saleem Khan</b></p>
29	<b>ICEWESSD -29</b>	<p>“Does Education Play A Role In Women's Empowerment? A Case Study Of Mardan, Khyber Pakhtunkhwa”</p> <p><b>Faiza Azhar, Farah Khan</b></p>
30	<b>ICEWESSD -30</b>	<p>“Nexus Between Water Terrorism, Water Availability And Terrorism Performance: Empirical Evidence From South Asian Countries</p> <p><b>Nizam Uddin, Alam Khan, Muhammad Shafiq</b></p>
31	<b>ICEWESSD -31</b>	<p>“Issues And Challenges To Female Student Empowerment And Gender Equality In Schools: A Qualitative Inquiry”</p> <p><b>Salman Ahmad, Dr. Iqbal Ahmad, Muhammad Waris</b></p>

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

32	<b>ICEWESSD -32</b>	“The Role Of Higher Education In Shaping Women’s Self Esteem And Self-Confidence”  <b>Sapna Aziz, Dr Haleema Akbar</b>
33	<b>ICEWESSD -33</b>	“Educating Women, Empowering Societies”  <b>Andaleeb</b>
34	<b>ICEWESSD -34</b>	“Role Of Women In Lawmaking: A Review Of Parliament Of Pakistan After Increased Reserved Seats” <b>Dr. Mussarat Jabeen</b>
35	<b>ICEWESSD -35</b>	“Assessment Of The Role Of The Libraries Of Twin Cities In Promoting SDGs”  <b>Juned Ahmad</b>
36	<b>ICEWESSD -36</b>	“Breaking Barriers In Women’s Education: Empowering Them Through Enhancing The Effectiveness Of Government Procurement”  <b>Muhammad Uzair Afridi, Anfal Afridi (online)</b>
37	<b>ICEWESSD -37</b>	“Investigate The Effect of Agriculture Value Added On Economic Growth In SAARC Countries”  <b>Zahida Hafeez, Zia Ur Rehman</b>
38	<b>ICEWESSD -38</b>	“Women’s Education And Social Norms, Challenging Stereotypes And Biases”  <b>Dr. Ambreen Atiq (Online)</b>
39	<b>ICEWESSD -39</b>	“Education And Social Norms: Challenging Stereotypes And Breaking Biases”  <b>Malaika Rahat, Sumaiya Begum</b>
40	<b>ICEWESSD -40</b>	“Analyzing The Barriers And Challenges To Women’s Education In Rural Areas Of Mardan-Khyber Pakhtunkhwa”  <b>Ghazala, Dr. Farah Khan</b>

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

41	<b>ICEWESSD -41</b>	Investigating Challenges To Female In Job Opportunities In District Mardan Khyber Pakhtunkhwa  <b>Mahnoor Fakhar, Dr Farah Khan</b>
42	<b>ICEWESSD -42</b>	“Investigating The Impact Of Maternal Education On Children's Academic Achievement: A Case Study Of District Mardan, Khyber Pakhtunkhwa”  <b>Husna Ali, Dr Farah Khan</b>
43	<b>ICEWESSD -43</b>	“Empowering Women, Sustaining Pakistan: The Critical Role Of Women Leadership In Achieving Sustainable Development”  <b>Dr. Nelofar Ikram</b>
44	<b>ICEWESSD -44</b>	“Deprivation Of Education In Rural Khyber Pakhtunkhwa: An Examination Of Access And Qualit”  <b>Azmat, Sadaf</b>
45	<b>ICEWESSD -45</b>	“Empowering Women In Pakistan Through Policy Making: Challenges And Opportunities”  <b>Asma Rani, Hafsa Murad</b>
46	<b>ICEWESSD -46</b>	“The Interplay Between The Education And Social Norms Of Pakistan ; A Critical Analysis”  <b>Amna Ashfaq</b>
47	<b>ICEWESSD -47</b>	“Relationship Between Negative Body Image And Social Appearance Anxiety Among Young Adults”  <b>Asma Syed Bukhari</b>
48	<b>ICEWESSD -48</b>	“Disparities In Women's Healthcare: A Comparative Analysis Of Districts In Mardan, Pakistan”  <b>Ayesha, Sumaira</b>
49	<b>ICEWESSD -49</b>	“Empowering Women In Pakistan Through Higher Education: Opportunities, Challenges, And Outcomes”  <b>Dua Khan, Arifa</b>

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

50	<b>ICEWESSD -50</b>	“Educational Norms In Pakistan: An Examination Of Cultural And Social Influences”  <b>Tehreema Zia, Kalsoom Nisar</b>
51	<b>ICEWESSD -51</b>	“Empowering Women Online Entrepreneurs In Khyber Pakhtunkhwa (Kp) Province, Pakistan: Challenges And Opportunities” <b>Khansa Rahman, Dr. Nelofar Ikram</b>
52	<b>ICEWESSD -52</b>	“Climate Change And Its Disproportionate Impact On Women's Lives In Pakistan”  <b>Maimoona, Naeema Bibi</b>
53	<b>ICEWESSD -53</b>	“Financial Independent Women’s As A Pathway To Empowerment In Khyber Pakhtunkhwa (Kp), Pakistan”  <b>Ayesha Irum</b>
54	<b>ICEWESSD -54</b>	“The Role Of Social Entrepreneurship In Poverty Reduction In District Mardan”  <b>Saba Gul, Dr. Samina Begum</b>
55	<b>ICEWESSD -55</b>	“Barriers To Gender Equality In Inclusive Education: Analyzing Challenges And Opportunities In Mardan, Pakistan”  <b>Hina, Zarshaida, Dr. Hassina Bashir</b>
56	<b>ICEWESSD -56</b>	“Cultural Norms and Their Impact on Women’s Education”  <b>Rida Batool, Dr. Hassina Bashir</b>
57	<b>ICEWESSD -57</b>	“Women in Leadership: Education and Political Participation”  <b>Dr. Shoaib, Ms, Zahida</b>
58	<b>ICEWESSD -58</b>	“The Comparative Study of Work- family Conflict among Government and Private Employees in Mardan”  <b>Samara Khan, Miss Farah Aqil</b>
59	<b>ICEWESSD -59</b>	“The Impact Of Socio Economic Factors On Women Access To Higher Education”  <b>Sana Azam, Dr. Haleema Akbar</b>
60	<b>ICEWESSD -60</b>	“Exploring The Role Of (Ngos) Non – Governmental Organizations In Promoting Women Education And Empowerment Spogmay”  <b>Dr. Haleema Akbar</b>

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

61	<b>ICEWESSD -61</b>	“Relationship Between Perceived Stress And Nightmares Experience Among University Students”  <b>Ms Shahana Dawaid, Ms. Farah Aqil</b>
62	<b>ICEWESSD -62</b>	“Impact Of Micro-Credit On Socio-Economic Conditions A Case For Female Empowerment In Azad Jammu And Kashmir”  <b>Kiran Abid, Prof. Dr. Sabahat Akram</b>
63	<b>ICEWESSD -63</b>	“The Transformative Power Of Education On Poverty Reduction”  <b>Maryam Tariq, Dr. Haleema Akbar</b>
64	<b>ICEWESSD -64</b>	“Investigating The Impact Of Female Education On Society Development In District Mardan, Khyber Pakhtunkhwa”  <b>Misal Ishaq, Dr. Farah Khan</b>
65	<b>ICEWESSD -65</b>	“The Role Of Women’s Universities In Enhancing Female Access To Higher Education In Khyber Pakhtunkhwa”  <b>Aneela Murad, Dr. Haleema Akbar</b>
66	<b>ICEWESSD -66</b>	“To Investigate Impact Of Exchange Rate On Exports Of Pakistan”  <b>Hiba Saeed, Zia Ur Rehman</b>
67	<b>ICEWESSD -67</b>	“The influence of tourism on economic growth: Evidence from Pakistan”  <b>Sana Inayat, Zia Ur Rehman</b>
68	<b>ICEWESSD -68</b>	“The Impact Of Macroeconomic Indicators On Firms Profitability In Pakistan An Empirical Study”  <b>Zakeen Ahmed, Azra, Dilawar Khan (Online)</b>
69	<b>ICEWESSD -69</b>	“Managing Credit Risk And Governance Structure: Comparative Study Of Conventional And Islamic Banks Of Pakistan”  <b>Dr. Samina Begum, Faryal Arif Chishtie, Tehmina Nasrullah</b>
70	<b>ICEWESSD -70</b>	“Managing The Financial Leverage And Performances: The Influence Of Effective Corporate Governance Structure”  <b>Dr. Samina Begum, Faryal Arif Chishtie, Sawaira Mehtab</b>

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

71	<b>ICEWESSD -71</b>	“Women In Leadership: Education And Political Participation” <b>Abdul Basit, Iqra Amin</b>
72	<b>ICEWESSD -72</b>	“Effect of Academic anxiety on student’s academic achievements at the secondary school level in the district of Malakand” <b>Sonaina Shah</b>



**DEVELOPING SKILLS AMONG EMPLOYEES: THE MECHANISM OF LEADER PSYCHOLOGICAL CAPITAL**

Dr. Samina Begum Assistant Professor/HOD, Department of Management Sciences, Women University Mardan

Faryal Arif Chishtie Lecturer, Department of Management Sciences, Women University Mardan

**Abstract**

The study analyzes the impact of leader psychological capital on employee skill development through employee perceived security. This model is assessed through conservation of resources theory to empirically test the estimated model of the study. Hence, this study conducted questionnaire surveys and collected data from 300 employees working as subordinate in enterprises of Khyber Pakhtunkhwa, Pakistan to empirically test the theoretical model of the study. This model is assessed through PLS-SEM to evaluate the impact of leader psychological capital on employee skill development through employee perceived security. The results show that leader psychological capital has positive significant impact on employee skill development. Whereas, employee perceived security significantly mediates the relationship between leader psychological capital and employee skill development.

**Keywords:** Skill Development, Psychological Capital, Leadership, Employee Perceived Security

**CLIMATE CHANGE AND ITS DISPROPORTIONATE IMPACT ON  
WOMEN'S LIVES IN PAKISTAN**

Maimoona

Department of Political Science, Women University Mardan

Email address: [maimoonaz035@gmail.com](mailto:maimoonaz035@gmail.com)

Naeema Bibi

Department of Political Science, Women University Mardan

Email address: [naeemab292@gmail.com](mailto:naeemab292@gmail.com)

**Abstract**

This paper investigates the disproportionate effects of climate change on women in Pakistan, revealing how environmental challenges intensify pre-existing social and economic vulnerabilities. Employing a qualitative methodology, the research draws on in-depth interviews with women from climate-affected communities to understand the gendered dimensions of climate impacts on livelihoods, health, and overall well-being. The findings indicate that escalating water scarcity and droughts have exacerbated women's domestic and agricultural burdens. Additionally, rising temperatures and extreme weather events have significantly worsened women's health outcomes, with a particular emphasis on reproductive health challenges. Climate-induced displacement and migration further destabilize women's social networks and access to support systems. The study also highlights that limited access to climate-related information, resources, and decision-making platforms has constrained women's ability to foster resilience. The research concludes that addressing these gender-specific impacts necessitates the integration of gender-sensitive approaches in climate policy, promoting women's active participation in climate-related decision-making, and providing targeted training and social services to enhance their resilience and well-being.

**Keywords:** climate change, gender, women's health, water scarcity, Pakistan.

**EMPOWERING WOMEN IN KHYBER PAKHTUNKHWA (KP): THE IMPACT OF LITERACY, EDUCATION, TRAINING, AND AWARENESS CREATION ON WOMEN'S STATUS**

Asma Farid

Mphil Scholar Political Science (WUM)

[Anayakhann462@gmail.com](mailto:Anayakhann462@gmail.com)

Kausar

Mphil Scholar Political Science (WUM)

[Ka966735@gmail.com](mailto:Ka966735@gmail.com)

**Abstract**

This study examines the transformative impact of literacy, education, training, and awareness creation on women's status in Khyber Pakhtunkhwa (KP), a province in Pakistan. Despite progress, women in KP face significant socio-economic and cultural barriers. This research investigates how investments in women's human capital can empower them to challenge patriarchal norms and improve their well-being. The study reveals that: Literacy programs enhance women's autonomy and decision-making capacity, Education improves their economic opportunities and health outcomes, Vocational training increases their employability and financial independence, Awareness creation challenges harmful gender stereotypes and promotes social change. The findings suggest that a multi-faceted approach addressing education, economic empowerment, and social norms is crucial for improving women's status in KP. The study recommends; Scaling up literacy and education initiatives, Providing vocational training and economic opportunities, Implementing awareness campaigns to challenge patriarchal norms, and Engaging men and boys in gender equality efforts. By investing in women's empowerment, KP can unlock the potential of its female population, driving economic growth, social progress, and gender equality.

**Keywords:** women empowerment, education, economic opportunities, gender equality,

**UNWAVERING COMMITMENT AND EMPOWERMENT: EXCEPTIONAL PERFORMANCE OF FEMALE DOCTORS AND STAFF IN PAKISTAN DURING THE COVID-19 PANDEMIC**

**Momena**

MS Student, Department of Political Science  
Women University Mardan

Email [-momenafaiz97@gmail.com](mailto:-momenafaiz97@gmail.com)

**Lailuma Pirzada**

MS Student, Department of Political Science  
Women University Mardan

Email [-lubabaahmedkhan@gmail.com](mailto:-lubabaahmedkhan@gmail.com)

**Abstract**

This research study explores exceptional performance of female doctors and staff in Pakistan during the COVID-19 pandemic. The study investigates contributions of female healthcare workers in Pakistan during that situation which is a testament to their professionalism, compassion, and unwavering commitment to their patients and communities. This study is qualitative in nature and it explores the research question that is; How female doctors and staff in Pakistan performed during the COVID-19 pandemic. The data is collected through carefully developed questionnaire for this research work is analyzed to examine the help of female doctors and healthcare staff in Pakistan. Their efforts have been a crucial part of the broader response to the plague and have significantly impacted public health in the country. This study also gives several recommendations to the government to contribute these doctors in spite of facing numerous challenges, with inadequate resources, limited personal protective equipment (PPE), and high patient loads, female healthcare staff demonstrated notable resilience and dedication.

**Keywords:** Female Doctors role, Pakistan, Empowerment, Pandemic, COVID -19.

**VULNERABLE VOICES: EXPLORING THE IMPACT OF CLIMATE CHANGE ON WOMEN'S HEALTH IN RURAL PAKISTAN**

Nadia

Department: Political Science, Women University Mardan

Email: [nk1431756@gmail.com](mailto:nk1431756@gmail.com)

Aqsa

Email: [aqsa008367@gmail.com](mailto:aqsa008367@gmail.com)

Department: Political Science, Women University Mardan

**Abstract**

Climate change significantly threatens women's health in rural Pakistan, where socio-economic and cultural vulnerabilities intensify the impacts of environmental degradation. The disproportionate burden on women is evident in the increased frequency and severity of extreme weather events, which have led to water scarcity, poor sanitation, and compromised menstrual hygiene and reproductive health. Food insecurity has worsened malnutrition and related health issues, while mental health impacts, including stress, anxiety, and trauma, are prevalent. Limited access to healthcare services, especially for climate-sensitive health issues, further exacerbates these challenges. Additionally, gendered roles and responsibilities increase women's exposure to climate-related risks. The critical need for gender-sensitive climate policies and programs addressing the unique health vulnerabilities of rural Pakistani women is evident. A qualitative methodology is employed, drawing on secondary data from various sources to analyze the effects of climate change on women's health. Recommendations include integrating women's health into climate change adaptation strategies, enhancing access to climate-resilient healthcare services, promoting gender equality in climate decision-making, and supporting climate-smart agriculture and water management practices. Amplifying the voices of rural Pakistani women contributes to a deeper understanding of the gendered impacts of climate change on health, guiding targeted interventions to mitigate these effects and promote climate justice.

**Keywords:** Climate Change, Women's Health, Rural Pakistan, Gender-sensitive Policies, Extreme Weather Events.

**PROMOTING WOMEN'S INCLUSIVENESS IN EDUCATION: A CRITICAL ANALYSIS OF KHYBER PAKHTUNKHWA, PAKISTAN**

Shagufta Roobi\*, Khadija Bakht Zamin\*\*

**Abstract**

This study examines the status of women's inclusiveness in education in Khyber Pakhtunkhwa (KP), Pakistan –a region where gender disparities in education persist. Through a mixed-methods approach, combining quantitative and qualitative data, this research investigates the barriers to women's education, including socio-cultural norms, economic constraints, and infrastructure limitations. The study reveals that despite efforts to increase access to education, women in KP continue to face significant challenges, including low enrollment rates, high dropout rates, and limited access to higher education. The research highlights the need for policy reforms, community engagement, and infrastructure development to promote women's inclusiveness in education. By exploring the complex factors that inform women's education in KP, this study contributes to a deeper understanding of the challenges and opportunities for promoting gender equality in education, ultimately devising strategies that empower women and girls in the region.

Keywords: economic constraints, infrastructure, inclusiveness, challenges, opportunities, empower

\*M.Phil Scholar, Women University Mardan, HOD Political Science GGDC Shiekh Maltun Mardan

\*\*M.Phil Scholar, Women University Mardan

## **Empowering Women in Pakistan through Skills Development: A Pathway to Economic Independence**

Shumaisa Inam

Mphil Scholar, Department of Political Science, (WUM)

Email: [shumaisainam7@gmail.com](mailto:shumaisainam7@gmail.com)

Nabeela

Mphil Scholar, Department of Political Science, (WUM)

Email: [Nabeelar7@gmail.com](mailto:Nabeelar7@gmail.com)

### **Abstract**

This study investigates the impact of skills development on women's economic empowerment in Pakistan, a country where women face significant barriers to economic participation. Through a mixed-methods approach, this research explores the effects of skills training on women's employability, earning potential, and financial autonomy. The study reveals that skills development programs can significantly enhance women's economic outcomes, enabling them to secure better-paying jobs, start their own businesses, and improve their overall well-being. By examining the intersection of skills development and women's economic empowerment in Pakistan, this study contributes to a deeper understanding of the strategies and interventions that can effectively promote women's economic independence in the country. The findings of this research have important implications for policymakers, practitioners, and organizations working to empower women economically in Pakistan.

**KEYWORDS:** women empowerment, economic empowerment, gender discrimination, economic participation

### **Women's Participation in Politics: A Key to Empowerment in Pakistan**

Zaiba Shaheen

Mphil Scholar, Department of Political Science, (WUM)

Email: [zsha2727@gmail.com](mailto:zsha2727@gmail.com)

Sobia Nazir

Mphil Scholar, Department of Political Science, (WUM)

Email: [sobianazirsobia220@gmail.com](mailto:sobianazirsobia220@gmail.com)

#### **Abstract**

This study investigates the critical role of women's participation in politics as a means of empowerment and a cornerstone of democratic governance. In Pakistan, despite constitutional guarantees, women's political representation remains limited. This study identifies key barriers to women's participation, including societal attitudes, gender biases, lack of education, and restricted access to resources, networks, and mentorship. While quotas and reserved seats have improved women's representation, more comprehensive measures are necessary. The study proposes strategies such as strengthening women's political leadership, implementing capacity-building initiatives, promoting gender-sensitive electoral reforms, encouraging political parties to prioritize women's inclusion, and empowering women through education and economic opportunities. Addressing these challenges and implementing targeted strategies are essential for increasing women's representation, which will lead to more inclusive decision-making and equitable governance. Empowering women in politics is vital for both their individual advancement and the democratic development of Pakistan.

**Keywords:** women empowerment, political participation, gender discrimination, electoral reforms, gender-sensitive policies.



**EMPOWERED ENTREPRENEURS: UNLEASHING ECONOMIC POTENTIAL OF KPK WOMEN THROUGH SELF-SUSTAINING BUSINESSES**

**Dr. Zafar Ahmed Siddiqui**

Director; Office of Research, Innovation and Commercialization (ORIC)  
The University of Modern Sciences, Hyderabad

**Background:** Women's economic empowerment is crucial for socio-economic development. In Khyber Pakhtunkhwa (KPK), Pakistan, women face significant barriers to participating in the formal economy.

**Objective:** To investigate the impact of women's empowerment through self-sustaining businesses in KPK.

**Methodology:** This qualitative case study involved in-depth interviews with 30 women entrepreneurs in KPK, supplemented by focus groups and surveys.

**Findings:**

- Women-owned businesses increased household income by 35%
- 80% of participants reported enhanced decision-making power
- 90% experienced improved social status
- Businesses provided emotional fulfillment and psychological empowerment

**Challenges:**

- Limited access to finance and markets
- Societal restrictions and cultural norms
- Lack of business skills and training

**Conclusion:**

Women's empowerment through self-sustaining businesses has transformative effects on their economic, social, and psychological well-being. Addressing challenges and providing targeted support can unlock the potential of KPK women entrepreneurs.

**Recommendations:**

- Government initiatives for women-friendly policies and financing
- Capacity-building programs for business skills and market access
- Community engagement to challenge societal norms

**Significance:** This study contributes to understanding the impact of women's empowerment through entrepreneurship in KPK, informing policymakers and practitioners to create inclusive economic opportunities.

**Keywords:** Women's Empowerment, Entrepreneurship, KPK, Economic Development, Self-Sustaining Businesses.

**THE IMPACT OF ORGANIZATION POLITICS ON EMPLOYEES' DEVIANT BEHAVIOUR**

Hoor-Ul-Ain Iftikhar

Department of Management Sciences, Women University Mardan

Dr. Samina Begum

Assistant Professor, Department Of Management Sciences, Women University Mardan

**Abstract**

The research would be to bridge the theoretical void and study the impact of organizational politics on employee behaviour. The study of this dynamic in organizations has been ignored so far, even though it has great significance for our understanding of work environments and employee well-being. This research will serve as a contribution to social science understanding. The analysis impact of organizational politics on employee deviant behaviour in the higher education institutions of Pakistan in Mardan, Women University Mardan institute including Mardan and Bakhshali campus and Abdul Wali Khan University Mardan were selected for this and research questionnaires were given to employees of the institutes whether it has positive or no impact on employee deviant behaviour. The employee deviant behaviour was dependent variable and organizational politics was independent variable The reliability, descriptive and regression analysis was used for analysis. The study found that there is positive impact and there will be direct and significant change in the employee deviant behaviour due to organizational politics.

**Key Words:** Employee's deviant behaviour, organizational politics.

**IMPACT OF LEADERSHIP STYLES ON EMPLOYEE PERFORMANCE**

Iqra Baig

Department of Management Sciences, Women University Mardan

Dr. Samina Begum

Assistant Professor, Department of Management Sciences, Women University Mardan

**ABSTRACT**

This study examines the impact that leadership style has on worker performance in a variety of group settings and geographic locations. It also shows how higher worker performance contributes to standard corporate success while there are two independent variables including transactional and transformational leadership and the dependent variable is employee performance. The author(s) believe that employee performance is very necessary for any organization through motivation, satisfaction, idealization, influence/inspirational encouragement which has a direct impact on employee performance and results in organizational performance, therefore knowing the impact of transactional and of transformational leadership on employee performance and face major obstacles while this study is based on number and primary and secondary data along with survey researcher was used for this study. SPSS 20 software was first used for Cronbach's Alpha research. This study used a quantitative research design and a properly dependent questionnaire with a focus on analysis and presentation of results. A questionnaire with 40 questions was uploaded to Wappapol. These data provide the validity and reliability of the research. Furthermore, the researcher selected a sample size of approximately 100 from the population and made every effort to obtain accurate results. Subsequently, recommendations and conclusions were drawn from the study.

**Keywords;** leadership styles, Employee performance, Organisational effectiveness, Leadership impact, Employee productivity

**IMPACT OF POVERTY AND EDUCATION ON CRIME RATES IN PAKISTAN**

Kashf U Duaa

Department of Economics student, Women University Mardan

Dr Hira Iqbal

School of Economics, NUST, Islamabad

Dr Asma Saeed

Assistant Professor, Department of Economics, Women University Mardan

**ABSTRACT**

The study examines the impact of poverty and education on crime rates in Pakistan by using secondary data for the period 1990-2022. The objectives of the study are to analyze the relationship of poverty and education on crime rates in Pakistan, to find other factors that influence people to commit crimes and to suggest policy recommendations. Multiple regression analysis was used to acquire the data analysis results. Different tests were conducted to check the stationarity and stability of the results. Crime rate is taken as dependent variable and poverty, education, unemployment, inflation, age dependency ratio and income are taken as independent variables. According to this study poverty, unemployment, inflation, age dependency ratio and income all have a significant positive impact on crime rates and education has a negative and significant impact on crime rates. It is advised that the government should establish an appropriate method for reporting crimes. Certain measures should be taken to low poverty, employment opportunities be increased in the country. Government should adopt strict monetary policies to control inflation. Also literacy rate be increased in the country. This study concentrates solely at Pakistan; other nations that deal with similar issues should also look into it.

**Keywords:** Crime, Poverty, Education, Inflation, Income.

**The Role of Female Education and Labor Force Participation on Economic Growth of Pakistan**

**Khadija BiBi**

BS Scholar Department of Economics, Women University Mardan

**Dr Asma Saeed**

Assistant Professor, Department of Economics, Women University Mardan

**ABSTRACT**

The objective of the present study is to investigate the impact of the female education and labor force participation on the economic growth of Pakistan. The time period of data is from 1991 to 2022. For the computation of the results descriptive statistical analysis, correlation matrix and Ordinary Least Squares (OLS) method has been employed. The findings of the study showed that both female education and participation in the labor market significantly contribute to the economic growth of Pakistan.

On the basis of the findings of the study it is suggested that policy interventions are required for promoting the female education. Moreover, female participation in the jobs market shall also be encourage. Female participation in the education and economic activities along with men will play an effective role in the long run economic growth of the country.

**Keywords:** Government Expenditure, GDP, FDI, Education, Inflation, Income

**ROLE OF QUALITY EDUCATION IN ECONOMIC DEVELOPMENT OF  
PAKISTAN**

Tayyaba Aleem

Department of Economics student, Women University Mardan

Dr Hira Iqbal School of Economics, NUST, Islamabad

Dr Asma Saeed Assistant Professor, Department of Economics, Women University Mardan

**ABSTRACT**

The study examines the relationship between quality education and economic development, using secondary data for the period 2000-2021. Employing a multiple regression model and secondary data, the research analyses the influence of various educational indicators on the human development index (HDI). Key findings demonstrate a positive correlation between several educational factors and HDI, including school enrollment rates in primary and secondary have positive impact on economic development. Also, gender parity index (GPI) i.e. equal opportunities for boys and girls contribute positively to economic growth. Pupil-teacher ratio shows that lower pupil-teacher ratio in primary education is linked to better performance. On basis of findings, it is suggested to initiate the quality education practices including focus on teachers training, policies that help in providing equal quality education opportunities to all, and strong monitoring and assessment for better regulation of educational institutes.

**KEYWORD:** Economic Development, Quality Education, Sustainable Development, Human Development Index (HDI), Economic Growth, Gender Parity Index (GPI)

**THE ILLUSION OF WOMEN'S INDEPENDENCE: DOUBLE BURDEN, GENDER EQUALITY AND WOMEN'S AUTONOMY IN PAKISTAN**

**Fatima Gul**

**Abstract**

In this study, the paradox of independence in working women in Pakistan is discussed which become a double burden to deal with among constant societal pressure. Although the women in Pakistan have achieved some recognition for education and employment over time. On the basis of secondary data from existing national surveys and researches our research highlights the double burden face by the women in employment who manage both job and house, up to now 40% of Pakistani Women remained unable or on very low positions to decide careers or selections about their work-life options (Batool A., 2020). Most of the survey data show that 63% working women are responsible for house chores, which brings a lot amount emotional and physical stress (Fatima & Sultana, 2019). Using qualitative interviews and quantitative surveys data, this study examines how these pressures constrain women's autonomy under the guise of empowerment. The true gender equality cannot be achieved by policy changes alone like flexible work hours and affordable childcare, suggestions which may do little in subcultures with deep-rooted ideas of the role of a man or woman. But until we change these fundamentals, the independence of women is largely taken.

**Key Words :**

Gender Equality, Double Burden, Women's Empowerment, Societal Norms, Work-Life Balance, Pakistan

**ALIGNING WOMEN'S EDUCATION WITH SUSTAINABLE DEVELOPMENT  
GOALS IN  
KHYBER PAKHTUNKHWA**

Maria Khan, Chairperson Department of Education,  
University of Mianwali  
Email: [mariak9@umw.edu.pk](mailto:mariak9@umw.edu.pk)

**Abstract**

The study focuses on the critical role of women's education in Khyber Pakhtunkhwa (KP) in advancing the United Nations' Sustainable Development Goals (SDGs), particularly Goal 4 (Quality Education) and Goal 5 (Gender Equality). The purpose of the study is to explore how empowering women through education can drive long-term socio-economic development in KP, a province marked by unique cultural and socio-political challenges.

The main **purpose** of the study is to examine the current state of women's education in KP, analyzing how access to quality education remains hindered by deep-rooted cultural norms, gender-based discrimination, and infrastructural constraints. By aligning educational policies and practices with the SDGs, we can bridge these gaps and promote gender equality, improve social mobility, and foster economic growth in the region.

The **methodology** includes a mixed-method approach, combining quantitative data on female educational enrollment, literacy rates, and employment statistics with qualitative interviews from educators, policymakers, and community leaders. This method provides a comprehensive understanding of the barriers faced by women in KP and the potential strategies to overcome them. Case studies of successful educational initiatives from within KP, as well as other comparable regions, will be used to highlight best practices that can be adapted locally.

The **scope** of this study is broad, extending beyond basic education to examine vocational training, higher education, and skill-based learning as avenues for empowering women. Additionally, the paper will assess how educational initiatives can contribute to women's entrepreneurship, leadership, and active participation in community development.

This research evinces the alignment of local educational policies with SDGs as a key driver of gender equality and sustainable development in KP. The findings will inform educators, policymakers, and development practitioners on effective strategies to empower women through education, thereby contributing to KP's socio-economic progress and the realization of global development goals.

**Keywords:** Women's education, Sustainable Development Goals, Khyber Pakhtunkhwa, gender equality, socio-economic development, educational policies, vocational training, women's empowerment



**THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN EMPOWERING WOMEN IN KHYBER PAKHTUNKHWA, PAKISTAN**

**Muneeba Idrees**

Institute of Education and Research (IER), Faculty of Social Sciences, Women University  
Mardan, Khyber Pakhtunkhwa, Pakistan

**Farah Khan, PhD**

Institute of Education and Research (IER), Faculty of Social Sciences, Women University  
Mardan, Khyber Pakhtunkhwa, Pakistan. Email: [drfarah@wumardan.edu.pk](mailto:drfarah@wumardan.edu.pk);  
[farahazam75@yahoo.com](mailto:farahazam75@yahoo.com)

**Abstract**

According to a government survey, the total population of Khyber Pakhtunkhwa (KP) province is around 35 million, with 52 percent males and 48 percent females, making up 11.9 percent of Pakistan's total population. The literacy rate in KP is 53 percent. Women make up 50 percent of the world's population, but they have historically been marginalized in many societies, leading to gender disparities that affect the socioeconomic status of nations. Women empowerment is crucial for improving economic growth and stability. Information and communication technology (ICT) plays a significant role in empowering women. This study aims to investigate the role of ICT in empowering women in education and explore the reasons for women's limited access to ICT in Khyber Pakhtunkhwa, Pakistan. In developing countries like Pakistan, women face barriers to accessing ICT due to high illiteracy rates, poverty, and social and cultural restrictions. Empowering women is essential for their participation in all aspects of life and their contribution to national development. ICT can provide women with opportunities for independence and advancement. This study suggests that investing in the ICT sector and making it accessible to women will greatly boost women empowerment, which is an integral part of the United Nations' sustainable development goals.

**Key Words:** Information and communication technology, Women empowerment

**THE IMPACT OF CURRENT ECONOMIC CRISIS ON FEMALE EDUCATION AT HIGHER LEVEL**

Samreen

M.Phil. Scholar Department of Education, WUM

Dr. Haleema Akbar

Assistant Professor, Department of Education, WUM

**Abstract**

This study assesses the extent of the economic crisis in Pakistan and its implications for female education at the bachelor's level, exploring its effect on the quality of education for women. Employing a qualitative research design, the study uses purposive sampling to conduct in-depth interviews with female students, providing rich qualitative insights into their experiences during this challenging period. The research examines enrollment trends, financial barriers, and socio-economic factors affecting female students' entry into and persistence within bachelor's programs. Initial findings reveal a troubling decline in female enrollment, primarily due to financial constraints and competing household priorities exacerbated by the economic downturn. Despite ongoing efforts to promote gender equality in education, persistent socio-economic disparities continue to impede women's opportunities for higher educational achievement. The qualitative analysis uncovers detailed experiences of female students navigating the challenges posed by the economic crisis, highlighting their resilience and determination in pursuing educational goals despite adversity. This study highlights the urgent need for targeted interventions and policy initiatives to mitigate the adverse impact of the economic crisis on female education at the bachelor's level. By advocating for measures that address financial barriers and foster supportive learning environments, stakeholders can strive to uphold women's access to higher education and advance gender equality amidst economic challenges. The insights from this research are crucial for informing policies that support female students and mitigate the long-term effects of economic instability on women's educational attainment in Pakistan.

**Keywords:** Economic crisis, financial barriers, Female education, Higher education

**TIME-VARYING RELATIONSHIP BETWEEN SEARCH-BASED INVESTOR SENTIMENT AND US ISLAMIC AND NON-ISLAMIC RETURNS**

<sup>1</sup>Muhammad Asif Khan, <sup>2</sup>Farhad Khan,

1 Assistant Professor, Department of Management Sciences, University of Swabi.  
(asifmarwat321@gmail.com)

2 Meezan Bank Peshawar, KP, Pakistan (farhad.khan571@yahoo.com)

**Abstract**

Investor sentiment is a systematic risk factor that may cause additional risk and return by deviating stock prices away from their fundamentals. The study aims to investigate the search-based investor sentiment index relationship with Islamic and non-Islamic stock returns at multiple periods and frequency, in which discrete wavelet transformation, continuous wavelet transforms, cross-wavelet transform, and Granger causality was used. Weekly frequency data representing the period between January 2004 and December 2018 from multiple sources. To construct a search-based investor sentiment index, sentiment-induced keywords searched frequencies data were retrieved from Google Trends (<https://trends.google.com/trends/>) for the US region, while from the DataStream database, the US stock indices Islamic and non-Islamic index (Dow Jones Islamic index, Dow Jones non-Islamic index, FTSE Islamic index, FTSE non-Islamic index, MSCI Islamic Index, MSCI non-Islamic index, SP500 Islamic index, and SP500 composite index) were collected. Continuous wavelet transformation displayed investor sentiment as having a higher correlation of multiple episodes across the short-term investment horizon. In comparison, stock returns presented a higher correlation in the medium- to long-term during the crisis period. Cross-wavelet findings suggested a negative (out-phase) coherency of investor sentiment toward stock returns, in which investor sentiment was the leading variable. Further, non-Islamic stock returns exhibited greater sensitivity toward investor sentiment compared to their counterparts, thereby demonstrating a unidirectional causal relationship toward stock returns in the original series and short-term. However, a mixed causal relationship at the medium-term was demonstrated while bi-directional for the long-term and smoothing component.

**Keywords:** Investor Sentiment; Google Trends; Islamic and Non-Islamic Stocks Returns; US Market; Wavelet Analysis

**IS EDUCATION MORE IMPORTANT FOR FEMALES THAN MALES? A CASE STUDY OF PASHTUN SOCIETY**

**Nazish Siraj**

Institute of Education and Research (IER), Women University Mardan, KP, Pakistan

**Dr Farah Khan**

Institute of Education and Research (IER), Women University Mardan ,KP- Pakistan. Email: [drfarah@wumardan.edu.pk](mailto:drfarah@wumardan.edu.pk); [farahazam75@yahoo.com](mailto:farahazam75@yahoo.com)

**Abstract**

Education is essential for the development of individuals and society. A well-known African proverb states, "If you educate a man, you educate an individual; but if you educate a woman, you educate a family." This study explores the importance of education for females compared to males in the Mardan region of Pakistan. Using a mixed-methods research design, the study combines quantitative surveys and qualitative interviews with stakeholders such as students, educators, and community elders. The findings indicate that while male education is often prioritized due to traditional gender roles and economic expectations, there is a growing recognition of the crucial role of female education in promoting community development and enhancing family well-being. Challenges such as cultural norms, limited access to resources, and safety concerns significantly impact girls' educational opportunities. The research underscores the transformative potential of educating females, emphasizing its contribution to social equity and economic growth. The study calls for targeted interventions and policy changes to promote gender equality in education in the Mardan region, empowering women and advancing societal progress.

**Keywords:** Education, female, male, Pashtun society, KP

**THE EFFECT OF RELIGIOUS AND ETHNIC TENSION ON ECONOMY OF PAKISTAN: EMPIRICAL EVIDENCE FROM THE PAST THREE DECADES**

Akhtar Gul

PhD Economics

Department of Economics and Finance, Xian Jaiotong University, China

Email: [Ahtargul@stu.xjtu.edu](mailto:Ahtargul@stu.xjtu.edu)

Ibad Ullah

PhD Economics

Department of Economics and Finance, Xian Jaiotong University, China

Email: [ibad5036@gmail.com](mailto:ibad5036@gmail.com)

**ABSTRACT**

Religious violence and extremism are a multifarious phenomenon that swiftly spread in the entire world, particularly in Pakistan. This paper tried to explain this problem from a historical point of view. Therefore, this study investigated the effect of religious violence and extremism on the economy of Pakistan. The study used two different models and used time series data for the period 1984-2017. The econometric method ARDL was used to investigate the long-run association between religious tension and foreign direct investment. The study results showed that religious tension has a significant and statistically negative impact on foreign direct investment. Therefore, socioeconomic conditions, law and order, and ethnic tension also negatively impacted on FDI net outflow. In model two, religious tension and ethnic tension negatively impacted on FDI net-inflow. Besides, law and order have a statistically positive effect on FDI net inflow. Based on the findings, it is confirmed that co-integration exists among the variables of interest in both the specified models. The study suggested some recommendations to the state. Firstly, to provide a favorable investment environment to domestic and foreign investors. Secondly, to address, law and order, ethnic and religious tensions, and socioeconomic conditions and solve it.

## **EDUCATION AS A CATALYST FOR WOMEN'S EMPOWERMENT**

Norman Hasan

Department Banking and finance awkum university Mardan

Email: nomanhassan1981@gmail.com

Iman Saeed

Department MPhil political science Women university Mardan

Email: imankhanimankhan270@gmail.com

### **Abstract**

Education serves as a powerful catalyst for women's empowerment, particularly in rural Pakistan, where socio-economic and cultural barriers limit opportunities for women. Access to quality education enables women to develop essential skills, increases their economic participation, and enhances their decision-making power within households and communities. Education fosters awareness of rights, including health, reproductive choices, and social mobility, helping women overcome traditional gender roles and engage in leadership positions. Moreover, educated women are more likely to advocate for themselves and others, leading to greater gender equality. However, significant challenges persist, including limited access to schools, gender biases, early marriages, and a lack of educational infrastructure. A qualitative approach is adopted, utilizing secondary data from various sources to analyze the transformative role of education in women's empowerment. Recommendations include expanding access to education in rural areas, implementing gender-sensitive curricula, addressing cultural barriers, and increasing investment in female-focused educational programs. Empowering women through education not only benefits individuals but also contributes to societal progress, promoting sustainable development and economic growth. Amplifying women's voices in educational policies enhances their role in shaping their futures, ultimately fostering a more equitable society for future generations.

**Keywords:** Women's Empowerment, Education, Gender Equality, Rural Pakistan, Socio-economic Barriers,

**EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP EDUCATION:  
ASSESSING PROGRAM OUTCOMES AND ITS ECONOMIC IMPACTS**

Sahar Naseem

Department: Political Science; Women University Mardan

Email: [Saharnaseem710@gmail.com](mailto:Saharnaseem710@gmail.com)

Asma Bibi

Department: Political Science; Women University Mardan

Email: [zarshaidahassan@gmail.com](mailto:zarshaidahassan@gmail.com)

Dr. Hassina Bashir

Assistant Professor, Department: Political Science; Women University Mardan

**ABSTRACT**

This study explores how education of women regarding entrepreneurship fosters their economic empowerment, promoting their financial independence and sustainable growth. Education enables women to become economically more powerful. This study will assess various programs aimed at raising women's awareness of entrepreneurship, focusing on their specific outcomes in terms of women's economic empowerment and the broader impact on Pakistan's economy. Despite ongoing efforts toward gender equality, women continue to face significant barriers when seeking to capitalize on business opportunities. This research utilizes a secondary data collection method by conducting an in-depth literature review of prior studies on entrepreneurship education programs specifically designed for women. The research highlights important components like mentorship, financial resources, and hands-on training that make these programs effective. The analysis focuses on successful case studies that show how focused entrepreneurship education can boost female entrepreneurs' job creation, revenue growth, and startup rates. Additionally, the study looks at the wider social and economic effects of empowering women through entrepreneurship, such as increased family quality and community involvement. This study attempts to give policymakers, educators, and groups looking to improve the effect of entrepreneurship education on women's economic empowerment practical advice by combining results from different programs. In the end, this study highlights the critical role that education plays in changing women's economic responsibilities and prospects, which adds to the continuing conversation about gender equality and economic development.

**Keywords:** Entrepreneurship education, women empowerment, economic impact, literature review, gender equality

**EXPLORING WOMEN'S ROLE IN DRIVING EMPOWERMENT INITIATIVES IN KHYBER PAKHTUNKHWA**

**Ayesha Tariq**

Department: Political Science; Women University Mardan

**Dr. Hassina Bashir**

Assistant Professor, Department: Political Science; Women University Mardan

**Abstract**

Empowering other women within society is a vital aspect of a woman's own self-empowerment. Women play a pivotal role in advancing empowerment by pursuing education and sharing knowledge, thereby inspiring others to develop their skills and access better opportunities. Experienced women can mentor younger generations. Women can advocate for policies and initiatives that promote gender equality and support women's rights. Malala yousafzai , Gulalai Ismail , and Maria Mahmood are some of the prominent women who are advocating for girls education in Khyber Pakhtunkhwa.

Women's empowerment in Khyber Pakhtunkhwa takes diverse forms and is deeply influenced by social, cultural, and psychological factors. In some cases, women internalize traditional norms that prioritize submissiveness, which can, in turn, lead them to discourage other women from aspiring to leadership positions or pursuing independence. The main focus of this study is to highlight the role of educated women advocating for the rights of women in Khyber Pakhtunkhwa. Furthermore, this study seeks to explore how women can, at times, become obstacles to the success of other women and to identify effective strategies through which women can empower and uplift one another.

This study aims to highlight the supportive role of educated women in women's empowerment and it also addresses the internalized barriers and societal challenges faced by women in their empowerment journey.

Through the qualitative method of research, the data is collected from the primary and secondary sources including interviews. Newspapers , books and articles.

The significance of this study is to analyze and enhance the role of women in fostering empowerment among their peers, thereby promoting the overall empowerment of women within the same gender.

**Key words** :Self empowerment, Inspire, Gender equality , Traditional norms, Submissiveness , Barriers , Women's empowerment.



**INVESTIGATING THE IMPACT OF THE MISERY INDEX ON POVERTY:  
EMPIRICAL INSIGHTS FROM PAKISTAN**

**Bushra Rahim**

MS Scholar, Department of Economics, Faculty of Business and Economics, Abdul Wali Khan University Mardan, KP-Pakistan. Email: [bushrarahim681@gmail.com](mailto:bushrarahim681@gmail.com)

**Muhammad Azam Khan**

Department of Economics, Faculty of Business and Economics, Abdul Wali Khan University Mardan, KP-Pakistan. Email ID: [drazam75@yahoo.com](mailto:drazam75@yahoo.com); [drazam75@awkum.edu.pk](mailto:drazam75@awkum.edu.pk)

**Saleem Khan**

Department of Economics, Faculty of Business and Economics, Abdul Wali Khan University Mardan, KP-Pakistan.

**Abstract**

The main objective of this study is to explore the impact of the misery index, which is the sum of inflation and unemployment rates, on poverty in Pakistan, a developing country. The analysis utilizes secondary data access from the Economic Survey of Pakistan, Annual reports of State Bank of Pakistan, and the World Development Indicators from the World Bank. The findings indicate that both inflation and unemployment, components of the misery index, contribute to an increase in poverty in the country. However, a foreign capital inflow, such as foreign direct investment, has a positive effect on poverty reduction. The study suggests that policymakers should focus on maintaining price stability and creating more job opportunities to alleviate poverty. Moreover, creating a favorable environment for foreign investors to attract more foreign direct investment can lead to job creation, improved living standards, increased government revenues, and ultimately a reduction in poverty in Pakistan.

**Keywords:** Inflation, unemployment, poverty, misery index, Pakistan

**DOES EDUCATION PLAY A ROLE IN WOMEN'S EMPOWERMENT? A CASE STUDY OF MARDAN, KHYBER PAKHTUNKHWA**

**Faiza Azhar**

Institute of Education & Research (IER), Faculty of Social Sciences, Women University  
Mardan, Khyber Pakhtunkhwa, Pakistan

**Farah Khan, PhD**

Institute of Education & Research (IER), Faculty of Social Sciences, Women University  
Mardan, Khyber Pakhtunkhwa, Pakistan

Email: [drfarah@wumardan.edu.pk](mailto:drfarah@wumardan.edu.pk); [farahazam75@yahoo.com](mailto:farahazam75@yahoo.com)

**Abstract**

Education is a powerful tool for empowering women and promoting socio-economic status of the society. This study aims to explore the impact of education on women's social, economic, and political roles in Khyber Pakhtunkhwa (KP)-Pakistan and identifies the barriers they face, such as cultural norms, financial constraints, and limited educational resources. Using a mixed method of qualitative and quantitative and the data are collected from educational institutions where interviews are conducted with women in the region. Appropriate data analyzes techniques are used. The findings reveal that education plays a crucial role in enhancing women's empowerment by boosting their self-confidence, increasing their participation in the workforce, and enabling them to make informed decisions. Educated women are also more likely to advocate for their rights and contribute positively to their communities. The study emphasizes the importance of improving educational access for women in KP to promote gender equality and sustainable development. This study underscores the transformative impact of education on women's empowerment and calls for government to prioritize expanding educational opportunities overall but especially for women in KP.

**Key Words:** Education; women empowerment; government; KP

**NEXUS BETWEEN WATER TERRORISM, WATER AVAILABILITY AND  
TERRORISM PERFORMANCE: EMPIRICAL EVIDENCE FROM SOUTH ASIAN  
COUNTRIES**

**Nizam Uddin, Alam Khan, Muhammad Shafiq**

Department of Economic, Institute of Numerical Sciences Kohat University of Science and  
Technology Kohat.

**Abstract**

Water security has become a growing concern for South Asian economies, where water scarcity and geopolitical tensions over shared water resources often intersect. This study investigates the causal nexus between water terrorism, water availability, and economic performance in selected South Asian countries over the period 2000–2023. The research employs panel data analysis using co-integration techniques and Granger causality to explore both short- and long-term relationships among the variables. The study's primary objective is to uncover the causal relationships between water terrorism, water availability, and economic performance. The results reveal that water terrorism and declining water availability have substantial negative effects on economic performance, particularly in water-intensive sectors like agriculture. Furthermore, the Granger causality analysis provides insights into the directionality of these relationships, demonstrating how disruptions in water availability lead to economic downturns and how economic instability can, in turn, fuel water-related conflicts. This research contributes to the broader understanding of environmental security in the context of economic resilience, offering empirical evidence for policymakers in South Asia. The findings highlight the need for cooperative water management strategies and improved governance frameworks to mitigate the risks posed by water terrorism and to secure economic growth in the region.

**Keywords:** Water Terrorism, Terrorism, Performance, Empirical Evidence, South Asian Countries

**ISSUES AND CHALLENGES TO FEMALE STUDENT EMPOWERMENT  
AND GENDER EQUALITY IN SCHOOLS: A QUALITATIVE INQUIRY**

**Salman Ahmad**

MPhil Scholar Department of Education  
University of Malakand

Email: [sallu98741@gmail.com](mailto:sallu98741@gmail.com)

**Dr. Iqbal Ahmad**

Assistant Professor Department of Education  
University of Malakand

Email: [ikbalchtral@gmail.com](mailto:ikbalchtral@gmail.com)

**Muhammad Waris**

MPhil Scholar Department of Education  
University of Malakand

Email: [warisuom@gmail.com](mailto:warisuom@gmail.com)

**ABSTRACT**

This research study aims to discuss the issues and challenges of female student participation and women's rights activism in Government Girls Higher Secondary School Kotkay Paikhel Lower Dir KPK Pakistan. The emphasis of the study is on the student's freedom and gender equity in the school run by the female principal. Thirteen female students from Grade 12 were selected as sample of the study. Because of cultural and other limitations, data were collected through open ended questionnaires only. According to the interview questions formulated, thematic analysis was employed in transcriptions and coding of responses as well as sorting them into themes. As this paper has demonstrated, poor culture, no leadership roles for girls, and contingencies working against female students' power. Still, there is a compartment of gender inequality and it encompasses; no provisions, gender non-recognition, and imbalance in the access to learning resources. This needs to be accomplished by successfully handling such issues. This study asserts, that female leaders successfully handled these challenges to enhance women's empowerment. The results suggested to develop an understanding of how to promote female leadership and gender equality in education to the policymakers in the field of education and leaders of schools. The findings could assist in designing processes for unmasking barriers to women and other oppressed groups in patriarchal societies and cultures including Lower Dir.

**KEYWORDS:** Empowerment, Gender Equality, Issues, Challenges, Female Students, School

**THE ROLE OF HIGHER EDUCATION IN SHAPING WOMEN'S SELF ESTEEM AND SELF-CONFIDENCE**

**Sapna Aziz**

Institute of Education and Research (IER) Women University Mardan, Khyber Pakhtunkhwa, Pakistan

Email: [Sapnaaziz62@gmail.com](mailto:Sapnaaziz62@gmail.com)

**Dr Haleema Akbar (Assistant Professor)**

Institute of Education and Research (IER) Women University Mardan, Khyber Pakhtunkhwa, Pakistan

Email: [drhaleemaakbar@wumardan.edu.pk](mailto:drhaleemaakbar@wumardan.edu.pk)

**Abstract**

Higher education plays a pivotal role in shaping women's self-esteem and self-confidence by fostering intellectual growth, critical thinking, and a sense of independence. Through exposure to diverse knowledge, ideas, and opportunities, women in higher education develop the ability to challenge societal norms and stereotypes that often limit their potential. The academic environment encourages self-reliance, as students navigate complex subjects and make decisions that shape their personal and professional identities. Engaging in academic discourse and leadership roles further boosts their self-confidence, enabling them to assert their ideas and aspirations with conviction. This study employs a mixed-method approach to explore the impact of higher education on women's self-esteem in rural areas. Quantitative surveys will be conducted to measure self-esteem levels among female university students, while qualitative interviews will provide in-depth insights into their personal experiences with education. Preliminary findings reveal that while higher education is transformative for women, access is limited by socio-cultural norms, financial constraints, and poor infrastructure in rural areas. Despite these barriers, educated women experience increased confidence and the ability to challenge traditional gender roles. Their empowerment not only fosters personal growth but also inspires social change within their communities. Ultimately, higher education serves as a powerful catalyst for enhancing women's self-esteem and promoting their active participation in society.

**Key words:** Higher education, Women's self esteem and self confidence.

## **EDUCATING WOMEN, EMPOWERING SOCIETIES**

Andaleeb

Department of Political Science, Women University Mardan

Email: andalkhanandalkhan6@gmail.com

### **Abstract**

The education of women is crucial for the advancement of society. An educated woman contributes to creating an organized and progressive community. Education empowers women to become independent and enables them to support their families financially, nurturing economic growth and social stability. In addition, education empowers women to become aware of their rights, fostering positive changes both in themselves and in society. An educated woman can contribute to a country's economic progress and, if capable, pursue careers in the military or various other fields.

This study examines the transformative impact of women's education on societal development, focusing on economic growth, health outcomes, civic engagement, and social inequality. Both qualitative and quantitative methods are employed for data collection. Primary sources included surveys and interviews with prominent women in academia and progressive females from various other fields. Secondary sources comprised books, journals, and newspaper articles. A comprehensive review of existing literature and empirical research reveals that investing in women's education yields significant returns, including 10-20% increase in economic growth, 20-30% improvement in health outcomes, enhanced civic participation and social cohesion; reduced poverty and social inequality. Educated women emerge as catalysts for intergenerational change, driving sustainable progress and human well-being. Our findings emphasize the critical need to prioritize women's education as a strategic investment in human capital and social development.

**Key words:** Women's education, empowerment, economic development, societal development, health outcomes, social inequality, civic engagement.

## **ROLE OF WOMEN IN LAWMAKING: A REVIEW OF PARLIAMENT OF PAKISTAN AFTER INCREASED RESERVED SEATS**

Dr. Mussarat Jabeen, University of Sargodha

Email: [mussaratasif22@gmail.com](mailto:mussaratasif22@gmail.com)

### **Abstract**

Women's empowerment is a multifaceted concept that is commonly presented in a variety of ways. Nonetheless, the United Nations recommended 30% of parliamentary seats for women because of their acknowledged under-representation in politics. Pakistan was among the nations with low women's representation, reserving only three percent of seats in the assemblies. In 2002, General Musharraf not only revived, but increased the reserved seats. Women were allocated 17 percent of seats in parliament and provincial assemblies, whereas 33 percent in local governments. A significant number of women participated in 2002 elections and became part of policy-making. Here the question is about women's role in decision-making, either this increased number has equally enhanced women's share in legislation. Reviewing the existing literature, the study hypothesizes that numerical impact of gender quota on women's substantive representation in law-making is not promising as traditional and cultural barriers have snatched their due share.

### **Objective of the Study**

The study's goal is to determine whether the number of female lawmakers and policies are related in any way. It is often believed that more seats will inevitably boost the influence of women in policymaking and lead to changes in current policies. Women almost constitute one-fifth of total strength of parliament, but not in law-making. It is to examine, why their share is not as per their numerical strength. It is also noticed that their social standing, which stems from a number of political, cultural, and environmental obstacles like patriarchy, discriminatory social structures and behaviours, etc., makes them feel inferior and unequal.

### **Research Methodology and Conceptual Framework**

A descriptive analysis will be made to observe the women empowerment, applying the theory of critical mass. According to the critical mass, men control the culture and discourse when women make up less than 15% of a legislative body. However, 35% representation starts to shift and women start to play a larger part and have a louder voice in discussions. The theory calculates that women engaged more and were stopped less frequently when the decision rule was in place. The theory suggests that changing trends have enabled women to pass through the front door of hierarchies, but at some point, they face an invisible barrier, hindering their path to upward position. In an overview, the evidence suggests that gender quotas work well to increase the number of women, contesting the elections and obtaining elected office, but

all this has a smaller impact in terms of promoting women into positions of policy-making, and do not consistently lead to a vivid change in public policies.

**Key Words:** Law-making, reserved seats, disparities.

**ICEWESSD -35**

## **ASSESSMENT OF THE ROLE OF THE LIBRARIES OF TWIN CITIES IN PROMOTING SDGS**

Juned Ahmad\*

\*Allama Iqbal Open University Islamabad

### **Abstract**

In September 2015, the United Nations adopted 17 Sustainable Development Goals (SDGs) with 193 member states aiming to ensure a quality life for current and future generations by 2030. This initiative, known as the UN 2030 Agenda, emphasizes wide-reaching support from various sectors, including libraries, which are increasingly acknowledged as vital information hubs. Libraries foster knowledge sharing and promote awareness on socio-environmental progress, making them key players in the global effort to achieve SDGs. This study explores libraries' contributions toward SDGs in Rawalpindi and Islamabad by examining their awareness of sustainable development, their strategies for conveying the UN's SDG objectives, and the barriers they face in promoting these goals. A mixed-methods approach was used, involving surveys and interviews with library professionals, to gather comprehensive insights.

Results indicate essential areas for improvement at both national and local levels, providing recommendations to bridge research gaps and suggesting possible government measures to strengthen libraries' roles in supporting SDG initiatives within Pakistan. Given Pakistan's status as a developing nation, findings also highlight implications for similar regions lacking the infrastructural benefits of the twin cities. This study is particularly significant in the context of developing countries, where libraries often serve as primary sources of information access and community engagement.

**Key words.** Libraries, Sustainable development, SDGs, Twin cities

Corresponding author email: engr.junaid101@gmail.com



**QUALITATIVE EDUCATION IN THE CONTEXT OF INHERITED ATTITUDES.  
(ANALYTICAL STUDIES) BREAKING BARRIERS IN WOMEN'S EDUCATION:  
EMPOWERING THEM THROUGH ENHANCING THE EFFECTIVENESS OF  
GOVERNMENT PROCUREMENT**

Muhammad Uzair Afridi

BS Scholar

BBA, University of Peshawar

Anfal Afridi

Lecturer, Department of Political Science

Women University Mardan

**Abstract**

Education is the most crucial thing in evolving a human society and it has been always an empowering tool in women's lives, making them independent economically, socially and politically. Old customs, cultural norms, poverty, Gender discrimination, Child marriages, Safety concern, Lack of facilities, Lack of access to schools all of these are the main hurdles which keeps women far away from the reach of the main basic human right i.e; education. The data has been collected from secondary sources, which include research journal articles, books, reports and survey reports. This research paper also cover other prospective of women's lives which is incumbent for women empowerment. Government lacks such effective policies through which these hurdles can be tackled, the study focus all those precautionary measures adopted by the government officials to overcome the said challenges. Pakistan needs proper government policies at Federal, Provincial and local domestic level, this study specifically analyzed the role of the previous governments and also the current one. Education empowered women and make it possible to have better access and opportunities in the workforce lead them to earn more and have a say or a final word in the financial decisions of family. Women's education has great impact in boosting Pakistan's economy by promoting social and human growth and gender equality which is an undeniable factor in any society. This study shows the empirical data that how women's education enhanced human development outcome and also increased human capital if the government is

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equally involved in providing this basic right of education to the female community of the society.

**Key Words:** Women's education, Government policies, Empowerment, Societal structure, traditional challenges Human capital, and female workforce.

**INVESTIGATE THE EFFECT OF AGRICULTURE VALUE ADDED ON  
ECONOMIC GROWTH IN SAARC COUNTRIES**

**Zahida Hafeez**

Department of Economics, Woman University, Swabi

**Zia Ur Rehman (PhD)**

Department of Economic, Woman University, Swabi, Khyber Pakhtunkhwa,  
Pakistan.

Email: [ziamarwat1980@gmail.com](mailto:ziamarwat1980@gmail.com) and [ziamarwat1980@wus.edu.pk](mailto:ziamarwat1980@wus.edu.pk)  
<https://orcid.org/0000-0003-4791-6158>

**Abstract**

The main objective of the present research is to investigate the agriculture value added and economic growth in SAARC countries namely Pakistan, India, Nepal, Maldives, Bhutan, Bangladesh, and Sri Lanka employing panel data from 1990-2023. This study used is gross domestic product per capita as dependent variables proxy for economic growth while labor force participation, primary school enrollment, inflation, foreign direct investment, gross fixed capital formation, agriculture output value added as independent variables. Based on the behavior of data, this study used the Panel Autoregressive Distributive Lag/PMG techniques for estimation. This study found that in the long term, agriculture has a positive and significant impact on GDP growth. Furthermore, the FDI inflow, gross fixed capital formation, and labor force participation, inflation has positive and significant effect on economic growth in the long run. This study also found that FDI inflow, agricultural output, gross fixed capital formation, and labor force participation has positive and significant effect, while inflation has insignificant effect on economic growth SAARC countries in the short run. This study concluded that the agricultural output value added has significantly influence the economic growth in SAARC countries. The study recommended that the government and policy makers should focus on to improve the agricultural productivity to enhance economic growth of SAARC countries.

**Keywords:** Economic growth; agricultural value added; FDI; ARDL; SAARC countries.

**WOMEN’S EDUCATION AND SOCIAL NORMS, CHALLENGING STEREOTYPES AND BIASES**

Dr. Ambreen Atiq

Assistant professor, Greenwich University

HOD, Department of Education

[ambreen\\_atiq@hotmail.com](mailto:ambreen_atiq@hotmail.com)

[dr.ambreenatiq@greenwich.edu.pk](mailto:dr.ambreenatiq@greenwich.edu.pk)

**Abstract**

Women's education is crucial in fostering the progress and prosperity of any country. In Pakistan, the literacy rate of women is 59%, significantly lower than that of men, which is 71%. The role and participation of women in Pakistani society is preferably limited to the household, due to the cultural norms and societal expectations. Women’s career options and opportunities are limited and restricted. The general concept of women's higher education in Pakistan is related to economics only, which results in their participation as working women. A woman's education is not only related to earning but a mandatory task for the betterment of a family as an educated mother can nurture their children better than an illiterate one.

Islam emphasizes pursuing knowledge for both men and women. Women ‘s education is one of the cardinal rights of all human beings in Islam. It increases their knowledge, teaches them new skills, and nurtures their capabilities to be good Muslims and better members of their society.

This research paper explores the cultural barriers and challenging stereotypes and biases of women's education in Pakistan, especially discussing the particular misogynistic mindset of Pakistani society that relates the education of women to earning only. Also describes the importance of women’s education in Islam regarding its beneficent to family and society. This paper also discusses the solutions obtained from the theoretical framework based on the results of the study, which are related to socioeconomic and cultural factors, which can be helpful in improving the prospects of women's education and eliminating these challenges and obstacles in their education.

**Keywords:** Islam, Education, Women, Biased, Stereotype, Challenge, capability

**EDUCATION AND SOCIAL NORMS: CHALLENGING STEREOTYPES AND  
BREAKING BIASES**

Malaika Rahat (MPhil scholar)

[Malaikarahat2000@gmail.com](mailto:Malaikarahat2000@gmail.com)

Sumaiya Begum (MPhil scholar)

[khanzadisomi@gmail.com](mailto:khanzadisomi@gmail.com)

Dr. Hassina Bashir

Department of Political Science

**Abstract**

This study investigates how education programs in the rural regions of Khyber Pakhtunkhwa can act as catalysts for dismantling deeply entrenched gender stereotypes, with a focus on initiatives designed specifically for females. It highlights the transformative potential of education in reshaping social norms by improving women's participation in decision-making, enhancing their economic independence, and promoting a more equitable social environment. Drawing on case studies from rural communities in Khyber Pakhtunkhwa, the study emphasizes the pivotal role of community leaders and families in fostering supportive environments for female education. The key objectives are to assess the influence of education on changing perceptions of gender roles, measure its impact on women's empowerment in decision-making and economic activities, and explore the role of community engagement in supporting these educational programs. The research employs a mixed-methods approach, combining qualitative interviews with community leaders, educators, and participants, alongside quantitative surveys to evaluate changes in women's roles in decision-making, economic status, and social equity. Comparative analysis across different rural settings within Khyber Pakhtunkhwa provides a nuanced understanding of the impact of education on gender equality. The significance of this study lies in its demonstration that promoting women's education in rural Khyber Pakhtunkhwa can lead to significant shifts in social attitudes, reduce negative stereotypes, and empower women to actively participate in economic and social spheres. Furthermore, it underscores the importance of culturally sensitive approaches that respect local customs while advancing gender equality, offering a model for integrating education into rural development strategies in the region.

**Keywords:** Education programs, gender stereotypes, decision-making, supportive environments, social equity.

**ANALYZING THE BARRIERS AND CHALLENGES TO WOMEN'S EDUCATION  
IN RURAL AREAS OF MARDAN-KHYBER PAKHTUNKHWA**

**Ghazala**

Institute of Education & Research (IER), Faculty of Social Sciences, Women University  
Mardan, Khyber Pakhtunkhwa, Pakistan

**Farah Khan, PhD**

Institute of Education & Research (IER), Faculty of Social Sciences, Women University  
Mardan, Khyber Pakhtunkhwa, Pakistan

Email: [drfarah@wumardan.edu.pk](mailto:drfarah@wumardan.edu.pk); [farahazam75@yahoo.com](mailto:farahazam75@yahoo.com)

**Abstract**

Women's education is essential for their empowerment and the overall development of society. However, in rural areas of District Mardan, Khyber Pakhtunkhwa (KP), women face numerous barriers to accessing education. This study aims to identify and address these barriers, including economic, cultural, social, and administrative challenges. The data was collected through questionnaires and interviews with girls who discontinued their education at various levels. The research highlights the impact of socio-cultural and economic factors on women's access to education in this region. The study found that key barriers to women's education include lack of parental education, fear of societal norms, inadequate educational facilities, lack of transportation, poverty, and cultural traditions. By addressing these barriers, we can create a more inclusive and equitable society where every girl has the opportunity to receive an education. The findings suggest some policy recommendations to overcome these barriers include engaging local communities and leaders to promote the importance of girls' education, improving school infrastructure, providing financial incentives such as scholarships, and training female teachers to create a supportive learning environment for girls. By implementing these recommendations in the true sense, it will ensure that all women have access to quality education in rural areas of district Mardan KP.

**Key words:** Barriers, challenges, women's education; rural areas; KP

**INVESTIGATING CHALLENGES TO FEMALE IN JOB OPPORTUNITIES IN  
DISTRICT MARDAN KHYBER PAKHTUNKHWA**

**Mahnoor Fakhar**

M.Phil scholar, Institute of Education & Research (IER), Women University Mardan, KP,  
Pakistan.

**Farah Khan (PhD)**

Institute of Education & Research (IER), Women University Mardan, KP, Pakistan. Email.  
[drfarah@wumardan.edu.pk](mailto:drfarah@wumardan.edu.pk)

**Abstract**

Female education and job availability are crucial for achieving sustainable development goals. The primary objective of this study is to investigate the challenges women face in securing employment in Mardan, Khyber Pakhtunkhwa (KP). The study utilized a descriptive quantitative design with a sample population from Mardan district, collecting data from various private and public sectors. The results revealed that 65-75% of respondents acknowledged the challenges women encounter in obtaining employment, highlighting significant barriers in the job market. The study recommended policy measures such as gender-sensitive hiring practices, training programs for women, safe work environments, flexible work arrangements, and promoting women's leadership roles. The government should focus on increasing job opportunities in sectors suitable for women to enhance their living standards.

**Keyword:** Female challenges, Job opportunities, Job disparities

**INVESTIGATING THE IMPACT OF MATERNAL EDUCATION ON CHILDREN'S ACADEMIC ACHIEVEMENT:  
A CASE STUDY OF DISTRICT MARDAN, KHYBER PAKHTUNKHWA**

**Husna Ali**

Institute of Education & Research (IER), Faculty of Social Sciences, Women University Mardan, Khyber Pakhtunkhwa, Pakistan.

**Farah Khan, PhD**

Institute of Education & Research (IER), Faculty of Social Sciences, Women University Mardan, Khyber Pakhtunkhwa, Pakistan. Email.

[drfarah@wumardan.edu.pk](mailto:drfarah@wumardan.edu.pk); [farahazam75@yahoo.com](mailto:farahazam75@yahoo.com)

<https://orcid.org/0000-0002-0119-1991>

**Abstract**

This study aims to investigate the crucial role of maternal education in shaping children's academic achievement and its broader impact on societal development, with a specific focus on the influence of girls' education. The research was conducted in district Mardan, Khyber Pakhtunkhwa, Pakistan, involving three government schools and three private schools. A total of 40 teachers from each school were randomly selected to participate in the study by responding to a questionnaire with 15 statements. The study examines how maternal education affects parenting practices, child development, and educational outcomes, as well as the contribution of girls' education to societal development, including economic growth, social progress, and gender equality. The findings underscore the significant role of maternal education in promoting academic success and societal progress, emphasizing the importance of investing in girls' and women's education to break the cycle of poverty and inequality. The study's insights advocate for targeted interventions and support systems to empower mothers and girls, driving sustainable development and social change through education.

**Key words:** Mother education, impact, academic achievement, society development.



**EMPOWERING WOMEN, SUSTAINING PAKISTAN: THE CRITICAL ROLE OF WOMEN LEADERSHIP IN ACHIEVING SUSTAINABLE DEVELOPMENT**

**Dr. Nelofar Ikram**

Assistant Professor, Department of Political Science, Women University Mardan

Email- [drnelofarikram@wumardan.edu.pk](mailto:drnelofarikram@wumardan.edu.pk)

Contact No- 03350968499

**Abstract**

Pakistan faces copious sustainability challenges, including environmental degradation, social inequality, and economic instability. Women, who comprise nearly half of Pakistan's population, play a significant role in tackling and addressing these challenges. This paper explores the critical leadership role that women can play in achieving sustainable development in Pakistan- *leadership towards sustainability model*. Data is collected through a review of existing literature and case studies, examining the impact of women's leadership on sustainability outcomes in various sectors, including education, healthcare, and environmental conservation. Key barriers are also identified to women's leadership in Pakistan, including patriarchal norms, limited access to education and resources, and political underrepresentation. As such, this paper seeks to add significant contributions to the scholarly literature to overcome these obstructions and recommends policy and programmatic interventions that promote *women's empowerment, leadership development, and inclusive decision-making processes*. By harnessing the potential of women leaders, Pakistan can accelerate its progress toward sustainable development, reduce inequality, and create a more just and prosperous society for all.

**Keywords:** Women leadership, Sustainability, Pakistan, Empowerment, Sustainable development

## **DEPRIVATION OF EDUCATION IN RURAL KHYBER PAKHTUNKHWA: AN EXAMINATION OF ACCESS AND QUALITY**

Azmat

Mphil scholar political science (WUM)

[aanabia229@gmail.com](mailto:aanabia229@gmail.com)

Sadaf

Mphil scholar political science (WUM)

### **Abstract**

This study examines the critical challenges faced by rural areas in Khyber Pakhtunkhwa (KP), Pakistan, in accessing quality education, highlighting how these issues perpetuate cycles of poverty and inequality. Through an analysis of disparities in access, enrollment, and learning outcomes between urban and rural areas, the research reveals significant obstacles in rural KP. These include limited school availability—especially for girls—insufficient infrastructure and resources, a shortage of trained teachers, and poor learning outcomes coupled with high dropout rates. Key factors contributing to this educational deprivation are identified as geographical isolation, socio-cultural barriers and gender biases, inadequate government funding and resource allocation, and the impact of conflict and insecurity. The study underscores the urgent need for targeted interventions to address these disparities and promote equitable education access. Recommendations include increasing investment in rural education infrastructure, implementing gender-sensitive policies, enhancing teacher training, and fostering community engagement. Addressing these challenges is crucial for bridging the educational divide, empowering rural communities, and enabling them to escape the cycle of poverty while unlocking their full potential.

**Key words:** Rural Education, Access Disparities, Gender Biases, Educational Infrastructure, Teacher Shortage, Dropout Rates, Socio-Cultural Barriers, Community Engagement, Poverty Alleviation

## **EMPOWERING WOMEN IN PAKISTAN THROUGH POLICY MAKING: CHALLENGES AND OPPORTUNITIES**

Asma Rani\*<sup>1</sup>, Hafsa Murad<sup>1</sup>

Department of Political Science, Women University, Mardan

\*Corresponding Author email. [asmazakir057@gmail.com](mailto:asmazakir057@gmail.com)

### **Abstract**

Despite progress, women in Pakistan face significant socio-economic and political barriers. Policy making plays a crucial role in addressing these challenges and empowering women. This paper examines the impact of policy making on women's empowerment in Pakistan, highlighting the successes and limitations of existing policies and frameworks. The study analyzes key policy initiatives, including: The Women's Protection Act (2006), The Acid Control and Acid Crime Prevention Act (2010), The National Commission on the Status of Women Act (2012), The Punjab Protection of Women against Violence Act (2016). For present study a constructive Questionnaire having 18 close-ended and 12 open-ended questions about knowledge of challenges and opportunities regarding above mentioned acts were asked. Data was analyzed through statistical package for social sciences (SPSS) for frequency percentages and construction of histogram. The findings revealed that these policies have contributed to improved access to education and healthcare, increased political participation and representation, enhanced legal protection against gender-based violence, however significant challenges persist, including Limited implementation and enforcement, Societal resistance and patriarchal norms, Inadequate funding and resources. The paper concludes by emphasizing the need for strengthened policy implementation and enforcement, Increased funding and resources, Addressing societal attitudes and norms, Enhanced collaboration between government, civil society, and stakeholders. By prioritizing women's empowerment through effective policy making, Pakistan can unlock the potential of its female population, promoting sustainable development, economic growth, and social justice.

**Key Words:** Women Empowerment, policy making, political participation.

**THE INTERPLAY BETWEEN THE EDUCATION AND SOCIAL NORMS OF  
PAKISTAN: A CRITICAL ANALYSIS**

Amna Ashfaq

Department of political science

**Abstract**

The interplay between the Education and social norms in Pakistan has always been a complex, dynamic and bidirectional relationship significantly influencing individual behavior and opportunities. Deeply rooted cultural values significantly impacting individual choices and opportunities. This paper analyzes in depth the trends and patterns of Education reinforcing social norms by perpetuating cultural values, gender roles, and social hierarchies. Conversely, social norms shaping education by influencing curriculum development, teaching methods, and teacher-student relationships. This study underscores the imperative for education policies and practices that are contextually relevant, equitable, and empowering.

The prime objective of the study is to delve into the intricate dynamics between the Education and societal expectations in Pakistan, revealing the complex interplay of how the social norms around the factors like gender , family and religion significantly influence educational choices and their outcomes and how the social norms can be challenged and transformed by critical thinking and reinforcing of the social norms by educational institutions often limiting the opportunities for marginalized groups .

Through in-depth qualitative analysis, this study uncovers how societal norms influence educational trajectories and, conversely, how education can subvert and redefine these norms. Contributes to a deeper understanding of the complex factors influencing educational outcomes and social change in the country .

To conclude we say that this study is quite helpful to understand and highlight the critical need of contextualized education policies , inclusive and equitable education system challenging discriminatory norms and empowering critical education thinking.

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**Keywords:** Education, social norms , cultural Values , gender roles , critical thinking , equality , empowerment.

**RELATIONSHIP BETWEEN NEGATIVE BODY IMAGE AND SOCIAL  
APPEARANCE ANXIETY AMONG YOUNG ADULTS.**

Asma Syed Bukhari

Department of Psychology, Women University Mardan

Dr. Bushra Sajid

Assistant Professor, Department of Psychology, Women University Mardan

[bushra1982@wumardan.edu.pk](mailto:bushra1982@wumardan.edu.pk)

**ABSTRACT**

The aim of the current study was to determine the relationship between negative body image and social appearance anxiety among young adults. The current study was conducted in different regions of Khyber Pakhtunkhwa, Pakistan. The sample size was 200 young adults, including both males and females. The research design of the study is a cross-sectional questionnaire-based survey design. Convenience sampling was used for data collection. The scales used are the Body Image Concern Inventory (BICI-19; Littleton et al., 2005) and the Social Appearance Anxiety Scale (SAAS-16; Hart et al., 2008).

Descriptive statistics for the variables, internal consistencies of the instruments, correlation analysis, and t-test were conducted, and hypotheses were tested. The hypotheses of the current study suggest that there will be a significant positive relationship between negative body image and social appearance anxiety among young adults, and no significant gender differences will be found for negative body image and social appearance anxiety.

The results from the present study indicate that there is a significant positive relationship between negative body image and social appearance anxiety among young adults. Also, no gender differences were found for negative body image and social appearance anxiety. The findings of the present study will add to the limited scholarly research regarding negative body image and social appearance anxiety among the Pakistani population.

**Keywords:** Negative body image, social appearance anxiety, young adults.

**DISPARITIES IN WOMEN'S HEALTHCARE: A COMPARATIVE ANALYSIS OF DISTRICTS IN MARDAN, PAKISTAN**

**Ayesha**

Ayesha Mphil scholar political science (WUM)

ayeshashafi172@gmail.com

**Sumaira**

Sumaria bibi Mphil scholar political science (WUM)

drkhano8090@gmail.com

**Abstract**

This study compares the availability and accessibility of women's healthcare facilities across districts in Mardan, Pakistan. Despite efforts to improve healthcare, disparities persist, affecting women's health outcomes. Data collection from public and private healthcare facilities in Mardan's districts (Mardan, Swabi, and Nowshera) Assessment of facilities, equipment, staff, and services (antenatal, postnatal, and reproductive health) Analysis of data using quantitative and qualitative methods Significant disparities in healthcare facilities, staff, and services across districts Mardan district has better facilities and services compared to Swabi and Nowshera Shortage of female healthcare providers and specialized services in all districts Limited access to emergency obstetric care and referral services. This study highlights the need to address disparities in women's healthcare facilities and services in Mardan's districts. Improving access to quality healthcare, particularly in underserved areas, is crucial for reducing maternal and infant mortality rates and promoting women's health and well-being. Recommendations include: Resource allocation and infrastructure development in underserved districts, Recruitment and training of female healthcare providers, strengthening referral systems and emergency obstetric care, Community engagement and awareness campaigns to promote healthcare-seeking behavior.

**Keywords:** Women's disparities, Healthcare facilities, Infrastructure development, Community engagement.

**EMPOWERING WOMEN IN PAKISTAN THROUGH HIGHER EDUCATION:  
OPPORTUNITIES, CHALLENGES, AND OUTCOMES**

Dua Khan MPhil scholar Political Science (Women University Mardan)

[duakhanyosfzai@gmail.com](mailto:duakhanyosfzai@gmail.com)

Arifa MPhil scholar Political Science (Women University Mardan)

[arifamaskeen645@gmail.com](mailto:arifamaskeen645@gmail.com)

**Abstract**

Higher education plays a pivotal role in women's empowerment by providing them with access to better economic opportunities, enhancing their decision-making capacity, and enabling them to challenge entrenched societal norms. This study investigates the influence of higher education on women's empowerment in Pakistan, focusing on the opportunities it creates, the challenges women face, and the resulting outcomes of their participation. The research highlights that higher education has significantly boosted women's economic empowerment by increasing employability and income, fostering greater autonomy, and promoting participation in public life and leadership positions. Additionally, it has helped challenge patriarchal norms and stereotypes that limit women's roles. However, considerable challenges remain, including limited access to higher education, especially for rural and disadvantaged women, societal expectations that constrain women's choices, inadequate support systems for female students, and persistent gender-based discrimination and harassment. The study concludes by stressing the importance of increasing investment in women's higher education, implementing targeted initiatives to overcome barriers, providing supportive policies and infrastructure for female students, and encouraging male engagement and advocacy to advance women's empowerment. By expanding women's access to higher education, Pakistan can unlock the full potential of its female population, contributing to economic growth, social progress, and gender equality.

**Keywords:** women's empowerment, higher education, Pakistan, economic opportunities, gender equality, societal norms, rural women, gender-based discrimination, leadership roles, male engagement.



**EDUCATIONAL NORMS IN PAKISTAN: AN EXAMINATION OF CULTURAL AND SOCIAL INFLUENCES**

Tehreema Zia Mphil scholar political science (WUM)

[haidermalikhaidermalik657@gmail.com](mailto:haidermalikhaidermalik657@gmail.com)

Kalsoom Nisar Mphil scholar political science (WUM)

[khang300.nk@gmail.com](mailto:khang300.nk@gmail.com)

**Abstract**

Pakistan's educational landscape is shaped by a complex interplay of cultural, social factors, influencing the norms and values that govern teaching, learning, and educational outcomes. This study explores the dominant educational norms in Pakistan, including: Traditional pedagogies emphasizing rote learning and authority, Socio-economic disparities in access and quality of education, Societal and cultural influences on curriculum and pedagogy, Institutional barriers to reform and innovation. The research reveals that these norms perpetuate: Limited critical thinking and creativity, Inequitable access and outcomes for marginalized groups, Resistance to innovative and inclusive pedagogies The study concludes by highlighting the need for: Critical examination and challenge of entrenched norms, Inclusive and context-specific educational reforms, Teacher training and capacity-building, Community engagement and participation, Policy support for equitable and quality education. By understanding and addressing these educational norms, Pakistan can work towards a more inclusive, effective, and equitable education system, fostering individual and societal development.

**Keywords:** Educational Norms, Traditional pedagogies, Institutional barriers, norms perpetuate

**EMPOWERING WOMEN ONLINE ENTREPRENEURS IN KHYBER  
PAKHTUNKHWA (KP) PROVINCE, PAKISTAN: CHALLENGES AND  
OPPORTUNITIES**

**Khansa Rahman**

Department of political science, Women university Mardan

**Dr. Nelofar Ikram**

Assistant professor

Department of political science, Women university Mardan

**Abstract**

The study investigates online entrepreneurship's potential to empower women in Khyber Pakhtunkhwa (KP), Pakistan, where socio-cultural barriers and limited resources hinder female entrepreneurship despite some progress. Utilizing a mixed-methods approach, the research includes surveys (n=200) and in-depth interviews (n=30) with women online entrepreneurs. Findings reveal that online platforms help women overcome traditional barriers to economic participation. However, challenges such as limited digital literacy, inadequate internet access, and societal restrictions persist. Women-led online businesses flourish in sectors like handicrafts and education. To enhance empowerment, initiatives such as entrepreneurial training, mentorship, and networking are vital for boosting confidence and success. Government support is crucial; funding cybersecurity, e-commerce platforms, and digital literacy programs can significantly aid women's economic empowerment. Collaborative efforts between educational institutions, NGOs, and the private sector are also essential. Implementing policy changes to eliminate socio-cultural obstacles and promote gender equality will foster a supportive environment. Strengthening digital infrastructure through improved internet accessibility and safety measures can empower female entrepreneurs, driving economic growth and inclusivity in KP. Overall, online entrepreneurship presents a promising avenue for women's empowerment in the region, contributing to sustainable development in Pakistan.

**Keywords:** women empowerment, online entrepreneurship, Khyber Pakhtunkhwa, Pakistan, digital economy, gender equality.

**CLIMATE CHANGE AND ITS DISPROPORTIONATE IMPACT ON WOMEN'S LIVES IN PAKISTAN**

Maimoona

Email address: [maimoonaz035@gmail.com](mailto:maimoonaz035@gmail.com)

Department: Political Science, Women University Mardan

Naeema Bibi

Email address: [naeemab292@gmail.com](mailto:naeemab292@gmail.com)

Department: Political Science, Women University Mardan

**Abstract**

This paper investigates the disproportionate effects of climate change on women in Pakistan, revealing how environmental challenges intensify pre-existing social and economic vulnerabilities. Employing a qualitative methodology, the research draws on in-depth interviews with women from climate-affected communities to understand the gendered dimensions of climate impacts on livelihoods, health, and overall well-being. The findings indicate that escalating water scarcity and droughts have exacerbated women's domestic and agricultural burdens. Additionally, rising temperatures and extreme weather events have significantly worsened women's health outcomes, with a particular emphasis on reproductive health challenges. Climate-induced displacement and migration further destabilize women's social networks and access to support systems. The study also highlights that limited access to climate-related information, resources, and decision-making platforms has constrained women's ability to foster resilience. The research concludes that addressing these gender-specific impacts necessitates the integration of gender-sensitive approaches in climate policy, promoting women's active participation in climate-related decision-making, and providing targeted training and social services to enhance their resilience and well-being.

**Keywords:** climate change, gender, women's health, water scarcity, Pakistan.

**FINANCIAL INDEPENDENT WOMEN'S AS A PATHWAY TO EMPOWERMENT  
IN KHYBER PAKHTUNKHWA (KP), PAKISTAN**

Ayesha Irum

Department of Political Science, Women University Mardan

**Abstract**

Women's empowerment requires financial independence, especially in Khyber Pakhtunkhwa (KP), Pakistan, where socioeconomic hurdles and traditional gender norms severely limit women's ability to participate in the economy. With a focus on the importance of financial literacy, access to financial services, and supportive legislation, this study examines the complex relationship between financial independence and women's empowerment in KP. Women in KP frequently have limited access to formal banking and financial knowledge, which limits their capacity to save, invest, and launch enterprises, even though they make up a sizable share of the workforce. This study emphasizes the value of targeted financial education programs and microfinance initiatives that help women become more financially literate so they can make wise financial decisions and pursue their entrepreneurial goals. This study attempts to find practical methods for advancing women's economic empowerment in KP by analyzing the sociocultural barriers that prevent women from being financially independent. By using qualitative analysis this study uncovers the importance of financial literacy, services and legislative. To conclude we say that this study will emphasize that increasing women's financial independence benefits local women as well as the region's overall economic and sociological development. For groups and legislators looking to carry out successful interventions that promote women's financial empowerment in KP, this study provides a solid foundation.

**Keywords:** Women empowerment, socioeconomics, financial independence, gender norms, literacy, entrepreneurial.

**THE ROLE OF SOCIAL ENTREPRENEURSHIP IN POVERTY  
REDUCTION IN DISTRICT MARDAN**

Saba Gul

BBA, Department of Management Sciences, Women University Mardan

Dr. Samina Begum

Assistant Professor/HOD, Department of Management Sciences, Women University Mardan

**Abstract**

The study's main goal was to find out how social entrepreneurship in district Mardan contributes to the reduction of poverty. When using the study approach, the researcher looked into former studies that were related to this one. Based on a previous study by Chebbi (2016), the Researcher used a quantitative approach to determine the precise goals of the investigation. Data were gathered via questionnaires. The survey was created using data from the study conducted by Ali and Ali (2013). 200 beneficiaries of the following organizations operating in the Mardan district of various National and international NGOs and social welfare foundations were given the questionnaire. According to the data, 6.7% of the respondents were owners, 31.3% were managers, and 62% were supervisors or office assistants. Comparably, 64.7% of respondents reported having less than five years of experience, 16.0% reported having six to ten years of experience, 14% reported having eleven to fifteen years of experience, and 10% reported having more than fifteen years of experience.

**Keywords:** Social, Entrepreneurship, Poverty, Reduction, District Mardan

**BARRIERS TO GENDER EQUALITY IN INCLUSIVE EDUCATION: ANALYZING CHALLENGES AND OPPORTUNITIES IN MARDAN, PAKISTAN**

Hina

Department of political science; Women University Mardan

Email: [khanyousha931@gmail.com](mailto:khanyousha931@gmail.com)

Zarshaida

Department of Political science; Women University Mardan

Email: [Zarshaidahassan@gmail.com](mailto:Zarshaidahassan@gmail.com)

Dr. Hassina Bashir

Assistant Professor, Department of Political science; Women University Mardan

**Abstract**

In order to pinpoint and examine the issues preventing girls from having equal access to educational opportunities, the study investigates gender equality in inclusive education in Mardan, Pakistan. The significance of inclusive education as a cornerstone component for advancing gender equality and strengthening vulnerable communities in the area is acknowledged by this study. The emphasis is on comprehending the many obstacles that disproportionately affect female pupils, such as cultural norms, societal expectations, inadequate teacher preparation, and resource discrepancies. This study, which employs a secondary research methodology, looks at government papers, educational statistics, and previously published literature to give a thorough picture of Mardan's contemporary educational environment. The study highlights how important it is to remove these obstacles in order to have a fair learning environment where all students male or female can succeed. It also showcases effective local efforts that support diversity and gender equality in education, implying that these models can act as triggers for more extensive systemic change. With the use of this analysis, the research hopes to shed light on the dynamics of gender equality in education and, in the end, provide stakeholders, educators, and legislators with practical suggestions for promoting a more inclusive and equitable educational environment in Mardan.

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

**Keywords:** Gender Equality, Inclusive Education, Mardan, Barriers to Education, Cultural Norms, Teacher Training, Empowerment

## **CULTURAL NORMS AND THEIR IMPACT ON WOMEN'S EDUCATION**

**Rida Batool**

Email: kridaumar@gmail.com

**Dr. Hassina Bashir**

Assistant professor, Department of Political Science, Women University Mardan

### **Abstract**

Cultural norms have a considerable impact on women's education in diverse nations, determining both access and quality of learning possibilities. This study adopts a secondary research methodology, examining existing literature, statistical data, and case studies to investigate the multidimensional impact of cultural beliefs and practices on female education. Traditional gender roles, societal expectations, and economic considerations are all important factors in why male education is generally prioritized over female education. In many countries, dominant attitudes may dissuade women from getting an education, prolonging cycles of inequity. Cultural norms such as early marriages and family responsibilities also make it difficult for girls to complete their education. This research highlights successful interventions that challenge and transform negative cultural norms. It advocates for community engagement and policy reforms to promote gender equity in education. Qualitative and quantitative data is used in this study to further enhance awareness regarding the hindrances posed by the cultural norms in the lives of women. Primary sources, including surveys and interviews, while secondary sources comprised of books, journals, and newspaper articles are utilized for data collection. The findings highlight the importance of overcoming cultural obstacles in order to build an inclusive educational environment that empowers women. This study adds to the larger conversation about gender equality and educational reforms by emphasizing the role of cultural context, providing insights for politicians, educators, and advocates working to improve women's educational access and outcomes.



*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

**Key Words:** Cultural norms, Women's education, societal expectations, economic considerations, policy reforms.

**WOMEN IN LEADERSHIP: EDUCATION AND POLITICAL PARTICIPATION**

**Dr. Shoaib**

British School & College, PWD, Islamabad  
Ph. D scholar IIU Islamabad  
E mail: nobleprize1@gmail.com

**Ms Zahida**

EPS (NPF) Islamabad  
E mail: aferashoaib@gmail.com  
03555377742 ,0311975530

**Abstract**

The increasing involvement of women in leadership, particularly in political spheres, plays a pivotal role in fostering inclusive governance and sustainable development. However, women worldwide still face significant barriers to accessing leadership roles. This paper explores how education can be a transformative tool for empowering women to engage in political participation, examining the relationship between educational access, leadership development, and women's active involvement in politics. Education provides women with essential skills, knowledge, and confidence, equipping them for public speaking, negotiation, and policy understanding—crucial competencies for leadership.

Case studies and data from various global contexts indicate that when women have better educational access, there is a corresponding increase in their political engagement. Education allows women to build networks, seek mentorship, and challenge biases within political institutions. However, this paper also emphasizes that educational access alone is insufficient to achieve gender parity in leadership. Structural shifts, including gender-responsive policies and changes in societal attitudes, are essential to creating a supportive environment for women leaders.

Additionally, research highlights that women leaders often prioritize social policies in healthcare, education, and welfare, promoting broad social benefits and balanced development.

The paper concludes that governments and organizations should prioritize education as a foundation for women's empowerment in leadership. Investing in women's education not

*8th International Conference on Empowering Women through Education: Driving Sustainable Socio-Economic Development in Khyber Pakhtunkhwa (ICEWESSD)*

only benefits women but strengthens democratic institutions by enhancing representation, accountability, and inclusive decision-making processes.

Keywords:

**THE COMPARATIVE STUDY OF WORK- FAMILY CONFLICT AMONG  
GOVERNMENT AND PRIVATE EMPLOYEES IN MARDAN**

Samara Khan

Student, Department of Psychology, Women University Mardan

Ms. Farah Aqil

Lecturer, Department of Psychology, Women University Mardan

**Abstract**

The present study aimed to examine the comparative study of work- family conflict among government and private employees in Mardan. A sample of 200 participants consisting of 91 females and 109 males from different organizations of Pakistan (KPK) was obtained. The Study was conducted in two phases: Phase I pilot study (N-25) and Phase 2 main study (N-200), A Systematic random sampling technique was utilized. The study was based on a cross-sectional research design by utilizing a survey method. Descriptive statistics were computed for the demographic characteristics of participants. Further analyses were conducted using, alpha reliability, and independent sample t-test. The scale used was Work and Family Conflict Scale WAFCS (Haslam et al., 2015). The main objectives of the study were to determine comparison of variable to assess the organizational differences. It was hypothesized that there would be no significant comparison of work-family conflict among government and private employees. The study finds a comparison of work- family conflict among government and private employees. The results showed that was no significant, comparison of work-family conflict among government and private employees. The outcomes of the present study have important implications in organizational settings by managers can offer stress management workshops that, instead of offering employees advice on how to live life, ask for help in understanding how family roles affect work and what management can do about it. Workshops can create a welcoming forum in which employees freely provide suggestions for the better support of family roles. There is some evidence that workshops can reduce stress. That employee anxiety, irritability, and depression are reduced when managers encourage employees to openly discuss family concerns with supervisors and peers. Thus, even the simple notion of seeking employee feedback can help employees feel more valued and less stressed.

Keywords: Work and Family conflict, Comparison, Employees and Organization.

## **THE IMPACT OF SOCIO ECONOMIC FACTORS ON WOMEN ACCESS TO HIGHER EDUCATION**

Sana Azam (BS, IER WUM)

Email: [azamsana981@gmail.com](mailto:azamsana981@gmail.com)

Dr Haleema Akbar (Assistant Professor IER WUM)

Email: [drhaleemaakbar@wumardan.edu.pk](mailto:drhaleemaakbar@wumardan.edu.pk)

### **Abstract**

Higher education plays a vital role in empowering women, boosting economic growth, and promoting gender equality. However, many women still face barriers to accessing higher education due to various socio-economic challenges. This research aims to explore these challenges and identify ways to improve access for women. By examining key factors such as family income, parental education, cultural beliefs, and societal norms, the study seeks to understand how these elements either help or hinder women's educational progress. In addition, it explores strategies to overcome these barriers, including scholarship programs, policy changes, and community support initiatives. Using both quantitative surveys and qualitative interviews, the study collects data from female students from different socio-economic backgrounds. The findings will provide valuable insights for policymakers, educational institutions, and advocacy groups working to create more inclusive higher education policies that support women's success.

**Keywords:** Socio- economic factors, women's access to education, higher education ,Gender equality, Educational barriers , scholarship programs.

**EXPLORING THE ROLE OF (NGOS) NON – GOVERNMENTAL ORGANIZATIONS IN PROMOTING WOMEN EDUCATION AND EMPOWERMENT**

Spogmay (BS, IER WUM)

Email: [spogmaykhalid20@gmail.com](mailto:spogmaykhalid20@gmail.com)

Dr Haleema Akbar (Assistant Professor IER WUM)

Email: [drhaleemaakbar@wumardan.edu.pk](mailto:drhaleemaakbar@wumardan.edu.pk)

**Abstract**

Non-governmental organizations (NGOs) play a crucial role in advancing women's education and empowerment, especially in regions where socio-cultural and economic barriers limit opportunities for women. This research explores how NGOs contribute to promoting women's education by providing resources, creating awareness, and advocating for policy reforms. Through educational programs, vocational training, and community outreach, NGOs help break down traditional barriers and empower women to achieve personal and professional growth. The study employs a mixed-methods approach, combining surveys and interviews with NGO representatives, educators, and beneficiaries to gain a comprehensive understanding of their impact. By highlighting successful NGO initiatives, this research aims to provide insights into effective strategies for enhancing women's educational access and empowerment. The findings will be valuable for policymakers, educators, and advocacy groups looking to collaborate with NGOs to promote gender equality and women's development.

**Key words:** NGOs, Socio-cultural, Economic Barriers, Promoting, Women, Education, Empowerment

**RELATIONSHIP BETWEEN PERCEIVED STRESS AND NIGHTMARES  
EXPERIENCE AMONG UNIVERSITY STUDENTS**

Ms Shahana Dawaid

Department of psychology, Women University Mardan

Ms Farah Aqil

Lecturer, Department of Psychology, Women University Mardan

**Abstract**

This paper examined that relationship of perceived stress and nightmares experience among the university students of Mardan. Nightmares are extremely troubling dream which normally powers essentially fractional arousing (Kammerer 2021). Perceived stress is the feelings or thoughts that an individual has about how much stress they are under at a given point in time or given time period (Gerber 2011). Sample of the study was 140 university students. Convenience sampling technique was used. To examine nightmare experience NExS scale by William Kelly (4 items) was used. For perceived stress, perceived stress scale by Cohen (10 items) was used. The study also aimed to find out gender differences in nightmare experience. The results showed that there was a significant positive relationship between nightmares experience and perceived stress. An independent- sample t-test indicate the females experienced nightmares more than men. This study will help to understand the concept of nightmares that how it may lead to high perceived stress. How stress can be address. This study also explores the perception of nightmares experience sufferers regarding the function causes and consequences of their nightmares.

**Keywords:**

**IMPACT OF MICRO-CREDIT ON SOCIO-ECONOMIC CONDITIONS A CASE FOR FEMALE EMPOERMENT IN AZAD JAMMU AND KASHMIR**

Kiran Abid

Prof. Dr. Sabahat Akram

Professor (Economics), Dean FSS&H,

University of Kotli, Azad Jammu & Kashmir,

Kotli AJ&K Ph # 05826 960056, 03235510455

**Abstract**

This study aimed to examine the impact of micro-credit through loans on poverty reduction among women entrepreneurs in AJ&K. The National Rural Support Programme (NRSP) a public sector micro-credit program of government which it operates in four provinces of Pakistan including Azad Jammu and Kashmir. It plays a vital role in distributing micro-finance especially to female community. This study explored the multidimensional impact of micro-credit on socio-economic condition of the targeted study area (AJK). Primary data was collected through structured survey questionnaire for empirical analysis and total 400 female were selected by using purposive sampling technique. Different techniques of quantitative and qualitative analysis were used to interpret data and results. NRSP's micro-credit scheme has significantly contributed to the socio-economic improvement of female community in District Kotli. Positive results are observed in various dimensions, including income generation, financial inclusion, women's empowerment and overall well-being. It was concluded NRSP micro-credit helped in increasing the living standard of female community.

**Keywords:** Socio-economic conditions, NRSP, Micro-credit, Empowerment, Sustainability



**THE TRANSFORMATIVE POWER OF EDUCATION ON POVERTY REDUCTION**

Maryam Tariq (Institute of education and research (IER))

[maryamtariq34566@gmail.com](mailto:maryamtariq34566@gmail.com)

Dr. Haleema Akbar, Assistant Professor (IER Mardan)

[drhaleemaakbar@WUMardan.edu.pk](mailto:drhaleemaakbar@WUMardan.edu.pk)

Asma Zeb (Institute of education and research (IER))

[asmakhattakhattak73@gmail.com](mailto:asmakhattakhattak73@gmail.com)

**Abstract**

Education is a potent catalyst for poverty reduction ‘empowering individuals and communicates to break free from the shackle economic deprivation. This study investigated the relationship between education and poverty reduction. As education strengthen individuals in groups in a society through human resource development, improve social status and ensure equal work opportunities. By studying the root causes of poverty and its intricate relationship with education this study aims at the constructive role of education for promoting equal opportunities to access the basic recourses of life. A method is used to quantitative approach as through the questionnaires. The findings underscore the critical role of education in poverty reduction. The Analyze the role of breaking cycles of poverty. Poor families struggle to assess education it’s the government responsibility to provide essential educational facilities.

**Keywords:** Poverty reduction, Education, Breaking cycles, Empowering Education.

**INVESTIGATING THE IMPACT OF FEMALE EDUCATION ON SOCIETY DEVELOPMENT IN DISTRICT MARDAN, KHYBER PAKHTUNKHWA**

Misal Ishaq

Institute of Education and Research (IER), Faculty of Social Sciences, Women University Mardan, KP

Farah Khan (Assistant Professor)

Institute of Education and Research (IER), Faculty of Social Sciences, Women University Mardan, KP

[drfarah@wumardan.edu.pk](mailto:drfarah@wumardan.edu.pk); [farahazam75@yahoo.com](mailto:farahazam75@yahoo.com)

<https://orcid.org/0000-0002-0119-1991>

**Abstract**

Both male and female education plays a significant role in the development of society and the well-being of individuals. However, female education is particularly important as it drives societal progress and has transformative effects on economic growth, social equality, and human well-being. This study collected data through a questionnaire with fifteen items from educated working females in district Mardan. Forty randomly selected respondents participated in the study, which focuses on the role of female education in advancing society, specifically its impact on economic empowerment and workforce participation. The findings highlight the importance of prioritizing female education as a key driver of sustainable development. This study provides valuable insights for evidence-based policies and interventions aimed at promoting female education and creating a more equitable, prosperous, and resilient society. The findings also suggest that the government and other stakeholders should play their due role in facilitating female education in this area. The policymakers should formulate good policies that can give more boost to female education and job opportunities.

**Keywords:** Female education, societal advancement, economic empowerment.

**THE ROLE OF WOMEN’S UNIVERSITIES IN ENHANCING FEMALE ACCESS TO HIGHER EDUCATION IN KHYBER PAKHTUNKHWA**

Aneela Murad

Institute of Education and Research (IER) Women University Mardan, Khyber Pakhtunkhwa,  
Pakistan

Email: [Aneelamurad11@gmail.com](mailto:Aneelamurad11@gmail.com)

Dr Haleema Akbar (Assistant Professor)

Institute of Education and Research (IER) Women University Mardan, Khyber Pakhtunkhwa,  
Pakistan

Email: [drhaleemaakbar@wumardan.edu.pk](mailto:drhaleemaakbar@wumardan.edu.pk)

**Abstract**

Women’s universities play a vital role in enhancing female access to higher education, particularly in regions where socio-cultural and economic barriers persist. This study investigates the impact of women universities on female enrollment rates, retention and graduation outcomes in Khyber Pakhtunkhwa Pakistan. A mixed method approach combining surveys, interviews and document analysis reveals that women universities significantly improve female access to higher education, fostering a supportive learning environment and addressing cultural and economic constraints. The finding highlights the importance of targeted programs, mentorship and community engagement in promoting female empowerment and socio-economic development. Policy implications include increased government support for women universities curriculum reform, and outreach initiatives to address educational disparities.

**Keywords:** Women’s Universities, Female access, Higher education, Empowerment, Socio-economic development, Pakistan.

**TO INVESTIGATE IMPACT OF EXCHANGE RATE ON EXPORTS OF PAKISTAN**

Hiba Saeed

Department of Economics, Woman University, Swabi

Email: [sudaisahmad56565@gmail.com](mailto:sudaisahmad56565@gmail.com)

Zia Ur Rehman (PhD)

Department of Economic, Woman University, Swabi, Khyber Pakhtunkhwa,  
Pakistan.

Email: [ziamarwat1980@gmail.com](mailto:ziamarwat1980@gmail.com) and [ziamarwat1980@wus.edu.pk](mailto:ziamarwat1980@wus.edu.pk)  
<https://orcid.org/0000-0003-4791-6158>

**Abstract**

Export is the backbone of healthy economies and Pakistan is the emerging economies of the South Asian region. This study examines the impact of the exchange rate on exports of Pakistan using secondary time series data from the period 1980 to 2023, collected from World Development Indicators, (2024). As per the behavior of the data this used the ARDL technique was used for estimation. The findings of the study demonstrated that the exchange rate, FDI, and economic growth have positive and significant effect on exports in the long run, while, insignificant effect on exports in the short run. Furthermore, there are exists the long run integration among the variables. The ECM value indicates that there 50% speed of adjustment from the short run to long run equilibrium. This study recommended that the government devalue the domestic currency to increase the exports.

**Keywords:** Exchange rate, GDP, Exports, FDI, ARDL, Pakistan.

## **THE INFLUENCE OF TOURISM ON ECONOMIC GROWTH: EVIDENCES FROM PAKISTAN**

**Sana Inayat**

Department of Economics, Woman University, Swabi

Email: [inayatsana09876@gmail.com](mailto:inayatsana09876@gmail.com)

**Zia Ur Rehman (PhD)**

Department of Economic, Woman University, Swabi, Khyber Pakhtunkhwa, Pakistan.

Email: [ziamarwat1980@gmail.com](mailto:ziamarwat1980@gmail.com) and [ziamarwat1980@wus.edu.pk](mailto:ziamarwat1980@wus.edu.pk)  
<https://orcid.org/0000-0003-4791-6158>

### **Abstract**

The main aim of the study to investigate the effect of tourism receipts on economic growth of Pakistan, and used a dataset spinning from 1995 to 2019. As per behavior of the data this study used the Auto Regressive Distributed Lag (hereafter, ARDL) techniques for estimation. The results illustrates foreign direct investment, labor force and gross national expenditure have all had a beneficial and significant influence on the economic growth, both in short run and long term. Despite the fact that both gross capital formation and human capital have had a positive and significant effect on the economy in the near term, they have also demonstrated a negative and major effect in the long-term. The revenues from tourists have been proven to have a positive influence on economic growth in the long-term but insignificant effect in the short run. In a similar vein, the rate of inflation has a significant negative effect on economic growth over the long-term, but insignificant in the short-term. The outcomes of the study established that the revenue generated from tourism significantly contribute in economic growth of Pakistan. The study suggested that the government of Pakistan give priority to the encourage investments in tourism in order to upsurge the amount of money generated and to stimulate economic growth. To increase revenue, the government passes legislation that is advantageous to the tourism industry and provides facilities in an effort to attract tourists from other countries.

**Keywords:** Tourism; ARDL Model; Pakistan; Exchange Rate; Economic Growth



**THE IMPACT OF MACROECONOMIC INDICATORS ON FIRMS  
PROFITABILITY IN PAKISTAN:  
AN EMPIRICAL STUDY**

Zakeen Ahmed, Azra, Dilawar Khan

Department of Economics, Kohat University of Science and Technology, Kohat, Pakistan

**Abstract**

This study examines the impact of key macroeconomic indicators, including economic growth, energy prices, inflation, and exchange rate, alongside firm-specific factors such as firm size, efficiency, liquidity, leverage, and volatility, on the profitability of manufacturing firms in Pakistan. Utilizing panel data from 2001 to 2022, the research aims to provide an empirical analysis of how these factors influence firm-level profitability. By employing the two-step Generalized Method of Moments (GMM) econometric technique, the study addresses potential endogeneity concerns, ensuring more robust and unbiased results. The macroeconomic environment plays a crucial role in shaping business performance, particularly in emerging markets like Pakistan, where external shocks and policy changes can have significant effects on firms' financial health. Simultaneously, internal factors such as firm size, operational efficiency, and liquidity management are pivotal in determining how well a firm can withstand economic volatility. This research adds to the existing literature by providing comprehensive insights into how both macro-level and firm-level dynamics interact to influence profitability, particularly in a developing economy context. The findings of this study are expected to inform policymakers and business leaders by highlighting key areas for enhancing firm profitability and resilience in the face of economic fluctuations. Additionally, the results can serve as a guide for future strategies in improving the competitiveness of the manufacturing sector, contributing to broader economic growth in Pakistan.

**Keywords:** Macroeconomic, Indicators, Firms Profitability, Pakistan

**MANAGING CREDIT RISK AND GOVERNANCE STRUCTURE: COMPARATIVE STUDY OF CONVENTIONAL AND ISLAMIC BANKS OF PAKISTAN**

Dr. Samina Begum

Assistant Professor/ HOD, Department of Management Sciences, Women University Mardan

Faryal Arif Chishtie

Lecturer, Department of Management Sciences, Women University Mardan

Tehmina Nasrullah

Student, Department of Management of Sciences, women University Mardan

**Abstract**

This study performed empirical analysis on independent directors and credit risk in banking sector of Pakistan. The Current study collected data from 2005 to 2022. This study aims to develop the impact of independent director on credit risk. This work created a conceptual model within the context of commercial loan theory. Results indicate that independent director has negative significant impact on credit risk. Problems in credit risk is the weakness of management have been defined as the main reason behind banking financial hazards. Credit risk is the primary risk that must be managed in banking operations. Independent director plays integral role in managing economic condition with effective flow of cash across financial institutions and economy as a whole.

**Keywords:** Independent Director, Credit Risk, Financial Performance



**MANAGING THE FINANCIAL LEVERAGE AND PERFORMANCES: THE INFLUENCE OF EFFECTIVE CORPORATE GOVERNANCE STRUCTURE**

Dr. Samina Begum

Assistant Professor/HOD, Department of Management Sciences, Women University Mardan

Faryal Arif Chishtie

Lecturer, Department of Management Sciences, Women University Mardan

Sawaira Mehtab

Student, Department of Management Sciences, Women University Mardan

**Abstract**

The aim of this study is to examine the impact of financial leverage on performance of non-financial firms listed in Pakistan stock exchange. This study gathered data spanning from 2010 to 2020 to examine how the leverage ratio affect performance, considering the moderating influence of corporate governance factor. The results indicate that debt to equity ratio has no significant impact return on asset. Independent director significantly moderates the effect of independent director on the relationship between debt to equity ratio and return on asset. The study provides implication which states that policy makers should develop a policy for effective financial management system through financial due diligence to overcome issues occurring in firms of non-financial sector of Pakistan.

**Key Words:** Leverage Ratio, Return on Asset, Corporate Governance

## **WOMEN IN LEADERSHIP: EDUCATION AND POLITICAL PARTICIPATION**

Abdul Basit

Department: Pharm D University of Peshawar

Email: [basitabbas431@gmail.com](mailto:basitabbas431@gmail.com)

Co-author: iqra Amin

Email: [Iqraamin112233@gmail.com](mailto:Iqraamin112233@gmail.com)

Department: Political Science, Women University Mardan

### **Abstract**

The intersection of education and political participation is crucial for promoting women's leadership, particularly in contexts where gender inequality persists. In many parts of the world, including rural and urban areas of Pakistan, education equips women with the knowledge, confidence, and skills needed to engage in political processes, challenge patriarchal structures, and assume leadership roles. Educated women are more likely to participate in decision-making, run for political office, and advocate for gender-sensitive policies. Despite these benefits, women face barriers such as socio-cultural norms, lack of access to education, and limited political opportunities. This study adopts a qualitative methodology, utilizing secondary data to examine how education fosters political participation and leadership among women. Recommendations include increasing access to education for women, encouraging their involvement in political platforms, and promoting mentorship programs that support female leadership. Addressing these challenges will enable more women to contribute to governance, leading to more inclusive and representative political systems.

**Keywords:** Women's Leadership, Education, Political Participation, Gender Equality, Governance, Socio-cultural Barriers.

**EFFECT OF ACADEMIC ANXIETY ON STUDENTS' ACADEMIC  
ACHIEVEMENT AT THE SECONDARY SCHOOL LEVEL IN THE  
DISTRICT OF MALAKAND**

**Sonaina Shah**

**Abstract**

The current study has investigated the effect of academic anxiety on students' academic achievement at the secondary school level in the district of Malakand. The main objectives of the study were, to investigate the effect of academic anxiety on students' academic achievement at the secondary school level; to find out the academic anxiety levels of students at the Secondary school level, and to compare the effect of academic anxiety levels on students' academic achievement concerning gender (male and female) at secondary school level. The total population comprised all students at Government secondary schools in the Malakand district. The target population comprised 30 Government secondary schools in the Malakand district. A total of 10 students from each school, and 300 (180 male and 120 female) students constituted the sample size for the current study selected through a proportionate sampling technique. For data collection, the participant's responses were received by a reliable and valid standardized tool: "Academic Anxiety Scale for Children (AASC)" developed by Singh and Gupta (2009). The descriptive statistics i.e. mean, S/deviation, Simple Linear Regression, ANOVA, Correlation, and t-test were used for the analysis of the data. Research findings revealed an inverse relationship (negative) between academic achievement and the academic anxiety of students. There was a significant difference between the academic anxiety levels of male and female students. In the case of male students, no significant difference was found between academic anxiety and academic achievement, while in the case of female students, a positive correlation was found between academic anxiety and academic achievement. The descriptive analysis of the data revealed that most of the students responded to academic anxiety. Most of the students negate the fact about the burden and anxiety of their academic responsibilities and their anxiety level is dependent upon their academic achievement. Based on the findings it was recommended that academic anxiety in educational institutes especially at the secondary school level should be assessed consistently to deal with this problem, its possible adverse and detrimental effects on students' achievements. Excessive concentration on assessment and evaluation through tests should be avoided. A study should be conducted on different levels like primary level and university level.

**Keywords:** academic anxiety, secondary school