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FREELANCING IS AN OPPORTUNITY FOR THE WOMEN OF PAKISTAN

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ABSTRACT

This study analyzes the importance of freelancing not only as an economic development tool for the country but also as an opportunity for the women of Pakistan to become financially independent and skilled workers of society. It specifically addresses barriers faced by women, such as family autonomy, independent online information technology, professional identity, and financial independence. It continues to promote the idea of self-employment and provide opportunities for Pakistani youth, particularly women. The survey consists of an initial survey and an online survey. Research findings demonstrate the potential to influence independent work. Women's empowerment and contribution are driving the growth of the digital economy in Pakistan. There are also limitations, such as a lack of knowledge about remote work and fear of failure. Given the limitations of self-employment research, its approach, and the transformation of the Pakistani economy due to productivity disparities, this project can help realize some of these initiatives.

Based on the analysis of statistical data and social surveys, we were able to identify the positive and negative aspects of the growth of self-employment in the global economy. During the study, the authors concluded that self-employment is a promising trend in employment and small businesses.

Freelancing is a new type of work for people all over the world. Of course, the main disadvantage is the lack of well-established mechanisms for interaction between the workforce and employers in this area, but this factor, nevertheless, does not affect the significance of this area of activity, taking into account the transformation of the economy the

so-called "new", which is based on the knowledge and skills of using the latest computer and information technologies.

INTRODUCTION:

Online working of skilled individuals is called free-lancing. A freelancer is a person who is a self-employed person who is not bound to a single employer for a long time (Khan, Khalid, Ali & Nofal, 2022).

With the advancement in globalization, the need for freelancing increased all over the world, and the bulk of freelancers appeared from developing countries. Among these countries India, Bangladesh and Pakistan became major stakeholders by providing millions of freelancers in the field of freelancing. The best part of freelancing is that it is not gender-biased. Freelancing is equal opportunity for both male and female members of society. Traditional countries like Pakistan have a great opportunity in the form of freelancing in which the females of the country can take part at par with the men. It is estimated that, at present, around 100,000 "active" freelancers (who at least make \$100 a month) are working from Pakistan and earning valuable foreign exchange for the country. Keeping in view the importance of freelancing the government of Pakistan has invested a lot in IT sector and, in the first seven months of the FY 2020-21 (July 2020 – January 2021), freelancers' export remittances have rapidly increased to US\$ 219 Million and are expected to cross US\$ 350 Million by the end of FY 2020-21.

In 2016, Pakistan recorded the highest unemployment rate in five years at 0.16%. While there was a decline of 0.14% in 2017 and an increase of 4.08% in 2018, unemployment peaked at 4.45% in 2019 (Heeks, 2017). The biggest economic downturn happened last year when the Covid virus strike the financial system and most people were either forced to work from home or quit their jobs due to downsizing (Hassan, Iqbal & Shakir, 2020). Thus, the trend of telecommuting is becoming popular among working men and women as well as the unemployed. Furthermore, women in Pakistan are not part of a large labor force due to social reasons. And follow the local model in the state. (Kaabi, Elanain & Ajmal, 2018). The main reason for not being truly jobless is the child and elderly care, limited job opportunities, lack of affordable kindergarten, and low levels of education (Kathuria, 2017). In the light of labor market and technological development, the study aims to analyze the impact of self-employment through market expansion and the capacity of the state to encourage women's participation in this platform (Graham & Anwar, 2019). Many researchers are primarily interested in the relationship between productivity, innovation, and performance respectively. In addition, the phase of the COVID pandemic has also affected the labor market, creating an urgent need for a source of work that provides access to remote work for individuals as well as a source of income (Nawaz, 2020).

In modern times, problems with the employment of graduates of higher education institutions are high. Future professionals start thinking about the workplace long before graduation. A retrospective analysis shows that 30-40 years ago there was a state distribution of graduates, although many graduates

did not like, for example, the place of distribution, students were confident about their future work. In terms of the changes taking place in the country, the youth in the 21st century have more opportunities and ways to integrate into society, but this situation has created some obstacles in the way of employment.

Currently, every third unemployed youth has higher or secondary vocational education. Alumni guesses about their future jobs are correct about half the time. Young school leavers do not fully understand the relevant professional activity. In the educational process, more attention should be paid to the formation of ideas about their future profession according to the state of the labor market.

This article is dedicated to examining self-employment as self-employment. Freelancer - Freelancer - A term used for someone who has not worked full-time for a particular employer for an extended time (Wood, 2018). Freelancers often offer their services on specific online resources, through newspaper advertisements, or through word of mouth, that is in-person interaction. Sometimes, freelancers are represented by a temporary company or agency that resells the freelance work to clients (a form of outsourcing). Others work independently or use professional associations or websites to search for jobs (Primastomo, 2018). Self-employment also allows people to find high-level jobs in isolated communities.

It doesn't take anything special to become a freelancer today. The first is to have a mailbox in e-mail, ICQ, mobile phone, Skype for communication with clients and receiving assignments, a plastic card or electronic wallet WebMoney, and Yandex. Money to pay (Monticelli, 2010). Another thing that a freelancer should do in the future is to register on freelance exchanges, choose the services they offer and set the price. At the initial stage, the cost of services is low, due to the lack of experience in this field. In the process of working, freelancers create a list of their work, i.e. a portfolio, and the employer decides, given the work of the freelancer, who will assign the work (Shevchuk, 2018).

LITERATURE REVIEW:

Research Question:

What? What will be the impact of online freelancing on women's economic empowerment in terms of financial independence, professional identity, and local autonomy, along with the mediating effects of Pakistan's economic transformation? (Hira, 2021)

Why? Pakistan is a country having an average income in South Asia which has consistently unemployment among women and the young generation (Malik, Heeks, Masiero & Nicholson, 2020). The percentage of females is huge and they cannot join conventional jobs due to the constraints on workplace freedom and home responsibilities (Nawaz, Zhang, Mansoor

Hafeez & Ilmudeen, 2020). Pakistan is developing having a 49% population of women and 29% are a young age. 63% population of Pakistan lives in rural areas of which the majority is youth (asiapacific.unwomen.org). The education trend in females is increasing in Pakistan 47% of women are literate whereas 70% are men (statista.com).

Who? Of the total human workforce, there is only 20% is female (tradingeconomics.com). These statistics show that many women that are educated and have many skills are not working there are several reasons behind this like gender discrimination, family restrictions, harassment at the workplace, very low wages, transportation, relocation to job placement, and many more.

When? Now under this highly pressurized economical situation of the country, it is very difficult to survive on the earnings of one male. Now, this is the time for a woman to contribute to the earnings of their guardians.

How? But how can they contribute to the earnings? The answer to this question is freelancing. Now, why freelancing? Because freelancing has more independence of work, flexible timing, self-management, location flexibility, improvement in skills, rewards, and earning control.

For a few years government is taking remarkable steps and investing too much to build an online market parallel to the conventional business to manage the addition of women in the workforce, particularly in the Ministry for Information and Communication Technology. Freelancing normally offers work in the field of information technology for example online advertising and IT, financial services and accounting, customer support, managing projects, writing, software, web and application development, and graphic designing (**Malik, Heeks, Masiero & Nicholson, 2020**).

Many women do not have the skills to perform these tasks because these are different from our formal education (**Nawaz, Zhang, Mansoor Hafeez & Ilmudeen, 2020**). So the Government of Pakistan is providing so many free technical courses for a woman to resolve this problem. This was effective when 15,000 people started working as a freelancer, while another 500,000 people enrolled in this training program in 2020. As a result the chances of getting a job for a woman increase significantly. A survey shows its results that 25% of freelancers are a woman and doing a better job than men in Pakistan (**Malik, Heeks, Masiero & Nicholson, 2020**). Female freelancers earn \$2 greater than men in a day. Other than this government is trying to enhance the train and gain method to encourage the current IT business that will lead women to increase their earnings. In this way, Pakistan started freelancing and outsourcing with commercial capability enhancing digital technologies (**Malik, Heeks, Masiero & Nicholson, 2020**).

From a sales volume point of view, Pakistan is standing at 4th position in e-lancing internationally behind India, Bangladesh, and the USA (**Ahmed, 2017**). According to the freelancing.com website, 1 million Pakistanis are

registered on their website which is at 3rd position in worldwide countries (**Haq, Raja, Nousheen & Sajjad 2018; Iftikhar 2017**). According to Upwork Pakistan is on the list of top 5 freelancer countries. Besides these freelancing websites Pakistani have proven their existence on social media also by creating a Facebook group named “Pakistan Freelancer” having 27000 members where customers can deal directly without using mediator freelancing websites. The IT division of Pakistan is contributing \$2.1 in the export of IT-related services and solutions per year. Upwork, Fiver, Freelancer, Guru, PeoplePerHour and Mylittlejob self-employee platforms are arising speedily in Pakistan. There are my factors and reasons that give me confidence someone for freelancing in Pakistan. Pakistani freelancers charge very low compared to India and South Asian countries but Pakistani freelancers are highly skilled that’s why European countries prefer their outsource work to Pakistani freelancers (**Codementor, 2017**). PITB (Punjab Information and Technology Board) is a provincial institute in Punjab that provides free of cost pieces of training, courses, and workshops that are the base of freelancing. Particularly girls and housewives are participating in these events to earn money at home. Now a day’s outsourcing is the trend. Companies prefer to give their projects on subcontracting to improve their work efficiency. Fiverr.com has 3.42 million active buyers. These are the job opportunities that motivate educated and uneducated Pakistani women who stay and want to generate or increase their earnings to start freelancing so they can meet their needs and full fill their dreams (**Iftikhar, 2017**).

For many years freelancing was taken as random work for unemployed people that cannot get traditional jobs and are disappointed. But in the past few years trends have changed, now in modern companies, many tasks and projects have been outsourced aimed to cut off the price and product quality. Now freelancers are trending and employers have much more confidence in them regarding their work (**Kuznetsova, 2018**).

Freelancing is consisting of very highly skilled and trained persons that are experts in their fields and provide their services to companies or individuals (**Bruke, 2012**). Freelancing is a bouquet of information technology that has a variety of blooms in it. Freelancing is a very emerging and recognized business these days that have great human energies to perform tasks and has much capital in reward.

Freelancing is providing many useful services to other businesses. Companies are working with freelancers more and more within a short time on a contract basis. Freelancers are the model of the modern labor market (**Bruke, 2012**). Studies have proved that companies prefer freelancers rather than hiring employees because they have to pay them much and have to offer other facilities like medical, transport and residence, etc. freelancers have fresh and creative minds because they are new in this field, young and talented in the result the endorse modernization by entrepreneurship. Freelancers are obligated to do only one thing; their services can be acquired for various purposes at every stage of development. It’s very difficult for a company to hire new employees when the cost of production is very high and targets are

not achieved. Then freelancers are an option that provides affordable and secure labor to reduce production costs (**Armstrong, 2013**). Like this freelancers are helpful for a company to enhance their business and start new business units. In addition, freelancers work in their homes with only their computer and internet connection (**Bogenhold et al, 2014**).

It is important to understand what resources women have and the power they have to use the relevant resources. Empowerment is not enough without control over resources. Moreover, society should be committed to empowering women. The empowerment beliefs of western countries contradict those of third world countries. Thus, women's empowerment can be measured by probing facts, assets, and circumstances. (**Koshulko, 2021**). Women in Pakistan are willing to compromise with their husbands on a range of issues, including profession, social mobility, employment status, girls' education, and family chores. However, disagreements lead to conflicts that reduce women's happiness (**Qamar, 2021**). As a result, compared to their male counterparts, women are less happy and satisfied with their families' real and perceived economic situation (**Whitaker, 2021**). In addition, many argue that feminists in Pakistan have expressed annoyance and frustration with their jobs. However, create your own business with the ultimate ambition of choosing the type of business, the hours, and the people you work with. However, most women have faced social, behavioral, and economic barriers throughout the life of the company. Thus, it can be seen that empowerment can be seen in many ways, but it is also interconnected with many aspects (**Tansif, 2022**).

Summarizing the discussion, we can say that e-commerce has opened up new opportunities for the economy, one of which is self-employment. Freelancers have a whole open world to explore their talents. Freelancing is the best novelty of our time. This avenue has great potential to support the business economy. There are many gaps in this area that need to be filled. However, this study cannot consider all of them. The study analyzes competition, challenges, and opportunities for freelance human capital, assessing the evolving landscape of freelance work, particularly in the context of woman empowerment in Pakistan (**Madiha, 2021**).

Challenges of Freelancing:

Freelancing has pros and cons both. Where there are so many pros to freelancing there are also some cons. Freelancing is based on contract work, so there is no job security, maybe you get work further or not that is not sure (**Nampewo, 2018**). It's up to the contractor to restart the contract or not. Many freelancers earn a large amount in a single task and remain employees for the remaining whole month. Upworks' research says that about 63 percent of self-employed people see a lack of security as a major barrier to financing (**Malik, Heeks, Masiero & Nich**). Affirmative action and taxes are another constant with no guarantees. In a traditional job, the employer is responsible for health insurance including labor taxes, while workers bear these fees themselves. Hence there is no social security system (**Gandini, 2016**). It has advantages associated with global expansion and therefore more employment options,

which also means that competition among human resources, will increase. Consensus, and vice versa, leads to a potential decrease in revenue when each worker proposes projects (Malik, Heeks, Masiero & Nicholson, 2020).

In the conclusion, there is growing distressed about the decline in living standards as a result of this increasing type of employment. A study of 100 freelance workers showed that about 52 percent of remote workers feel alone and isolated (Graham & Anwar, 2019). This is because the virtual platform broadcasts the operating environment. Because individuals work almost without bartering their knowledge, the focus is not just on tasks and inputs. It has been estimated that workers who have just 15 minutes of socialization are 20 percent more dynamic (Foong, Vincent, Hecht & Gerber, 2018). This shows the significance of the social place of work. Additionally, the way companies view freelancers can be linked to feelings of exclusion. Since these labor costs are not fixed, contractors are motivated by the desire to complete the project and thus overlook the importance of the people completing the work (Nampewo, 2018).

Research Gap:

There is a lack of research on the effects of freelancing on woman's economical empowerment in terms of financial independence, professional identity, and household independence. Moreover, encourage women to become a freelancer and teach them which tools and techniques they can use to become successful freelancers.

Conceptual Framework Model:

Here is the conceptual framework of the proposed topic:



HYPOTHESIS:

Here is the conceptual model that is showing the relationship between the independent variable i.e Online Frlancing, mediator i.e Financial Freedom, Professional Identity, and Domestic Sovereignty, and the dependent variable i.e Women's Economic Empowerment. The model also illustrates the mediating effects of economic transformation on the determinants of women's economic empowerment to increase GDP. The assumptions are the following:

H1: Freelancing plays an important and encouraging role in providing financial freedom to women of Pakistan.

H2: Online freelancing plays an important and encouraging role in providing professional identity to the women of Pakistan.

H3: Online freelancing plays an important and encouraging role in providing Domestic Sovereignty to the women of Pakistan.

METHODOLOGY:

Research design is the element that acts as a link between the aspects of research to make it a smooth and flawless process (**Gandini, 2016**). In addition, the study design can comprehensively gather data, analysis, and literature to develop a study design. In addition, study design helps researchers formulate the research methods that will be used to collect and analyze data, and thus answer the research questions (**Perumpalm, 2020**). The study design consists of three main components: data collection, data analysis, and interpretation of results. The study design will focus on data collection and analysis using a questionnaire. One of the reasons for the study design that is more appropriate for the study is the comparative study design. This study is based on the role of online self-employment for Pakistani women, who are primarily dependent on their male counterparts for financial and household decisions. The data analyses will be performed using the Survey method. Here is the graphical representation of the results.

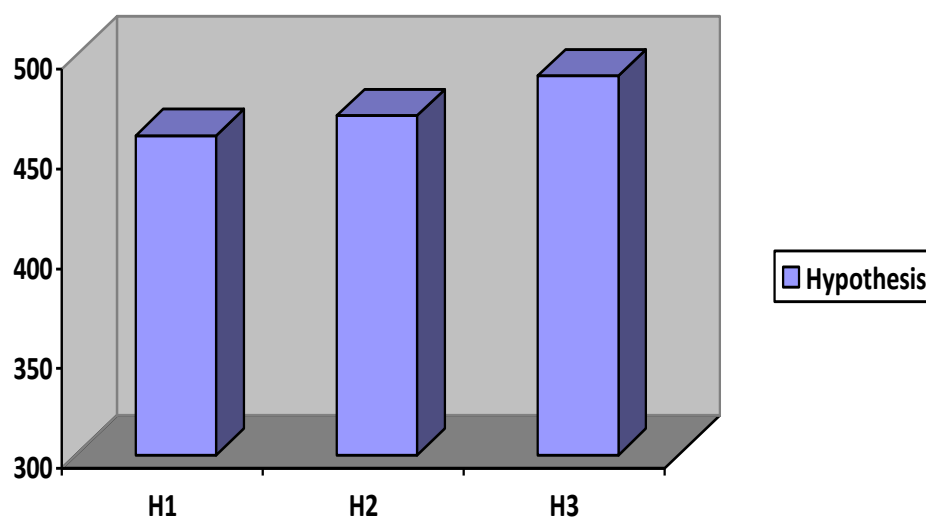


Fig. 1 Survey Result

A total of 500 freelancers were approached via online google survey forms. Out of them, 470 were in the favor of H1, 480 were in the favour of H2, and 490 were in the favour of H3. In percentage, these results were 94%, 96%, and 98% respectively.

What kind of work can someone do through freelancing?

Companies are more open and interested in hiring freelancers who do different types of work. So freelancing continues to embrace a variety of roles.

How to Become a Freelancer?

You can start self-employment at any time once you accept payment to do work for someone else. Regardless, most freelancers want to go ahead and officially register their company, open a bank account, and build an online presence for their freelance business. There are three main ways to make money by freelancing:

Work Directly With Customers:

Direct agent client means finding clients and communicating with them directly through your sources. This could be a network, existing relationships, or word-of-mouth recommendations. This is one of the most difficult methods, but it has the highest margins, as brokers are not involved in the transaction. Freelance Client Direct also creates a more flexible relationship if you plan to freelance for the long term.

Admin Support Jobs	Design and Creative Jobs	Writing Jobs	Web, Mobile, and Software Development Jobs
Virtual Assistant Administrative Assistant Project Management Order Processing Data Entry Transcription Online Research	Brand Identity and Strategy Animation Presentation Design Motion Graphics Design Audio Production Video Production Voice Talent Physical Design Graphic Design UX/UI Design Art and Illustration Photography Videography	Copywriting Editing Proofreading Content Writing Ghostwriting Grant Writing Writing Tutoring Career Coaching Creative Writing Technical Writing Business Writing	Ecommerce Website Development Scripting Automation Mobile Development Product Management Game Development Desktop Software Development QA & Testing Web Design Mobile Design Web Development Other Software Development
Data Science and Analytics Jobs	Sales and Marketing Jobs	Customer Service Jobs	IT and Networking Jobs
Data Mining Data Analytics Data Extraction Deep Learning Machine Learning A/B Testing Data Engineering Data Visualization	Marketing Strategy Social Media Marketing Community Management Display Advertising Telemarketing Lead Generation	Customer Service Technical Support	Network Security Information Security Solutions Architecture Systems Engineering System Administration Systems Compliance Database Administration DevOps Engineering

Data Processing Knowledge Representation Experimentation and Testing	Public Relations Market Research Email Automation Marketing Automation Search Engine Optimization Search Engine Marketing		Systems Architecture Network Administration
Legal Jobs	Translation Jobs	Accounting and Consulting Jobs	Engineering and Architecture Jobs
Business Law Corporate Law Tax Law International Law Securities and Finance Law Intellectual Property Law General Counsel Labor and Unemployment Law Regulatory Law Immigration Law Paralegal	Legal Translation Language Tutoring Language Localization Technical Translation Written Translation Medical Translation	Business Analysis Instructional Design Recruiting Tax Preparation Accounting Bookkeeping Financial Analysis Financial Modeling Management Consulting HR Administration Training and Development Financial Management Virtual CFO	Civil Engineering Structural Engineering Architecture Mechanical Engineering Electrical Engineering Sourcing and Procurement 3D Modeling CAD Interior Design Chemical Engineering Product Design

Subcontract/Freelancing Websites:

Some freelancers don't like the difficulty of finding and connecting with different clients. For these freelancers, another option is to work as a subcontractor for another company or agency. The form is very simple. Typically, an agency sells a large project to a client and then breaks the contract into "subcontracts" that are completed by other agencies or freelancers.

For example, a web development agency may sell the entire website design, but hire a freelance copywriter outside of the agency. Many agencies employ only a few people full-time and often outsource certain parts of projects to independent contractors. It's great for keeping your plate full, but it also takes control. If the agencies you subcontract go out of business, so are you.

Best Freelancing Websites in Pakistan:

Here are the Best Freelancing Websites in Pakistan in 2022:

Fiverr:

Freelance Customer Service, Known as the best job site for freelancers in Pakistan. It consists of a simple method. This way both client and client can communicate. The name of the employer is the seller. By now, the business owner called the buyer. On the other hand, it is a service. Its prices can be determined by bidding. Thus, the buyer is looking for a specific quote. Then they can call. Returns can be extended up to 14 days.

Genre: digital marketing, web development, social media.

Pros: Variety, free registration, online courses.

Disadvantages: Long ordering process, high commission.

Upwork:

Upwork, one of the freelance websites in Pakistan, offers a variety. It connects people all over the world. There are many ways to communicate between a seller and a buyer. The customer can publish his work. Or he can get services from the project directory. On the other hand, the seller can offer his services by accessing the board. A profile is important. You will be hired based on your profile submission. So first create a profile. Then add your areas of expertise and competency. It works like a sliding scale. If you get more work, you should pay less on the platform.

Genre: Programming, Brand Marketing, Web Design

Pros: Secure Payments, Real Clients, Budget Projects

Disadvantages: Long selection process, high service fee

Freelancer.com:

This is one of the independent websites in Pakistan. That provides a variety of professionals. Therefore, buyers can easily find what they need. Register as an independent worker or company owner. If you sign up for an employer, you must fill out a registration form. You can present your knowledge, education, and skills. In addition to work, there are free courses. So you can study while working. This will hone your skills. This platform takes 10% of your earnings compared to others.

Genre: Translation, Web Design, Social Media Marketing

Pros: Features, Chat, Customer Support

Disadvantages: Difficult users, spam, fake users

People per hour:

As the name suggests, this platform allows business owners to hire hourly or project workers. There are millions of users. You can sign up for free, create your profile, and get started anytime. After your application is approved, you can search for assignments. While on a mission, you can provide other services. Also, you can set up your payment. Then you can increase the score.

Like others, this site takes 20% of your earnings. However, it decreases with time.

Genre: Branding, Programming, Journalism

Pros: Automatic billing, location-based inventory, secure payments.

Cons: Limited offer for 15 months.

Guru:

Guru does not follow the traditional commission model that deducts commission from the seller and the buyer. Only freelancers get an 8.95% commission. Freelancers should upload their services (in very appropriate words). You can then submit quotes for various posted jobs.

How Someone Can Become a Freelancer?

Freelancing offers the independence of choice. There are many paths to achievement for self-employment in 2022. You can start your journey in your spare time or consider it a full-time career. Regardless of your approach, the seven steps below will help you defeat many of the universal hurdles new freelancers face.

1. Describe your services and offers.
2. Find your target audience.
3. Establish a pricing structure.
4. Build your portfolio with previous jobs.
5. Write a good offer.
6. Build a relationship with your client.
7. Keep developing your skills

How to Become a Successful Freelancer?

Here are 10 steps you can take to become a successful freelancer:

- i. Describe your "why/goals".
- ii. Set yourself according to time limits.
- iii. Find a profitable niche.
- iv. Gather everything you need to get started.
- v. Set an income goal.
- vi. Cut your expenses.
- vii. Job Search
- viii. Build your network
- ix. Work on your brand.
- x. Search for a mentor.

CONCLUSION AND RECOMMENDATION

The purpose of this study was to explore various aspects of service delivery by self-employed women. One of the first steps in long-term market correlation is the characteristics of executive compensation. This study consists of a lot of important facts that can help the platform build relationships with the self-

employed. Improve the quality of platform service. 96% impact for women on women's online empowerment, financial independence, professional identity, and household autonomy. The model indicates that 96% of the variance in the dependent variable is in the independent variable. This research is based on the primary objective of identifying value attributes and personalizing the value proposition. The first reason may be that women are denied financial independence apart from economic empowerment. Freelancers ignore the beauty of freedom of movement: flexibility in work and no formal restrictions, but the ability of freelancers to work for financial gain is strained.

Freelancer women have to balance themselves as there is no time limit. Managing a self-employment scheme is difficult at first, so you will tire quickly. Lack of time can also be an issue, as self-employed people are desperate for time limits to spend less time with their families. The theoretical contribution of this work lies in providing an independent definition of value aspects and a value proposition.

Many markets allow self-employment to provide quality of life for customers. Platforms can help increase this value by increasing women's self-esteem. Freelancers may not be able to work due to many conditions, such as a lack of skills. Upon request, the Platform may help Freelancers complete their jobs by connecting them with other Freelancers. Self-employment is particularly useful in a wide range of applications. Freelancer has the right to choose and can work independently. Freelancing makes people feel like they are their boss. Empowering women is also of economic importance. So renting and sharing untapped resources has many advantages. Freelancing offers a significant financial incentive to share information, skills, capabilities, and time. A large percentage of entrepreneurs are part-time employees under the e-Lancing paradigm. Improving existing management brings higher economic benefits. This is one of the main reasons for the use of electronic services by companies. Bargaining helps clients get the best deal, while freelancers get good monetary benefits from increased income (eg time, skills, and knowledge). Autonomy relates to one's ability to do a task, to what extent, and to what extent. In corporate psychology, a high standard of autonomy is found mainly in the job, which contributes to better satisfaction and dedication. Compared to corporate employers, freelancers experience a more dynamic and independent work environment culture. Autonomy motivates and helps matters. Traditional marketplaces like Upwork, Freelancer.com, Fiverr, People per hour, etc. allow women to earn their jobs independently.

These assumptions can be made when evaluating employment's contribution to women's empowerment in the Pakistani context; the nature of work, its proximity to the home, and the extent to which women's tasks result in liberation from patriarchal society's authority. A significant income increase positively affects women's empowerment. Women in Pakistan are less empowered in all spheres of life. They are confronted with a lack of power, travel restrictions, domestic violence prohibition, and diminished resource control. According to the current study, employment for Pakistani women appears critical to increasing their empowerment. Nevertheless, there are

several barriers to developing a positive relationship with them, and work is a primary reason to have a constructive relationship with them in various situations. Globally, in countries, cultures, and families, one must address the primary impediments to women's equality and advantages if one wants to see women's professions as a dominating method of empowerment, particularly in Pakistan and the globe at large. Nonetheless, structural adjustments are required to establish jobs as a reasonably significant trend toward women's empowerment.

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