

# **Marginalized Women Social Wellbeing through Enterprise Development: A Glimpse of Remote Women Status in Pakistan**

*Dr. Talat Afza and Muhammad Amir Rashid<sup>1</sup>*

## **Abstract**

Recent global political and economic development have started to force countries to shift from command economies to demand economies as leading nations of the world are building new political and economic institutions. These global challenges have created substantial economic opportunities for both the genders especially for women. Unfortunately, statistics from the underdeveloped and conservative countries exhibit numerous obstructions which limit the women participation in labor force and to play the role of opportunity entrepreneurs. Since, the gender imbalance that exists in these regions is stanchd from the traditional values and norms which downgrade women to a secondary status. Pakistan is one of the countries where the rural women are struggling to find a space for themselves to make a break-through as opportunity entrepreneurs for the purpose of enlivening their individual and family economy. Therefore, the present study is based on primary data collection from all four provinces of Pakistan by interviewing female entrepreneurs in order to identify the social, cultural, political and economic hazards which act as the impediments for the development as the opportunity entrepreneurs. In the light of exploratory research a mechanism will be proposed to help boost the entrepreneurial culture among the women entrepreneurs in Pakistan that eventually may result improving the social wellbeing of the women status in the remote areas of Pakistan through enterprise development.

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<sup>1</sup> Authors are Professor and Assistant Professor at COMSATS Institute of Information Technology Lahore, Pakistan