

Media Update

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UNIDO

Press Release

Workshop series on Green Industry Startups for women

Islamabad : A series of eventful four day orientation workshop for women home based workers, entrepreneurs were concluded in Islamabad, Lahore and Karachi. These series of productive sessions were focused firstly on entrepreneurship development of women and secondly utilizing waste to make productive items thus becoming part of the green industry. This series of activities on fostering green entrepreneurship were held under the United Nations Industrial Development Organization's (UNIDO) DRT-F campaign in collaboration with other UN agencies of UNWOMEN and ILO.

The series of activities started in Lahore followed by Karachi and Islamabad, around 60 women in each city were given a detailed orientation on how to make productive items out of waste material. The women comprising of home based workers, women entrepreneurs, youth and potential women entrepreneur, took deep interest and were mesmerized by the more than 50 different ideas related to waste to products. They learned how to make items of daily use from waste. Different ideas of waste beneficiation were discussed. Women took many 'take home messages' and ideas and vowed to think further and work on these ideas related to waste to productive products. As these examples were just juxtaposition to tell that waste can be utilized in multiple positive purposes.

On the second day the home based workers were given orientation on how to launch their own startup company and issues involved in this process. Special emphasis was given on launching products according to the needs and choices of people, also experts gave their opinion on how to make a business plan, women took special interest in this session esp. on business plan making and marketing techniques to be used for marketing waste to



products. The women were given tasks to come up with their own business model on unique ideas of waste to products. A large number of youth also participated and were motivated to become entrepreneurs in the area of waste beneficiation. They came up with multiple ideas and started working eagerly to make this own business plans of waste to products.

On third day women presented their business model in front of expert panel comprising of sustainability and business experts. The participants prepared this own business models after the first two days of training. This panel gave valuable comments on multiple dimensions of the waste to products business and women entrepreneurs who came up with very unique and innovative ideas on utilizing waste products. These presentations on the business ideas continued on the fourth day also. The series of activities concluded in Islamabad.

Many organizations like HomeNet, APWA, PCYO, Aurat Foundation, IIUI and others referred their group of women home based workers, women entrepreneurs, and vowed to work further to improve the livelihood of the women by making them entrepreneurs in the area of waste to products. These series of activities will help getting extra income sources for women on one hand and will help in reduction of the waste on other hand, thereby promoting green economy in Pakistan.