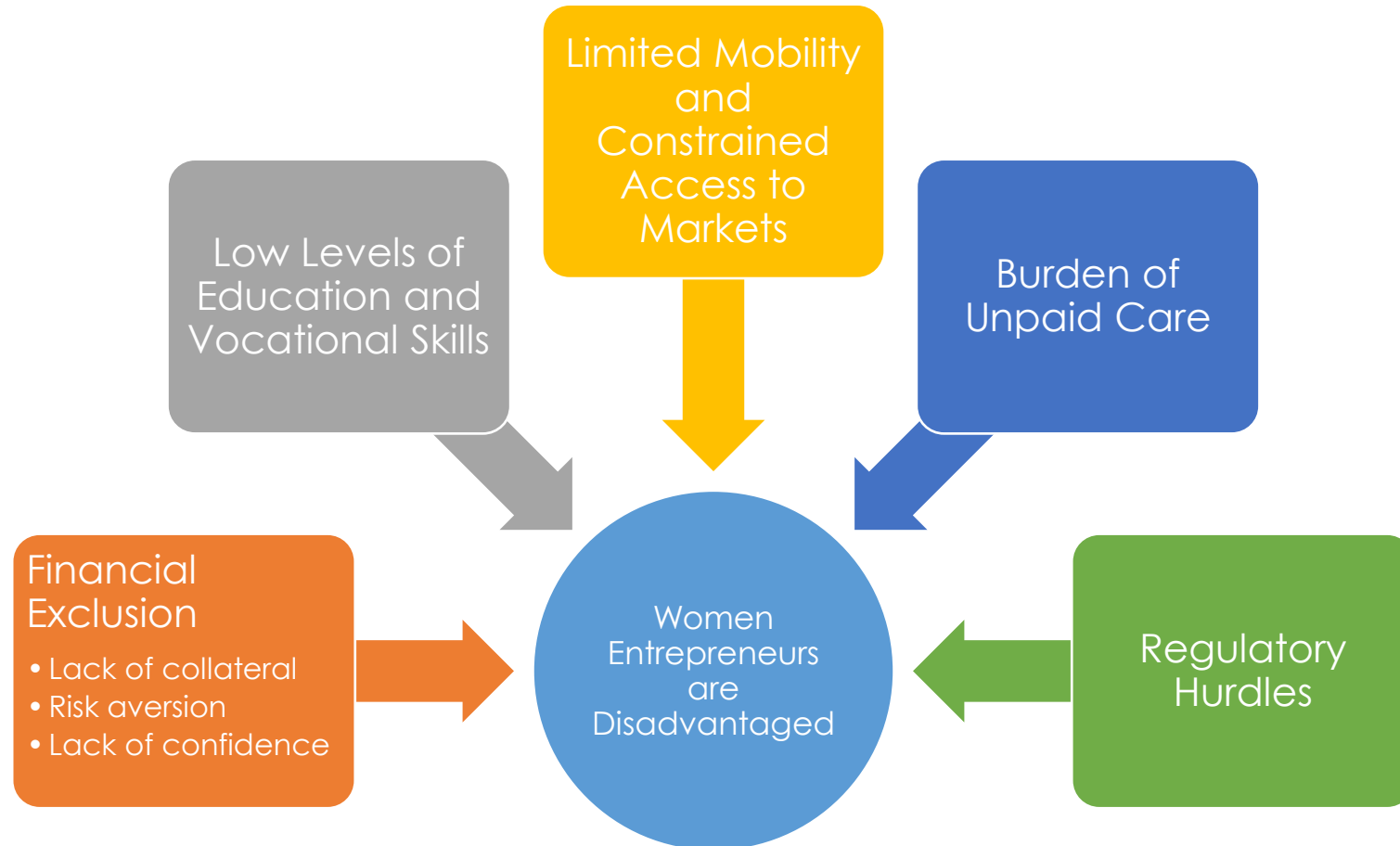


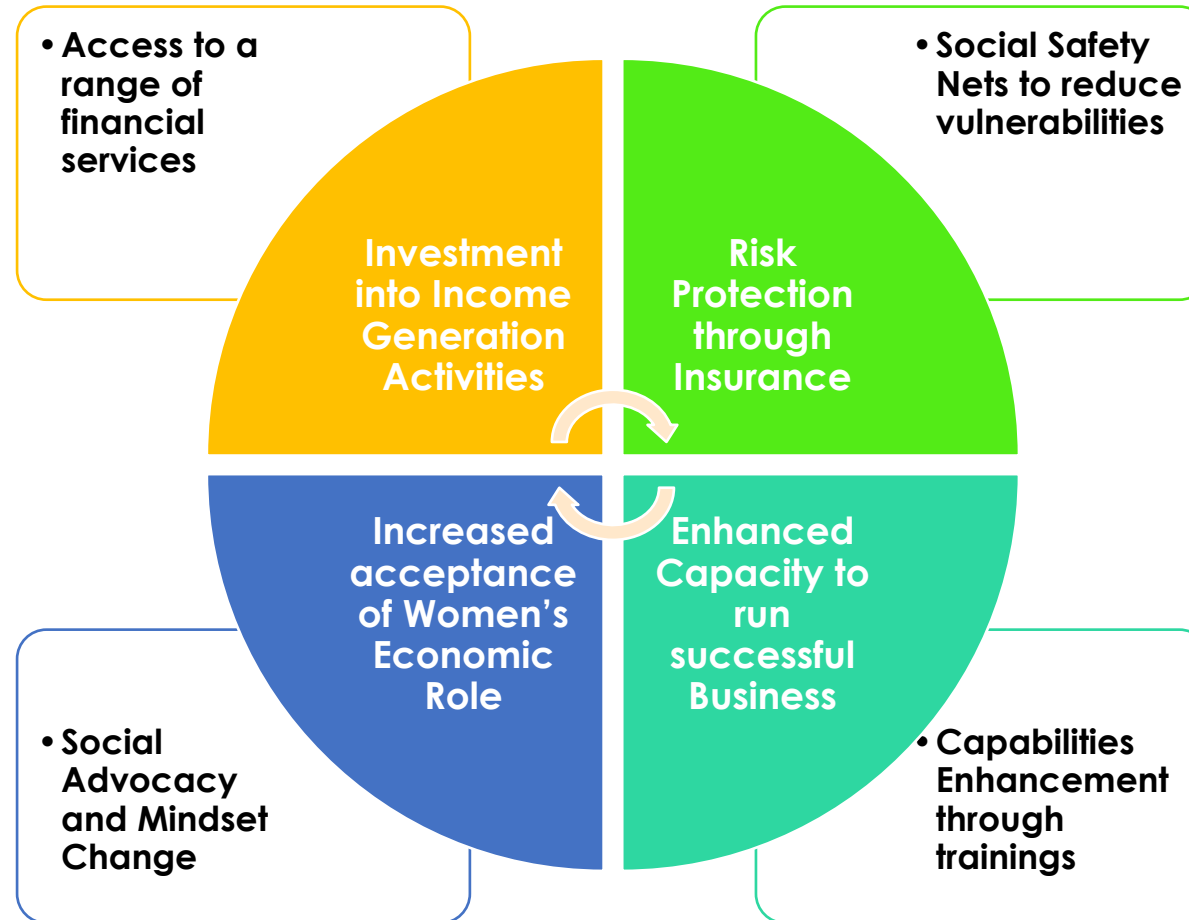
EMPOWERING WOMEN  
ENTREPRENEURS THROUGH NON-  
FINANCIAL SERVICES: THE CASE  
OF KASHF FOUNDATION IN  
PAKISTAN

Zainab Saeed  
Chief Strategy Officer  
Kashf Foundation

# Women Entrepreneurs Face Myriad Challenges



# Kashf's Transformation Based Approach



# Business Development Trainings

- **Number of Trainees:** 2,700 (and counting)
- **Methodology:** In person community level trainings via specialized trainers using adult learning tools.
- **Tools:** Gamified learning, story-telling and role plays.
- **Duration:** 3-4 months with weekly classes
- **Class size:** 4-6 entrepreneurs in a group
- **Topics Covered:** Budgeting, Savings, Supply chain Management, Financial Negotiations, Product and Income Diversification, Creating Market Linkages, Business innovation
- **Practical:** Visits to markets for building linkages



50% reported increased confidence in market dealings.



39% reported developing and maintaining business budgets



47% participants reported expansion in business

# Financial Management Trainings

- **Number of Trainees:** 400,000 (and counting)
- **Methodology:** In person community level trainings via specialized trainers using adult learning tools.
- **Tools:** Gamified learning, story-telling and role plays.
- **Duration:** 1-2 days
- **Class size:** 5 – 8 entrepreneurs in a group
- **Topics Covered:** Savings, Budgeting, Debt Management and Financial Transactions



83% clients reported improved confidence in bus. mngmnt. capacity



98% started separating business and household budgets



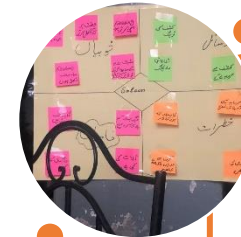
35% clients developed a saving plan

# Don't Let Corona Happen to Your Business

- **Number of Trainees:** Over 600 participants
- **Methodology:** In person community level trainings via specialized trainers using adult learning tools.
- **Tools:** Gamified learning, story-telling and role plays.
- **Duration:** 5 days
- **Class size:** 1-on-1 trainings\*
- **Topics Covered:** Business SWOT Analysis, Introduction to Digital Money, Budgeting, Innovation, and Online Marketing



Graduates reported faster income recovery to pre-Covid levels compared to non-trained cohorts



61% started using the internet for marketing their business (compared to 8% pre training)



86% clients opened a digital wallets for business transactions due to the training

THANK YOU

**For Further Information**

[www.kashf.org](http://www.kashf.org)

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