



EMPOWERING WOMEN ENTREPRENEURS IN INDUSTRY 4.0



WELCOME



EMPOWERING WOMEN ENTREPRENEURS IN INDUSTRY 4.0

**DEVELOPMENT OF A DIGITAL SKILLS
TRAINING CURRICULUM AND AI-DRIVEN
IMPACT ASSESSMENT FRAMEWORK FOR
PAKISTAN**





INTRODUCTION



SABOOHI HUSSAIN

My unwavering commitment to women's entrepreneurship is rooted in the belief that when women succeed, communities prosper. We are dedicated to fostering an environment where female leaders can innovate, collaborate, and achieve their full potential.

CEO – Digital Nexus



| Former President RWCCI



Entrepreneur





OVERVIEW OF PROJECT GOALS



BACKGROUND

- The importance of women entrepreneurship in Pakistan.
- Alignment with UN Sustainable Development Goals (SDG).

CHALLENGES FACED BY WOMEN ENTREPRENEURS

- Limited access to digital tools and resources.
- Socio-cultural barriers.
- Lack of mentorship and networking opportunities.





ROLE OF DIGITALIZATION

Impact Of Digitalization

RWCCI strives to empower female leaders and entrepreneurs by providing them with the utmost support in an empowering environment of sanctuary for Women in the Business community, promoting freedom, security and creativity.



ENHANCING BUSINESS VISIBILITY AND REACH

President (2021-2022)



STREAMLINING OPERATIONS AND IMPROVING EFFICIENCY

President (2020-2021)



CREATING NEW MARKET OPPORTUNITIES

President (2019-2020)



DESIGNING A DIGITAL SKILLS TRAINING CURRICULUM

Impact Of Digitalization

RWCCI strives to empower female leaders and entrepreneurs by providing them with the utmost support in an empowering environment of sanctuary for Women in the Business community, promoting freedom, security and creativity.



CONTEXT-SPECIFIC AND FUTURE-READY

President (2021-2022)

INCLUSION OF PRACTICAL, HANDS-ON LEARNING EXPERIENCES

President (2016-2018) Founder QWCCI



EMPOWERING WOMEN ENTREPRENEURS

Impact Of Digitalization

Tool Category	Suggested Tools	Purpose
Digital Marketing	Hootsuite, Canva, Mailchimp	To enhance online presence and marketing.
Financial Management	QuickBooks, Wave, Xero	For managing finances and budgeting.
E-commerce Platforms	Shopify, Etsy, Amazon	To set up online stores and sell products.
Networking	LinkedIn, Meetup	For building professional networks.
Skill Development	Coursera, Udemy, LinkedIn Learning, Bizmoni Corp.	For acquiring new skills and knowledge.
Mentorship	SCORE, MicroMentor	For connecting with experienced mentors.





RECOMMENDATIONS

Enhance Digital Literacy

- Offer free or low-cost training in digital skills and entrepreneurship.
- Utilize online platforms for flexible learning.

Promote Sustainable Solutions

- Facilitate access to funding and microloans for women entrepreneurs.
- Establish mentorship programs pairing experienced entrepreneurs with startups.
- Organize networking events to foster connections.

Create Supportive Communities

- Encourage local peer support networks.
- Highlight and celebrate women's success stories.





FREE PROFESSIONAL COURSES



DIGITAL NEXUS

www.bizmoni.com

THE ONE-STOP-SHOP WHERE YOU CAN LEARN, GROW, AND BUILD UP YOUR BUSINESS

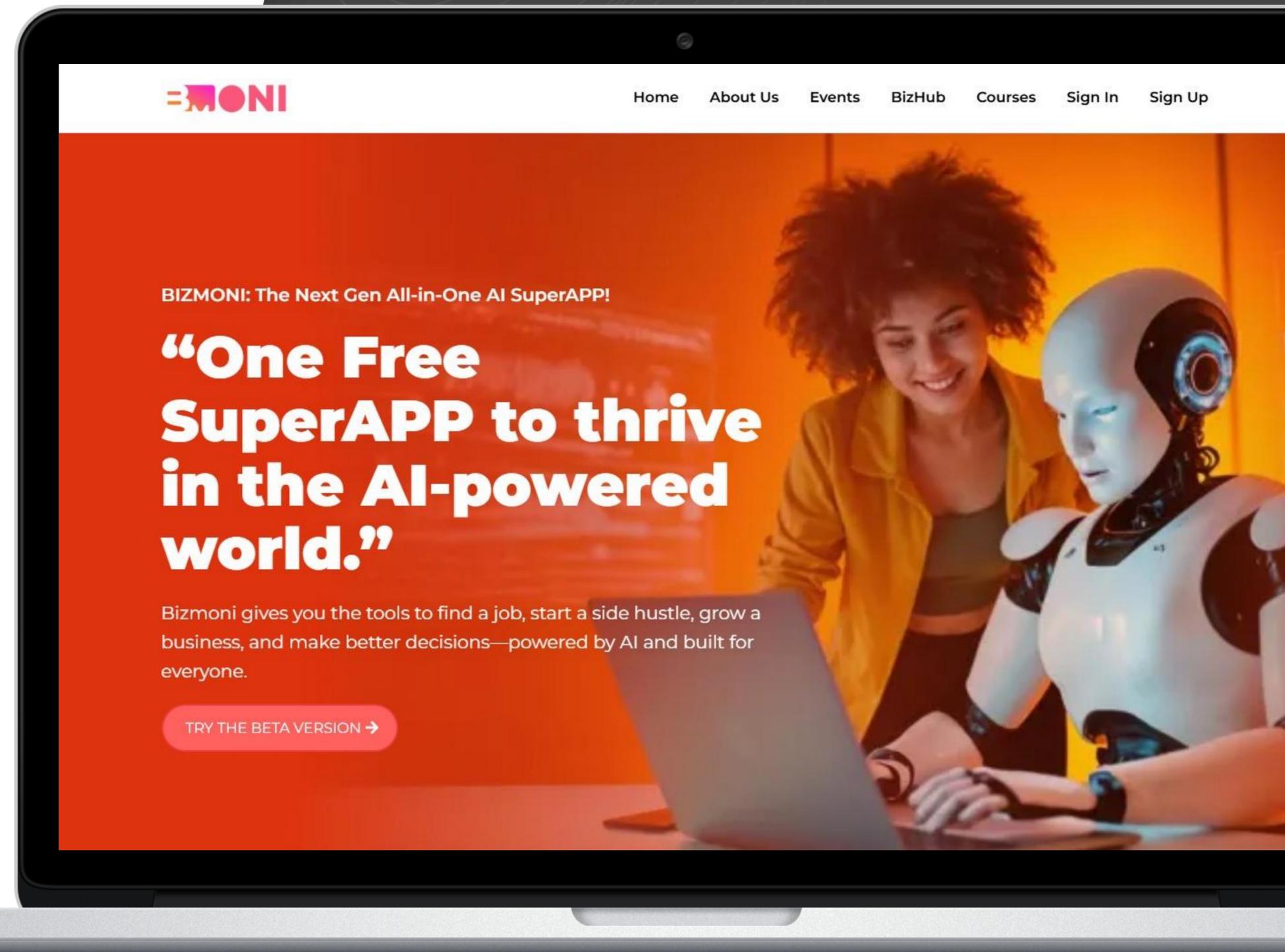
Access essential business services, master new skills through targeted learning paths, and make the most of the Bizmoni ecosystem.

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EMPOWERING COMMUNITIES

Start Building Your Future with Bizmoni's Free Learning Resources





CONTRIBUTION TO EMPOWERMENT AND RELEVANCE



CONTRIBUTIONS

Contributions to Industry and Women's Empowerment

As the Former President of the Rawalpindi Women Chamber of Commerce and Industry (RWCCI), Saboohi led strategic initiatives that drove revenue growth and operational excellence, significantly impacting women's participation in business

Empowerment Through Education

Facilitated over 20 workshops in partnership with government entities, focusing on business setup and growth, effectively equipping aspiring women entrepreneurs with essential skills and knowledge.

Digital Transformation Advocate

As CEO of Digital Nexus, Saboohi steered digital marketing strategies that empowered startups, enhancing their market presence and growth potential.











The International Trade Centre, Geneva (ReMIT-ITC Project)

invites you to attend the

**WORKSHOP ON
TRADE FACILITATION & SINGLE WINDOW**

09 AUGUST 2023 (09:00 am to 04:00 pm)
PITAD Islamabad



RWCCI EVENT & EXPO

Versa exhibition organized by RWCCI, in this wonder event/expo we all witness the powerful force for positive change! Men across Pakistan stand side by side with their female counterparts, fostering an environment where talent knows no gender.

VERSA ورثہ

Exhibition 2023

16-17TH
DECEMBER

11:00 AM – 11 PM

WE INVITE YOU TO
خوش آمدید





RWCCI EVENT & EXPO

We are honored to share that Chief Guest Mr. Sardar Yasir Ilyas, graced us with his presence at Versa Stall! His keen interest and appreciation for the creativity and innovation on display added an extra layer of excitement to our event!



DIGITALIZATION

NUM



RWCCI EVENT & EXPO



RWCCI EVENT & EXPO

Grand opening of Ramadan bazar.
Alhamdulillah, we are thrilled to
announce that RWCCI has achieved
another remarkable milestone with the
grand opening of the Ramadan Bazaar at
Centaurus Mall, by Ambassador of Jordan
to Pakistan H.E. Dr. Maen Khreasat



B A Z A R
Exhibition 2024

Empowering Women Entrepreneur

1-3RD

APRIL 2024

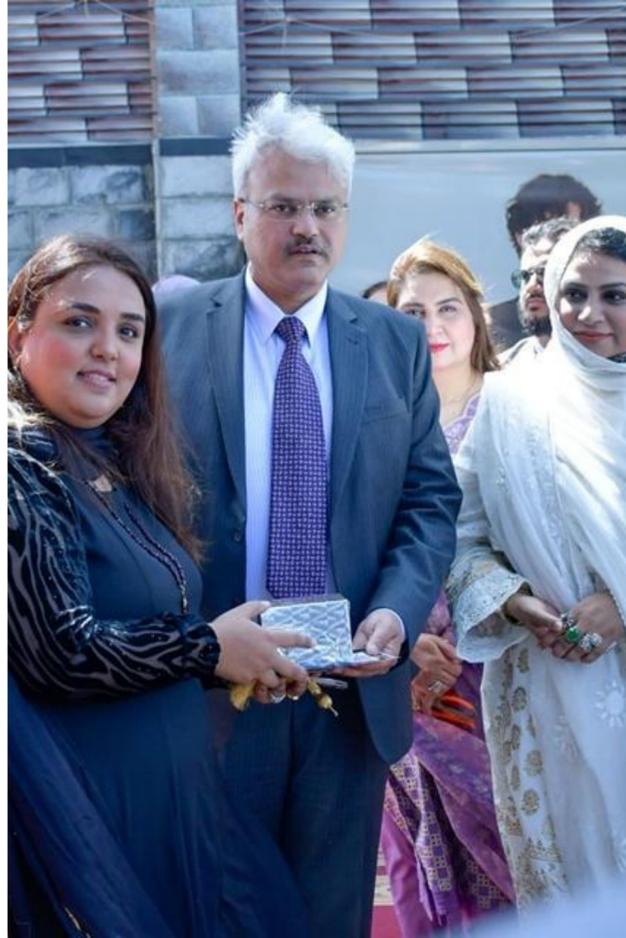


RWCCI EVENT & EXPO



It fills our heart with gratitude to witness the presence of esteemed guests, alongside the talented women entrepreneurs who have showcased their leadership skills.





RWCCI EVENT & EXPO





RWCCI MOU SIGNING CEREMONY





RWCCI MOU SIGNING CEREMONY

RAWALPINDI WOMEN CHAMBER
OF COMMERCE & INDUSTRY
&
excel® labs
MOU SIGNING CEREMONY
FOR
PROVIDING LAB SERVICES
FOR ALL RWCCI MEMBERS



MR. KAMAL KHAN AFRIDI
BUSINESS DEVELOPMENT MANAGER



MRS. SABOOHI HUSSAIN
ACTING PRESIDENT - RWCCI

AN EXCELLENT INITIATIVE BY
MRS. SABOOHI HUSSAIN
ACTING PRESIDENT OF RWCCI





RWCCI MOU SIGNING CEREMONY

40% OFF



WE INVITE YOU TO خوش آمدید

Dil Dil Pakistan

دل دل پاکستان

ایکسپو 2023 Expo

13-14TH AUGUST

In collaboration with District Administration Rawalpindi



1

RWCCI TRUSTED PARTNER SUPPORT

Delivered multiple **Digital Projects & Event Plans** at no cost to RWCCI, fully funded by Digital Nexus.

WE ARE PLEASE TO INVITE YOU TO



WISH CONFERENCE

NBWC & FPCCI PROMOTING ECONOMIC STABILITY

16TH Thursday March 2023

3 PM to 7 PM

Venue: FPCCI, Islamabad - Pakistan

2



RAWALPINDI WOMEN CHAMBER OF COMMERCE & INDUSTRY

EMPOWER WOMEN, EMPOWER NATION

You're cordially requested to join the Women Inspiring Society & Heritage Conferen organized by

Ms. Hina Mansab Khan
Group Leader RWCCI Chairperson NBWC

Joint Support by



For RSVP: Please contact Secretary General RWCCI: Mr. Junaid Yousaf
MH+92 311 5196096

WE INVITE YOU TO خوش آمدید

ورثہ

VERSA

Exhibition 2023

16-17TH DECEMBER

11:00 AM – 11 PM



3

WE INVITE YOU TO خوش آمدید



Ramadan BAZAR

Exhibition 2024

Empowering Women Entrepreneur

1-3RD APRIL 2024

11:00 AM – 10 PM

Venue: The Centaurus Mall, Islamabad

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RAWALPINDI WOMEN CHAMBER OF COMMERCE & INDUSTRY
EMPOWER WOMEN, EMPOWER NATION

BCL & RAWALPINDI WOMEN CHAMBER OF COMMERCE & INDUSTRIES
MOU SIGNING CEREMONY



ACTING PRESIDENT
MRS. SABOOHI HUSSAIN

AN EXCELLENT AND SPLENDID INITIATIVE BY
MRS. SABOOHI HUSSAIN
ACTING PRESIDENT OF RWCCI FOR THE MEDICAL FACILITATION OF ALL RWCCI MEMBERS

BIOCARE LABS (BCL) IS OFFERING A 30% DISCOUNT ON HOME SAMPLE COLLECTION SERVICE AND A 40% DISCOUNT ON OUTLET VISITS TO ALL RWCCI MEMBERS
BIOCARE LABS HOME SAMPLE COLLECTION SERVICE IS AVAILABLE IN LAHORE, KARACHI, QUETTA, RAWALPINDI, ISLAMABAD, FAISALABAD, AND MARDAN



and
ISLAMABAD **REGALIA** HOTEL

RAWALPINDI WOMEN CHAMBER OF COMMERCE & INDUSTRY
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MRS. SABOOHI HUSSAIN
ACTING PRESIDENT



Islamabad Regalia Hotel
4.3 Star Hotel

An Excellent and Splendid Initiative by

RAWALPINDI WOMEN CHAMBER OF COMMERCE & INDUSTRY

&

excel labs

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FOR
PROVIDING LAB SERVICES
FOR ALL RWCCI MEMBERS



MR. KAMAL KHAN AFRIDI
BUSINESS DEVELOPMENT MANAGER



MRS. SABOOHI HUSSAIN
ACTING PRESIDENT - RWCCI

AN EXCELLENT INITIATIVE BY
MRS. SABOOHI HUSSAIN
ACTING PRESIDENT OF RWCCI

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Breast Cancer and
AWARENESS MONTH
Early **Screening**,
Saves lives

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EMPOWER WOMEN, EMPOWER NATION

MOU SIGNING CEREMONY

An Excellent and Splendid Initiative by



RAWALPINDI WOMEN CHAMBER OF COMMERCE & INDUSTRY
EMPOWER WOMEN, EMPOWER NATION

KASHMIR SOLIDARITY DAY
یوم یکجہتی

BREAST CANCER AWARENESS SESSION & MOU SIGNING CEREMONY
On 17, Oct 2023



Mrs. Saboohi Hussain
Acting President - RWCCI



Dr. Rizwan Uppal
Founding Chairman & CEO - IDC

RWCCI TRUSTED PARTNER SUPPORT

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CEO – Digital Nexus 

| Former President RWCCI 



THANK YOU



SCAN TO DOWNLOAD