

# Empowering Women For Economic Development

*A Report developed by Gallup Pakistan for ICMA Pakistan*

## Preamble

ICMA Pakistan and Gallup Pakistan are official partners to conduct joint surveys of the Institute's members and other stakeholders on topical issues relevant to the profession, business, and national economy. In this previous issue of the Journal, we published the survey report on 'Doing Business in Pakistan' developed by Gallup Pakistan for ICMA Pakistan. This issue includes the survey report on 'Empowering Women for Economic Development' which is also the theme of the current issue. We are highly grateful to our valued members who responded positively to the Gallup's emails and phone calls made on behalf of the Institute and shared their input on the online survey questionnaire.

## Survey Objective

The purpose of the survey was to elicit the views of the valued members of ICMA Pakistan on women empowerment with reference to the existing and expected role of Pakistani women, especially those in the Finance profession, in the economic development of the country.

This report provides key findings of this exercise. The Report is classified into four specific sections.

**Section 1** is about the active female participation in Pakistan's economic growth;

**Section 2** refers to careers choices and hindrances faced by women;

**Section 3** is related to women empowerment and diversity; and

**Section 4** highlights the role of women in ICMA Pakistan.

**Section 5** is about Demographics of Survey

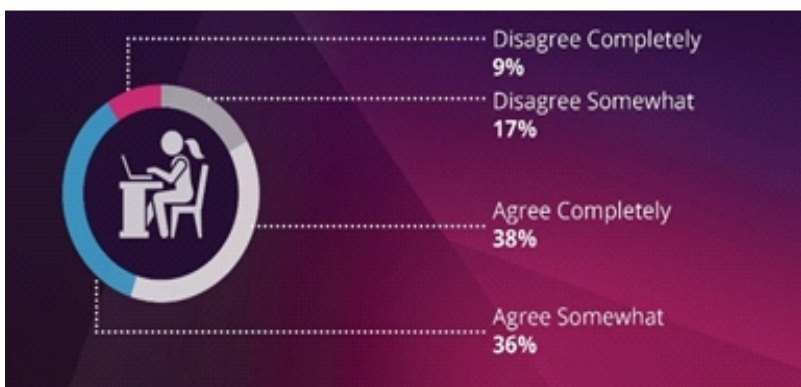
## Survey Methodology

The Research and Publications Department of ICMA Pakistan shared the initial questionnaire with Gallup Pakistan which undertook the task of reviewing and revising the questionnaire, based on their prior experience of conducting Market and Perception surveys across Pakistan. The review was done in consultation with ICMA Pakistan to ensure that they align with the objectives set by the organization. Gallup was responsible for the overall design of the questionnaire, with various waves of revisions based upon ICMA Pakistan's feedback. Gallup then scripted the agreed-upon survey into a specialized online software which enabled the electronic collection of data through a unique customized online link. The customized Questionnaire was disseminated amongst more than 5,000 members of ICMA Pakistan using unique customized online links, based upon the members' details. This was followed up by phone calls and WhatsApp contact attempts which enabled an extra layer of check to ensure that the database was updated while allowing outreach to maximum members. Data from the complete survey was received by Gallup's online server on a daily basis. The findings from this exercise have been summarized within this report.

## Survey Results

### Section 1: Active Female participation in Pakistan's Economic Growth

**74%** think female participation is essential for Pakistan's economic growth

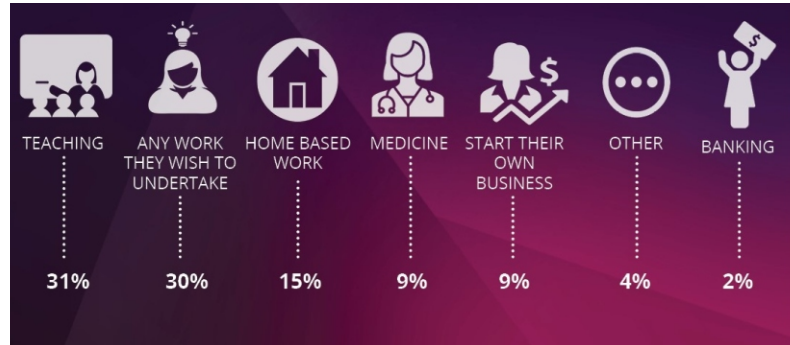


The survey respondents were asked to share their views as to what extent they agree that without active female participation in the economy, Pakistan cannot achieve its required level of economic growth. Around 74% of the respondents have conveyed their complete or partial agreement that female participation is essential for Pakistan's economic growth; whereas 26% of the respondents have disagreed.

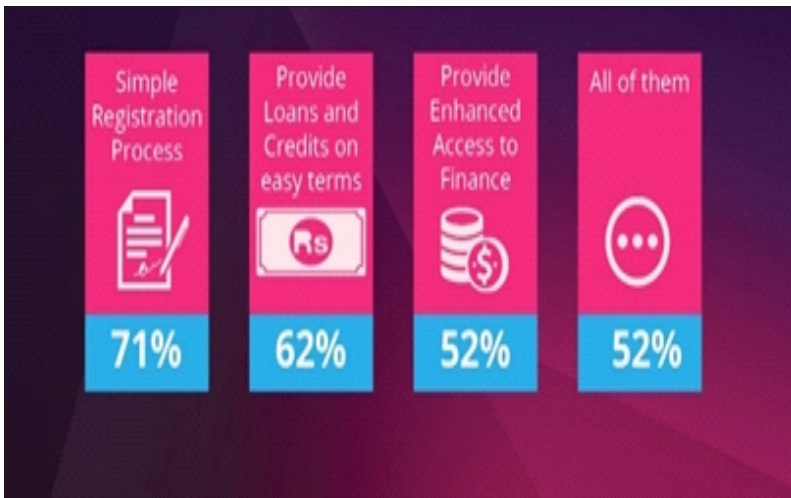
**Section 2: Careers Choices and hindrances faced by Women**

### 31% says teaching is most suitable career for women

The members of ICMA Pakistan were enquired as to which career they think is most suitable for Pakistani women. Around 31% favoured teaching as the most suitable profession; followed by 30% who said women should do any work they wish to undertake. Around 15% members pointed to 'home-based work' as the best career choice for women whereas 9% each favoured medicine and entrepreneurship. Only 2% said banking.



### 71% believe simpler registration process to incentivize women to start own businesses



The respondents were asked about the processes that the government or private sector organizations could initiate to help incentivize women to start their own businesses.

Around 71% of total respondents believe that simpler registration processes will help incentivize women to start their own businesses whereas 62% of total respondents think that the government and private sector can provide loans and credits on easy terms to help incentivize women to start own businesses. About 52% of total respondents believe that the government/private sector can provide enhanced access to finance to help incentivize women to start their own ventures or startups. More than 50 percent (52%) think all the above three processes are essential.

### 71% points to Cultural and Family traditions as main hindrances to women empowerment

The respondents were asked as to what factors they consider as the main hindrance or impediment to women empowerment in Pakistan. Majority of the respondents i.e. 71% have opined that cultural and family traditions hinder women empowerment in Pakistan; followed by 13% who reported low literacy rates, and 9% who said lack of finance and resources. Around 6% reported other reasons while 1% mentioned early marriages as a main hindrance.



## Survey Report

### Section 3: Women Empowerment and Diversity

**46%** agrees that female education, women entrepreneurship and women's access to better jobs are important priorities for paving way for women empowerment

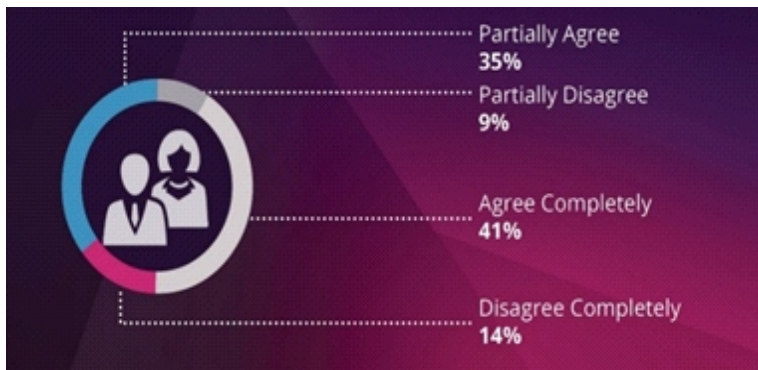
The survey respondents were asked to suggest how to prioritize women empowerment in Pakistan and in this regard the following three options were provided to them to select any one:

- Invest in education of girls from school to higher education
- Encourage and facilitate women entrepreneurship
- Provide women access to better jobs in society



Overall, 46% respondents ranked all the above reasons as most important priorities for paving way for women empowerment in Pakistan, followed by 33% who ranked investment in female education as the top priority. Around 17% members pointed to the option of encouraging and facilitating women entrepreneurship whereas 4% said providing women access to better jobs in society is important for prioritizing women empowerment.

**76%** agrees that workplace gender diversity improves business performance



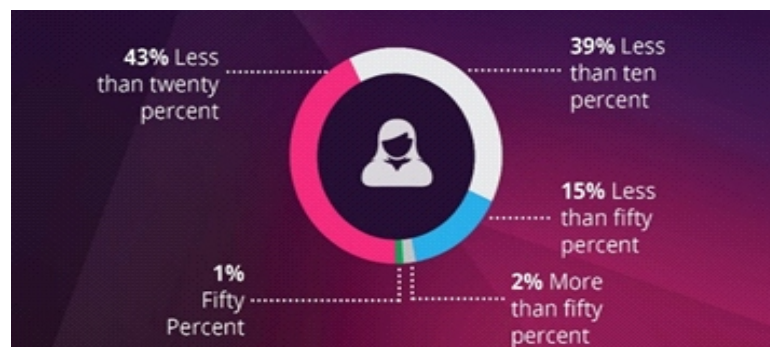
The survey respondents were asked to report whether they think that having gender diversity at workplace improves business performance. Majority of the responded have agreed to this notion. Around 76% respondents agreed completely or somewhat that gender diversity improves work performance while 23% disagreed partially or completely.

### Section 4: Role of Women in ICMA Pakistan

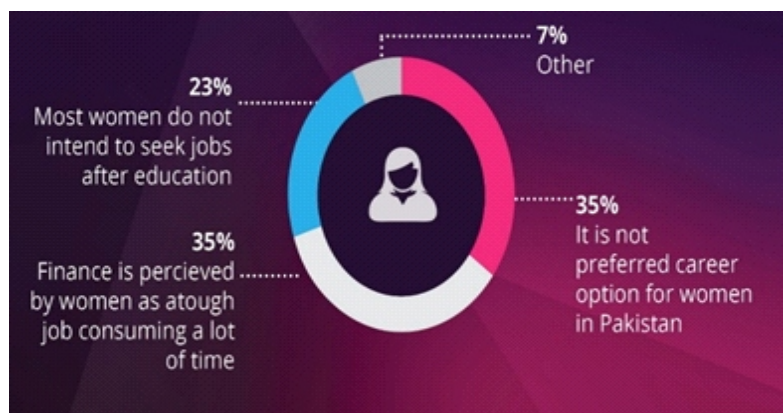
**43%** estimates that females constitute less than 20% of members of ICMA Pakistan

One question was posed to the survey participants as to in their opinion what percentage of ICMA Pakistan members are female. Majority of members estimated that 20% members are female.

Around 43% respondents estimated the percentage of women in ICMA Pakistan to be less than 20% of members while 39% thought they were less than 10 percent. Only 15% thought that the females were less than 50% while only 2% said they are over 50% females and 1% thought 50% were female.



## 70% thinks majority of women do not chose accounting and finance as a profession as for them it is not a preferred career option and also it is tough and time consuming



The survey respondents were asked as to why majority of women do not choose accounting and finance as their professional career.

The survey result indicate that accounting and finance is not a career option for women since it is a tough and time-consuming job.

Overall, 35% respondents each said that accounting and finance is not a preferred career option for women in Pakistan and that Finance is perceived by women as a tough time-consuming job. While 23% said that it is because most women do not intend to seek jobs after education and 7% stated other reasons.

## 46% suggests ICMA Pakistan should give special incentives to its female members

The survey respondents were asked whether ICMA Pakistan should give special incentives to women who complete their CMA qualification.

Majority of responding members i.e. 46% said ICMA Pakistan should give special incentives to its female members upon completion of CMA qualifications while 38% disagreed and 16% did not responded.

The members also identified some special incentives that ICMA Pakistan may consider to provide to its female students and women members; some of the important incentives are highlighted below:



### For Female students

- 1) Fifty percent discount in fees and passing criteria 50 % marks only
- 2) Subsidize coaching fee by 50 percent for female students as a marketing tool
- 3) Provide Scholarships to female students

### For Women Members

- 1) First year membership fee may be waived completely
- 2) Better corporate and industry placements after completing qualification
- 3) Form a separate Committee for females to support them find suitable jobs.
- 4) Availability of Jobs near their home towns
- 5) Free trainings to complete their CPD hours
- 6) Online services and training programs to start up their home-based business
- 7) Assistance in setting up own consultancy firm for practicing CMA qualification
- 8) Provide concessions on all events organized by ICMA Pakistan
- 9) Highlight their achievement in Newspaper/MA Journal and providing them opportunities to share their story of journey in achieving this milestone Qualification.
- 10) Married women members, who are not working, may be allowed to retain membership by paying minimum fee (like retired members)
- 11) Special quota for jobs for female members at ICMA Pakistan as teachers and at other positions.

## Survey Report

### 65% proposes that ICMA Pakistan should help females with job placement

The survey respondents were asked what type of incentives ICMA Pakistan should give to the females upon graduating as CMA.

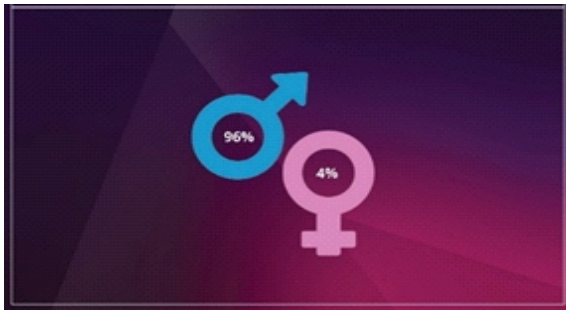
Around 65% respondents opined that ICMA Pakistan should provide job placements as a possible incentive, followed by 29% who were in favour of scholarship and aid.



## Section 5: Demographics

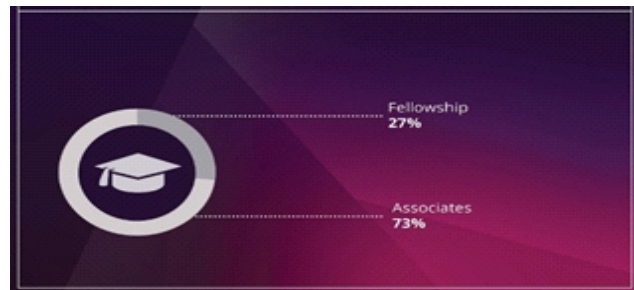
### Gender Breakdown

The proportion of males in the total sample is much greater (96%) than that of females (4%).



### Completion of Education from ICMA Pakistan

The majority of respondents to this survey [73%] are Associate members whereas 27% of respondents are the Fellow members of the Institute.



### Year of Associateship and Fellowship Completion

Most respondents (53%) finished their Associateships (ACMA) at ICMA Pakistan between 2011 and 2019. Around 36% completed the Associateship between 2001 to 2009, while only 11% of respondents were those who had fulfilled the requirements before the 2000s.

On the other hand, a vast majority of respondents (55%) finished their Fellowship (FCMA) at ICMA Pakistan between 2011 and 2019. Around 29% completed the Fellowship between 2001 to 2009, while only 16% of respondents were those who had fulfilled the requirements before the 2000s.



### Location of Respondents

73% of the respondents are currently residing in Pakistan while 3% are based abroad. Around 25% of respondents did not mention their place of the location while filling up the survey.



**DISCLAIMER:** The views expressed by the survey participants do not necessarily reflect the official viewpoint of the Institute of Cost and Management Accountants of Pakistan (ICMA Pakistan). Furthermore, Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results of this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the methodology section of this Report.