



Vital Role of Women in Social and Welfare work in COVID-19 Scenario

The world has changed after the global crisis of the COVID-19 pandemic. During the pre-industrialization age, women were doing the household along with fruit picking and were engaged in fields, cottage industry, or any other skilled work and thus contributing to the economy of the household. If women are to raise the economy of the household during this post-industrialization era with ongoing and impending implications of COVID-19, we need to empower the women so that they not only contribute economically in the household and raise the income for her family but also to become a major part of our national economy.

Looking at the larger picture, not only skilled women can play this vital role, but the educated ones can today participate with more force and get engaged in industry and education. Today, women are not just teachers, nurses, and doctors but they are serving as Chartered Accountants and Chartered Management Accountants.

Their role is increasing day by day and so is their contribution to the national economy. They are flying airplanes and then the sky is the limit as they are seen being engaged in space know-how; not to forget the athletic capabilities, and then inclination for IT. Apart from that, a woman of substance has come forward to play her role in FBR as its Chairman and making policies for the economic development of Pakistan. Today, women are also seeking professional qualifications such as Cost and Management Accountants to contribute towards the national economy.

In the COVID -19 scenario, we have witnessed women doing massive social work by collecting special Rashaan packets for the poor and needy. Women as doctors and nurses are also working on the frontline on which we pay them high tribute. They are giving everything for the sake of humanity and working sleepless nights to attend the patients in the hospitals.



Nowmitta Junejo, ACMA

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The women of Banigala are very actively involved in providing clothes, food, warm clothing's to the female prisoners in jail as they are doing a great work being psychologists to give long therapy sessions to the female prisoners in jail who are undergoing heavy trauma since ages and after recovering from that they are also making handicrafts to contribute in the economy.

A Pakistani woman is exceptional in whatever role they are assigned and they can be relied upon and goes out of the way to prove that she is equally capable of contributing along with men in the economy. They are also doing content writing and working on-line from Pakistan and delivering articles internationally as writers of high caliber and intellect.

Hazrat Khadija tul kubra was the first woman entrepreneur as entrepreneurship gives opportunities to others as well, for many women earn their bread and butter employed by a woman entrepreneur, not to forget the cottage industry of all the rural areas.

Women can also contribute towards the economy while sitting in the comfort zone of her home. While sitting at home, she can do a lot by working online and earning through her Facebook page in which she can sell her products, etc. for on-line shopping/delivering home-cooked food, even running an online restaurant. Research has proven that women are capable of working harder and complete the most difficult tasks given to them well in time. If we give them an equal opportunity to be a part of all the establishments of both the public and private sectors, they will show the results in

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the most befitting way. They are focused and go out of the way to prove their worth as they are the woman of substance and they know their potential.

More roles should be given to women as lecturers in professional institutions and they should be given equal representation in the National Assembly, Senate and the Federal Cabinet. The more they become part of the economy, the more the national Income may grow and the entire economy will benefit. This is not a risky venture; one can start from any establishment and give an equal representation for women in playing the role of making well thought out policies /strategies through making their committees for



every area of performance and through well thought out standard operating procedures.

Our Islamic system lays strong emphasis on zakat which means equal distribution of wealth amongst all both rich and poor so that wealth may not accumulate in a few hands. Similarly hoarding things is forbidden in Islam. We have to follow the teachings of the Quran, the code of living a life Allah has given us. We should participate in doing charity work in the wake of COVID-19 at each level; women are the optimum resource in coordinating and organizing such kind of charitable causes. Our life should be meant to be a support of whosoever is in need and deserving if we look around. We should go door to door in helping out the poor and needy once the effects of this pandemic are over; helping who have lost their jobs in this serious crisis.

Woman are better organizers in social work voluntarily as they can participate in collecting data of surveys of poor masses who are in poverty and have lost their jobs. Once the COVID-19 is under control Inshallah this task should be assigned to all the women who are eager to participate in this worthy cause as they are more capable of convincing people through media, public addresses and can take mobile vans along with food and supplies specially Ramzan packages. Capable and honest women should be picked up from society to audit the relief packages given by the prime minister, IMF, and other countries. It's an honest suggestion that all the women of high integrity should come forward and take lead in offering themselves for conducting audits of the entire cycle voluntarily and offer to the Prime Minister that they are there to help him in providing cash to the right people under strict control through SOP's prepared by them and a committee should be formed for them which should be headed by some woman of high integrity to make it happen in its true sense.

About the Author: The writer is an Associate member of ICMA Pakistan and presently working as a Consultant at ICMA Pakistan. She has earlier served at different positions in the SECP, Saudi Pak Industrial and Agricultural Investment Company (Pvt) Ltd, Bestway Cement Ltd. A part from that she has remained as a visiting faculty lecturer in PIPFA, ICMA Pakistan, and SKANS.