



SOCIAL
ENTERPRISE
**WORLD
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BUKSH FOUNDATION
gateway to life

Challenging the Glass Ceiling: Why Women Thrive in Social Enterprise

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What is Social Enterprise?

The Triple Bottom Line Approach

Any for-profit or non-profit organization that uses a market-based approach to find demand driven solutions that further social and/or environmental goals

Social Enterprises include:

- Microfinance Institutions
- Renewable Energy companies
- Micro-enterprises
- Charity organizations
- Recycling companies
- Human Development Institutions
- Healthcare companies

Social Enterprises aim to:

- Create Impact Investments that solve environmental/social challenges in innovative ways
- Ensure generation of financial returns and reduce dependency on external financing



Women as Social Entrepreneurs

- When more women work, economies grow. An **increase in female labor force participation**—or a **reduction in the gap between women's and men's labor force participation**—results in **faster economic growth**. (UN Women)
- Leaving all other things equal, increasing **women's participation in the labor market to male levels will boost GDP** by 21% in Italy, 19% in Spain, 16% in Japan, 9% in America, France and Germany, and 8% in Britain.
- If women started businesses at the same rate as men, we would have **150,000 extra start-ups each year**.
- Women are **twice as likely to reach the top ranks** in social enterprises.
- **Over 90% of companies** focusing on social problems have **at least 1 woman in leadership** roles.



Women as Social Entrepreneurs

- **59% women** compared to 48% men think that **social, ethical and environmental considerations** in business are important.
- In the EU, **25% of women report care and other family and personal responsibilities** as the reason for not being in the labor force, versus only 3% of men
- **1 out of 5 females** chose to work **self-employed for a work/life balance**. Women require more flexible hours as:
 - Women devote 1 to 3 hours more a day to housework than men;
 - 2 to 10 times the amount of time a day to care (child, elderly, family);
 - 1 to 4 hours less a day to market activities.
- Globally women have lower capabilities perceptions than men although the only difference is a **slightly higher fear of failure**. **1/3 of the female population** would start a business if it wasn't for the fear of failure.



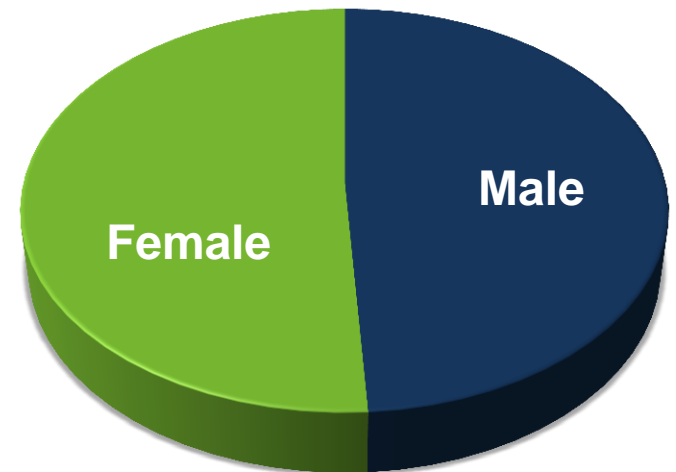
Women versus Men in Social Enterprises





Women Social Entrepreneurs in Pakistan

- **51% of 180 million** people in Pakistan are women.
- Only **14.3% female labour participation** in the country.
- Pakistan comes last with **3% women in management positions**.
- Gender Empowerment Measure (GEM) rank of Pakistan is **82 out of 93** countries registered with UN.
- Due to this disparity, Pakistan's HDI value for 2013 is 0.537—which is in the **low human development category**—positioning the country at 146 out of 187 countries.
- **Increasing need to empower women and create change-makers in the society.**





Buksh Foundation

A Social Enterprise



MISSION

‘Empower the underprivileged, to make them productive and to create equity in society; to achieve scale sustainably, to be innovative in our approach and to create measurable impact on the global economy as a whole.’

VISION

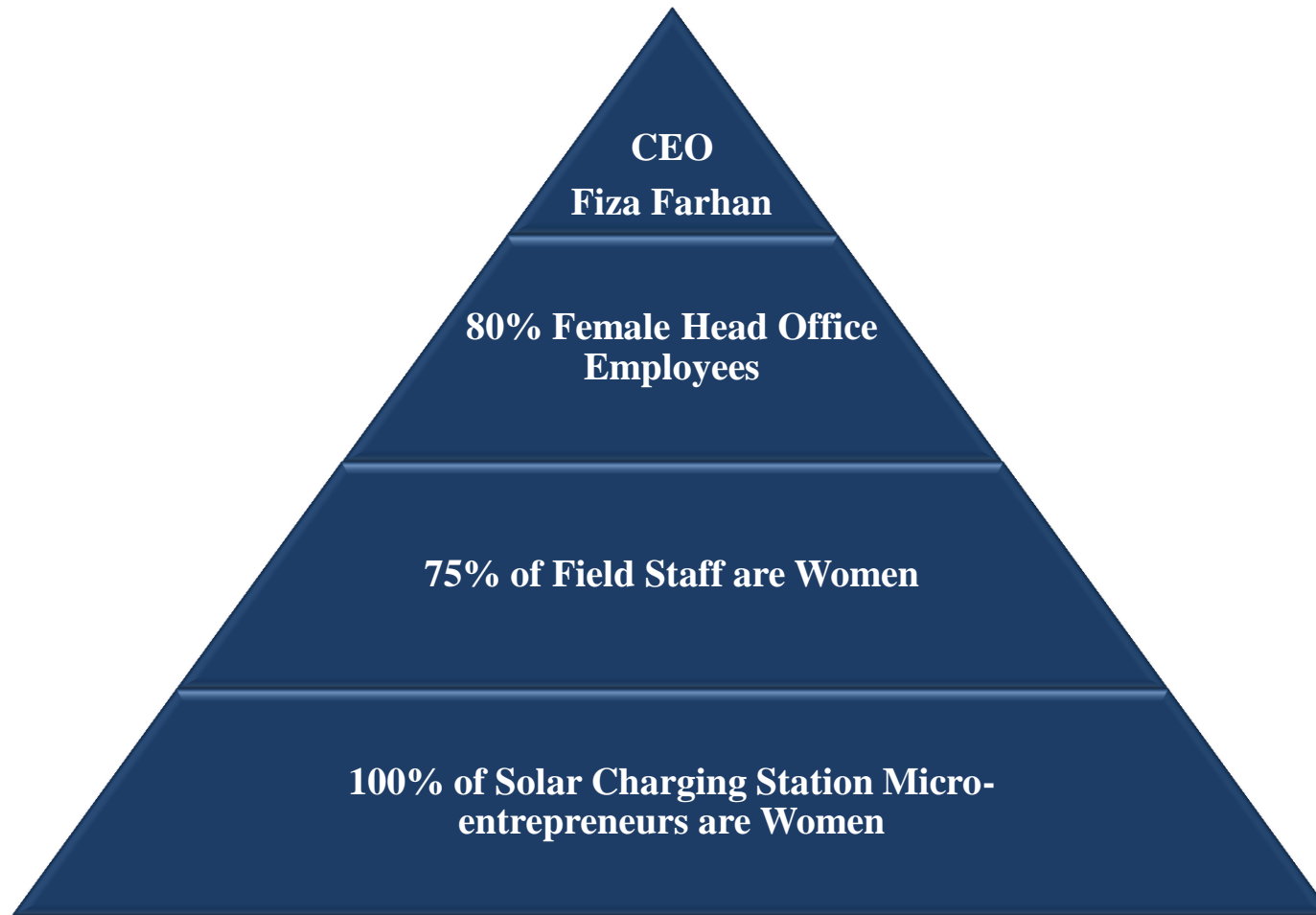
Buksh Foundation believes in taking responsibility to improve all aspects of the world in which we operate- social, environment, economic by providing demand-driven solutions. Our aim is to work to create a better future every day.





Buksh Foundation

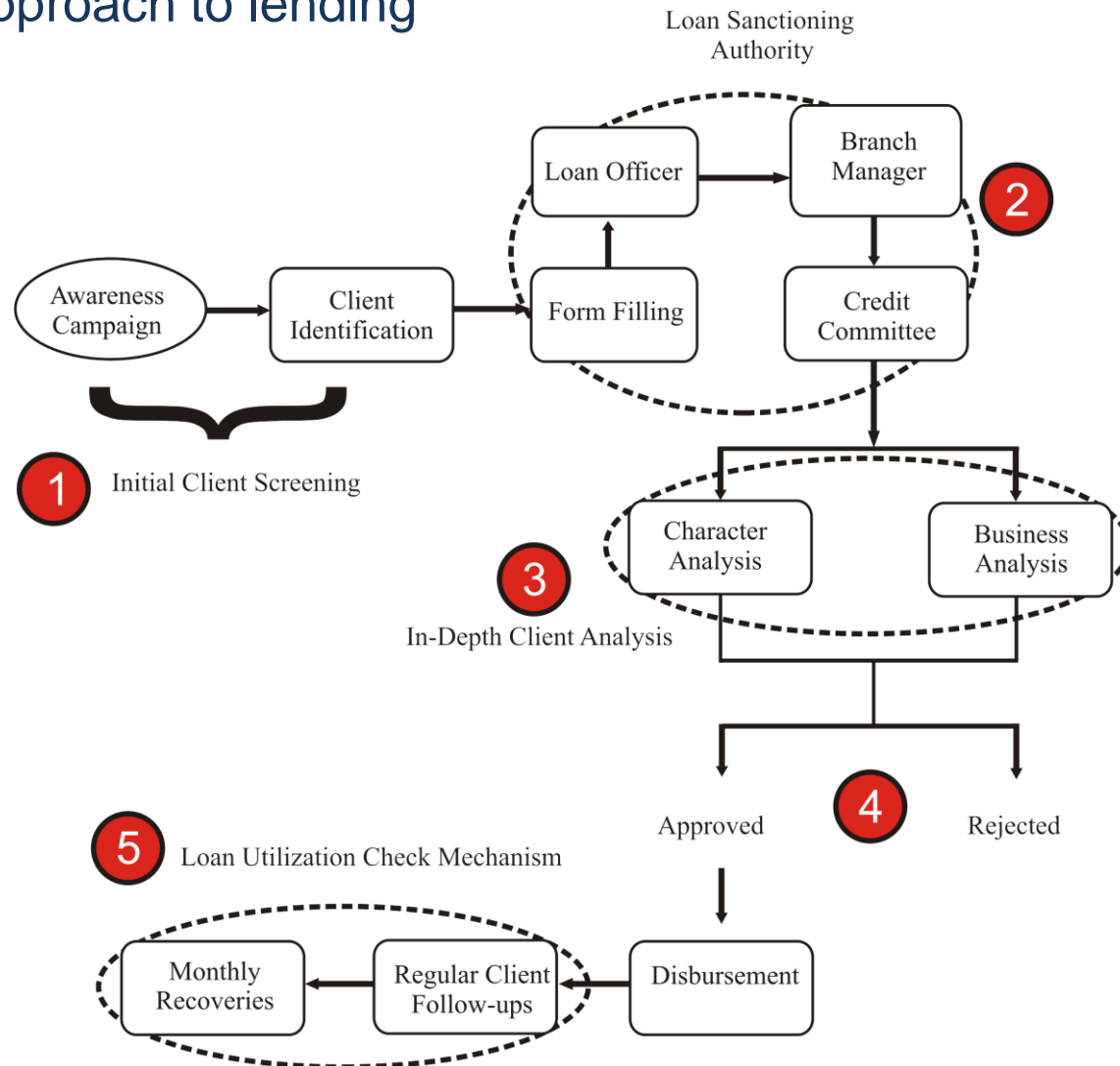
Women in Leadership





Microfinance as a Social Enterprise

An innovative approach to lending





Social Enterprise for Rural Development

A turnkey solution led by women: Lighting a Million Lives



ACCESS TO ENERGY

FEMALE ENTREPRENEURSHIP

WOMEN EMPOWERMENT

▪ **Need for Energy in Pakistan**

- Pakistan is facing acute energy shortages; demand and supply gap has increased to almost 7000 MW
- 63% of 180 million individuals in 50,000 villages completely detached from the national electricity grid

▪ **“Light Lady” – Rural Social Entrepreneur**

- Selected by Psychometric Evaluation.
- Provided with technical and business training to run the charging stations
- Permanent source of income
- Agent of change

▪ **Far-reaching Impacts on Women**

- Solar lanterns used by mid-wives, rather than harmful kerosene-based lanterns.
- 30% Increase in female literacy as women seen as breadwinners.
- Lanterns increase productivity hours



Microfinance – Sustainable Social Enterprise

GURIA RANI

- Age: 55 years old
- Status: Married
- Location: Lahore, Pakistan.
- Children: 1 son 3 daughters
- Profession: Jewelry designer and Mentor to 20-30 trainees
- Loan amount: PKR 33,200 for a portable solar home solution
- Background: Guria is bringing up her four children and is responsible for their education and over all expenses.
- Problems: Energy blackouts of 14-16 hours daily are preventing productivity as lead to visibility issues, as this type of business activity requires intensively focused light source





Microfinance – Sustainable Social Enterprise

NAJMA AFZAL

- Age: 43 years old
- Status: Married
- Location: Lahore, Pakistan.
- Children: 4 daughters
- Profession: Grocery store inside house with monthly earnings of PKR 15,000
- Loan amount: PKR 33,200 for a portable solar home solution
- Background: Najma's husband is severely diabetic and unable to work. She takes care of the medical and household expenses, as well as her childrens' expenses.
- Problems: Energy blackouts of 14-16 hours are preventing the store from being open after sunset. The solar home solution will increase productive hours.





Light Lady – Rural Social Entrepreneur

SHAMIM BIBI

- Age: 52 years old
- Status: Widow
- Location: Bahawalpur, Pakistan.
- Children: 3 sons
- Background: Shamim's husband died at a young age, leaving her to be dependent on her family for her household and childrens' expenses. The community has welcomed her leadership role in the Solar Charging Station as a way to become independent and allow her to take care of her own family.

“I could have never imagined that this opportunity to run my own business would just come knocking at my door. It has been a savior. Around my village I am now known as the ‘Light Lady’ instead of being shamed as a widow.”





Lighting a Million Lives project – Thriving Rural Woman Social Enterprise



“Previously our life activities would stop after sunset. But now the solar lanterns have brought a ray of hope in our life- my children can study at night, I can cook, stitch clothes and my husband can spend extra hours on the farm. Indeed our life has taken step forward-thanks to Buksh Foundation” –
Bijri bibi



“I am glad to be financially independent and be able to send my children to school. Having been selected as ‘Light Lady’ for my village comes with a moral responsibility to empower women in the same way.” – Karim bibi



*“Being a woman is more a strength than a weakness
only if you believe in it and know how to use it.”*

Thank you.

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