

FINANCIAL LITERACY PROGRAM

“Turning Skills into Success of Empowerment and Impact”

Today, Sumaira Tariq is a proud beneficiary of the Financial Literacy Project – an initiative aimed at creating livelihood opportunities for deserving women from Shirin Jinnah Colony, helping them achieve financial independence and build a more secure and empowered future.

Meet Sumaira! A talented beautician from Shirin Jinnah Colony, Sumaira had always dreamed of expanding her small home-based salon. While her skills and dedication were undeniable, limited access to financial knowledge and digital tools kept her ambitions just out of reach.

That changed when she became part of the Financial Literacy Project – an initiative aimed at equipping women like Sumaira with the tools to build sustainable livelihoods. Through the program, Sumaira learned essential skills in budgeting, saving, and digital marketing. With this knowledge, she began promoting her services through WhatsApp Channels, showcasing her work, engaging with clients, and managing bookings more efficiently.



Her efforts paid off. Sumaira's business grew steadily, attracting a larger and more diverse clientele from both within and outside her community. Digital outreach not only increased her visibility but also gave her the confidence to scale her services.

But Sumaira didn't stop there. Inspired by her journey, she began offering free training to young women in her neighborhood, teaching them beauty techniques and sharing tips on how to run a business. Today, she is not just a successful entrepreneur – she's a mentor, a role model, and a source of hope for many.

Sumaira's story is a powerful example of how knowledge, when paired with opportunity, can ignite lasting change – not just for one woman, but for an entire community.