



WWO
Empowering Women

2025

ANNUAL PROGRESS REPORT



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FOUNDER'S VISION AND LEGACY



From its inception in 1996, the Women Welfare Organization (WWO) was envisioned not as a charity, but as a movement. Its foundation was laid on the belief that women—often pushed to the margins—must stand at the center of change. The late **Syeda Najma Shakoor**, founder and chairperson, imagined a society where dignity, equity, and justice guided every step of development.

SYEDA NAJMA SHAKOOR (LATE)

Founder

The year 2025 reflects the living spirit of her vision. Thousands of women and families found renewed strength through WWO's care-centered approach: households overcame hunger, young girls pursued higher education, and women assumed leadership roles in climate resilience and local governance.

Her passing marked not an end, but a legacy. Today, WWO remains a testament to her dream: when women are trusted as leaders, communities can overcome poverty, exclusion, and disaster with resilience and dignity. Every livelihood started, every child educated, and every family empowered carries forward her vision of a just and inclusive Pakistan.

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



SYEDA ANIQA SHAKOOR

CEO

These achievements reflect the dedication of our members, volunteers, staff, and partners. To our donors—we are grateful for your trust. To our communities—you remain our compass. To our volunteers—you are the spirit of this movement.

As we prepare for 2025, we look beyond numbers. Our commitment is to scale possibilities—for women, for families, and for the inclusive future of Pakistan.

The year 2025 was one of growth, expansion, and affirmation of WWO's women-led development model. Building upon the groundwork of 2023, WWO scaled its programs across AJK, KP, and Southern Punjab—reaching more families, empowering more women, and influencing policy platforms at provincial, national, and global levels.

Three guiding principles shaped our approach:

1. Care-centered development – meeting urgent needs with dignity.
2. Pathways to resilience – ensuring that relief transitions into empowerment and enterprise.
3. Voices to policy – connecting grassroots realities with decision-making at higher levels.

Key Milestones in 2025

- ◆ Supported 2,500 families monthly with food and livelihood grants.
- ◆ Trained 2,023 women in digital and vocational skills through the Womentors Hub.
- ◆ Awarded 60 scholarships to university girls and sponsored 25 children with disabilities.
- ◆ Constructed 5 pedestrian bridges in flood-prone areas for safe school access.
- ◆ Delivered 15 water supply schemes, benefiting 7,260 individuals.
- ◆ Convened the Najma Shakur Women Empowerment Conference, amplifying women's voices nationally.



Introduction

Pakistan entered 2025 under the weight of economic pressures, climate shocks, and widening gender gaps. Nearly 40% of the population remained food insecure, and women in underserved regions continued to face exclusion from education, livelihoods, and governance.

WVO's **women-led, community-rooted model** responded with impact. With **65,000+ women members**, strong community trust, and partnerships across sectors, WVO bridged the gap between **grassroots needs and systemic solutions**.

The year marked a **shift from pilots to scale-up**:

- Relief programs evolved into resilience models.
- Skill training matured into market-linked enterprises.
- Local interventions informed provincial and national policy spaces.

This report highlights progress across six core programmatic areas:

1. Gender-Responsive Livelihoods & Poverty Reduction
2. Women's Economic Empowerment & Entrepreneurship
3. Inclusive Education & Skill Building
4. Climate Resilience & Community Infrastructure
5. Advocacy, Networking & Knowledge Sharing
6. Volunteerism, Leadership & Community Engagement

Gender-Responsive Livelihoods & Poverty Reduction

Food insecurity remained one of Pakistan's most urgent challenges in 2025. Rising inflation, supply chain disruptions, and climate impacts deepened poverty, disproportionately affecting women-headed households, widows, and orphans.

WWO's Interventions

- Alubadia Orphanage UK Partnership
 - **Reached 2,500 families** monthly with food and cash assistance in 10 districts of AJK and KP.
 - Provided Qurbani meat to **12,800 individuals during Eid.**
 - Supported **160 orphan girls** with marriage assistance.
 - Enabled **240 women-headed households** to establish microenterprises.
- Food for Wellness Program – **Najma Shakur Charity Fund**
 - Supported **250 families** monthly across 6 districts.
 - Combined food aid with counseling, mentoring, and business training.
 - Cooked Meal Program – Dr. Asma Naheed Free Tandoori Roti Service
 - Distributed 12,000 freshly prepared meals to ultra-poor families and daily wage laborers in Rawalakot.



Impact

Immediate hunger relief for thousands of families.

Launch of 240+ women-owned microenterprises.

Highlights (2025)

Families Supported Monthly
Eid Beneficiaries

Women
Enterprises Orphan Girls
Supported
2,500 12,800 240 160



Women's Economic Empowerment & Entrepreneurship

With female labor force participation at just 21%, Pakistan remains one of South Asia's most restrictive labor markets for women. Digital skills and small-scale enterprises, however, are unlocking new opportunities.

WWO's Interventions - Womentors Youth Empowerment Hub

- Training: 2,023 women trained in digital skills (graphic design, social media marketing, web development) and traditional trades (stitching, embroidery, beauty therapy, cooking).
- Holistic Empowerment: Confidence-building, leadership, and financial literacy integrated into all training.
- Entrepreneurship: Over 800 women established enterprises or secured jobs, linked with markets and digital platforms.

Impact

Women gained income autonomy and leadership roles.

Communities reshaped gender norms as women became economic contributors.



Highlights (2025)

Women Trained
Women with Income Autonomy
Skills Covered
2,023
800+
Digital + Vocational



Impact

60 young women advanced in higher education.
Disability inclusion gained acceptance in conservative communities.

Highlights (2025)

Scholarships Awarded
Children with Disabilities

Supported
60
25

Inclusive Education & Skill Building

Girls and children with disabilities face systemic exclusion from education, compounding intergenerational poverty.

WVO's Interventions

- Najma Shakur Scholarships: 60 scholarships awarded to female university students.
- Special Needs Support: 25 children with disabilities sponsored for specialized education and skills training.
- Community Engagement: Parent-teacher dialogues reduced stigma and encouraged enrollment.

Climate Resilience & Community Infrastructure

Pakistan's vulnerability to climate change worsened in 2025. Women bore the brunt of water shortages and unsafe school access during floods.

WWO'S INTERVENTIONS

- Women-Led Resilience Circles (WIRCs): 15 new circles formed, expanding women's roles in disaster preparedness.
- Safe School Pathways: 5 pedestrian bridges constructed in Rawalakot, Neelum, and Hattian.
- Water Schemes: 15 completed, benefiting 7,260 people.

IMPACT

- Women became recognized leaders in local disaster governance.
- Children reached schools safely, even during monsoons.
- Reduced risks of waterborne diseases.



HIGHLIGHTS (2025)

WIRCs Established	Pedestrian Bridges	People with Safe Water
15	5	7,260

Advocacy, Networking & Knowledge Sharing



Grassroots women’s voices often remain absent from policymaking spaces. Advocacy ensures their realities inform systemic change.

WVO’s Interventions

- Hosted the Najma Shakur Women Empowerment Conference, convening stakeholders across sectors.
- Signed an MoU with University of Poonch for internships and joint research.
- Represented communities in SUNCSA Pakistan, UN Women forums, and the Global Care Alliance.

Impact

- Local voices elevated to global platforms.
- Civil society–academia linkages strengthened.

HIGHLIGHTS (2025)

Conference	Academic Partnerships	Global Platforms Engaged
1	1 (University of Poonch)	3 (SUNCSA, UN Women, Global Care Alliance)



Volunteerism, Leadership & Community Engagement

Volunteerism is central to WWO's model—building ownership, accountability, and future leaders.

WWO's Interventions

- Mobilized 1,600+ volunteers in AJK and KP.
- Volunteers delivered campaigns on climate, education, and gender rights.
- Recognition events honored contributions during the Najma Shakur Memorial Conference.

Impact

- Civic participation strengthened.
- Women and youth prepared for leadership roles.



Highlights (2025)

Volunteers Mobilized	Recognition Events	Key Themes
1,600+	1	Climate, Education, Gender



Annual Achievements Summary – 2025

Thematic Area	Key Achievements	Beneficiaries / Outputs
Livelihoods & Poverty Reduction	<ul style="list-style-type: none"> - Monthly food and cash support in AJK & KP - Eid Qurbani meat 	2,500 families monthly 12,800 Eid beneficiaries 160 orphan girls supported
Economic Empowerment & Entrepreneurship	<ul style="list-style-type: none"> - Womentors Youth Empowerment Hub trainings - Digital and vocational skills 	2,023 women trained 800+ women gained income autonomy
Inclusive Education & Skills	<ul style="list-style-type: none"> - University scholarships for girls - Disability-inclusive 	60 scholarships awarded 25 children with disabilities supported
Climate Resilience & Infrastructure	<ul style="list-style-type: none"> - Women-led Resilience Circles - Pedestrian bridges for 	15 WIRCs formed 5 bridges built 7,260 people with safe water
Advocacy & Networking	<ul style="list-style-type: none"> - Najma Shakur Women Empowerment Conference - Academic partnership with 	1 conference held 1 academic MoU signed 3 global platforms engaged
Volunteerism & Leadership	<ul style="list-style-type: none"> - Mobilization of community volunteers - Recognition of outstanding 	1,600+ volunteers mobilized 1 recognition event held

Way Forward



2025 was a landmark year for WWO. By scaling livelihoods, education, climate resilience, and advocacy, WWO:

- Directly impacted 25,000+ people.
- Strengthened women's leadership and economic autonomy.
- Delivered scalable, care-centered models of development.

Priorities for 2025

1. Expand flagship programs (Womentors, Food for Wellness, WIRCs).
2. Strengthen policy advocacy at provincial and national levels.
3. Replicate successful models in new underserved regions.

Guided by the legacy of Syeda Najma Shakoor (Late), WWO moves forward with the conviction that women's leadership is the cornerstone of a just, inclusive, and resilient society.

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