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CAUSES AND COMPLICATIONS OF INJECTABLE DRUGS USE IN DISTRICT FAISALABAD

ABSTRACT

Currently injecting drug use is not most common method of drug-use in Pakistan; however the usage of this method is on the rise. Though the reported prevalence of drag users varies in different areas and as reported in small and large scale studies, the projected figures are disturbingly high and may be as large as four to five million nation wide. The mean age of drug users as reported is 31-33 years and although female users do exist, users are predominately found to be male. Coupled with the idea that drug users feel injectable drugs are 'easier to use,' the relative ease of acquiring injectable drugs proves to be a barrier towards harm-reduction efforts. Even if 'powder' (heroine) was unavailable or too expensive, psychotropic drugs are readily available at most pharmacies. The study was planed with the objective to determine causes and complications of injectable drugs use. District Faisalabad was selected for this study and four towns was selected randomly. A sampling of 200 respondents was selected through convenient sampling methods from District Faisalabad. First of all IDU's (injectable drug users) identified spots, hospitals private clinics and red-light areas visited from each town So, those fifty respondents were interviewed from each town for this study. The data thus collected were analysed and interpreted by using appropriate statistical package to draw the conclusions. All most all injectable drug users are those persons who use non injectable drugs before this. The expense on injectable drugs is low as compared to non injectable drugs. Majority of the respondents 60% fall in the middle age group (25-45) years old. About 30% respondents relate the occupation of labour, 20% unemployed, 17% baggers 15% garbage collector 5% sex workers. According to sex 90% male & 10% female. With respect to reason of their addiction that is 25% failure in life, 22.5% bad company. According to reason of their conversion from other drugs to injectable drugs 17.5% easy availability, 42.5% prompt action. Clear policies and strategies should be

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formulated for awareness about infected diseases through dissemination of information, education, and communication targeting drugs users and those at high risk of initiating injection.

Keywords: Injectable drugs, Causes, Complications

INTRODUCTION

A drug is any substance that can be used to modify a chemical process or processes in the body, for example to treat an illness, relieve a symptom, enhance a performance or ability, or to alter states of mind. A drug or medicine that can be injected is called injectable drug. The most common drugs used include cannabis (hashish and charas), followed by heroine and alcohol. Other drugs include psychotropic preparations like Valium and Diazepam. Heroine is most popular in urban centres and more so in Baluchistan and Punjab (Saeed, 2006).

Injecting drug use disorders have often chronic and relapsing behavioural conditions that involve multiple biological, psychological and sociological causes. Illicit drug injection is associated with several infectious diseases. It is now estimated that injection drug use accounts for as many new HIV infections (estimated at between 40000 and 80000 per year) in US urban settings as unprotected male-to-male sex. More than a third (36%) of the 573000 adult acquired immune deficiency syndrome (AIDS) cases in the United States is associated either directly or indirectly with injection drug use. Infection with viral hepatitis, specifically hepatitis B virus (HBV) and hepatitis C virus (HCV), is highly prevalent and a significant source of morbidity and mortality among IDUs (Alex *et al*., 1999).

The global spread of injecting drug use since the 1960s has set the scene for massive outbreaks of HIV infection among injecting drug users, their sexual partners and children. According to recent estimates by the United Nations International Drug Control Programme and the World Health Organisation, 114 countries are now experiencing HIV transmission among IDUs more than double the number in 1992. The most rapid increases in HIV among ID Us have been in developing countries and in countries in transition. In some countries - such as Kazakhstan, the Russian Federation, Ukraine, Malaysia, Vietnam and China - drug injecting is the major cause of HIV infection. (UN HIV and Development Programme, 2000).

Drug addiction, a festering menace is not only injurious to individual but also imperils the health of the entire social fabric with the fast cascading impacts. Drug addiction has two components: physical dependency, psychological dependency. Physical dependency occurs when a drug has been used habitually and the body has become accustomed to its effects. The person must continue to use the drug in order to feel normal, or its absence will trigger the symptoms of withdrawal. Psychological dependency occurs when a drug has been used habitually and the mind has become emotionally reliant on its effects, either to elicit pleasure or relive pain, and does not feel capable of functioning without it. It has been observed that the following two drugs are largely used in Pakistan: heroin and hashish. Heroin addicts have penetrated all social classes and are now all pervasive. The country has drug dens-places where people smoke hashish, heroin other drugs. Almost all sections of the society have fallen victims to this evil. The educated classes, which perceived to be aware of the ill effects of the drugs is worst affected 60 percent of the total addicts in the country are literate and employed. According to gender classification almost 90 percent of drug addicts are male whereas 10 percent comprises of the female lot (Alam, 2002).

Approximately 3 percent of the world population (185 million) have abused drugs during the previous 12 months, according to the United Nations office on drugs and crime. A small percentage of the world population abuses cocaine (13 million) or opiates (15 million abusers of heroin, morphine and opium). By far the most widely abused substance is cannabis (used at least once a year by over 150 million people), followed by the amphetamine type stimulants ATS (38 million users, among them eight million users of ecstasy) (World Drug Report, 2004).

A vast majority of new addicts belong to younger generation who are hooked on narcotics through their friends, casual acquaintances, drug pushers and sometimes, family members. No single factor can predict whether or not a person will become addicted to drugs. Risk for addiction is influenced by a person's biology, social environment, and age or stage of development (Matt, 2005).

Drugs are quite cheap and most of the people injecting drugs are labourers who have a low or no educational background. Chronic drug users are common and have expressed high motivation for drug treatment, in particular access to detoxification. Inability to access generic health care services has led to poor health conditions (wounds and abscesses). Females and children using drugs are also present in Pakistan who injects drugs daily (Nai, 2005).

Nai (2005) studied that Pakistan no longer has a 'window of opportunity' to act in advance in order to prevent the transmission of HIV/AIDS among people injecting drugs. With HIV prevalence among people injecting drugs in Faisalabad and Sargodha as high as 9.5% and 12% respectively the price of 'in-action' would be immense. We can no longer deny we must at least act now in order to minimize further damage. Like most Asian countries, in Pakistan people injecting drugs are highly stigmatized and criminalized. Considering that approximately 50% of the people injecting drugs are currently married and sexually active, secondary transmissions due to un-protected sex to their spouses or casual sex partners (mostly female sex workers), is inevitable. Young people are the future of a Nation. A significant proportion (10%) of people injecting drugs is young people between 18-24 years of age. Early HIV infections due to injecting and sharing of syringes will result in large number of young persons infected resulting in loss of human resource and additional burden of disease on an already overburdened health and social care system.

Christopher (2007) found that for almost every drug surveyed, youths living on the streets had markedly higher rates of drug abuse than either youth in shelters or a comparison group of youths living at home. Street youths were involved in more serious drug use than were youths living in shelters or at home. Both street and shelter youths and for almost every drug surveyed, drug abuse rates were higher among older than younger youths, among males than females.

MATERIALS AND METHODS

In this study injectable drug users were the respondents. Administration divided the Faisalabad District in to eight towns. Out of eight towns four towns had been selected randomly i.e. Lyallpur, Jinnah, Iqbal and Madina town. Total number of respondents was 200 and 50 respondents had been selected from each town through convenient sampling methods. Firstly IDU's (injectable drug users) identified spots, hospitals private clinics and red-light areas visited from each town so; those fifty respondents were interviewed from each town for this study. The study was consisted of injectable drug users other drug users those not use the injectable are not interviewed.

The data were collected through pretested interview schedule survey. The collected data were analyzed by using Statistical Package for Social Sciences (SPSS

RESULTS AND DISCULLSION

The average life of the population in Pakistan was 64.13 years therefore were divided into three different age groups. The regarding the age of respondents is presented in Table 1.

Distribution of the respondents according to their age.

Age Group	Frequency	Percent
Under 25 (Young)	70	35.0
26-45 (Middle)	120	60.0
46 and above (Old)	10	5.0
Total	200	100.0

Table 1 reveals that 35.0 percent of the respondents were belonging to the age group of young people, 60.0 percent of the respondents were middle aged persons and 5.0 percent of the respondents were belong to the old aged persons. Data shows that middle aged persons of respondents are great in numbers who are addicts.

Distribution of the respondents according to their occupation.

Occupation	Frequency	Percent
Unemployment	40	20.0
Labour	60	30.0
Job	25	12.5
Begging	35	17.5
Sex worker	10	5.0
Garbage collector	30	15.0
Total	200	100.0

Table 2 indicates that 20.0 percent of the respondents were unemployed, 30.0 percent of the respondents were labourers, 12.5 percent of the respondents were doing jobs, 17.5

percent of the respondents were involve in begging, 5.0 percent of the respondents were sex worker and 15.0 percent of the respondents were earning through collecting garbage. Data shows that majority of the respondents i.e. 30.0 percent were labourers.

Distribution of the respondents according to their sex.

Sex	Frequency	Percent
Male	180	90.0
Female	20	10.0
Total	200	100.0

Table 3 indicates that 90.0 percent of the respondents were male and 10.0 percent of the respondents were female. Data shows that majority of respondents i.e. 90.0 percent were male.

Distribution of the respondents according to their responsible for addiction.

Responsible	Frequency	Percent
Themselves	15	7.5
Family members	15	7.5
Friends	40	20.0
Bad company	45	22.5
Failure in life	50	25.0
Mental satisfaction	15	7.5
Unemployment	15	7.5
As a fashion	5	2.5
Total	200	100.0

Table 4 indicates that 7.5 percent of the respondents their families were responsible, 20.0 percent their friends were responsible, 22.5 percent got addiction by their bad company, 25.0 percent of the respondents their failure in life was reason, 7.5 percent addict just for mental satisfaction, 7.5 percent got this addiction because they were unemployed and 2.5 percent of the respondents had started addiction as a fashion.

No single factor can predict whether or not a person will become addicted to drugs. Risk for addiction is influenced by a person's biology, social environment, and age or stage of development. The more risk factors an individual has, the greater the chance can lead to addiction

Distribution of the respondents according to their reason of starting injectable drug in place of non injectable drug.

Reason	Yes	Percentage	No	Percentage	Total	Percentage
Low cost	65	32.5	135	67.5	200	100.0
Easy availability	35	17.5	165	82.5	200	100.0
Prompt action	85	42.5	115	57.5	200	100.0
Non availability of other drug	15	7.5	185	92.5	200	100.0

Table 5 shows that there are many reason of using injectable drugs and one respondent use injectable drug due to more than one reason out of 200 respondents 32.5 percent use due to low cost, out of 200 respondents 17.5 percent used due to easy availability, out of 200 respondents 42.5 percent used because of prompt action and out of 200 respondents 7.5 percent use due to non availability of other drugs.

Competition within the pharmaceutical and drug delivery a market is increasing and other methods of drug delivery are starting to encroach on traditionally injectable market areas

CONCLUSION

It has been concluded that there is a great increase in use of injectable drugs in place of non injectable drugs. All most all injectable drug users are those persons who use non injectable drugs before this. The injectable drugs are easily available on medical stores and other places but the non injectable drugs are not easily available. The expense on injectable drugs is low as compared to non injectable drugs. The drug users use a syringe more then one time this practice is very dangerous. The drug users use drug in groups and if one person in a group is infected with a transmitted disease then the entire group become infected with this disease. Majority of the respondents shift from non to injectable drugs from two years and according to them the reason of becoming addict is their friends and bad company.

It has been concluded that majority of the respondents belong to poor families and there income is very low and education of the majority is also very low. That is why the financial problems become the reason for addiction.

Government should made efforts to control this very serious and harmful problem which is becoming a cancer for new generation. In the age of school and college the young generation become addict and become a burden for there parents and also for country. Government should control on those factors which make it business.

RECOMMENDATIONS

Awareness about infected diseases should be increased through dissemination of information, education, and communication targeting drugs users and those at high risk of initiating injection. Drug users and those at risk of initiating injection should be educated about alternatives to injection and about safe injection practices.

Medical and social services should be available to support families in difficulty and parents of young drug users. There should be committee in each Mohalla that should demolish IDU's in their Mohalla.

Medical Stores should not give any medicine or injection without doctor's prescription. It is suggested that Government should make the efforts to control the addiction in country and involve the local Government in it. Construct rehabilitation centres for addicts and provide the new syringes at very low cost. Government should make the efforts to control the drugs trafficking in the country and involve the anti narcotics in this action.

Rehabilitation centres should provide cheap treatment services, so that poor people can easily afford the treatment. In our society heroin addict is considered as a criminal rather than patient. This is what situation demands. Attitude towards these people must be changed through mass-media, discussion. Family can play an important role to check their members from the involvement in drug addiction and their rehabilitations. Parents must feel their responsibilities and should have complete knowledge about their kids, their engagements, their company and their interest.

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MICROCREDIT AND WOMEN'S EMPOWERMENT IN DISTRICT GUJRAT, PAKISTAN

ABSTRACT

This study mainly focuses on the female who got microcredit from PRSP in Jalalpur Jattan in District Gujrat, Pakistan. The results presented in the data analysis section are associated to the existing literature on the same phenomenon. It shows a positive association between microcredit and women's empowerment. For the easiness of the readers the analysis of this study is divided into three but associated sections. First section of the research presents analysis on the demographic profiles of the women who were taking loans from PRSP. Second sections deals with the status of women, their orientation towards the personal legal rights, and involvement in the household decision making process. Last section analyzes the association between microcredit and women empowerment. The results have predicted a positive association between women who took loan from PRSP and empowerment.

Keywords: Microcredit, Punjab Rural Support Program, Women Empowerment, Gujrat, Pakistan

INTRODUCTION

In the recent past with the increased number in the existing stock of the poor, many organizations at national and international level have addressed the issue of poverty. Majority of such programmes have been introduced to the low income countries, where the situation of the poor was getting worst. Microfinance was an alternative to the worst instances of the poverty in developing and underdeveloped states. In Bangladesh, the Grameen Bank introduced the microfinance to the poor and got reputation. The Grameen Bank of Bangladesh is perhaps the best-known example of these small-scale production credit programs for the poor, and over 90% of its clients are women. Earlier work (Pitt and Khandker 1998; Pitt et al. 1999; Pitt 2000; Pitt et al. 2003) has found that the effects of program participation differ importantly by the gender of program participant. For

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example, Pitt and Khandker (1998) find that the flow of consumption expenditure increases 18 taka for every 100 taka borrowed by women, but only 11 taka for every 100 taka borrowed by men. Pitt et al. (2003), using a totally different approach to parameter identification, find that credit provided women importantly improves measures of health and nutrition for both boys and girls, while credit provided men has no significant effect (Pitt et al. 2006).

The role of women in overall development has not been fully understood, nor has it been given its full weight in the struggle to eliminate poverty, hunger, inequality and injustice at the national as well as the international level. The continued assumption that the responsibility for child rearing and for family needs lies with women alone, as well as the persistence of intra household inequalities, place severe strains on women's health, limit their chances for a fair share in the benefits of society. It is perceived that majority of the poor belongs to the rural settings and most of these poor are women (Khan et al. 2011). In this context, Siyar and Afra (2011) mentioned that "Poverty spreading in village is a global issue. According to the FAO finding about % 75 of world's poor people that are more than 1 milliard people are living in rural zone and more than % 70 of this poverty people are women. As the most of the people who are poor are living in village and are women is the reason for insufficiency of rural development programs." From the last two decades different programs have been launched throughout the world to eradicate the poverty from the world. Microcredit is one of them. In the developing countries with the monetary aids from the developed world this program is under progress to stabilize the situation and making some efforts to get the people out of this poverty.

In the context of Pakistan, microcredit programs have been launched to eradicate poverty. According PMN (2009) microfinance in Pakistan is at its initial stage. The organized microfinance activities started in 2001 as a result of Micro Finance Ordinance 2001. The establishment of first microfinance bank of Pakistan is the result of this ordinance. Jan and Hayat (2011) discussed that "It is now globally accepted that sustainable development is possible only if the beneficiaries of the development program participate in the process of development. This is why microcredit schemes, especially for women, are kept as an important component of the development Programs in Pakistan. The government financial institutions like Pakistan Poverty Alleviation Fund (PPAF), Zarai Taraqiati Bank Limited (ZTBL), First Women Bank (FWB) and KhushaliBank (KB) give specific interest to microcredit Programs for women." Besides these programs of microcredit, there are also Rural Support Programs. In each province there is at least one program which mainly focusing on the poverty eradication. In Punjab province there is Punjab Rural Support Program, alongside few other programs like wise National Rural Support Program, which is working in almost every district of this province.

Women Empowerment and Microcredit

Before defining the women empowerment we must understand the word empowerment. Empowerment in its broader sense refers to an individual's or group's increased "power" where as power means access to and control over material, intellectual and ideological resources (Batliwala, 1994). According to Adams (1994), "Empowerment is the means by which individuals, groups and communities to take control of their circumstances and achieve their own goals, thereby being able to work toward helping themselves and others to maximize the quality of their lives". In the following section we will conceptualize two terms, i) Women's Empowerment and ii) Microcredit. This will followed by the relationship between microcredit and women's empowerment.

Women's Empowerment

Different scholars have identified the indicators of women's empowerment, likewise, Schuler and Hashemi (1994) outlined six elements of women's empowerment in Bangladesh which includes a sense of self and vision of a future, mobility and visibility, economic security, status and decision-making power within the household, ability to interact effectively in the public sphere and participation in non-family groups. While on other hand, Friedmann's (1992) analysis of women's empowerment identified different kinds of power: economic, social, political and psychological. Economic power means access to income, assets, food, markets and decision-making power in the economic activities. Social power means access to certain bases of individual production such as financial resources, information, knowledge, skills and participation in social organizations. Political power means the access of individual household members to the process by which decisions, particularly those that affect their own future, are made. Psychological power means the individual's sense of potency, which is demonstrated in self-confident behaviour and self esteem. While on other hand Rowlands (1995) describe it as "a process whereby women become able to organize themselves to increase their own self-reliance, to assert their independent right to make choices and to control resources which will assist in challenging and eliminating their own subordination". For the analysis of the present research we will use both Schuler and Hashemi (1994) and Friedmann's (1992) definitions of the term women empowerment.

Microcredit

There is no proper definition of the microcredit but few scholars and organizations working on the same issue have given the working definitions. In the proceeding section we will discuss two working definitions of the term microcredit. Firstly, a report on microcredit in Europe, CGAP (2011), defines microcredit as "While no formal definition of 'microcredit' exists, there are many interpretations, each dependent on what the interlocutor is wishing to focus on. At it's most basic, the provision of microcredit is, as we have implied so far, the extension of micro sized loans to the poor." While on the other hand, Grameen Foundation defines this as "Micro-credit is a popular instrument used by many development and financial agencies in many parts of the world for serving low-income people. How this instrument works naturally depends on the setting in which it is applied, and the manner of applying it. Microcredit is not merely an instrument for credit extension to the poor borrowers. It is a movement to emancipate the poor-especially women-to alleviate their poverty, improve their quality of life, and build their capacity and awareness and to integrate them economically and socially into the mainstream of the economy. Microcredit's contribution in terms of capacity building, awareness raising and empowerment is notable. Microcredit has helped Women to become aware about their political rights and build their awareness."

How Do Microcredit and Women's Empowerment Relate?

There is obviously a positive association between microcredit and women's empowerment. White et al. (1992) identified that microcredit program has a positive impact on women empowerment, the largest part of the existing studies promotes a vision that microcredit contributes towards women's empowerment. Zaman (2001) reported that micro-credit played valuable roles in reducing the vulnerability of the poor, through asset creation, income and consumption smoothing, provision of emergency assistance, and empowering and emboldening women by giving them control over assets and increased self-esteem and knowledge. Several recent assessment studies had also generally found positive impact in this connection (Simanowitz and Walker 2002; Lalitha and Nagarajan, 2002 and ESCAP, 2002). A primary function of offering women credit in this way is to enhance their economic status, that enables women to earn extra income through which they can gain greater financial autonomy (Malik and Luqman, 2005).

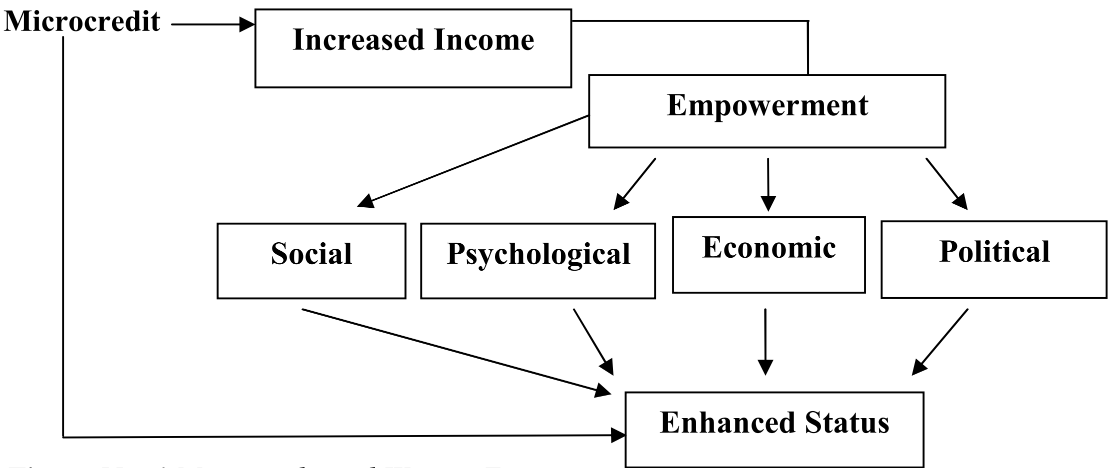

Figure No. 1 *Microcredit and Women Empowerment*

Through microfinance programs, poor women are targeted to get them out of the poverty. In this regard, Microcredit Summit Campaign Report (2011) stated that Of the 128.2 million poorest clients reached at the end of 2009, 81.7 percent or 104.7 million are women. The growth in the number of very poor women reached has gone from 10.3 million at the end of 1999 to 104.7 million at the end of 2009. This is a 919 percent increase in the number of poorest women reached from December 31, 1999 to December 31, 2009. The increase represents an additional 94.4 million poorest women receiving microloans in the last 10 years." So, the focuses of the microfinance programs have been deeply concerned to the women. While on other hand few scholars working in the same line stated that the microcredit schemes of different banks, NGOs and other organizations reduced poverty, increased mobility and strengthened networks among women who were previously confined to their homes among other following researches are more important (Schuler and Hashemi, 1994; Hashemi and Morshed, 1997; Chowdhury and Alam, 1997; Carr *et al.,* 1996; Hulme and Mosley, 1996; Pitt and Khandker, 1996; Latif, 1994; Lovell, 1992; Rahman, 1990).

Objectives of the study

1. To understand association between microcredit and social awareness of women.
2. To study the impact of microcredit in empowering women.

REVIEW OF LITERATURE

Microcredit has proven its potential to generate results. However, these results are generally short-term and vary significantly among borrowers. In general, studies suggest the *poorest* seldom benefit from microcredit, while the *middle and upper* poor benefit the most. Women in particular face significant barriers to achieving sustained increases in income and improving their status, and require complementary support in other areas, such as training, marketing, literacy, social mobilization, and other financial services (e.g., consumption loans, savings). In fact, it is difficult to separate the impact of microcredit from that of other interventions (Maclsaac, 1997).

Majority of these studies have been conducted in the Bangladesh because this was the country where microcredit schemes first time started by Grameen Bank in the late 1970s. The main objective of this initiative was to provide credit to poor people without collateral, alleviating poverty and unleashing human creativity and endeavor of the poor people (Chowdhury 2009; Hulme and Mosley 1996; Yunus 1999).

Maclsaac (1997) said that “most women borrowers have only partial control over loans, or have relinquished all control to male members of the family. This has serious implications for the impact of gender equity. However, this is not to say benefits are non-existent. As part of a broader effort to raise awareness and mobilize women, credit could play an important role as an “entry point” to strengthen women’s networks and mobility, increase their knowledge and self-confidence, and increase their status in the family.”

Al Mamun (2005) discusses that “during the last two decades, micro-credit approach has been increasingly incorporated in the development discourse. Specially the credit is given to the women and the popular belief is that women are benefited and empowered and are being acknowledged for having a productive and active role and thus it is the gateway of gaining freedom for themselves.”

Malik and Luqman (2005) stated that “from the previous research studies it was concluded that micro finance and micro-credit programmes had the potential and powerful impact on women's empowerment. Although these were not always empowering all women, most women did experience some degree of empowerment because it was a complex process of change experienced by all individuals somewhat differently and varied from culture to culture. Microcredit programmes had both positive and negative impacts on women's empowerment and eradication of poverty throughout the world.” There are different perspectives on the issue of microcredit in connection with women empowerment. In few cases women were unable to use the microcredit to empower themselves. In this regard, Goetz and Gupta (1996) said that "most programs could not ensure that women retained control over the money. Women commonly hand over control of the loan or invest it in a family enterprise."

MATERIALS AND METHODS

Present study was conducted in rural settings of the Gujrat to understand the role of the microcredit in empowering rural women. Basic information in this study regarding the number of women per village was provided by the PRSP regional office Jalalpur Jattan. Cluster sampling was used in this study. Every village from where women were getting microcredit was considered as a cluster. Among these villages three villages were randomly selected. All those women who were getting microcredit from PRSP were taken for the study. The total number of the selected women from the above mentioned villages was 75. A questionnaire was constructed and through face to face interview their responses were collected. This tool was consisting of four major sections. First section contains information of the respondents regarding their socio-economic and demographic profiles. Second deals with information on women's situation before getting microcredit. Third section inquires information regarding the impact of microcredit in creating awareness among women. Last section collected information regarding the post-microcredit situation of the women. SPSS 16.0 was used to analyze the data. Descriptive statistics was also calculated. Further, Wilcoxen Sign Rank Test was used to understand the difference between before and after empowerment levels in women.

RESULTS AND DISCUSSIONS

Table No. 1 Demographic Profile of the Respondents

Attributes	f	%	c.f	Attributes	f	%	c.f
1. Age				**5. Husband's Education**			
20-25	9	12.0	12.0	Illiteracy	30	40.0	40.0
26-30	9	12.0	24.0	Primary	17	22.7	62.7
31-35	10	13.3	37.3	Matriculation	19	25.3	88.0
36-40	19	25.3	62.7	Intermediate	8	10.7	98.7
41-45	15	20.0	82.7	Graduation and above	1	1.3	100.0
46-50	13	17.3	100.0	Total	75	100.0	
Total	75	100.0		**6. Living with in-Laws**			
2. Education				Yes	40	53.3	53.3
Illiterate	21	28.0	28.0	No	35	46.7	100.0
Primary	29	38.7	66.7	Total	75	100.0	
Matriculation	17	22.7	89.3	**7. Financial Help**			
Intermediate	6	8.0	97.3	Father	8	10.7	10.7
Graduation and above	2	2.7	100.0	Mother	3	4.0	14.7
Total	75	100.0		Brother	7	9.3	24.0
3. Marital				Father-in-law	1	1.3	25.3

Status							
Married	65	86.7	86.7	Mother-in-law	1	1.3	26.7
Widowed	5	6.7	93.3	Brother-in-law	1	1.3	28.0
Divorced	5	6.7	100.0	None	54	72.0	100.0
Total	75	100.0		Total	75	100.0	
4. Family Members				**8. Family Monthly Income**			
1-3	4	5.3	5.3	5000-7000	9	12.0	12.0
4-6	32	42.7	48.0	8000-10000	16	21.3	33.3
7-9	32	42.7	90.7	11000-13000	21	28.0	61.3
10-12	7	9.3	100.0	14000-17000	19	25.3	86.7
Total	75	100.0		18000-20000	10	13.3	100.0
				Total	75	100.0	

To get an idea about the socio-economic situation of the respondents following eight questions were asked: i) age, ii) education, iii) marital status, iv) total family members, v) husband's education, vi) living status, vii) seek financial help, and viii) monthly income. The data presented in the table no. 1 shows that majority (62%) of the respondents belong to age group more than 31 years. While there were only 24% respondents who were less than 31 years of age. The second information presented in the table is regarding education of the respondents, the data reveals that majority of the respondents in the present study were either illiterate (28%) or either have only primary (38%) qualification. There were only 10% respondents who have got intermediate and above qualification. Information regarding marital status of the respondents was also asked, the data shows that a majority (87 %) women were married while a remaining (13 %) women were either widowed are separated. The table shows that majority (91%) of the household were having up to 9 family members while there were only 9% households having 10 and above family members. Husband education is one of the major components of present study. The results presented in the table no. 1 shows that 63% respondents' husbands were illiterate or having primary qualification while on the other hand only 12% respondents' husbands have intermediate and above education. There was not a big difference between the respondents presently living with natal-family and in-laws. In the case of the financial help, majority of the respondents seek help only from their blood relatives either, father, mother or brother. Majority of the respondents' total family monthly income was between rupees 8000 to 13000.

Table No. 2 Women's Empowerment before Taking Microcredit

	F	%	c.f		f	%	c.f
Q.1 Were you able to make decisions about your children's education?				Q. 4 Were you able to go for shopping freely?			
To great extent	28	37.3	37.3	To great extent	5	6.7	6.7
To some extent	38	50.7	88.0	To some extent	19	25.3	32.0
Not at all	9	12.0	100.0	Not at all	51	68.0	100.0
Total	75	100.0		Total	75	100.0	
Q.1 Were you able to make decisions about your children dressing?				Q. 5 Were you able to make decisions about the budgeting of family expenses?			
To great extent	40	53.3	53.3	To great extent	15	20.0	20.0
To some extent	24	32.0	85.3	To some extent	38	50.7	70.7
Not at all	11	14.7	100.0	Not at all	22	29.3	100.0
Total	75	100.0		Total	75	100.0	
Q.3 Were you able to make decisions about small purchases?				Q.6 Were you able to make decisions regarding large purchases?			
To great extent	34	45.3	45.3	To great extent	14	18.7	18.7
To some extent	28	37.3	82.7	To some extent	33	44.0	62.7
Not at all	13	17.3	100.0	Not at all	28	37.3	100.0
Total	75	100.0		Total	75	100.0	

To evaluate the women's position about their empowerment few questions pertaining to the women's status before getting microcredit were asked and their responses were presented in the table no. 2. In response to the question decision making regarding children's education, majority (88%) of the respondents replied that they were consulted in this process either to great extent or some extent. In response to second question regarding children dressing majority of the respondents said that they were involved in their children dressing issues because in the rural settings of the Punjab dressing of the children is one of the responsibilities of the females. In response to the question regarding involvement in the household small purchases, data shows that majority (82%) of the respondents were involved in small purchases. Majority (68%) of the respondents said that before taking microcredit they were unable to go for shopping independently. In the rural settings women are secluded and they are not allowed to visit markets for shopping lonely. In case of visit to the market they accompanied by either an old lady from the household or any close male relative. Majority (71%) respondent were involved in decision making process regarding family financial budgeting but only for the daily consumptions. In the last question it was ask about whether they we involved in the family decision making regarding large purchases or not? 44% said that they were involved but only to some extent while on other hand 37% respondents said that they were not involved in the any kind of family decision making. Which shows that how patriarchal structure contained their women out of the decision making process. Those who were involved in the decision making were either having qualification more than intermediate level or involved in income generating activities. According to Acharya (2008) education may help a woman gain a better understanding of her rights and responsibilities, and make her more confident about her possibilities. Further Roth and Mbzyo (2001) opined that in couples with both partners educated and in couples in which women work for pay, both partners were significantly more likely to report that both of them participate in the final decisions than was the case in couples without education or in which the wife did not work for pay. So, women's involvement in household decision making process in purely depends on their education and their involvement income generating activities.

Table No. 3 Microcredit and Women's Awareness

	f	%	c.f		f	%	c.f
Q.1 After getting credit your immediate concern?				Q.4 Do you think that your awareness regarding children's education increased?			
Children' s education	14	18.7	18.7	To great extent	21	28.0	28.0
Household monetary use	28	37.3	56.0	To some extent	42	56.0	84.0
Children's marriage	7	9.3	65.3	Not at all	12	16.0	100.0
Children's skill development	2	2.7	68.0	Total	75	100.0	
Start new business	24	32.0	100.0				
Total	75	100.0					
Q.2 Do you think that your awareness regarding maternity services increased?				Q.5 Do you think that your awareness regarding family planning increased?			
To great extent	15	20.0	20.0	To great extent	15	20.0	20.0
To some extent	43	57.3	77.3	To some extent	40	53.3	73.3
Not at all	17	22.7	100.0	Not at all	20	26.7	100.0
Total	75	100.0		Total	75	100.0	
Q.3 Do you think that your awareness regarding immunization of child increased?				Q.6 Do you think that your awareness regarding legal rights increased?			
To great extent	13	17.3	17.3	To great extent	19	25.3	25.3
To some extent	38	50.7	68.0	To some extent	34	45.3	70.7
Not at all	24	32.0	100.0	Not at all	22	29.3	100.0
Total	75	100.0		Total	75	100.0	

Among scholars, it is perceived that microcredit have a definite impact in escalating women's awareness regarding their autonomy and empowerment. To see the impact of the microcredit on women's awareness few questions were asked and analysis of these questions is presented in the table no. 3. In the first question it was asked about the immediate use of the microcredit, in response to this question majority (37%) respondents said that their prime concern was to fufill the financial needs of the household. In response to second question majority (77%) respondents said that the microcredit has positively affected their maternal health care services utilization. Majority (68%) of the respondents said that after getting microcredit they were able to take care of their children's medical needs and they took care of the immunization of their children. Fourth question was asked regarding their awareness regarding children's education; majority (84%) said that their awareness regarding the education of their children increased due to the microcredit. A question was asked regarding the impact of the microcredit on family planning behavior of the respondents, in response to this 73% woman said that their awareness regarding family planning also increased due to the microcredit. Majority (70%) women said that after getting microcredit their awareness regarding legal rights increased. According to CGAP (2011), "In Bangladesh, a survey of 1,300 clients and non-clients showed that credit clients were significantly more empowered than non-clients in terms of their physical mobility, ownership and control of productive assets (including land), involvement in decision making, and awareness of legal and political issues."

Table No. 4 Impact of Microcredit on Women Empowerment

	f	%	c.f		f	%	c.f
Q.1 Do you have self identity?				Q.5 Are you able to go for shopping freely after taking micro credit?			
To great extent	27	36.0	36.0	To great extent	28	37.3	37.3
To some extent	40	53.3	89.3	To some extent	37	49.3	86.7
Not at all	8	10.7	100.0	Not at all	10	13.3	100.0
Total	75	100.0		Total	75	100.0	
Q.2 Do you think that microcredit has changed your position within the family?				Q.6 Microcredit helped to improve your literacy levels?			
To great extent	22	29.3	29.3	To great extent	21	28.0	28.0
To some extent	26	34.7	64.0	To some extent	41	54.7	82.7
Not at all	27	36.0	100.0	Not at all	13	17.3	100.0
Total	75	100.0		Total	75	100.0	
Q.3 Do you think that your decision making				Q.7 Are you autonomous to make decisions regarding			

power within the family increased?				personal issues?			
To great extent	31	41.3	41.3	Strongly Agree	33	44.0	45.8
To some extent	33	44.0	85.3	Agree	22	29.3	76.4
Not at all	11	14.7	100.0	neutral	8	10.7	87.5
Total	75	100.0		Strongly Disagree	9	12.0	
				Missing value	3	4.0	
Q.4 Are you consulted in family budgeting?				Total	75	96.0	
To great extent	30	40.0	40.0				
To some extent	31	41.3	81.3				
Not at all	14	18.7	100.0				
Total	75	100.0					

To understand the impact of microcredit on women's empowerment different questions were asked from the respondents. In response to first question regarding self identity of women, majority (89%) of the respondents said that microcredit helped them to construct their self identity. Second question was regarding the change in the position of the women after taking microcredit. Majority (63%) of the respondents said that due to microcredit their position at household level is significantly changed. Further, it was also asked whether microcredit has affected their decision making at household or not? In response a majority (85%) respondents said that due to microcredit their say at household level is now considered. It was also asked whether they are involved in making family expenses budget. In response 81% respondents said that they are involved in household budgeting. So the results have shown the positive impact of the microcredit on women's empowerment in rural Gujrat. Further, question was asked regarding their independent movement for shopping; 86% said that they now they can go independently. But when we look into the frequency percentages of the same question, it shows that a majority 49% of the 86% are those who are under the category of to some extent. In this case women in general are restricted to move freely because of the patriarchal structure in Pakistan. The assumption that women after getting microcredit can freely move for shopping was accepted to some extent but it may vary from community to community. The main reason behind this movement is the microcredit. In the subsequent section of the table no. 4 responses on the question regarding the impact of microcredit on the literacy levels of respondents were presented. These responses have shown that the microcredit helped to improve the literacy levels of the respondents. Last question was asked regarding the autonomy of the respondents, in response 73% respondents said that they are now independent to make decision regarding their personal issues. So, the introduction of the microcredit in the life of the rural women not only financially benefited them but also made them autonomous regarding their personal issues. It also helped to get a status in the household. The Women's Empowerment Program in Nepal, for example, conducted a study that showed an average of 89,000 out of 130,000 or 68 percent of women in its program experienced an increase in their decision-making roles in the areas of family planning, children's marriage, buying and selling property, and sending their daughters to school-all areas of decision making traditionally dominated by men (Ashe and Parrott, 2001).

Table No. 5 Impact of Microcredit on Women Empowerment

		N	Mean Ranks	Sum of Ranks
Avgafter-AvgBefore	Negative Ranks	17[a]	42.97	730.50
	Positive Ranks	54[b]	33.61	1825.50
	Ties	1[c]		
	Total	72		

a. AvgAfter< AvgBefore
b. AvgAfter > AvgBefore
c. AvgAfter = AvgBefore

Test Statistics

	Avgafter-AvgBefore
z	-3.137
Asymp. Sig. (2-tailed)	.002

Wilcoxen sign rank test was used to understand the relation between microcredit and women empowerment. This non-parametric test basically highlighted the difference between before and after empowerment status of women. Test results show that women's empowerment situation after getting the microcredit facility was improved significantly. The data presented in the table no. 5 shows that p-value is less than alpha (0.05) so we reject the null hypothesis (Empowerment of married women is same before and after usage of Micro Credit services). We conclude that microcredit services significantly effects the empowerment of married women. Such kind of conclusions has already been presented in the review of literature section such as, Malik and Luqman (2005), Maclsaac (1997), Carr (1996), and Schuler and Hashemi (1994). So, on the basis of the results and review of literature mentioned above, it can be concluded that there is obvious impact of microcredit on the women empowerment. Microcredit help women to strengthen their economic activities and when they are involved in economic activities, their say at household level considered. Women's access to micro credit facilities has a positive relationship with their income generation activities and empowerment. As Khan (2008) elaborated that the impact of micro credit on communities in provision of credit benefits was significant as 75% women indicated that they owned their businesses and 70% told that their earnings are greater than before. It also had positive relationship with their monthly income, increase in assets, long-lasting house set up, nutrition, health and education.

CONCLUSION

The main purpose of the present research was to present a clear picture of the impacts of microcredit on women's empowerment in rural Gujrat. It can be safely derived that there is a positive impact of the microcredit on women's empowerment. Although this scheme has not made them so autonomous to make decision regarding their future but it helped them to evaluate their position in the household. It was also derived from the results that microcredit has a positive effect of the awareness rising of the women as well as their involvement in the children education; health care utilization; self identity; literacy levels; visiting relatives and shopping; and involvements in family budgeting.

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THE REINFORCEMENT OF PUBLIC & PRIVATE DOMAINS THROUGH TELEVISION IN CONTEMPORARY PAKISTAN

ABSTARCT

The division of society into public and private spheres and associating the former with males and the latter with females has been fundamental to patriarchy. Patriarchy has existed for thousands of years using discursive discourses and without being much criticised. Gender 'roles' has been naturalized and presented within ideological discourses that reflect the existing power structure. The main objective of this paper is to delineate how males maintain patriarchal social structures by disseminating gender roles and ideology through television in contemporary Pakistan. The data for the study comes from television's dramas and commercials. The study is informed by poststructural theories in cultural studies and critical discourses analysis. Deconstructing and interpreting media texts, the study's analysis found that television programmes are ideologically invested that legitimize and reinforce the public and private division of the society by locating women in domestic sphere and men in the public sphere. The article further sheds light on the strategies that the dominant category (males) uses to project its own way of seeing society as masculine and feminine spaces and making the subordinate category (females) to accept it as natural and common sense reality. The study concludes with assertion that media reinforces male dominated social structures of Pakistani society whereby women accept domesticity as their natural role and economic activities and career as men's prerogative.

Keywords: Patriarchy, Domesticity, Gender roles and ideology, Critical discourse

Introduction

Television presents to its larger and attentive audience a certain image of the world, providing a framework for what is acceptable and what is unacceptable in society, and also sends out implicit and explicit messages of what the world is like. In its portrayal of 'normal' life, it reflects many important social roles, one of the most important and pervasive of these being 'gender roles' (Gunter and McAleer (1990). Before we engage

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literature review and discussion, it is appropriate to write few lines about how the categories of sex and gender are used and debated. The origin of sex and gender discussion in the Western scholarship is not clear. Francis (2006) argues that the concept of gender is a recent development in the study of people and society, and has been contested from a variety of quarters since its inception. However, sociologists and gender scholars distinguish gender from sex. In a very simple discourse, *gender* refers to masculinity and femininity, and *sex* to male and female. Most of the known human societies use the biological sex (femaleness & maleness) as the basis of constructing a social category of gender (femininity and masculinity). The term *gender* in this paper is used as socially and culturally constructed categories of masculinities and femininities, not to the state of being male or female in its entirety.

In the *nature* versus *nurture* debate, most sociologists and feminists take the side of *nurturer*. Feminists assert that the process of socialization, rather than biological characteristics and differences, make male more aggressive, competitive, domineering and fit for the public domain; whereas female more submissive, dependent, nurturing, caring, soft hearted, best for domestic sphere and household chores. Contrary to essentialists who believe in the innate biological and psychological differences between females and males, social constructionists point to the role of family, education and media in the construction of gender roles. They argue that gender roles are socially constructed which can be negotiated, mediated and left fluid instead of something fixed and eternal. Mass media, especially television, has an important role in constructing a secondary discourse about society and power relations. Gender relations are one of the secondary discourses that television programmes construct and reinforce.

Review of literature

Mass media[1], especially television, has become a dominant agent of shaping 'gender roles'. Gender roles are the social norms that dictate what is socially regarded as appropriate female and male behavior or attitudes and activities that a society links to each sex (Macionis: 1997). The representation of gender relations actually reflects the social, cultural, political and economic values of the society (Dines & Humez, 1994; Gauntlett, 2002). Contemporary mass media [especially television] considerably represents patriarchal ideology (Shattuc, 1997). Van dijk argues that television programs mirror dominant gender relations and patriarchal values that still remain in post-modern societies (Van Dijk, 1993). Gunter emphatically argued that sex-role stereotyping is more deeply woven into the fabric of television programming than the obvious numerical distinction between the sexes suggests (Gunter 1986). Bardwick and Schumann analyzed male and female role portrayals in television commercials and concluded that women are portrayed primarily as homebound or as housewives (1967). Van Evra (1990) identified that television presents a "distorted and stereotypic picture of occupational choice for women. Television advertisements [and programmes] are prominent discourses in virtually all contemporary societies (Cook, 2005). Television commercials depict women

[1] Mass media refers to a form of communication such as newspapers, books, magazines, movies, radio and television, that are directed to large number of audience.

as sex objects. Courtney and Whipple defined sexual objects as: where women had no role in the commercial, but appeared as an item of decoration (1985). Craig found that women were more likely than men to appear as characters in medicine advertisements which reinforces the stereotypes that females are expert at home medical care often as mothers caring for ill children or a sick husband (Craig, 1992). This shows that advertisers take advantage of stereotypical images of women as home nurse and exploit the stereotype of women as nurturers. Bem Sandra (1981) argued that television portrayals of females in the public domain is narrow and restricted to midwives, doctors and pink color jobs which Sandra calls sexism and unprofessionalism of media. Media continue to push the idea of thin as attractive, leading many girls to worry unnecessarily about their weight and appearance (Eldridge 1997).

In order to place this study in a theoretical framework, it is reiterated that this study is informed by feminist poststructuralists and cultural neo-Marxist. The study engages concepts of discourse as used by (Foucault, 1977; Walkerdine, 1986, Davies, 1990). Drawing on Foucault, Walkerdine, and Davies, we take media texts as powerful discourses which function as sets of socially and historically constructed rules [norms] telling members of society "what is" and "what is not" and which prove a normative framework for which can be taught to the new generation which assume the status of what Ball called 'naturalness and truth' that perpetuates their credibility (Ball, 2007). The stereotypical representation of gender roles as natural and idealizing gendered power structure as the only true arrangement become what Gramsci (2006) would call *hegemony.* Hegemony is basically a political concept used to describe the processes of power in which the dominant group does not merely lead by rule of force but consent (Storey, 2007). This represents not only political and economic control, but also the ability of the dominant class to project its own way of seeing the social world so that those who are subordinated by it accept it as *common sense* and *natural* (Alvarado & Boyd-Barrett 1992). Drawing on Gramsci's concept of hegemony the study unpacks how television serves the needs of patriarchal society by creating active consent and willingness among women to accept domestic chores as their natural role (Curran, 1997). The paper also focuses on explaining the power of ideology. Shaughnessy (1999) argues that each society has dominant ideology. Dominant ideology in our society is patriarchy. In Marxists views, television, then, can be seen as part of an ideological arena, or what Hall (1982) says ideological *site of struggle*, in which the different categories' views are fought out but dominant category successfully monopolizes and projects its view of the world as the best and natural into which they socialize the subordinate. This paper takes male as the dominant category and women as the subordinate. Male uses television texts to reinforce and perpetuate patriarchal cultural norms and thereby maintain males' dominancy.

Methodology in this study

As mentioned earlier, this study is informed by feminism, especially feminist poststructuralists.

Since poststructuralists generally, and feminists particularly, emphasize qualitative and interdisciplinary modes of investigation, therefore, critical discourse analysis is used as the main methodological approach. Critical discourse is employed to delineate and unpack the tacit politics embedded in television discourses and to show how gender ideology is legalized, naturalized and made common sense reality in society. Five widely watched TV channels (PTV, Geo, ATV, HUM and ARY Digital) are selected under judgmental sampling technique for collecting relevant information. However, this does not simply mean selection of these channels as unit of data collection, rather a well designed and planned purposive sampling technique with rational consideration of channels, time, duration, types of events with a structured observation was employed. TV Commercial and Dramas were chosen as unit of analysis because dramas are squeezed in between commercials. After analysis of the media texts, we obtained opinion of 130 post graduate students of Gender Studies Departments of two universities. This was not necessary but by doing so findings of the study were strengthened by taking the common judgments of other gender scientists (students) which increased the validity and reliability of the concern.

Unit of data collection

- **TV dramas/Plays***: Jinhe raste mei khabar hoi, Chunri, Lahore junction, Wo suba kab aiy ge , Kahe ko biyahe bidais, Kollege k hain apne rang, Ye kaisi mohabat ha, Rasta Day Zindagi, Mere naseeb ki barishain, Ghumshuda, Kalmohi, kaghhaz ki nao, judai mar daiti ha, Perfume chowk, Mei khabar hoi, Yaarian, Maasi aur malka, tumaiy kch yad ha janaa, Haal-e- dil and Chand parosa; Hawa, rait aur angan, , Noor bano, Thori si wafa chahiyay, Tanveer Fatima B.A, Maasi aur Malka, Shehar-e- dil k darwaze, Chunri, Kalmohi, Kaghaz ki nao, Haal-e- dil; Yeh kaisi mohabat ha, Anokha bandhan, Judai maar daiti ha, Kaghaz ki nao, Aas, Kalmohi, Maasi aur malka, swift, Kahe ko biyahe bidais, Lahore junction, Mere naseeb ki barishain, Kalmohi, hawa, rait aur angan, Chunri, Zenat Binte skina hazir ho,*
- **TV commercials***: Jazz, U. fone, surf excel, Vim powder, doctor tooth paste, cooking oils, pampers, chocolate, ice creams, Air Conditions, Fans, National cooking fowader, Juices*
- **Individuals:** University Students of the Department of Gender Studies at Quaid-i-Azam university and Fatima Janna University

The reinforcement of public and private sphere

Many of our mainstream beliefs about the *appropriate roles* of men and women stem from the industrial era that was characterized by the concept of separate spheres. Industrialization led to the polarization of works: paid and unpaid work, which also became reflected in the distinction between men's and women's work. Men became involved in paid work in the *public sphere* while women became associated with unpaid work in the home-*the private sphere*. This social arrangement, since then, has been presented as natural and legitimate through dominant discourses circulated through social institutions-family, education and television being the most powerful in contemporary society.

The close and systematic watching and analysis of TV dramas and commercials with sociological and gender lenses revealed that television in Pakistan is largely traditional and stereotypical which promotes a polarization of gender roles. Paid works (business, high status jobs, jobs with more power and reward in the public sphere, working in workshop and the rest of public domain are demonstrated as men's world. Males were observed engaged in the wider public sphere with roles that were more challenging and exciting. Majority of women on TV were portrayed in the traditionally feminine roles such as housewife, caring mother, and dependent sister and engaged in the unpaid work of *private sphere*. This means television presents a "distorted and stereotypic picture of occupational choice for women" (Van Evra, 1990). Accepting private sphere by women as their natural role is what Curran (1997), drawing on Gramsci's concept of hegemony, asserted that television serves the needs of patriarchal society by creating active consent and willingness among women to accept domestic chores as their natural role. To substantiate the argument, reference is made to some dramas-*Lahore Junction, Rasta Day Zindagi, Mere naseeb ki barishain, Ghumshuda, Kalmohi, kaghhaz ki nao, judai mar daiti ha, Perfume chowk, Kahe ko biyahe bidais* and few commercial such as *Jazz, U. fone*, *surf excel, Vim powder*, *doctor tooth paste*. In all these dramas and commercials men are predominantly demonstrated in jobs that are perceived as more prestigious with authority and more power such as police man, doctors, lawyers, army, businessman, manager and holding others white collar jobs in the private sector that ensure good salary and more respect. In stark contrast to males' roles, women are shown in the private sphere with homemaking. Women presence in the public sphere was observed as personal secretaries in office, nurses and Leady Health Workers (LHVs) which are traditionally considered feminine jobs and the extension of females nurturing role to the public domain. Condry (1989) argued that television portrays women a model, nurse, maid or secretary. This stereotypical representation of gender roles and patriarchal ideology is what Dines & Humez, (1994) and Gauntlett (2002) claim that television portrayal of gender relations actually reflects the social, cultural, political and economic values of a society.

Private sphere is so deeply associated with females that the businessman in the Drama '*Lahor junction'* forcefully shouts on his daughter "Go home" I said to go home and don't be in the factory as you have nothing to do with the business. Thus television, instead of functioning as agent of change, reinforces the existing gender division of labour. This reflects that Pakistani society is still sharply divided between public and private domains as revealed by family background data of the respondents (90 % of the respondents' fathers are working in the public whereas as 87 % of the respondents' mothers were housewives. Thus television dramas and commercials operate as powerful discourses which Foucault (1977) identified as productive power whereby social regulation is achieved willingly, even pleasurably, by the participants themselves.

Perpetuation of the hegemonic masculinity

Television in Pakistan is traditional and hegemonic. It appears to play a catalytic role in helping men to maintain their dominancy in the society by presenting socially constructed *masculinity* as natural and dominant social value. *Masculinity* is associated with such traits as paid work in the private sphere, rationality, efficiency, competition, business, individualism, ruthlessness, rough & tough and aggressiveness.

Close examination of the dramas and commercials revealed that men are portrayed as independent (i.e. in Lahore junction Khalid marries with a girl independently, despite the fact that his parents have arranged his engagement with another girl), competitive (the two business rivals in drama *Rasta day Zindagi),* men as *women* protector *(*Khalid role *in Lahor Junction).* Throughout the sampled dramas and commercials it was men who expressed aggression, both in the public and private spheres. The classic Pepsi advertisement with Juaid Jamshed consists of males who are dancing, playing and singing 'we are Pakistani; we will win in all fields'. The tacit message being communicated is that playing sports, competition and winning things are males' prerogative. After a constant comparison of the data it is argued that Television channels through dramas and commercials demonstrate men in managing money and business; doing high status and power jobs; playing leadership role; doing sports; advertising cars, driving; intellectual pursuits; orating (public speaking; women's guardian & protectors; men's superiority over women; self initiator; demonstrating aggression; fishing; camping; admiring and using guns. They are found more in the world of things, in other wards; they are geared to succeed in a competitive economic system which preserves gender inequalities. This type of evidence suggests that, "in the long term, television has the potential to shape children's sex-role attitudes" (Gunter and McAleer, 1990, p 64). Television is still reinforcing stereotypes of masculinity and typical misconceptions of gender roles (Eldridge et al 1997). A general perception on the stereotypical representation from respondents confirmed to the results of our study (91 percent said TV shows present men in business, 90 percent said men are portrayed in high status jobs, 87 percent agreed to men's portrayal as independent and self directed, 92 percent emphatically asserted that TV depicts men as protector of women, 86 percent agreed that TV portrays men as aggressive). These responses from gender expert substantiate the concern voiced above.

Reinforcement of idealized and exaggerated femininity

Television in Pakistan reinforces stereotypical, fixed and universal femininity. *Femininity* are associated with traits such as domestic chores (cooking, cleaning, nurturing children), nursing, emotionality, kindhearted, prudence, co-operation, a communal sense, compliance, fragile, submissiveness, more loving and sacrificing.

It was widely observed that television messages in Pakistan demonstrate women busy in cooking, raring and looking after children, cleaning dishes, doing make up, waiting for men, confused, sensitive and easily broken. TV presents good and happy women as submissive, more loving, the one who makes sacrifices, good in maintaining family's ties and relationships, looking after husbands and in-law with least interest in the public domain. Happy and perfect women are shown mainly as housewives and mothers who do not challenge the injustices of patriarchal social structure. Women are framed as caring with ideal domesticity, Skeggs (2002) would argue as feminine capital which women trade for their respectability. Women who tried to be independent or those who challenged the traditional patriarchal rule and century old irrational cultural tradition were portrayed as rebellion, bad, selfish, unhappy, insecure and with bad marital relation (i.e. daughter of the businessman in drama *lahor junction* and the girl who became Khalid's wife are the classical examples). This demonstration of women gives a terrifying message to the larger women population that successes and happiness in their lives are dependent in their submission to men's authority and accepting men's superiority as natural and inevitable. Girls learn from most TV programmes and commercials that this world belongs to men in which women's location is private sphere in which they have to demonstrate their femininity and come up to males' expectation. This is exactly what Sharpe (1976) said that girls learn to be women. This type of evidence is disturbing as children who see the genders depicted in this way are assimilating the information they observe and picking up cues about how they should behave and act, unaware that what they are observing is a biased and distorted view of the world (Beasley, 1997). The study also found that women are presented with products used in the domestic spheres such as cooking oils (*soya supreme, Sufi banaspati, Kashmire Banaspati*), washing powders (*Surf excel, Bonnas* etc), refrigerators, utensil, dishwashing soap and powders *(Vim)* or with the children's products (*pampers, NIDO Milk*). In all these advertisement women were observed as cooking, presenting food, washing or busy in other domestic activities and enjoying them. This reflects what Van Evra pointed as 'television advertisers... appear to be clinging tenaciously to an image of women as creatures who become unbelievably excited over a detergent's cleaning power, whose worlds are narrow and totally house bound and who never discuss anything... complicated or stimulating (1990, p 117). Nevertheless, in some cases women are presented with products used in public domain which is, we assert, capitalist strategy of using women's bodies as commodities for men's consummations and cultural sites for males' gaze, or Courtney and Whipple (1985) would argue that television commercials depicts women as sex object where women has no role in the commercial, but appeared as an item of decoration. These analysis were rechecked with the field data which affirmed (90 percent respondents agreed that TV portrays women busy in domestic chores, 88 percent affirmed the stereotypical representation of women as emotional, 84 percent pointed that women are depicted as submissive and obedient to men, 92 percent pointed out that women are used as label for product marketing and 94 percent agreed that women are objectified)

Objectification of women's bodies

Keeping postmodernists' theories of human bodies and sexuality as the central them, we argue that TV presents males' bodies into the ideology of productivity which are appropriately dressed and covered; whereas females' bodies are restricted to leisure and pleasure. This sexual objectification of women's bodies in various forms such as whitening, thin & weak, exposed & selectively dressed with seductive posture are what we call an extension of patriarchal discursive modes and new form of women subjugation. Gettman and Roberts (2004) argue that television focuses on females sexually objectification. Study found that dramas and commercials objectify and glamorize young girls. *Advertisement such as English fairness snow, Gipsy Amazing cream, fair and lovely, head & shoulder,* and all other commercials are loaded with messages and stereotypes that objectify women. All these and other advertisement have an obsessive focus on whitening and thinness of female bodies. Media continue to push the idea of thin as attractive, leading many girls to worry unnecessarily about their weight and appearance (Eldridge 1997). The explicit and implicit messages, being communicated through these images, are those females' worth is in their bodies which are to be consumed like all other products. This objectification keeps women in the constant cycle of beautification along the males' standards which are in flux. Fredrickson and Roberts (1997) coined the term, objectification theory-socializing girls and women to internalize an observer's perspective on their own bodies. They argue that young girls and women internalize an observer's perspective of their own bodies; they live much of their life in the third-person. This is called self-objectification. This means that females learn to be more concerned with observable body attributes rather than focusing on non-observable body attributes such as feelings, internal bodily states and even their intellectual development. Baker, Towell and Sivyer (1997) argued that the objectified presentation of women on TV creates body dissatisfaction and abnormal eating attitudes in the larger women category. Thus obsessive stress on exaggerated femininity and beautification was conceptualized by Naomi wolf 'beauty being political weapons against women' (Wolf, 2002). Men through the dominant discourses create unachievable beauty standards which require women's to spend all their intellectual and physical energy by meeting these standards and not focusing on developing themselves as rational independent human beings. This obsession with beautification on the part of women, in Wolf's thesis of Iron *Maiden* and *Beauty Myth*, pushes women to subordination & oppression in the larger society and enables men to maintain their dominancy in the public domain and superiority over women. This, we argue, converts women bodies into cultural sites that are visited by men for their gratification. It is safely argued that men's controlled capitalism uses women's bodies as marketing tool, leisure and pleasure for the males gaze.

Conclusion

It is concluded from the above analysis and discussion that television dramas and commercials reinforce and perhaps even worsen gender-role stereotypes by associating public spheres with men and private with women as natural and inevitable (see discussion under the heading 'The Reinforcement of Public and Private Sphere'). In majority cases women are portrayed in roles that show them to be subservient to men and demonstrate an obsessed femininity (i.e. super-mom, good looking, expert in cooking, successful in managing relationship, good in saving money from kitchen budget). Men, on the other hand, are encouraged to express exaggerated masculinity (competitiveness, business successes, winner in sports, independent and financial supporter of the family and being women protectors). The increasing erotica television dramas and commercials have objectified women and have reduced them into sexual object. This has pushed Pakistani women, especially young girls, into a state of self-objectification and self surveillance. The study's findings conclude that society is portrayed from a males' point of view with males still superior. This representation of status quo and power structure fits in very well into Hall's thesis-television is an ideological *site of struggle*, in which the different categories' views are fought out but dominant category successfully monopolizes and projects its perspective of the social world as the best and natural into which they socialized the subordinate.

The concern we voiced in this study is that television in Pakistan required a careful and systematic reform which challenge the stereotypical portrayals of women and men with gender based division of labour. Media, at least, should represent the actual picture of society as today women are visible in the public arena as sales women, businesswomen, politicians, police officers, drivers, professors, parliamentarian, technicians, and ministers.

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MOTIVATIONAL ORIENTATION AND PERCEIVED SOCIAL SUPPORT AMONG PAKISTANI FEMALE ENTREPRENEURS IN ATTOCK DISTRICT

ABSTRACT

The present study was intended to explore the psycho-social factors effecting female entrepreneurs, involved in various activities, belonging to different rural and urban areas of Dist. Attock Punjab. The research based on both qualitative and quantitative approach. The data was collected from two hundred female entrepreneurs by using non-probability purposive sampling technique. The data was collected with three Test of Achievement Motivation to measure need achievement and Multidimensional Perceived Social Support Questionnaire for measuring perceived social support. There was negative co-relation between social support and work motivation. Case studies showed that female entrepreneurs were initiative taking and have courage to muster up the hindrances to attain the goal.

INTRODUCTION

The present study was designed to investigate relationship between need achievement, work motivation and perceived social support among female entrepreneurs belonging to different areas of Attock. The objective of the study was to explore the type of business they were engaged, as well as the issues they have to face while managing their entrepreneurial activities. It is deemed important for the developing country like Pakistan to conduct a comprehensive study regarding psycho-social perspectives of entrepreneurs

Economic activity by women is not a new phenomenon or a new development. In majority of the developing countries, women make a substantial contribution in the economic field. Small-scale industries constitute one of the areas where women's role is most pronounced (Rao, 2000). The magnitude of women involvement is correlative to socio economic and political condition of the country. Women play an important role in economic activities of the countries in addition to their non- wage earning house hold and family activities. They have traditionally been engaged in three types of economically productive work. Firstly, they produce goods and services for their families own consumption; secondly, they have been engaged in household production for sale and

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exchange on the market; and lastly they work for payment outside the home (Reddy et.al, as cited by Nagaich, 2005).

Interest in the entrepreneur can be traced back to early nineteenth century. From the last three decades the study of entrepreneurship has gained great importance because it has to promote economic growth and has higher potential for generating employment (Kaur &Devgan, 1992). The term *entrepreneur* has gained many wide-ranging definitions. Some researchers have defined entrepreneurs as someone who recognizes an opportunity, and marshals the resources to take advantage of or act on that opportunity (Huefner and Hunt, 1994; Chung and Gibbons, 1997; Begley, 1995). Ibne Khaldoon define entrepreneur as quoted by Akbar (1990) it is one who strives everywhere and all the time and by every means to get money.

In Pakistan, the estimates of women's economic participation have greatly understated their contribution because of several factors, for instance their low level of education and skill training, social and cultural constraints, male dominance and the problem of data gap, which in turn have affected their participation in economic activities (Ayub, 1994; Shah, 1986).

The labor force survey of 2007-2008 indicates the female entrepreneurs in Pakistan are about 5000, as compared to over 400,000 male employers. According to Social Development in Pakistan survey (2007-2008), women entrepreneur in Pakistan are engaged in various economic activities such as health care, beauty and fitness related activities (30 percent), textile sector (24 percent) education (11 percent) shop and general items(7 percent), hospital /clinic/medical stores (5 percent), and handicrafts and other micro businesses (23 percent). Of these women, 86 percent cater primarily to the local market. Women in urban areas are in a better position, to develop business due to easier access to opportunities and information (SPDC, 2009).

The motives for women entrepreneurs are self fulfillment, the desire to exercise her creative skill and search for personal autonomy. For instance successful women are known to stimulated by the urge for independence and the urge to keep themselves busy, while earning money was the least important for them(Rani,1985).Majority of the female entrepreneurs are married with the age group of 30-50, mostly first born in the family, from middle class, have graduation degree with them, nuclear families having self employed father and are capable of financing their investment from their own financial resources(John,Jeyablan&Krishnamurthy,2004).Financial cooperation and encouragement from family members was identified as the key motivational factors in women entrepreneurs. The ventures owned by rural women tend to be based on agriculture products such as handicrafts, handlooms, woolen and sericulture act according to their choice (Dangwal and Chandra, 1998). Women as whole face formidable barriers when they want to be successfully involved in micro and small scale enterprise ventures Hisrich and O’Brien (1981, 1982), Blooms and Schaeffer (1978) suggested that it is a greater problem for a women because of the specific social and economic encumbrance they must confront. These include: underestimation of women economic role; gender role stereotyping lack of confidence in women entrepreneurial and managerial capability limited access to vocational training particularly for nontraditional and high productivity and well paid employment and self employment opportunities limited access to information network legal barriers in establishing business and obtaining credit; economic and technological factors may increase the rate of labor force participation but relegate women to low productivity sectors and institutional barriers limiting access to support services provided by assistance program (Wees and Romjin, 1995)

Discussing the factors affecting the success of a business, Hisrich (1990) has documented that male entrepreneurs have to face different issues than those for females, especially in such areas as support system, sources of funds and problems encountered. Female entrepreneurs have to face problems like, access to credit, financial resources, as well as developing business relationships with others in similar positions (Danial, Freeman and Gilbert, 1962).

Women entrepreneurs are engaged in the business of restaurants or low technology products such as ceramics, typing, printing and dress making which is housed in home premises (Tamar et al., 2002). The innovative women business owner is having low acceptance for conventional gender roles. They are middle class with college or university education. They are started her business because of limited access to career prospects in large scale organizations, is highly committed to achievement and gives high priority to their businesses which is innovative.

There exists positive relationship of achievement motivation with human resource development (McClelland, 1987., Michel & Olaf, 1988, Morris & Fragher, 1974., Nazar, 1989, Wan Rafei, 1980). According to Korunka et.al, (2003) three personality constructs have emerged as “classic” characteristics associated with the entrepreneurial personality: internal locus of control, high need for achievement and a moderate risk-taking propensity. Studies (McClelland, 1961; Osborne, 2003) have shown that high need for achievement (n Ach) is a key entrepreneurial trait. Achintya & Barhua (2007), identify the unique characteristics of entrepreneurs that they have strong need for achievement, high need for power, more independence. They have strong propensity to take risk, personal modernity support have leadership qualities.

Considerable research has been conducted on the psychological characteristics of the entrepreneurs in the West and also in South, & South East Asia (Chan, 1986; Singh, 1991, Kuner, 2001; (Rissal, 1992; Wan Raffaei, 1980., Elias & Pihie, 1993), however in Pakistan the research in this area is quiet limited and very few exploratory studies have been conducted (Rehman, Nasir & Aziz, 1996, Ayub, 1994). Therefore it is the need of the day to explore the internal dynamics of the female entrepreneurs in the context of Pakistan.

It has been documented that high need for achievement and the subsequent manifestation of the behaviors (takes personal responsibility for finding solutions to problems, set a moderate achievement goals and takes calculated risks, wants concrete feed back) is strongly correlated with entrepreneurial success (Atkinson, 1966., Chan, 1986., McClelland, 1961: 1962; 1965., Yap, 1980., Zianeah, 1981).

In Asian countries Chinese entrepreneurs were found high on achievement motivation as compared to entrepreneurs belonging to other countries (Wan Rafaei, 1980, Chan, 1986., Elias & Pihie 1993). Result indicated that Chinese entrepreneur were not only high on achievement motivation, but were more willing to do hard work and had lesser fear of failure. These positive personality attributes of Chinese entrepreneur were more closely related to their work values, training in organizational management, and the persistent guidance of senior entrepreneurs, which the other ethnic group was not receiving (as cited in Rehman, Nasir & Aziz, 1996). Kuner (2001) studied the relationship of need for power, need for achievement and work centrality on entrepreneurial success in small-scale industry. The study concluded that successful entrepreneurs would be high on need for power, need for achievement and work centrality than unsuccessful entrepreneurs. The entrepreneurs of healthy units showed higher need for power, achievement and work centrality than those unhealthy units.

An empirical study was conducted by Jean (1996) in Singapore to examine the motives that stimulate women to become business owners. Results of the study indicated that female entrepreneurs are motivated by a high need for achievement, a slightly high need for dominance and moderate need for affiliation and autonomy. Psychological correlates of entrepreneurial success were explored in another study by Kaur and Devagon (1992) on a sample of 100 entrepreneurs from Batala city of Punjab in India. The correlation analysis revealed that entrepreneurial success was positively correlated with intelligence, achievement motivation, age, education and experience (Kaur & Devagon, 1992).

Forson & Özbilgin (2003), conducted a study that provides an overview of female entrepreneurship in the Web-based business sector in the UK. Based on a field study of 20 Web-based small internet companies owned by women, the study explores why women start up dot-com businesses and presents a typology of dot-com women entrepreneurs. The study has identified both successes and challenges that women face in their entrepreneurship in Web-based ventures. There are two main issues that emanate from this study, first, like most self-employed women, dot-com women entrepreneurs face start-up and operational problems relating to access to start-up capital, the appropriateness of training courses and business support mechanisms; second, dot-com women entrepreneurs, using their admirable educational and career histories, are better able to overcome many of the obstacles that are traditionally faced by other women entrepreneurs. Mainstream perspectives associated with 'masculinity' such as 'risk-taking' and the 'need for achievement', and thus consider women, from a traditional perspective, as unfit for the role of the self-employed. Second, these ideologies strengthen the idea that certain activities are appropriate for boys and men and certain others for girls and women and also that, such as the notion of computing and technology as a mainly male domain. Third, prominent ideologies about parenthood, marriage and family life have caused women to neglect their 'human capital' and as a result most of them are lower paid and less educated than men, thereby limiting the number of them who can operate Internet-based enterprises. These structural limitations, and social constructs buried in subconscious behavior that tend to perpetuate the stereotype, may have limited Web-entrepreneurship to a certain group of women whose profile fits in with the male-constructed entrepreneurial profile. The majorities of the women interviewed were highly motivated towards achievement and were mainly represented within either the aspirants or innovators groups. However, as some of the women indicated, these highly successful women turn them off because they reinforce the belief that one needs to be 'male' or at least to participate in 'male' values to succeed. However, findings of the relatively complicated structures of self-employment reveal that the patriarchal or gendered relations of society remain powerful, no matter what form of economic activity is in question.

Kallberg & Leicht (1991), examined how the survival and success of small businesses headed by men and women are related to industry differences, organizational structures, and attributes of owner operators. Analyses were based on data collected annually over a three year period from an initial group of 411 companies in the computer sales and software, food and drink and health industries in central South Indiana. The researchers found that businesses headed by women were not more likely to go out of business, nor less successful, than those owned by men.

Keeping in view the relevant literature the present study aimed at to highlight the psycho-social aspect in work environment and explore the role of these aspects on the work of female entrepreneur in the context of Pakistani women.

Objective

The present study is designed to investigate the relationship among work motivation and social support in female entrepreneurs. Specifically the study aims at:

1. To investigate the relationship among social support and work motivation in female entrepreneur
2. To find out the level of extrinsic and intrinsic motivation in female entrepreneur

Hypotheses

Following hypotheses have been formulated:

1. There exists significant positive correlation between perceived social support and work motivation among female entrepreneurs.
2. Female entrepreneurs will score significantly high on intrinsic motivation than on extrinsic motivation.

Operational Definition of the Variables

In order to enhance the confidence in the result of assessment procedure it was necessary to define the variable of the study. The variables were work motivation, social support and entrepreneur. The variable of the present study were taken to mean as following.

Work Motivation

Work motivation was taken as the desire to do more work, to struggle hard for expanding entrepreneurs venture and to earn more financial benefits. For the present study Work Preference Inventory was used to measure the overall work motivation (in terms of extrinsic and intrinsic motivation) in female entrepreneurs. Separate scores of extrinsic and intrinsic sub scales were ascertained. Mean of the intrinsic and extrinsic is treated as cut of scores of measures. As stated by Schunk (1983), achievement/work motivation whether in school, at work or in sports- can be divided into two main types: intrinsic and extrinsic motivation. *Intrinsic motivation* is the internal desire to be competent and to do something for one's own sake. *Extrinsic motivation* was referred to as the influence of external rewards and punishments.

Perceived Social Support

Social support had many dimensions and perceived was one which had been defined in variety of ways. For the present study perceived social support among female entrepreneurs was measured through the Perceived Social Support Questionnaire. Perceived social support in research was taken as the perception of the subjects about support that they had received from family, friends and society. Perceived social support may be defined as the perception of social support received from parents, friends and significant others (Caplon 1975).

Entrepreneur

In this research female entrepreneur means female that was doing their businesses on small scale. The Burch (1986) viewed entrepreneur as "the one who pursues opportunities, starts business with innovative ideas and satisfies the needs". For the present research female entrepreneurs belonging to urban and rural areas of district Attock were selected.

Research Design

For qualitative research focus group guide line was made for gathering detail information of female entrepreneurs about their motivation, barriers and future plans. For quantitative research two standard scales (work motivation and social support) were used to measure the work motivation and social support of female entrepreneurs. The present research was comprised of two phases. Phase one comprised of pilot study and phase two comprised of main study.

Pilot Study

In quantitative part only Work Preference Inventory and Social Support questionnaire was focused in pilot test. The objective of pilot study was pre-testing the scale translated in phase one of the study and establishing the psychometric properties of the questionnaires. The sample of the pilot study consisted of thirty female entrepreneurs of urban and rural areas of Rawalpindi district. An examination of the data obtained in the pilot study suggested that the translated scales had possessed sufficient reliability for research purpose. Story Completion Test of Achievement Motivation and Work

Preference Inventory questionnaire were used as it is in pilot test because it was already in Urdu. Social support questionnaire was translated in Urdu language.

Story Completion Test of Achievement Motivation (Ansari, 1980 et al.)

This test consists of twelve short stories, about women who have to make an important decision about their lives. The test was in Urdu language.

Multidimensional Scale of Perceived Social Support Questionnaire (Zimet, Dahlem, Zimet& Farley, 1988)

Multidimensional Scale of Perceived Social Support Questionnaire developed by(Zimet, Dahlem, Zimet& Farley, 1988) is seven points rating scale.Urdu translation of the scale was used.

Exploring the Face validity of Perceived Social Support Questionnaire (PSSQ)

The questionnaire was in English language. The sample of the present study was not well educated so it was decided to translate the questionnaire into Urdu.

Step one of the pilot study aimed at the Urdu translation of the perceived social support Questionnaire (PSSQ) by Zimet, Farely and Dehlem. The translation procedure followed the set pattern of translating, judge's opinion and back translation.

Reliability Estimates of Perceived Social Support Questionnaire (PSSQ)

Alpha Reliability Coefficient was computed for translated. Perceived Social Support Questionnaire (PSSQ). Result is shown in the following table;

Table 1 : *Alpha Reliability Coefficient of perceived social support Questionnaire (PSSQ) (N=30)*

	No of items	Alpha Reliability Coefficient
PSSQ	25	.68

The finding in table suggests that the Alpha Reliability Coefficient of Perceived Social Support Questionnaire (PSSQ) is found to be significant (r=.68).

The alpha co-efficient reliabilities of both scales were calculated which was 0.76 of Work Preference Inventory and 0.65 of Perceived Social Support Questionnaire (PSSQ).It indicated that translated scales were reliable measures.

Modification done in the instrument after field testing

After completing field testing some modification were made in the instrument of quantitative questionnaire. Some of the questions were translated again because respondents did not understand statements language.

Main Study Sample

The sample of the main study of quantitative research consisted of two hundred female entrepreneurs. Three focus groups consisted of eight to twelve female entrepreneurs were selected for qualitative research. The age of the sample ranged between of 15 – 55 years. The sample was included skilled /semi skilled[1], married/unmarried, and literate/illiterate[2]female entrepreneurs. The socio economic status was not taking into consideration. This sample was selected because they favorably and best match the criteria of the research question.

Sampling Technique

Non-probability technique was used, and in which purposive convenience sampling technique used for selecting sample because only those participant were taken who fulfilled the criteria.

Procedure

Urdu translation version of Work Preference Inventory was administered to a sample of two hundred female entrepreneurs. Each subject was tested individually; the researcher explained instructions orally and read our each item one by one. It took about thirty to forty five minutes to fill the questionnaires from every participant.

The social support describes subjects support that they had received from family, friends and society. This test is translated in Urdu language. The social support consists of twelve statements' each item has seven points rating scale. It ranges from very strongly disagree to very strongly agree and it is scored from 1-7. In Story Completion Test of Achievement motivation each story ends with two possible outcomes the subjects are instructed to choose one of these two.

Guide line was made for focus group discussion. The groups were collected on the basis of homogeneity of age, area, marital status and all of them were female entrepreneurs. Before initiating a discussion rapport was built. The information that was taken from the respondents was recorded with their consent. The discussion was conducted in bilingual (local and Urdu language).

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[1]Skilled female entrepreneurs are those who get training in particular skill like parlor and semi skilled are those who did not get training in particular field for example opening a tuck shop in home.

[2]Literate those who get formal education in school. Illiterate are those who didn't get formal education at school.

Proposed Analysis

After the scoring the statistical analysis of the data was conducted. The analysis was done on SPSS-13. Alpha Reliability of both questionnaires was calculated. T-test was applied to test the significance between the means of the relevant groups. Data collection was completed with the collaboration of concerned community organizer National Rural Support Program in superb areas of Attock[3].

Qualitative data was analyzing by using thematic analysis technique. Post categories were made on the basis of the responses of the participants.

Ethics of Research

Voluntary participation of the participants was encouraged. No participant was forced to give interview and fill the questionnaire. Before taking interview and filling of the questionnaire every participant was given full understanding of the research. Participants were informed that no personal information will be used without the permission of the participant. Confidentiality was maintained.

RESULTS

This section deals with major findings of the quantitative part of the present study. The women were categorized into two different types of businesses. Their major pronounced ventures were as under:

Table 1: *Frequencies and percentage of female entrepreneurs business*

Type of venture	Frequency	Percentages
Farming	14	7.0
Knitting	79	39.5
Shop	40	20.0
Livestock	42	21.0
Tuition centre	7	3.5
Parlour	12	6.0
Making decoration things	6	3.0
Total	200	100.0

The above table illustrates that knitting is most famous activity among female entrepreneurs. About seventy nine which make up a 40% of the sample are engaged in this activity. The second priority for female entrepreneurs are live stock in which forty two (21%) involved. Working in tuck shop is also emerging area for female's business owners. Females nearly 40 that make up a 20% of the sample are engaged in running a

[3]The rural and urban areas of Attock.

shop. Farming7% and parlor 6% are other activities in which female entrepreneurs are busy in polishing their skills.

In order to find correlation between social support and work motivation and in female entrepreneurs, Pearson Product Moment Correlation was performed.

Table 2: *Correlation between the scores of Social Support Questionnaire and Work Preference Inventory (N-200)*

	Work Motivation	
	r	p
Social Support	06	.352

p=n.s

Result in above table shows that there is negative correlation between social support and work motivation (r=-.066, p=n.s). The correlation is non-significant. It means that if social support increase then works motivation decrease.

In order to find the difference in the level of extrinsic and intrinsic motivation. Comparison is performed on the scores of female entrepreneurs on intrinsic and extrinsic motivation. Results are shown in the following table.

Table 3: *Extrinsic and intrinsic motivation scales among entrepreneurs*

N	M	SD	t
Intrinsic	32.17	5.26	86.33
Extrinsic	31.75	4.81	93.1

*df=199, p<.001****

Results in the above table show that women entrepreneurs significantly differ in terms of extrinsic and intrinsic motivation. Entrepreneur's scores on intrinsic motivation are significantly higher (M= 32.1, SD=5.2) than on extrinsic motivation (M=31.75, SD=4.81)

Section II

Qualitative analysis (Part 2)

Focus Group Discussion

Focus group discussion was conducted in order to gain rich information in a real setting. Three dual moderator[4] focus groups were conducted. The groups were collected on the basis of homogeneity of age, area, marital status and all of them are female entrepreneurs. Before initiating a discussion rapport was built. There were eight to ten female in each group. The information that was taken from the respondents was recorded with their consent. The discussion was conducted in bilingual (local and Urdu language).

[4] In dual moderator focus group:one moderator ensures the session progresses smoothly, while another ensures that all the topics are covered

There were six probing questions. The respondent's information was analyzed through using thematic technique.

1. How can Female increase family income

Theme one is about work. The first question stated to sharing of economic responsibility with husband.Eighty percent of the women were the opinion that now a day is the era of inflation. In this time men and women both should earn and help each others for smooth running to meet the house hold expenses. Women can also raise her family income through saving also.

They believed that women can share economic responsibility through doing small ventures like **(**stitching, embroidery, making decoration items, parlor, livestock, tuck shop, house farming, pottery form and tuition center etc).

2. Major Constraints

The other theme was about the constraints that they had to face while doing their business. The major difficulties are as under:

i. Societal pressure:

Women expressed that people in community hem were critical on about their work. They raise questions that why these female are out of their home? They have questioning about their role in public life because it threatens the status of male members of the society. Women used to clarify that they are doing their work just for sake of necessities.

ii. **Mobility problem**

One of the biggest handicaps of women entrepreneurs is their inability to move and travel from place to place. Transport usage is big issues for women because women face great difficulties for getting seats. Women feel difficulty while seeking out permission from their fathers and brothers and husbands for go outside home for work. Strict boundaries are drawn around their mobility and activities outside their family and homes.

Women also feel difficulty in arranging the material for making goods.

iv. **Financial problems**

Financial problem is a major problem faced by all entrepreneurs. Finance is necessary to start as well as to run a business. The more pronounced financial problems are:

- They have lack of money to support their business.
- The credit schemes are less flexible in giving time for credit.
- Tight repayment schedule of credit scheme.

3. Support system

i. Support of Family

Eighty percent of female received mutual support from their families, relatives and in laws. Family members encouraged them to do their business ventures. The family not only provide female entrepreneur the social support but also facilitate them with economic assistance.

Ninety percent number of women reported that their family members are very supportive in bringing material for them. The family members support them in availability of raw material.

4. Motivation behind their Work

The question is about reason behind their venture. Why these women motivated to do business. The answers are as under:

i. Personal Interest

Eighty percent of women have skill so they want to utilize their skill. They have great interest in making embroidery, stitching etc.

ii. Financial Compulsions

They live hand to mouth so they have decided to do work for better standard of life.

5. Future Aspirations

The women want to raise their business. They said they want their business would be flourishing and they take their work on big scale. Some women want to make embroidery center for order to transfer their skill to other women.

Case Studies

Case study 1

Respondent one was 42 years old residing at city of Attock district. Her husband had shop. She has mother of four children. Her education was Middle, she can read and write Urdu. She has two sons and two daughters. All of her children are studying in school. Her husband had died two years ago because of heart attack. Before her husband death she was a house wife. After the death of her husband she faced lot of financial issues. Her parents were poor they are not able to support her financially. Then she thought to start her own work.

She opened the shop two years back, it was very small. Now she ran a very successful shop that earn handsome amount in the month. She shared that women go through relatively much more hardship than men in business. The big issue for women is lack of financial resources that affects women entrepreneurs all over the country. She takes debt from her cousin and opens the shop but she was discouraged by her society, in-laws and relatives. The messages that gave to her are that all day you are communicate with male member of the society and in Islam female are not allow to communicate with Namehram (male member who have no blood relation). She said that Islam gave permission to women if she has a finical problem then she can go outside for work. She also told when she start her shop she harassed by the other shop owner in her area. But her father support her, she visited her shop every day and after school time her elder son also gave time to her shop and after time the male member of the area gave respect to her. But in laws family did not support her because they said she neglected her children. She said that she close her shop after 7 o'clock and gave time to her children. She also shared that she closes the shop for one hour in day time as well. With time she wins the trust of the people of the area. Now she also buys another shop to extend her shop area. Now her shop is one of the biggest shops of the area.

Taking interview with her, she seemed to be a strong lady, she can handle with any situation. She shared that it is very difficult of her to start her own shop but she make a way for other females for start their work. She said that female still face problem in the practical area because of mobilization issue. For her it very difficult to go and buy thing for her shop but her father constant help make her successful. She mentions that family support for any job is very important.

Case study 2

Respondent two was 35 years old residing at village of Attock district. She was uneducated. Her husband did farming. They had five children. They had one son and four daughters. Four of them were studying in school. Her son was not at school going age. Her husband did not earn enough money from farming. Then she thought to start something her own. Then she had taken loan from National Rural Support Program (NRSP) three year before and bought one cow.

She said that when she taken the loan then she faced the issues from that day. They said that how can you gave back that loan; even her husband was also not willing to take the loan but she taken that loan by her own. She gets support from her parents. She said that when she sold the milk in the market with help of her brother then her husband started favoring her work. She said that in beginning it was very difficult for her to buy a feed for the cow because of mobility issues of the area. Female were not allow to go outside the house alone. So she went market with her old father. She sold the milk in the city with the help of her brother. One young boy of the village whom her brother referred, take milk from her and sold in the city. After some time she return the loan. After one year her cow gave a heifer. She shared that because of her livestock work her work load had been increased. She took care of five children, do household work and look after the cows as well. People in the family start supporting her work because she increased household income. She said that after success of her work, she also take part in household decisions. Her husband gave respect to her. Now she had two cows and one heifer. Because of her initiative two of her cousins also started that work as well. She also gave education to her girl children as well because of her better future. She said that every woman should earn her own. She was also happy that she open the way of our village women for work.

DISCUSSION & CONCLUSION

The study of entrepreneurship is a multidimensional process that requires in depth analysis. The purpose of this study is to assess the impact of psycho-social factors, (work motivation (extrinsic and intrinsic), & perceived social support), especially on women entrepreneurs, which are considered to be critically important in order to facilitate the entrepreneurial activity.

Both qualitative and quantitative approaches are used for conducting research. For qualitative research case studies guide line was made for gathering detail information of female entrepreneurs about their motivation, barriers and future plans. For quantitative research three standard scales (work motivation, need achievement and social support) were used to measure the work motivation, social support and need achievement of female entrepreneurs. Work Preference Inventory and Story Completion Test of Achievement Motivation are in Urdu language but Multidimensional Perceived Social Support Questionnaire is in English language. So it is translated into Urdu after adopting translation guideline recommended by Brislin, Loner & Thorndike (1993). The purpose of translating the scale into Urdu is that for subjects, it is easy to comprehend items in Urdu.

The present research was comprised of two phases. Phase one comprised of pilot study and phase two comprised of main study. Phase one of the study aims at testing the reliability of the scales. The Alpha Reliability Coefficient of WPI is found to be highly significant; Alpha Reliability Coefficient is computed for translated Perceived Social Support Questionnaire (PSSQ) that indicates it is a reliable measure of perceived social support.

Pearson Product Moment Correlation was performed in order to find correlation between social support and work motivation in female entrepreneurs. Finding shows that there is negative correlation among social support and work motivation. It suggests that if social support increases the motivation to work decrease. It is interesting finding that no matter how much social support is given to them; the motivation of female entrepreneurs is remained unchanged.

Entrepreneur's scores on intrinsic motivation are significantly higher than on extrinsic motivation that means that female entrepreneurs have high inner drive to achieve something. These findings are in line with the previous findings as the study indicated that female entrepreneurs are intrinsically motivated (for example Parveen & Rehman, 2006).

Findings of the case studies revealed that female entrepreneurs are initiative taking and they have courage to handle all the barriers that hinder them in attaining the goal. Previous study reveals that successful entrepreneurs had high scores on the competencies such as initiative taking, assertiveness, efficiency orientation, systematic planning and motivation (Elias & Pihie ,1993).

For sustained economic growth and tackle poverty, women participation in the labor market is essential because women constitute half of the population. If half of population is paralyzed then how a country can gain prosperity and progress. For effective performance there is a dire need to promote conducive environment for female entrepreneurs. In order to utilize the full potential of female entrepreneurs, attention to be given the internal dynamics and motivational orientation of entrepreneurs as increasing level of need achievement and social support can play an instrumental role for productive change in a society.

Recommendation

In the light of study following regimentation are made:

Training programs should develop self confidence, self esteem, courage and risk for women entrepreneurs.

Lack of information and skills for choosing an activity is another major hurdle for development of women entrepreneurship. So that women entrepreneur can be ion a position to perceive and respond in a various profitable opportunities.

When women work outside they face problems of child care. Governmental and other non-governmental organizations should make efforts to provide facilities in the form of childcare institutions like crèches, nurseries and child care facilities. Facilities should adjust timings, locations as per the convenience of women entrepreneurs.

Illiterate women generally work in household enterprises. They find it difficult to interact with an outside environment because of lack of courage and fear of failure. So such women should be trained in modern techniques and latest trends in activities like sewing, dairy, bakery, spinning weaving etc. so that productive utilization of their time and capacities can take place.

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Notes To Contributors

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