



Catalysts of Change: Female Youth Entrepreneurs Shaping Karachi's Future

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Abstract

This study explores the entrepreneurial intentions of young women in Karachi, Pakistan, focusing on factors that influence their motivations and challenges. The research uses a survey approach to examine how individual characteristics, social support, educational background, and access to financial and networking resources shape entrepreneurial intentions among female youth. Findings suggest that while entrepreneurship education boosts self-confidence and empowers women, societal constraints and limited resources remain barriers. Results highlight the necessity for policy interventions to support female entrepreneurs through increased mentorship, financial support, and educational access. Addressing these challenges could create a more inclusive, gender-balanced entrepreneurial ecosystem, advancing Karachi's economic and social development.

Keywords: *Entrepreneurship, Female Empowerment, Karachi, Social Support, Education*



Introduction

The development of entrepreneurial intentions of business students in Pakistan must be addressed. The intention to generate a new business idea must be built with help. Individual characteristics, family, friends' motivation, and opportunity availability in your area are the complete package that encourages you to plan and become an entrepreneur, especially when we talk about female students. The main thing that helps students is education on Entrepreneurship. It makes them confident in their decision-making process. Often, early marriage and family or societal restrictions are barriers for females regarding entrepreneurial intentions and becoming entrepreneurs (Usman & Ahmed, 2018). These restrictions restrict their self-efficacy and discourage them.

In the current competitive economy, female entrepreneurship is rapidly growing. The active personality, entrepreneurial self-efficacy, and university support are the factors of entrepreneurial intentions of female students. The studies say entrepreneurial self-efficacy partially mediates the relationship between female students' active personalities and entrepreneurial intentions (Sidratulmunthah et al., 2018).

Female entrepreneurship has had a good impact on female empowerment. In other countries, female entrepreneurship is focused, but in Pakistan, female entrepreneurship is less than male entrepreneurship. In Pakistan, most people, as members of the patriarchal society, consider entrepreneurship to be the domain of males (Mehtap et al., 2017). Besides this, it is difficult for students in Pakistan to get funding to start their businesses (Ali et al., 2011). Due to this, Pakistan has several female entrepreneurs.

Entrepreneurship education and support from the university make students capable of owning businesses, and there is a need for them, particularly female business students. Pakistan is a country where female entrepreneurship as policymaking exclusively for female business students with a gender/feminist lens has not been addressed (Henry et al., 2016).

To start a business, an educated woman is more aware of upcoming opportunities and threats and can take advantage of them (Rashid & Ejaz, 2019). In Pakistan, female students are more encouraged to do online business. In our surroundings, male students have higher entrepreneurial intentions than female students, which might be because male students are educated and learn about doing the job or starting a new business to earn money and become independent. Due to this, it is considered that entrepreneurship did not fit the personality of female students (Díaz-García & Moreno, 2010). It has been noted that the intention among



students to become entrepreneurs is improved by proper higher education. In Pakistan, LUMS (Lahore), IBA-Karachi, and many public and private higher education institutes are leading incubation centers to promote entrepreneurship culture (Junejo et al., 2018).

The self-awareness of female students has improved due to entrepreneurship education, and now they have become more confident with family support, which requires more concern. Female students who want to start their own business should have positive perceptions to be more confident, have potential, and be eager to get support from their families. Female students need an entrepreneurship-oriented education, entrepreneurial networking, and a tutoring structure (Dabic et al., 2012).

Family background, self-efficacy, personality traits, social support, perceived environment, and entrepreneurial skills are the factors that influence Entrepreneurial Intention among Pakistanis (Soomro et al., 2020). In Pakistan, students have a high intention to become entrepreneurs. (Tanveer, Shafique, Akbar, & Rizvi, 2013). The lack of confidence is a significant factor because sometimes you have learned everything but feel like you need to study something. In Karachi, 46.5% of young people are satisfied with their educational background to run a business while receiving proper business education (Zafar et al., 2017).

For many years, Karachi has had many entrepreneurs across the region. Traditional thinking about a woman's place is a significant barrier to female entrepreneurship in Karachi (Ali, 2019). Most female students are not able to own businesses for this reason. Most entrepreneurs preferred cities like Karachi and Lahore because they had higher literacy levels and a large market in these cities. Entrepreneurs expressed that one positive aspect of Karachi is the presence of banks and financial institutions (Ahmed & Iftikhar, 2020). The main thing to focus on is changing people's thinking and increasing the number of female student entrepreneurs.

Statement of the Problem

In Karachi, despite a burgeoning interest in entrepreneurship among young women, formidable obstacles impede their ability to initiate and sustain entrepreneurial endeavors. These hurdles include restricted access to tailored entrepreneurial education and training programs, difficulties in procuring start-up capital, a need for more mentorship and networking avenues designed explicitly for women, and entrenched societal beliefs that perceive entrepreneurship as inherently risky or reserved solely for affluent individuals. Moreover, there remains a substantial gender gap in entrepreneurship, with women facing the



double whammy of difficult access to the resources and support they need for their businesses. These obstacles must be addressed to unleash Karachi's female youth's delayed entrepreneurial energy, aiming for an inclusive and vibrant entrepreneurship system that could eventually help promote innovation, economic development, and social progress.

Significance of the Study

Promoting youth female entrepreneurship in Karachi: A study of objectives | with quote by authors on young women's challenges in entrepreneurship First, the aim of the study is to evaluate the current accessibility and effectiveness of existing entrepreneurial education and training programs for female youth, their impact on the empowerment of women to entrepreneurship. In addition, it intends to investigate the limitations and gender biases in obtaining start-up capital, emphasizing determining financial constraints and discriminatory practices that prevent female entrepreneurs from accessing economic resources. It also exposes the importance and impact of mentorship and network programs for young female entrepreneurs in providing support, guidance, and opportunities to women in entrepreneurship. It also aims to investigate the possible scope of digital entrepreneurship to empower young women, as well as a gap and opportunity assessment regarding digital skills with a primary focus on how technology can overcome barriers to women's entrepreneurship. At the same time, the study will review the existing policy frameworks and regulations on ease of doing business – with a gender lens to identify policy areas for reform to create an enabling environment for women's entrepreneurship. Given that cultural environments determine the role of men and women in many societies, the study looks into the perception and acceptance of female entrepreneurship, which includes gender norms and stereotypes that might limit her potential to be as equally possible as that of men. In pursuing this aim, the research intends to draw practical recommendations for policy stakeholders at the levels of national, provincial, municipal, and education institutions, business, and civil society sectors to create an environment that is inclusive, accessible, and supportive of female entrepreneurship among the youth in Karachi.

Literature Review

Micro and small enterprises are becoming more prolific in 2010 than in vibrant global economies. Previous studies concluded that long-term development and prosperity require the presence of women in enterprises whose business performance is to be studied. As sustainable women's development is integral to any country's rural economic transformation



and expansion, the financial viability of women's entrepreneurship initiatives should also be addressed. It is vital and challenging to stakeholders and policymakers. Micro entrepreneurship contributes to the sustainable development of women entrepreneurs and the country's economy (Hammawa & Hashim, 2016).

These women participate in sustainable Development Goal One in economic activities in three major sectors (Bhattacharya & Londhe, 2014). They can be broadly classified as production (agricultural or non-agricultural activities), trading (sale of particular commodities, e.g., vegetables, fish, etc.), and services (florist, sewing, cooking, etc.) (Quagraine et al., 2021)

Indeed, several elements have encouraged this speedy incorporation of women into the labor force. The excellent potential of rural women to do different entrepreneurial businesses in Kandhkot, Jacobabad, Rali, Ajrak, and Sindhi caps were shown at the event. They are exciting and make money off each family unit/unit. Also, there was a disclosure about the lack of confidence among rural women and constantly their husbands harassing them when they step out of home limits. The main challenges faced by them were everything in-house business, absence of marketing setups, Karo Kari offenses, and being deprived of fundamental rights (Latif et al., 2011)

Women entrepreneurs can also be considered a missing link in economic development, claiming that they will drive economic growth, increase households' income levels, improve women's financial power, and, to a minimal extent, enhance gender equality. JE economic activities can be uniquely bespoke as capital and wealth are mobilized into economically independent women. It still stands true that the size of small business networks or communities for women is small scale; these networks need more power as women have an infrequent presence in the upper echelons, where men have more acquaintances and contacts. It is simply socialization, the deeper roots of male networks that have existed for centuries, which often brings women less access to more powerful male networks that are more firmly rooted in society (Vossenber, 2013). Policymakers should also favor gender policy (Martínez et al., 2020).

Because of the existing patriarchal norms of society, the economic activities of women are mostly limited to household chores. For example, in Bangladesh, inequality has been seen in the case of utilizing women in economic work; for instance, the male and female labor force



participation rates as of 2010 were 80.5% and 36.3%, respectively. Unlike household work, most women entrepreneurs try to do something economic (Ferdousi & Mahmud, 2019).

Stakeholders and policymakers alike have embraced female entrepreneurship — particularly in the informal sector — as a potential solution for providing decent work for women while attempting to solve the more significant issue of unemployment. Personal and entrepreneurial characteristics such as age, educational attainment, and marital status affected female entrepreneurs' businesses. Though these demographic characteristics harm female entrepreneurs' business activities, ensuring strategies to reduce their impacts is essential (Asantewa et al., 2020).

The advancement of women's entrepreneurship is nurtured at a crucial minute in the development of society and comes back to the world economy. The region's economy and the national economy define among their priorities the practical organization of women's entrepreneurship. When women enter into a partnership, they tend to want a compromise and the desire to consider what is ethical and what the norms are. They focus more on the social dimensions of entrepreneurship. Women entrepreneurs want equality at EVERY level of government. This is not primarily a sense of financial interest but the fact that the state cares about how high the legal status of their gender is and how satisfactory information on that is given on the state level, raising the status of women entrepreneurship. Creating conditions to release them from domestic work is crucial to attracting more women into entrepreneurship. Making room for child care, whether by admitting more children to preschools, gives women time to mobilize and lead their businesses (Gulomjanovna et al., 2021).

The services and strength of women conducted within the home play an essential role in social reproduction and reproduction of the workforce. They are vital for society and national economies (Sánchez et al., 2020). However, some prior studies have shown that women in the operations manager role are positively associated with environmentally sustainable practices. Conversely, women in the CEO role are negatively associated with environmentally sustainable practices at other times. However, when women are CEOs and operations managers of the same firm (interaction effect), the relationship becomes positive and significant with environmentally sustainable practices (Galbreath & Tisch, 2020).

This report, with a focus on this crucial piece of the puzzle, provides an evidence-based, objective view about the segregating line between women and men in 141 economies



worldwide throughout six categories: Accessing institutions, Using property, Getting a job, Providing incentives to work, Building credit And Going to court. Six areas are identified in Women, business, and the law, which illustrate regional trends and the evolution of economies (Bank, 2017).

Women are attaining leadership positions (Alonso et al. Moreover, studies show that since private sector business activity tends to be performance-based, the focus would be on weighing possible efficiency costs from binding regulations instead of wondering whether women contribute a different approach toward leadership roles in organizations.

Nevertheless, women managers are found to be longer-term orientated compared to men, even in the cost of short-term profit (Matsa & Miller, 2011).

Moreover, health and the environment are also vital, and they can affect economic activity using inefficiency and low labor productivity levels (Khan et al., 2020). As defined by the organization, economic activities may be any activity an organization undertakes to produce, manufacture, procure, or distribute a good or service. International organizations (UN et al., etc.) have classified hundreds of individual economic activities under this kind, such as agricultural, manufacturing, or service activities. These economic activities produce various socio-economic and social benefits (Zanten & Tulder, 2020).

However, women everywhere do jobs that are economically productive and earn wages. They mainly operate in the informal sector and, increasingly, in informal wage work. They earn, however, only modestly. Then again, for the past two decades or so, a handful of nongovernmental organizations like the Self-Employed Women's Association in India have helped to elevate women economically because they begin with the notion that women are at the core of economic development (Mehra, 1997).

Lady Justice Aluoch drew attention to significant campaigns in Kenya to ensure gender parity in the courts. She showed them a judiciary gender audit report, and they took note. It has proposed several steps for gender parity in the nation, including implementing a comprehensive gender policy, more representation of women in leadership, gender-disaggregated data analysis, and gender-inclusive training for all judicial personnel development and delivery (Aragón, 2021).

As a traditionally male industry where mining's work has historically hurt women more than men, miners can take action to help make mining fair for women and not just for them. Companies, for instance, can sponsor school fees, bursaries, and work training for women.



Companies can engage local leadership, anthropologists, and sociologists in the areas where female voices are less visible to ensure women can be seen as leaders and equally participate in all areas (Atlas, 2016).

Governments are encouraged to focus on women's skills and empowerment to increase women's access to the mining labor force and their demand for equal pay and promotions. The following technical skills training opportunities are essential mining, geological data, field geology and gemmology, sieving and equipment use, mineral rights acquisition, marketing, networking, financials, standards compliance, and leadership and business skills (Tekinbas & Deonandan, 2021).

Because of the low payment, women in processing and haulage positions in Ghana earn 60 percent below the earnings of men in digging positions; many women enter the lousy business as a negotiation tool to gain and keep a job and are exposed to serious health risks (including STD) and prone to social exclusion. Most young women do not return to their homes out of fear (Weldegiorgis et al., 2018).

The fact that they have little to eat and almost no productive assets for their economic activities makes them more vulnerable than ever due to poverty. Sustainable development is associated with the idea that no assets known to people should be allowed to decline over time (Le Blanc, 2015), which relates naturally to resilience. This is crucial for women in developing monetary systems who have been shown to possess constrained innovation scarce assets than men due to managing capital and appealing scarce resources. d) Education is a strategic objective essential to achieving Gender Equality and the Empowerment of women and girls and "promoting inclusive and sustainable economic growth, employment, and decent work" (Quagraine et al., 2021)

Women-owned small and medium enterprises (SMEs) are among the key enablers of the Pakistani economy, contributing to GDP, job creation, and export facilitation. Pakistan is not among the top-ranking countries regarding women engaging in the labour market. This absence of participation lies at the heart of Pakistan's demographic and economic hurdles. In connection with Pakistan, various reasons such as low access to finance, weak family support, unfavorable social structure, educational issues, low access to the market network, low technical know-how, security issues, and low participation in economic activities serve as obstacles in making women financially robust and independent (Mehta et al., 2021).



Due to higher entry barriers into formal financial resources, self-financing is heavily relied on by women who work alone or own small or medium-sized businesses. It complicates the reopening and survival of their companies, and differential protection measures to limit job and income losses should be extended to the self-employed and domestic service workers (Economic Autonomy of Women in a Sustainable Recovery with Equality, 2021).

Due to the lack of adequate relevance net and mobility, sometimes women entrepreneurs are discriminated against when accessing the market and when appropriating a price for their product. Women entrepreneurs have two roles in their families: performing household chores or helping or doing their business. Since they either have primary or higher secondary education, informal education and training for business-related topics will be an ideal approach to enable them to operate their business with confidence. They do not have to stop their regular business activities, so we can conduct night classes to improve their business knowledge and skills (Ferdousi & Mahmud, 2019). Women work in a percentage of the service sector's emotionally and physically burdensome parts at lower hierarchical levels. They are often discontinuously employed with less freedom and flexibility (Littig, 2018).

Adequate access is needed to improve women's economic and social conditions. To enhance women's credit access and income-earning potential. Groups decide to compile women, strengthen feelings of togetherness, and strengthen socio-economical force. It is time to boost their self-confidence, self-esteem, and self-worth of empowerment. Women have enterprising minds, and they have understood that they play very significant roles in the family and society. They also believe they can achieve their family goals when making vital Decisions. Over the years, very successful women have emerged in fields like politics, academics, business, administration, and media, and they have been at the forefront and demonstrated leadership in the ever-changing organizational structure of the economic, political-cultural, social, and legal environment. Training of entrepreneurship activities and skill development, where women can stand on their own feet and grow with their surroundings. Empowerment requires patience, a positive attitude, and self-development for self-worth (Kapoor, 2019).

Hypothesis Development

Access to entrepreneurial education and training programs positively correlates with the entrepreneurial success of female youth in Karachi. Through comprehensive education and training, female youth can acquire the necessary knowledge, skills, and confidence to



navigate the complexities of entrepreneurship, leading to higher levels of success in their ventures.

Hypothesis 1: There is a significant positive relationship between access to entrepreneurial education and training programs and the entrepreneurial success of female youth in Karachi.

Young women entrepreneurs supported by mentorship and networking opportunities will be more successful in their ventures than those without a support system. While mentorships offer guidance, advice, and access to valuable connections, networking opportunities create collaboration, resource-sharing, and new avenues for potential investors and buyers.

Hypothesis 2: Access to mentorship & networking programs has a positive effect on the level of entrepreneurial success of female youth entrepreneurs compared to those without support systems.

The availability of start-up capital impacts the female youth's ability to initiate or sustain their business/ venture in Karachi. Having sufficient capital is critical in ensuring that initial expenses are paid for, the business can grow, and that challenges can be faced without shutting down entirely — one of the main factors affecting the likelihood of a female-owned business to survive and thrive.

Hypothesis 3: The high availability of start-up capital positively influences female youth's success in starting and sustaining entrepreneurial ventures in Karachi.

The knowledge of digital entrepreneurship is likely to play an essential role in the entrepreneurial growth of young female people in Karachi in the new digital economy, which is proliferating. Knowledge of digital marketing, e-commerce, and technology usage will help female entrepreneurs connect with more customers, streamline processes, and take advantage of newer markets in the digital marketplace.

Hypothesis 4: Digital entrepreneurship ability positively affects the entrepreneurial success of women and young people in Karachi, especially in the fast-developing digital economy.

Societal norms and cultural attitudes towards female entrepreneurs will significantly impact young Karachi's entrepreneurial desire and possibilities. Thoughts and cultural attitudes might empower young women to venture independently, but stereotypes and gender discrimination might inhibit them from realizing their entrepreneurial potential.

Hypothesis 5: Societal perceptions and cultural norms towards female entrepreneurship significantly affect entrepreneurial potential and possibilities for young women in Karachi.



Reforms in policy towards streamlining bureaucratic processes and easing business operations are expected to affect the entrepreneurial success of Karachi's young women positively. By eliminating bureaucracy and rationalizing regulation, these reforms can be conducive to female-owned businesses succeeding. Better access to licenses, permits, and tools can help young female entrepreneurs establish and expand their businesses. Furthermore, such reforms could break through institutional impediments and increase gender equality in entrepreneurship, creating a more diverse and robust entrepreneurial ecosystem in Karachi. A better policy climate could ultimately propel economic development and social mobility among city-dwelling female young people.

Hypothesis 6: Bureaucratic reductions and facilitation of doing business through policy reforms can lead to entrepreneurship among female youth in Karachi.

Research Methodology

For the female-specific methodology, strata classification and sampling procedures are identical to those described in the Karachi Megacity Survey (KMCS), emphasizing sampling of female-headed households. Strata classification, e.g., cantonments and administrative towns, were applied to create a heterogeneous sample of female-headed households around Karachi. One percent of sample blocks were selected from each stratum by systematic random sampling (SRS), stratification being proportional for female-headed households in each stratum.

From the blocks selected, 15 female-headed households were randomly selected using SRS. The sampling frame was structured so that the first sample household was chosen randomly, and subsequent households were selected at regular intervals to achieve the target sample size. For instance, if a block had a total of 225 households, the interval for selecting households would be calculated (e.g., $225/15 = 15$), and every 15th household would be selected, starting from a randomly determined point within the range.

During the survey interviews, specific attention was given to female respondents to gather their perspectives on entrepreneurship, economic conditions, civic issues, and political affairs in Karachi. The data collected from female participants provided insights into their views on entrepreneurship, including tolerance, risk aversion, and awareness levels. By integrating gender-specific considerations into the survey design and sampling procedures, the study aimed to capture a comprehensive understanding of female youth perspectives on entrepreneurship within the broader socioeconomic context of Karachi.



Discussion and Analysis

Table 1

Total	Male	female
404	266(65.8%)	138 (34.2)

In this survey, the research approach or research philosophy embraces the overall paradigm of the research. The philosophical approach of the present study is post-positivism. The motive behind the selection of this approach is to re-assess and refute the youth perspective on the concept, outreach, impact, and benefits of entrepreneurship and to evaluate whether perspectives on the potential impact of youth entrepreneurship that were gauged in previous studies by the same researcher with the philosophical approach of positivism should be fallible so that a deterministic causal relation can achieve that provide good empirical evidence for the entrepreneurial ecosystem policy to motivate youth to achieve sustainable socio-economic growth of Karachi. This approach enables a profound understanding of the research problem and the potential consequences.

Table 2

Youth Outlook on Economic Growth Factors in Karachi.

Youth's outlook	N=404
Graduate degree	88.8
Unemployed but looking for work	9.2
Unemployed but not looking for work	0.7
Out-of-labor force	1.2
Total not working	11.1
Self-employed	6.9
Lack of opportunity	2.9
Concern for political uncertainty	23.0
Uncertainty about future (out-migration)	54.9
Social co-operation	37.9

Source: Author Estimation

Hereabouts is the outlook of youth responses to the survey relevant to this study, which shares how the youth of this city behave and think about essential matters of socio-economic growth. Still, the fundamental employment challenge in Karachi lies with the youth population. According to the latest Labor Force Survey estimates (Planning Commission, 2020), the prevailing unemployment rate for youth was 7.81% percent, while in this study,



the unemployment rate among business graduates is around 9.2 to 9.4 in recent survey data, which is a much more alarming condition. Thus, the economy must fully utilize its youth potential to develop Karachi. Therefore, a more inclusive and sustainable roadmap is required to create new green economic and entrepreneurial activities for the regulatory framework and stockholders to effectively and productively utilize human resources for Karachi’s socio-economic development and sustainability.

The survey data of business graduates shows that 11.1% of youth need to be fixed. At the same time, % of self-employed has increased among the targeted population, which is 6.9%. Therefore, 9.2. % are unemployed, but a small percentage of youth, 1.9%, are either not looking for work or doing nothing. Further, 88.8% of the youth cohort comprises high school graduates. This shows that significant numbers have graduated, which shows a need for their facilitation and encouragement to enable the development and availability of a more adaptive and 21st-century-skilled workforce. Also, after five years and in graduated opinion, only 2.3% of the youth sample does not see an opportunity in Karachi, which helps explain why 55% are ready to welcome opportunities in other countries and want to leave Karachi. Further, 23% of the respondents stated that they are experiencing uncertainty about the future of Karachi because of political uncertainty, which is approximately half the percentage of the previous survey, in which 41% of the youth were not hopeful. The change in youth response shows that after achieving political stability in Karachi and better law and order conditions, the overall optimism of youth has been increased for their participation in civic engagement. Are they inclined towards active citizenship and social cooperation?

Entrepreneurial Perspective of Youth in Karachi

Table3
 Percent of youth by gender and responses to Entrepreneurship Statements

Statements	All %	Male %	Female %
I run my business	60.6	55.2	71.1
I believe that I have the experience, knowledge, and skills required to start a business	6.4	5.6	7.9
I received education or training about how to start a business	42.1	39.8	46.3



I am interested in receiving training on how to start a business	20.0	20.3	19.6
I think the overall economic situation in Karachi will change in the next five years	11.8	10.9	13.7
I think starting one's own business is only for wealthy people	76.7	74.4	81.1
I think that to succeed in one's own business, one needs a powerful supporter	40.8	39.4	43.4
I want to try and start my own business at least once	19.5	17.2	24.0

Source: Author Estimation

* Youth expressing the opinion and disagreeing with the above statements

The above table shows that 60.6% of youth have yet to manage or lead a business, but only 6.9% of business graduates continue as self-employed compared to % of the overall youth, which is 3.8%. Only 6.4% reported needing more experience, skill, and knowledge to start a business, but 11.8% of these are not hopeful for a change in the overall economic situation in Karachi for the next five years. 42.1% of youth still need to receive training on how to start a business, though 20% showed no interest in training and development. However, 20% are still willing to get training, and this gap is again the potential entrepreneurs who can be aware and develop assumptions and values for green and sustainable business models. There is an opportunity for policymakers to cater to the youth cohort by providing additional vocational and public training for them because this substantially low trend of training among youth is evidencing a failure of government policies regarding the promotion of entrepreneurship through self-employment, freelancing, small startups, vocational training, and public, private partnerships. The government should recognize that the allocation of resources in this particular area needs to produce the desired results. Because of nepotism and corruption in fund allocation by relevant authorities, 20% of youth showed no interest in receiving entrepreneurial training and, further, a prominent bulge of youth, 19.5%, never want to start their own business at least once in their lifetime. Furthermore, interestingly, females are more optimistic in their responses than men wanting these training and skill enhancements. These



factors fill gaps and fill this massive opportunity for policymakers to formulate awareness programs.

There are perceptions among youth that appear to act as barriers to entrepreneurship that need to be addressed promptly because 23% of youth respondents perceive that business is only for rich people to lead, which is 27% less as compared to previous data results and, 59% think that to succeed in business one always needs a powerful financial supporter. These are vital areas where policymakers need to focus on how they can formulate proficient and effective channels for resource distribution, policies and accountability for equity, and equal chances for funding to meritorious individuals to ensure that efficiency, effectiveness, and accountability will grow among the youth population in Karachi.

Table 4
 Factors Impacting Entrepreneurship as a Career Path

Factors impacting Entrepreneurship	Do not Consider Entrepreneurship as a career path	Do Consider Entrepreneurship as a career path
*Gender		
Female	26.8	73.2
Male	31.4	68.6
**Training in Entrepreneurship		
None Received	21.1	78.9
Yes	4.7	95.3
***Knowledge of Entrepreneurship		
No Knowledge or Skills	10.5	89.5
Yes	10.6	89.4

Source: Author Estimation

*Q- How attractive is your career as a company founder?

**Q- Do you agree with the statement, "I often think about ideas and ways to start a business?"

***Q- Do you agree with the statement, "I want to try and start my own business at least once

After analyzing Table No. 4, one observes that again, in the longitudinal study, the perspective and intention of the youth are still the same; 9 out of 10 youth want to become entrepreneurs in Karachi. About 90% of the male and female youth cohort, undergraduate and graduate, consider entrepreneurship as their career path. Unfortunately, this has not occurred in many cases. These figures are just wishes or dreams indicating that youths want to be founders of a company or they want to choose a career path as an entrepreneur, but in reality, they are full-time employed (25 %), part-time employed (2%), doing housework (1.9%); 11.1% are not in the workforce, 54.2% are studying, and only 7% accomplish their dream of being self-employed twice the number as compare to the previous survey data. Besides self-employment, most of the rest face employment in maladministration and



harmful government environments because policymakers are not incorporating favorable factors via policy that enhance youths' ability to grasp entrepreneurial opportunities. The data shows that respondents who received education or training with the knowledge, skill, and experience required to start a business are more inclined towards entrepreneurship (or self-employment) than others. Under the circumstances, it is time to expand entrepreneurial education and training as prepared and skilled youths are more inclined towards entrepreneurship as a career trajectory.

Conclusion and Recommendation

The data analysis on the entrepreneurial perspective among the youth in Karachi reveals a complex landscape filled with significant opportunities and challenges for nurturing a dynamic entrepreneurial environment. Despite existing obstacles, there is a notable enthusiasm for entrepreneurship, with a marked increase in interest among young women. This shift indicates the ability to foster the socio-economic development of the region as well.

A survey also reveals that many youths have an excellent interest in starting their business ventures, exhibiting a healthy and strong desire to become entrepreneurs on the side of the youths. However, there is a glaring skill and knowledge mismatch; to wit, a calculation based on the responses showed that only a few respondents are ready to launch their own start-up companies. This lack serves as a wake-up call to the need to increase efforts to avail and enhance the efficacy of entrepreneurial education and training across different parts of the globe, which aims to close the existing gap, especially about gender.

Self-perceived barriers are common, such as the notion that only the economically privileged should take up entrepreneurship or that one needs well-connected people to start a business. These perceptions may reach out to many aspiring business persons, explaining why there is a need for policies to demystify myths and encourage the taking up of entrepreneurship.

Based on the analysis, this work concludes that the differentiation of policies is necessary for reducing the barriers to entrepreneurship, improving access to programs in entrepreneurship, and developing favorable conditions for young entrepreneurs. Explicitly considering the problems of female entrepreneurs could even more enhance gender diversity in the sphere of entrepreneurship.

Promoting the youth, especially women's entrepreneurship, is a perfect opportunity for sustainable business development in Karachi. Approved by politicians, the active



development of an entrepreneurial culture allows the youth's potential to unleash forth a genuine wave of innovation in business, job genesis, and socio-economic advancement.

It is essential to create cohesive support mechanisms, which include funding, management knowledge, and connections. They could turn visions of the enterprising future into working businesses that will be a part of Karachi's growing prosperity.

Thus, if provided with proper encouragement and backing systems, we can unhesitatingly say that the raw spirit of entrepreneurship evident in Karachi's youth can contribute to the KM's socio-economic progress. Reducing the gap, removing barriers, and establishing enablers are vital levers that must be made available to catalyze the youth's journey to startup and innovation, which is critical for Karachi's sustainable and future-ready status.

Future recommendation

In light of the above findings, the following recommendations can be made for the future of Karachi. First of all, it is high time that entrepreneurship studies were included in the curriculum in schools of all stages. This education should, therefore, stress training and innovation, critical thinking, and skills, as well as reduce the gender divide gap in entrepreneurship education in a bid to enable women to be equipped with the required know-how and confidence to venture into entrepreneurship. More to it, young people need to access capital to start their businesses, hence the need to do all it takes to ensure that capital is readily available to them. To address the needs of these clients, the appropriate microfinancing, grants, and seed money can be offered, which are products specially created to help such clients. There should be measures that enhance the engagement of credit facilities for the new establishments, especially for women, to tackle the existing gender prejudices regarding financial resource endowment. Formalized mentoring and network development initiatives are significant in cultivating young talent. Promoting the combination of new and well-experienced entrepreneurs and including available networking platforms can create a healthy platform for exchanges and support among women. Because of the growing digitalization of the economy, it is crucial to stimulate digital entrepreneurship. This entails imparting knowledge and skills related to new-generation technologies and opportunities such as digital marketing, creating business electronic footprints, and using technology in business development. New business-friendly policy changes to deal with the complexities of bureaucratic procedures are also vital. Reducing cumbersome registration formalities, offering favorable tax regimes for start-up businesses, and ensuring that the legal



environment is open may motivate these young people to embrace legal business entities. Lastly, managing to change the cultural paradigm of entrepreneurship is vital. It is, therefore, an excellent strategy to ensure that media-aided and public programs change the attitude within society that entrepreneurship equals risk or ownership of wealth. These stories, especially those of young people and women, can encourage people to embrace entrepreneurship as a worthy commercial vocation. All the above recommendations provide leeway that should help entrench entrepreneurship, innovation, and growth of the economy in Karachi.

Managerial implications

Adopting all the suggested managerial implications can go a long way in promoting a viable and active entrepreneurial environment in Karachi, whether government and private companies are responsible for fostering entrepreneurship among their staff. One strategy is to have organizational programs for incubation, like internal incubators and innovation labs, and permit work on personal projects. Besides, it is possible to establish a partnership with a startup as such cooperation can give valuable experience to both sides, as well as help established businesses to remain relevant in the market and ahead of new tendencies. Using talent development programs in areas of entrepreneurship but independently of the current start-up ensures that all the workers possess skills such as problem-solving and flexibility, which can significantly benefit the organization. Lastly, fostering an organizational culture that embraces diversity and gender mainstreaming and supports disadvantaged groups ensures that any team can use a wide range of input. By so doing, Karachi can develop a resourceful demographic, the youth, amplify economic growth in the region, and provide ideas to create other areas into entrepreneurial hubs.

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