



Press Release

PITB's Women Empowerment Initiative Opens Applications

Lahore, September 23, 2017

The Punjab Information Technology Board (PITB)'s women empowerment initiative, Herself has opened applications for the 4th cycle. In case of acceptance of application, the applicant will be called for an interview to judge the proposed idea, passion and vision. The fresh cycle will begin by the end of October for a period of one-two months, totally free of cost. Herself is also the first initiative to form a collaboration with Facebook's women empowerment initiative #SheMeansBusiness to highlight Pakistani women on a global platform and provide them training on running businesses using Facebook. The interested individuals can apply an online form by visiting www.herself.pitb.gov.pk and clicking '[apply now](#)'.

Herself was launched in 2016. Since its inception, Herself has worked to build a developing mindset of Pakistani women to become independent and contribute in the economy. Many women like Seema Aziz, Founder SeFam and Bareeze, Masarrat Misbah, Founder Depilex SmileAgain Foundation and Selina Rashid, Founder Lotus PR have endorsed the initiative by appearing in several events hosted by Herself. The project has hosted numerous inspirational sessions, workshops, trainings, panel talks and a national level Women Convention called the [Herself Women Convention \(HWC\)](#).

After conducting 3 cycles, graduating 120 women, forming multiple local and international partnerships, and taking expert trainers on board, Herself is all set to take its vision of making women self-sustainable forward by launching a new and improved cycle. It will also provide a chance to get introduced to real world entrepreneurial atmosphere and have access to [Plan9](#)'s entrepreneurs and [TechHub Connect](#)'s freelancers whom you'll be able to connect with.

The training includes Personal Development, Brand perception, Marketing, Running businesses using Facebook and Instagram, CV Building & interviewing, Photography, Web Development, Finance & Sales, Business Development, Pitching and presentation skills, Startup Management, Adobe Photoshop and Illustrator, Logo designing and branding, How to start freelancing and Content Writing and Blogging