



GENDER & MEDIA WATCH

June 2025

NO MEANS NO



(For Sana Yousaf. For every woman who said no and paid the penalty)

A monthly round-up of news stories about women and women's representation in Pakistan's news industry

EDITOR'S NOTE

Sana Yousaf and the Murder of Visibility

The brutal murder of 17-year-old TikTokker Sana Yousaf shook the digital and real worlds of Pakistani women. Once again, a woman's life was ended, but not because she posed a threat or broke a law, or did something wrong. It ended because she was visible.

Sana's murder followed a script that we are now only too familiar with: a man decided that she belonged to him, she refused him, and he killed her. Unfortunately, her story echoes that of far too many other Pakistani women, like Noor Muqaddam, and Qandeel Baloch. Countless unnamed girls who live and die under the weight of gendered entitlement. That the Supreme Court upheld the death sentence of Noor's murderer just weeks earlier makes Sana's murder even more painful. It shows that the justice system, though necessary, is not enough. The ecosystem that enables violence against women remains intact and alarmingly, it is thriving online.

The vitriol that followed Sana's death on social media was as disturbing as the crime itself. Trolls justified her murder almost celebrating the erasure of a young woman who had dared to express herself in public. This wasn't just about misogyny, it was also about silencing. About sending a message to all women and girls who occupy digital spaces: you are not safe.

What does it say about our society when the murder of a child is rationalised because she danced or smiled on screen? What kind of cultural rot makes it possible for women to be shamed for existing beyond the boundaries drawn for them?


At Uks, we've tracked this pattern before. We've seen how women in media, like actors, anchors, influencers, and content creators are targeted not for their ideas but for their visibility. From character assassination to outright threats, the message is clear: if you are seen, you can be hurt.

EDITOR'S NOTE

But we must ask: when will this stop?
When will visibility stop being treated as
provocation?

There is no simple answer. But we know
that we cannot rely on individual
punishment alone. We must push for
systemic reform, one that includes media
literacy, school-based gender education,
accountability for online hate speech, and
stronger protections for women content
creators. And we must continue to insist
that women have the right to be seen.

Sana Yousaf should not have had to die for
that truth to be restated.



Tasneem Ahmar,
Executive Director,
Uks Research Centre

MAJOR STORIES

*Click on the heading to read the full story

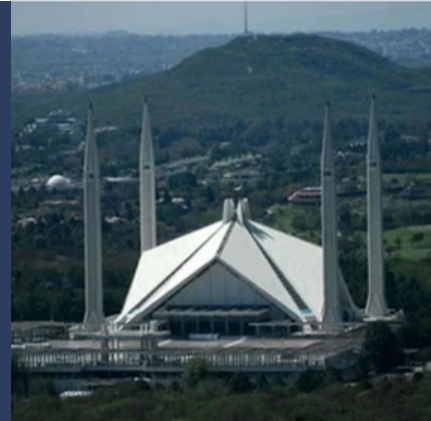
01

June

The News

ISLAMABAD GENDER PARITY REPORT LAUNCHED

Women's labour force participation in Islamabad Capital Territory (ICT) remains low at 22.5 per cent, says 'Islamabad Gender Parity Report' launched by the National Commission on the Status of Women (NCSW), along the Ministry of Human Rights and United Nations Population Fund (UNFPA). The report further says that girls outnumber boys in ICT public schools, but their representation declines in higher education and technical fields. It shows that the healthcare access, especially mental health and reproductive services, is alarmingly unequal in the federal capital whereas the conviction rates for violence against women.



03

June

Daily Times

TRANSPORT MINISTRY, KFC PLEDGE JOINT INITIATIVES TO EMPOWER WOMEN

Sindh Senior Minister and Provincial Minister for Information, Transport, and Mass Transit Sharjeel Inam Memon stated that the Sindh government is taking comprehensive measures to empower women. He emphasized that the Pakistan Peoples Party (PPP) has always advocated for women's rights. He highlighted that Shaheed Mohtarma Benazir Bhutto took historic initiatives such as establishing the First Women's Bank, setting Women's Police Stations, and distributing land to landless women farmers.



06

June

The Nation

TIKTOKER SANA YOUSAF'S MURDER PROMPTS SAFETY CONCERNS AMONG DIGITAL CREATORS

Pakistani TikTok star Sana Yousaf is not the first victim of crime against women in the country. The only aspect that distinguishes this horrific story from the pattern is that it was not the family member that took the life of the 17-year-old social media influencer. The country's recent history is replete with incidents involving young women being subject to violent crimes at the hands of men they know. Few of these women also had a social media presence on platforms such as TikTok.



10

June

Dawn

WOMEN-CENTRIC METRICS: NEARLY 3,000 GIRLS ENROLLED FOR SPORTS TRAINING

Highlighting women-centric metrics, the Economic Survey noted that 250 women have been registered for training as boxers under the Prime Minister's Youth Programme. A total of 2,981 women have been registered for onward activities in FY2025, which include 250 for boxing and 2,731 for cricket. Young female athletes have also been encouraged register for other sports, including handball and judo. The Economic Survey 2024-25 also highlights that a lack of autonomy and opportunities for women were among the key drivers of high fertility and population growth rates.



MAJOR STORIES

*Click on the heading to read the full story

11
June

The News

WOMEN STREET VENDORS IN RAWALPINDI

Street vending is not new to Rawalpindi, but its gender dynamics are slowly shifting. According to a recent study by a local rights group, the number of female street vendors in the city has nearly doubled over the past five years. Most are widows, divorced, or primary breadwinners in large households. "On a narrow street near Committee Chowk, under a faded umbrella patched together with plastic sheets, 42-year-old Samina Bibi arranges her stack of colourful bangles and handmade cloth masks.



13
June

Daily
Times

FIRST WOMEN SHO POSTED IN MALE ICT STATION

Islamabad Capital Territory Police on Thursday appointed six new Station House Officers (SHOs), including Sub-Inspector Misbah Shehbaz, who made history by becoming the first woman officer to lead a male police station in the capital. An official told APP that the decision was taken under the directives of Deputy Inspector General (DIG) Muhammad Jawad Tariq as part of ongoing efforts to eliminate gender discrimination in the police department. He said Misbah Shehbaz was posted as SHO Phulgran the first such posting of a woman officer in a male police station in Islamabad's history.



18
June

The Nation

WOMEN STAGE RALLY AGAINST CLOSURE OF HANDICRAFT CENTRES

Dozens of women staged a protest rally on Tuesday outside the Mardan Press Club against the closure of women's handicraft centres in the district. The protesters condemned the move as cruel, stating that thousands of poor women have lost their livelihoods. They urged the Chief Minister to immediately restore the centres. The women said that the Khyber Pakhtunkhwa government has shut down 25 women's handicraft centres in Mardan district since June 15, resulting in what they described as an "economic massacre" of poor women.



19
June

Express
Tribune

WOMEN ENJOY E-BIKE MOBILITY, SAFETY

Men in South Punjab are increasingly encouraging women to use electric bikes, marking a shift in traditional mindsets. Asghar Majeed, the principal of a private school in Multan, shared his experience, saying, "My daughter goes to university on her own bike. It gives me peace of mind knowing she is safe and doesn't rely on anyone." Sana, a graduate from Bahauddin Zakariya University and now a schoolteacher, uses a two-wheeler daily. "I started during my university days," she said. "I feel completely comfortable now. I owe this confidence to my family as they never held me back."



MAJOR STORIES

*Click on the heading to
read the full story

22

June

The News

MARYAM ANNOUNCES RS2BN PACKAGE FOR RURAL WOMEN

Punjab Chief Minister Maryam Nawaz has taken another historic step for the financial empowerment and socio-economic development of women living in villages of southern Punjab.

Chairing a meeting here on Saturday, she said: "As many as 11,000 poor women living in villages will be given buffaloes and cows with a budget of Rs2 billion in 12 districts of southern Punjab. As many as 4,870 cattle will be given under an unprecedented program. The CM Punjab Livestock Assets Program aims to increase milk production and provide employment to rural women at home.



23

June

Daily
Times

'DEARTH OF FEMALE GASTROENTEROLOGISTS TAKES TOLL ON WOMEN'S HEALTH'

A severe shortage of trained and qualified female gastroenterologists in Pakistan is contributing to delayed diagnoses and poor health outcomes for women suffering from gastrointestinal and liver diseases, as many are reluctant to consult male doctors due to cultural and social barriers.

This concern was raised on the second day of the 7th Annual Conference of the Pakistan GI and Liver Disease Society (PGLDS),



25

June

Dawn

MALALA TO INVEST IN WOMEN'S SPORTS THROUGH NEW INITIATIVE

NOBEL laureate and activist Malala Yousafzai has launched a new initiative to invest in women's sports around the world. Recess — launched by Ms Yousafzai and her husband, Asger Malik, on Tuesday — will invest in professional and amateur teams to ensure more women participation in sports. In an interview with CNN, Ms Yousafzai, who was born in Swat, recalled her school days in Pakistan when women had limited opportunities to participate in sports.



28

June

Express
Tribune

CALL TO IMPROVE FEMALE HYGIENE REPRODUCTIVE HEALTH

More than 60 male and female students attended an awareness session on female hygiene and reproductive health Thursday at the KIOCA Seminar Hall of PMAS Arid Agriculture University. Organised by the Programme on Development Alternatives (PODA) in collaboration with the District Population Office, the event formed part of the youth-led "Her Health, Her Rights" campaign. Nabeela Aslam of PODA outlined the organisation's work promoting the rights of women, youth, persons with disabilities and other marginalised groups — especially rural women.



EDITORIAL ON GENDER

What have editors said about gender issues in Pakistan? Click on the boxes and find out!

DAWN

[Close the gap](#)

[Cultural rot](#)

[Equal marriage](#)

EXPRESS TRIBUNE

[Impunity prevails](#)

[Brutality behind rejection](#)

[Gender gap crisis](#)

[Reimagining cricket](#)

[Financially excluded women](#)

THE NATION

[Another Girl Murdered](#)

[A Firm Stance](#)

[Pakistan's Pride](#)

[Harassment Watch](#)

[Honour Crimes](#)

[Justice Demanded](#)

EDITORIAL ON GENDER

What have editors said about gender issues in Pakistan? Click on the boxes and find out!

DAILY TIMES

[Deepening Gender Divide](#)

[Stained by Honour](#)

[End Acid Violence](#)

THE NEWS

[Justice for Sana](#)

[Hall of fame](#)

[Invisible women](#)

STORIES IN THE DIGITAL SPHERE

A roundup of this month's trends and viral stories on gender-related issue on Pakistan's internet

#SanaMir

Former Pakistan women's captain Sana Mir made history by becoming the first female cricketer from Pakistan inducted into the ICC Hall of Fame. She led the national team to gold medals in the 2010 and 2014 Asian Games and topped the ODI rankings in 2018. With 226 international matches, she is among the few women to score 1,000 runs and take 100 wickets in ODIs. Her career reflects the growing opportunities for women in Pakistani sports.



#JusticeForSanaYousuf

Sana Yousaf, a 17-year-old Pakistani TikTok influencer, was shot dead at her home in Islamabad on June 2, 2025, by 22-year-old Umar Hayat, who had reportedly been stalking her. He entered her home, shot her twice, and fled later confessing that he was angered by her rejection. The incident triggered nationwide outrage, highlighting the risks faced by female content creators and sparking conversations about online harassment and gender-based violence.

MEDIA STATISTICS

Data derived from media-monitoring throughout
June 2025

Descriptive						
	Total	Daily Times	The News	Dawn	Express Tribune	The Nation
Women Specific Stories (WSS)	779	142	195	120	202	120
Front Page WSS	21	5	7	4	1	4
Back Page WSS	87	35	26	5	35	19
Women Specific Columns	30	6	10	6	6	2
Columns by Women Writers	96	28	16	26	18	8
Women Specific Editorials	20	3	3	3	5	6
Female Reporters (FR)	206	0	119	37	49	1
Front Page FR	11	0	9	2	0	0
Back Page FR	12	0	11	1	0	0

Comparative Mean					
	WSS	Editorial(WSS)	Female Reporter	Columns (WSS)	Columns by Women
Daily Times	4.580645	1	0	0.193548	0.90322581
The News	6.290323	1	3.8387097	0.322581	0.51612903
Daily Dawn	3.870968	1	1.1935484	0.193548	0.83870968
Express Tribune	6.516129	1	1.5806452	0.193548	0.58064516
The Nation	3.870968	1	0.0322581	0.064516	0.25806452

1. Women-specific includes all the news stories, columns and editorials that are dedicated to women's achievements, problems, status etc.

2. All female sources that are named and not named (such as lady reporter) are considered female reporters.

PICTURES OF THE MONTH



Hyderabad: Girls selecting artificial jewellery from a stall at a local market for Eid-ul-Azha.

Courtesy: The Nation

Islamabad: A woman fills her buckets with water from a tap in Noorpur Shahan.

Courtesy: Dawn



Peshawar: Students taking part in Goodwill and the CUSIT Talent Scholarship Test conducted by the Peshawar Model Degree College.

Courtesy: The News

PICTURES OF THE MONTH



Dr Asima Rabbani presents her credentials as Ambassador Extraordinary and Plenipotentiary of Pakistan to the President of the Philippines, Ferdinand R. Marcos Jr.

Courtesy: The News

Rawalpindi: Nomad women are seen walking with their camels on Murree Road.

Courtesy: Dawn



Larkana: A woman vendor in Resham Gali displays bangles to attract customers before the upcoming Eid-ul-Azha.

Courtesy: The Nation

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GenderWatch

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