

# GENDER & MEDIA WATCH

August 2025



Photo courtesy: Daily Dawn

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

# EDITOR'S NOTE

## Drowning Voices, Forgotten Women

When the floods come, they don't just wash away homes, cattle, and crops. They also drown out conversations that we should be having... but never do.

Take a look at the relief camps. The imagery is depressingly familiar: overcrowded schools that have been turned into shelters, muddy clothes, stagnant water, and general hopelessness. The news reports are always the same. Numbers are tallied: millions are displaced, hundreds are dead, and thousands have been rescued. A bureaucrat quotes figures like a cricket commentator reeling off scorecards. But where are the women in this narrative?

They're right there, in those very camps. Some are pregnant, most are exhausted, and an alarming number are untreated. Young mothers are nursing babies on dirty sheets.

Young women are grappling with their periods with no sanitary pads, no privacy, and no bathrooms. In a land where menstruation is still whispered about like a state secret, women are expected to somehow figure it out through a flood...that too without mentioning it.

We like to talk about 'resilience' as if it's an endless natural resource that Pakistani women have. It is not. Resilience doesn't cure infections.

# EDITOR'S NOTE

It also doesn't replace lost medication. Neither does it build toilets in relief camps. And resilience certainly doesn't give a pregnant girl sitting in a makeshift camp in Chung on the outskirts of Lahore, the comfort of knowing she'll survive childbirth in a disaster zone.

Climate change is making floods deadlier, but it's also making the silence around women's suffering louder. Our media must stop treating women in floods as background props in a tragedy. Their stories are not footnotes. They are one of the main stories.

The question is: will we keep counting bodies and livestock, or will we finally start counting the cost women silently pay in every disaster? Until the press, politicians, and armchair know-it-alls begin to talk about this, the women in those camps will remain unseen, unheard, and most importantly, unreported.



Tasneem Ahmar,  
Executive Director,  
Uks Research Centre

# MAJOR STORIES

\*Click on the heading to read the full story

01

August

Dawn

## SINDH HIGH COURT SUSPENDS ORDER REMOVING KE CEO

The Sindh High Court (SHC) on Friday suspended an order by the provincial ombudsman for protection against harassment of women removing K-Electric (KE) Chief Executive Officer Moonis Alvi from his position over allegations of sexual harassment. A day prior, the ombudsman ordered the removal of KE CEO Alvi after finding him guilty of workplace harassment. Alvi, along with other KE employees, was accused of workplace harassment by the company's former chief marketing and communication officer, Mahreen Aziz Khan, read the order issued by provincial ombudsman retired Justice Shahnawaz Tariq.



06

August

Express Tribune

## SUSPECTS IN SIDRA'S CASE GRANTED FOUR-DAY REMAND

Duty Civil Judge Shama Yasin has granted a further four-day physical remand of the six suspects arrested in the murder case of 17-year-old Sidra Bibi, who was suffocated to death in the name of "honour" in Fauji Colony on the orders of a local jirga. Those remanded include Sidra's father, brother, husband, father-in-law, and the head of the jirga who allegedly issued the death order. The judge has directed the police to complete the investigation and present the suspects again on Saturday, August 9, while clarifying that no further remand will be granted.



07

August

Daily Times

## SINDH TO DEPLOY FIRST FEMALE BIKE AMBULANCE SQUAD

Sindh province is gearing up to deploy its first cohort of female bike ambulance responders, health authorities confirmed on Wednesday. The women will operate as part of a gender-inclusive emergency response team, riding specially equipped motorbikes to reach patients in hard-to-access areas where conventional ambulances often fall short. The initiative, launched by Sindh Integrated Emergency and Health Services (SIEHS-1122), aims to improve access to pre-hospital care in congested urban neighborhoods where conventional ambulances are often delayed.



09

August

The News

## STAKEHOLDERS STRESS EFFORTS FOR WOMEN EMPOWERMENT

A meeting of the Provincial Stakeholders Alliance (PSA) to promote an enabling environment for Women Agricultural Workers (WAWs) in Punjab was organised by Awaz Foundation Pakistan, says a press release. The event brought together a diverse range of key stakeholders from civil society, government departments, and human rights organisations, marking another major step in the ongoing efforts to legally recognise and empower rural women working in agriculture. The meeting was convened by Zia ur Rehman, CEO of Awaz Foundation Pakistan. Key participants included MPA Sumbal Malik Hussain; Humera Aslam Provincial Advocacy Officer, Awaz Foundation Pakistan; Fatima Asad from the Bonded Labour Federation; Ghulam Fatima.





# MAJOR STORIES

\*Click on the heading to read the full story

11

August

The Nation

## WOMEN'S EMPOWERMENT ESSENTIAL FOR COUNTRY'S SOCIAL, ECONOMIC PROGRESS: SPEAKER

Speakers at the Growing Pakistan Fest on Sunday underscored that empowering women is essential for Pakistan's social and economic progress, calling for greater opportunities, resources, and representation for women in all spheres of life. The Growing Women Prosperity Organization hosted its grand celebration, Growing Pakistan Fest, at Medicine Square Mall, Saddar, bringing together community leaders, media representatives, and citizens to honor the spirit of freedom, unity, and women empowerment.



13

August

The News

## BISP CELEBRATES I-DAY WITH HISTORIC INITIATIVE FOR 10M WOMEN

The Benazir Income Support Programme (BISP) marked the 78th Independence Day with a step toward financial inclusion by stating process of integrating 10 million beneficiary women into the formal banking system for the first time in the country's history. A grand ceremony was held at BISP Headquarters, attended by Chairperson Senator Rubina Khalid, Secretary Amer Ali Ahmad, senior officials, Director Generals, development partners, representatives of partner banks, and BISP staff from across the country.



16

August

Daily Times

## 17 WOMEN TREKKERS MAKE HISTORY BY REACHING TIRICH MIR ADVANCE BASE CAMP

Khyber Pakhtunkhwa Culture and Tourism Authority (KPCTA) organized a dedicated women's trekking group to Tirich Mir Base Camp which completed the expedition and returned safely. The event was participated in by 17 women trekkers and jointly managed by the KPCTA and the Tirich Mir Backpackers Club Pakistan. The group comprised participants from Kalash, Chitral, Gilgit-Baltistan, Balochistan, Islamabad and other cities of country.



17

August

Dawn

## PAKISTANI WOMEN IN UK FACE STRONG BARRIERS TO EARNING

Pakistani women in London face the highest barriers to secure well-paid work among all ethnic groups, despite high levels of education, according to a new report commissioned by the Greater London Authority (GLA). The study titled "Bangladeshi and Pakistani Women in Good Work" warns that women from these communities are disproportionately excluded from meaningful employment due to discrimination, structural inequalities and inflexible workplaces.



# MAJOR STORIES

\*Click on the heading to read the full story

21  
August  
Daily Times

## WWBS TO PROVIDE 10,000 BIKES TO SUPPORT WOMEN INDUSTRIAL WORKERS

In what is considered one of the most ambitious and equity-driven public sector projects in Pakistan's recent history, the Workers Welfare Board Sindh (WWBS) has launched a province-wide initiative to distribute 10,000 electric motorcycles-entirely free of cost-to female industrial workers across Sindh. This initiative seeks to address the ongoing transportation difficulties encountered by women in the industrial sector, representing a major step forward in social inclusion, while also acting as an environmentally sustainable and economically strategic approach.



22  
August  
Express Tribune

## 'FEMALE LEADERSHIP OF PAKISTAN, JAPAN TO FORGE TIES'

Punjab Chief Minister Maryam Nawaz Sharif and the first woman Deputy Governor of Tokyo, Matsumoto Akiko, have agreed to promote mutual ties between the female leadership of Pakistan and Japan. The two leaders emphasised during their meeting in Tokyo that the leadership role of women is a common feature for Pakistan and Japan. Chief Minister Maryam Nawaz congratulated Matsumoto Akiko on becoming the first female Deputy Governor of Tokyo and commended her role in public service for the last 35 years in the Japanese government. .



25  
August  
The Nation

## EMPOWERING WOMEN THROUGH E-COMMERCE: A NEW ERA OF FINANCIAL INDEPENDENCE

In the digital age, women in Pakistan are leveraging online businesses to break free from traditional barriers and achieve economic empowerment. With the rise of e-commerce platforms, social media, and digital payment systems, women are now able to start and run their own businesses from the comfort of their homes. For many women, online businesses have provided a way to balance work and family responsibilities while earning a steady income. Sara Khan, a mother of two from Islamabad, started her online clothing business on Facebook and Instagram. She now earns a decent income and is financially independent.



28  
August  
Dawn

## PCB AWARDS 65 WOMEN PLAYERS WITH DOMESTIC CONTRACTS FOR 2025-26 SEASON

The Pakistan Cricket Board (PCB) on Thursday announced domestic contracts for 65 women cricketers, including 23 U19 and emerging players, for the season 2025-26. The contracts, for the first time, have been categorised into Gold and Silver with 20 and 45 players awarded, respectively, PCB said in a [statement](#). The contracts will run from July 2025 to June 2026, during which a number of domestic and U19 tournaments are scheduled. The Women's National Selection Committee, comprising former Test Cricketer Asad Shafiq and former Pakistan Women's International cricketer Batool Fatima, recommended the names of the 65 players.



# EDITORIALS AND OPINIONS ON GENDER

What editorial voices are saying on Gender in Pakistan  
Click on the boxes and find out!

DAWN

[In honour's name](#)

EXPRESS  
TRIBUNE

[First female train driver](#)

[Growing GBV](#)

THE NATION

[Proactive care](#)

DAILY TIMES

[Justice Denied](#)

[Morality and Murder](#)

[Safety, not survival](#)

THE NEWS

[Not a country for women](#)

[Breastfeeding is public health](#)

[She dared to choose](#)

[This is femicide](#)

[Silenced voices](#)

[Architecture of belonging](#)

[A mother called Pakistan](#)

[Where's her voice?](#)



# STORIES IN THE DIGITAL SPHERE

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

## #ArishaAkhtar

Arshia Akhtar, born in Pakistan and raised in Saudi Arabia, is celebrated as Pakistan's first and only female Formula 4 driver. Beginning her journey in motorsport through karting, she quickly progressed to competitive racing via the Sports Car Club of America (SCCA), where she earned the title of "Most Improved Driver" just two weeks after learning manual racing. Arshia's achievements highlight her determination and passion, making her a trailblazer in a male-dominated field. By breaking barriers and pursuing excellence on the track, she continues to inspire aspiring drivers, especially young women, to follow their dreams in motorsport and beyond.



## #Muniba Mazari

Muniba Mazari, Pakistan's "Iron Lady," has been appointed as a UN Sustainable Development Goals (SDG) Advocate, joining world leaders like Mia Mottley and Queen Mathilde in advancing the 2030 Agenda. Announced on March 24, 2025, the honour recognises her tireless efforts for inclusion, gender equality, and social justice. Paralysed after a car accident at 21, Mazari has risen as an artist, activist, and UN Women's National Goodwill Ambassador. Her new role marks a proud milestone for Pakistan and strengthens South Asian women's presence in shaping global sustainability.





# MEDIA STATISTICS

Data derived from media-monitoring throughout  
August 2025

Descriptive						
	Total	Daily Times	The News	Dawn	Express Tribune	The Nation
Women Specific Stories (WSS)	560	125	127	88	128	92
Front Page WSS	25	2	15	2	1	5
Back Page WSS	49	29	10	1	29	9
Women Specific Columns	23	2	4	10	5	2
Columns by Women Writers	62	14	10	17	11	10
Women Specific Editorials	7	3	0	1	2	1
Female Reporters (FR)	89	0	40	32	17	0
Front Page FR	5	0	5	0	0	0
Back Page FR	1	0	0	1	0	0

Comparative Mean					
	WSS	Editorial( WSS)	Female Reporter	Columns (WSS)	Columns by Women
Daily Times	4.032258	1	0	0.064516	0.4516129
The News	4.096774	1	1.2903226	0.129032	0.32258065
Daily Dawn	2.83871	1	1.0322581	0.322581	0.5483871
Express Tribune	4.129032	1	0.5483871	0.16129	0.35483871
The Nation	2.967742	1	0	0.064516	0.32258065

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



Larkana: Students perform a tableau during the Latif Day function at Chandka Institute of Nursing & Allied health sciences.

Courtesy: The Nation

Islamabad: National Commission on the Status of Women Chairperson Ume Laila Azhar plants a sapling in F-9 under the Prime Minister's national Green Pakistan 'Aik Baiti Aik Shajar' campaign.

Courtesy: Dawn



Rawalpindi: Girls unleash their creativity in a painting competition marking Pakistan's 79<sup>th</sup> Independence Day, organised by the Nazaria-I-Pakistan Council Trust at Aiwan-e-Quaid.

Courtesy: Express Tribune



# PICTURES OF THE MONTH



Hyderabad: The Women's Action Forum holds a press conference at the Hyderabad Press Club, where a 4-year report on GBV in Sindh was presented

Courtesy: The News

Lahore: Chief Justice of Lahore High Court Aalia Neelum hoists national flag to celebrate Pakistan's 79<sup>th</sup> Independence day.

Courtesy: The Nation



Islamabad: An Afghan refugee woman sits inside a mosquito net with her child in Argentina Park in G-6 sector amid reports of increase in dengue cases.

Courtesy: Dawn

# UKS RESEARCH CENTER

## CONTACT:

+90 518430475, 2305152, 2305110

## EMAIL:

Info@uksresearch.com

## SOCIAL MEDIA



## ADDRESS:

Office 3D, 3rd Floor, Gulberg Palace E-11/3  
Islamabad

<https://uksresearch.com.pk/>

GenderWatch

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