



Press Release

PITB's "Herself" GRAND Women Convention Opens Tomorrow

Lahore, July 7, 2017

The Punjab Information Technology Boards (PITB)'s project, 'Herself' is all set to hold Grand Herself Women Convention (HWC) on July 8, 2017 (Saturday) 9 am at Arfa Software Technology Park, Lahore. Registration can be made free of cost on website: www.hwc.pitb.gov.pk The day-long event is being organized on the 1st anniversary of the women empowerment initiative of Punjab IT Board –'Herself' driven by Dr. Umar Saif, the founding Vice Chancellor of Information Technology University Punjab (ITU), Chairman PITB and Advisor to the Chief Minister Punjab.

Dr. Umar Saif Chairman PITB and Ms. Seema Aziz, founder of Sefam Pvt Ltd (Bareeze) and the founder of CARE foundation will open the convention. It is also the only women's initiative to have partnered with Facebook's #SheMeansBusiness, which shares stories of successful women on their global website.

Facebook, being the official partners for this event, shall be pooling in their best human resource all the way from Facebook Head Quarters to conduct activities and competitions at the convention for women in Pakistan to benefit from.

The day-long event promises to bring you various exciting sessions, panel discussions featuring significant names in the industry including Seema Aziz, owner of the Bareeze and the only woman from Pakistan listed in Forbes 500, Dr. Amjad Saqib, Founder and Executive Director of Akhuwat, Zainab Abbas, the famous 'selfiekawaar' sports journalist, Ms. Bushra Aman, Secretary Women Development Department, Fizza Farhan, Global Development Advisor / Member - UN HLP, Rafia Qaseem Baig, the brave soul - Asia's first woman bomb disposal squadron and Samar Khan the first women in the world to ride cycle on the Karakoram Mountains of Gilgit Baltistan.

The convention is designed to bring you multiple workshops, trainings from Facebook and above all learn how to ride a Vespa and Heavy Bikes in Arfa Software Technology Park parking lot by the Distinguished ladies on wheels! This is going to be one exciting day not to miss out on.

As Dr. Umar Saif comments, "At Punjab Information Technology Board, 60% of our workforce is women. Herself Women Convention is PITB's way of showcasing and celebrating not just the women of PITB but women of this entire country, Pakistan."

HWC is being organized under the supervision of Nabeel A. Qadeer (Director Entrepreneurship & Enterprise Development, Punjab IT Board) and his team. The head of entrepreneurship wing says: "I want to thank Facebook for their support in our journey so far. The vision of 'Herself' is to increase women entrepreneurs, freelancers, women participation in the workforce and revamp the definition of heroes; HWC is just one glimpse of what we plan to achieve through this platform."

The aim of this powerful convention is to gather wonder women from all across Pakistan to highlight the success of their work in multiple domains and motivate young women to step in the workforce to contribute in the economy. The entire convention revolves around the theme of 'Steps to a Progressive Nation' and this is your chance to be a part of this and leave your mark in the world.