

## PTCL Group and PPAF Celebrate Empowerment and Success Through Ba-Ikhtiar Project

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## **PTCL Group and PPAF celebrate empowerment and success through Ba-Ikhtiar Project**

KARACHI

STAFF REPORT

PTCL Group, in collaboration with the Pakistan Poverty Alleviation Fund (PPAF), hosted an inspiring event to celebrate the remarkable achievements of women entrepreneurs empowered through the Ba-Ikhtiar Project under Group's Social Impact platform 'Dil Se'. The initiative is fostering financial independence and paving the way for sustainable growth of women entrepreneurs through building successful e-commerce stores. PTCL Group is committed to empowering these women by supporting them in registering their startup and providing mentorship until they can run their business independently. Additionally, the program's expansion to 20 districts under the Ba-Ikhtiar initiative aims to transform communities across Pakistan. This expansion will broaden the project's scope to encompass diverse skill sets, including pottery, arts and crafts, food preservation, online tutoring, organic cosmetics, and more.

## Daily Times

<https://dailytimes.com.pk/1258648/ptcl-group-and-ppaf-celebrate-empowerment-and-success-through-ba-ikhtiar-project/>

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### PTCL Group and PPAF Celebrate Empowerment and Success Through Ba-Ikhtiar Project

Expansion to 20 Districts Marks a Major Milestone in

Empowering Women Entrepreneurs Across Pakistan

JANUARY 22, 2025



President and Group CEO, PTCL & Ufone 4G, Hatem Bamatraf presents a souvenir to the UAE Ambassador, Hamad Obaid Ibrahim Alzaabi in the presence of senior officials of PPAF, NRSP, Daraz, and UBank at a special ceremony organized to celebrate its women empowerment initiative, 'Ba-Ikhtiar' here in Islamabad.

## ProPakistani:

<https://propakistani.pk/2025/01/22/ptcl-announces-to-expand-its-flagship-women-empowerment-ba-ikhtiar-program-to-20-districts/>

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### PTCL Announces to Expand its Flagship Women Empowerment Ba-Ikhtiar Program to 20 Districts

By Press Release | Published Jan 22, 2025 | 12:40 pm

PTCL Group, in collaboration with the Pakistan Poverty Alleviation Fund (PPAF), hosted an inspiring event to celebrate the remarkable achievements of women entrepreneurs empowered through the Ba-Ikhtiar Project under Group's Social Impact platform 'Dil Se'.

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## Techjuice:

<https://www.techjuice.pk/ptcl-group-and-ppaf-mark-milestone-with-ba-ikhtiar-projects-expansion-empowering-women-across-pakistan/>

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### PTCL Group and PPAF Mark Milestone with Ba-Ikhtiar Project's Expansion, Empowering Women Across Pakistan

By Tehniyat Zafar | 2 days ago | 4 min read

Islamabad: PTCL Group, in collaboration with the Pakistan Poverty Alleviation Fund (PPAF), organized an inspiring event to honor the achievements of women entrepreneurs empowered through the Ba-Ikhtiar

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