



HUNARMAND KHAWATEEN MELA 2026

**Organized by: Rural Development
Organization (RDO)**

**In collaboration with: Social Welfare
Department & District Youth Office,
Charsadda**

**Supported by: HOPE'87 & Funded by the
Government of the Netherlands
(Ministry of Foreign Affairs)**

**Duration: Two Days
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Key Messages

ABDUL QADIR KHAN

District Officer, Social Welfare Department Charsadda

It is a matter of great satisfaction that **Hunarmand Khawateen Mela-2026** successfully provided a platform for skilled women of District Charsadda to showcase their talent, creativity, and entrepreneurial abilities. The event encouraged home-based women workers to connect with markets, institutions, and buyers while promoting economic empowerment and social inclusion. The active participation of women, government departments, and partner organizations made this initiative highly successful. We remain committed to supporting such activities in the future to strengthen women's livelihoods, confidence, and access to sustainable opportunities for growth and development.

HAKIM ZADA

Executive Director, Rural Development Organization (RDO)

Hunarmand Khawateen Mela-2026 reflects our shared vision of empowering vulnerable communities through skills development and economic opportunities. Rural Development Organization (RDO), under the RAISE Project, is proud to support initiatives that help women transform their talents into sustainable livelihoods. The event created valuable opportunities for women entrepreneurs to showcase their products, build market linkages, and gain confidence. The collaboration between government departments, civil society, and local communities played a vital role in the success of this initiative. RDO remains dedicated to promoting inclusive development, resilience, and economic empowerment for women across District Charsadda.

FAHIM JAN DURRANI

District Youth Officer (DYO), Charsadda

Hunarmand Khawateen Mela-2026 was an inspiring initiative that highlighted the remarkable skills, creativity, and determination of women in District Charsadda. Such platforms are essential for encouraging youth and women to participate actively in economic and social development. The event not only promoted entrepreneurship and innovation but also strengthened connections between skilled women, institutions, and markets. The District Youth Office proudly collaborated in this important initiative because empowering skilled individuals creates stronger and more progressive communities. We appreciate the efforts of all organizers and participants and look forward to supporting more opportunities for youth and women empowerment in the future.

1. INTRODUCTION

Rural Development Organization (RDO) is implementing Resilience Advancement through Integrated Social Protection and Economic Empowerment (RAISE) in District Charsadda under HOPE'87 and the Government of the Netherlands' Ministry of Foreign Affairs funding. The RAISE project is a twofold project where one component is protection and the second component is livelihood opportunities creation. Under the protection component of the project, RDO provided services to 357 beneficiaries, while 227 beneficiaries received training in Tailoring, Electrician, and Bag making, and more than 40 females are waiting for Energy Savers Trainings.

The Hunarmand Khawateen Mela-2026 was organized by the Rural Development Organization (RDO) to provide a platform for talented women from across District Charsadda to showcase their skills, creativity, and homemade products. The event was organized in collaboration with the District Social Welfare Department and the District Youth Office of the Government of Khyber Pakhtunkhwa, bringing together women entrepreneurs, community members, government representatives, and civil society organizations under one roof to see handmade and homemade products. Businessmen, entrepreneurs, retailers, producers, and salesmen were invited to see and find linkages for the products displayed at the Mela.

Many women in rural communities possess remarkable skills such as embroidery, handicrafts, food processing, and traditional art; however, their products often remain limited to household use and do not reach commercial markets. This networking mela aimed to bridge this gap by creating opportunities for women entrepreneurs to display their products, interact with visitors, and explore potential market linkages.



2. Objectives of the Mela (Networking)

The key objectives of the event were:

- ✚ To provide a platform for women to display their talents and homemade products
- ✚ To promote women entrepreneurship at the district level
- ✚ To connect women producers with potential buyers and markets
- ✚ To encourage social and economic empowerment of women
- ✚ To strengthen collaboration between community groups and government institutions
- ✚ To introduce all governmental and non-governmental training institutes of district Charsadda who are working on social protection and livelihood opportunities creation
- ✚ To catch governmental attention towards trades that have never been supported by governmental grants



3. Event Overview – Day 1 Activities

i. Recitation from the Holy Quran

District Welfare Home In-charge Mr. Syed Younas Bacha recited a few verses from the Holy Quran in his melodious voice.

ii. National Anthem

The national anthem was played over the sound system, and all participants stood to pay tribute for two minutes.

iii. **Welcome Address:** This linkages development "Hunarmand Khawateen Mela-2026" was jointly organized by the Social Welfare Department District Charsadda, Rural Development Organization (RDO), and Youth Development Organization (YDO). Social Welfare Officer Abdul Qadir formally welcomed all participants of the Mela who came from provincial, district, and local government institutes along with media persons, stallholders, students, civil society organizations, and local communities.



iv. **Purpose of the Mela:**

Project Manager Majid Ali of the RAISE project shared the progress, stating that since April 2025, RDO has implemented a series of activities at the community



level for protection purposes, including the selection and training of protection champions. Through these champions, cases related to GBV, child protection, MHPSS, and legal documentation were identified, and RDO provided services to more than 354 beneficiaries. In addition, through the skills & economic development component, RDO provided 243 (Two Hundred & Forty Three) beneficiaries with skill training in tailoring, bag making, and electrical work. RDO has also

developed strong linkages with governmental and non-governmental institutions, entrepreneurs, vendors, community leaders, and local government representatives.

v. Oath-Taking Ceremony of District Coordination Council:

The District Social Welfare Office, after a long time, held the District Coordination Council elections, following which the office bearers were asked to take an oath. During the inauguration ceremony of Mela 2026, a special oath-taking segment was also arranged. All newly elected members were invited to the stage to take the oath, which was administered by the District Officer of the Social Welfare Department of Charsadda.

vi. Speech by Social Welfare Officer of District Social Welfare Department:

He started his speech with poetry: "All praise to the fearless women---what can one say of them? And what can one say of the women of Skills?" He then welcomed all the participants, particularly mentioning Chief Guest Ms. Shazia Atta, Ms. Amna, Zakat Committee Chairman Mr. Muzamil, Pakistan Tehrik Insaf Women Wing President Asmat Kakakhiel, President Media Azal Ali, President District Coordination Council Sheraz Mohmand and his cabinet, District Youth Officer Fahim Durrani, Deputy Director for Special Education for the Centre of Visually Impaired Faisal Khan, Welfare Home In-charge Younas Bacha, Executive Director Hakim Zada, President



Muhammadzai Union Faiz Muhammad, and all guests, welcoming them from the core of his heart.

He went into detail and logic searching for the Mela. He said: "We were having discussions about what we can do for the women of Charsadda. Then I discussed this idea with Rural Development Organization, with this corroboration that we know there are a huge number of women who are working at homes—'home based workers'—they have skill, but they are working within four walls. As it is known that SWD has a mandate to register and run skill centres, there are a lot of female students learning different skills like tailoring, bag making, beautician, shoe

making, etc. However, the majority of these skilled women cannot make a living out of it. After getting these skills, most of them sit idle at home.

"We proposed Khawateen Mela purposely to engulf all the women who have sidelined themselves from economic activities. We worked on the idea of why not provide a platform to those half and full skilled women for their flourishing, by directly involving them with the community and with entrepreneurs. We were expecting 20-25 stalls; however, after reaching 50 stalls we still had 15 stallholders on a waiting list. Among these stalls, 15 are of government departments and the others are of people who were sitting with their skills at home. We planned to launch a website for them, which is already shared with media. The Social Welfare Department Charsadda will lead it. All those women who are earning or working within their four walls will be registered with SWD, and their products will be displayed on this website. The buyer can directly connect with those displayers. We will only provide a connection to them."

He asked media persons to spread their word as an invitation to entrepreneurs to come and encourage these startups or skilled women. In closing, he thanked everyone once again while taking a pledge from the distinguished guests that such events will be planned in the near future and he expects everyone's participation.

vii. Executive Director of RDO Mr. Hakim Zada:

He also welcomed the honourable guests & participants, briefed them about RDO activities, and shared a brief history of RDO. He shared that economic development of powerless segments is key to empowerment while linking it to the event of the day, the Hunarmand



Khawateen Mela-2026. He shared that the vision and mission of RDO rotates around protection and economic development of vulnerable communities.

viii. Speech by District Youth Officer Fahim Jan Durrani: Director of RDO Mr. Hakim Zada:

He welcomed all the participants of the Mela and mentioned what was said by Abdul Qadir—that this event is for skilled women (both those who already have skills or are on the way to gaining them) and is a strive for developing market linkages where these skilled youth find their way of inspiration amidst these sub-events and communications.

He stated: "This event was an attraction point for the Youth Office. Where there is youth empowerment, there will be the Youth Affairs Office—the District Youth Office—participating as a collaborating partner." During that session, he also attracted the ADC-General Ms. Reena's attention for helping this newly formed government department while establishing its own office named "Jawan Markaza" (Youth Office). DYIO is delivering digital skills along with other vocational skills.



ix. Speech by the Guest of Honor: Assistant Deputy Commissioner General Ms. Reena:

She said: "It's an honor for me to speak to the skilled women of District Charsadda, who not only brought their homemade products to the display and linkages development expo but also displayed their determination towards



economic sustainability. First of all, I want to convey my greetings and thanks to all government departments, media persons, attendees, and the arrangers of Hunarmand Khawateen Mela 2026, Dr. Azmat Ullah Wazir (District Commissioner of Charsadda). I second what was said before me by District Youth Officer Mr. Fahim Durrani and District Social Welfare Officer Abdul Qadir that it is a proud moment for us that in District Charsadda we do have skilled women. It is the prime drive of the provincial government to encourage women with skills and provide them opportunities for growth and linkages in the shape of development of small businesses.

The policies of the KP government are more women-inclined, such as the Protection of Women Against Harassment Commission, where strong persons are working. The KP government is more eager to implement policies which minimize the dependency of women on others, boost economic independence, and enable them to sustain day-to-day expenses on their own.

"This Hunarmand Khawateen Mela-2026 is the reflection of that. It is the first event of the year 2026 but will follow a chain of such activities in 2026."

She literally mentioned in her thanks the Government of the Netherlands, Rural Development Organization, Social Welfare Department and District Youth Office. The DC Office, including all ACs and District government, will do whatever is required for the development of these skilled ladies. All those sitting in this hall should not forget: I myself am a female. I would not be able to stand in front of you if there was a lack of support from my family side and love and respect for what I was doing then. Perhaps I would not be standing here on stage addressing you all.



Speech by the Chief Guest, Ms. Shazia Atta, Secretary Khyber Pakhtunkhwa Commission on the Status of Women (KPCSW):

She said: "To be part of the Mela is a proud moment for me, as well as emitting hope as well. This event is not merely the name of stall installation and product display; it is the name of continuous strive, patience, and self-trust. Despite limited resources, these women have made 'Hunar'



(skill) their source of income. They support their homes and play a positive role in society. The Khyber Pakhtunkhwa Commission on the Status of Women's purpose is not only protection but also the provision of equal opportunities, economic independence, and a place of honour. Hunarmand Khawateen Mela is a real example of such progressive thinking, where women are provided linkages with buyers, markets, and confidence-building opportunities.



She paid thanks to the District Social Welfare Department and Rural Development Organization for arranging this, Mela. "This cooperation and collaboration are an example of government and non-government collaboration with tangible results. Those women with skills are our pride—not only your identity but also a message for coming generations that through strive, self-independence is attainable."

She shared on the day: "It's good news to share with you all that on this very day, KPCSW notified 26 district committees. On this special occasion, the Chairperson



for District Charsadda on KPCSW was also invited and was addressed by the Secretary that it is up to you now to start delivering what is due with your full strength and make your commission & committee functional.



"Women of KP who face any sort of problems at any stage or institution must bring them to this Commission. The purpose is very clear for all committees: to bring all those problems to us in the shape of a report affecting women of the province. Beside that, KPCSW approved the Women Empowerment Policy 2030 from the provincial cabinet, which will be launched on 24th February 2026. The purpose of these policies is to see women in this society full of capabilities and influential, and for achievement of that, we will go to all possible podiums. KPCSW is active, available, and may provide any sort of help required for women's support. The channels of approaching KPCSW are through the District Social Welfare Office, KPCSW, and district governments, where KPCSW will always be there for your help."

x. Awards Distribution Ceremony:

After speeches and progress sharing, the Best Teacher Award, Participation Awards, Media Awards, and Appreciation Awards were given to different participants of the Networking Mela-2026.



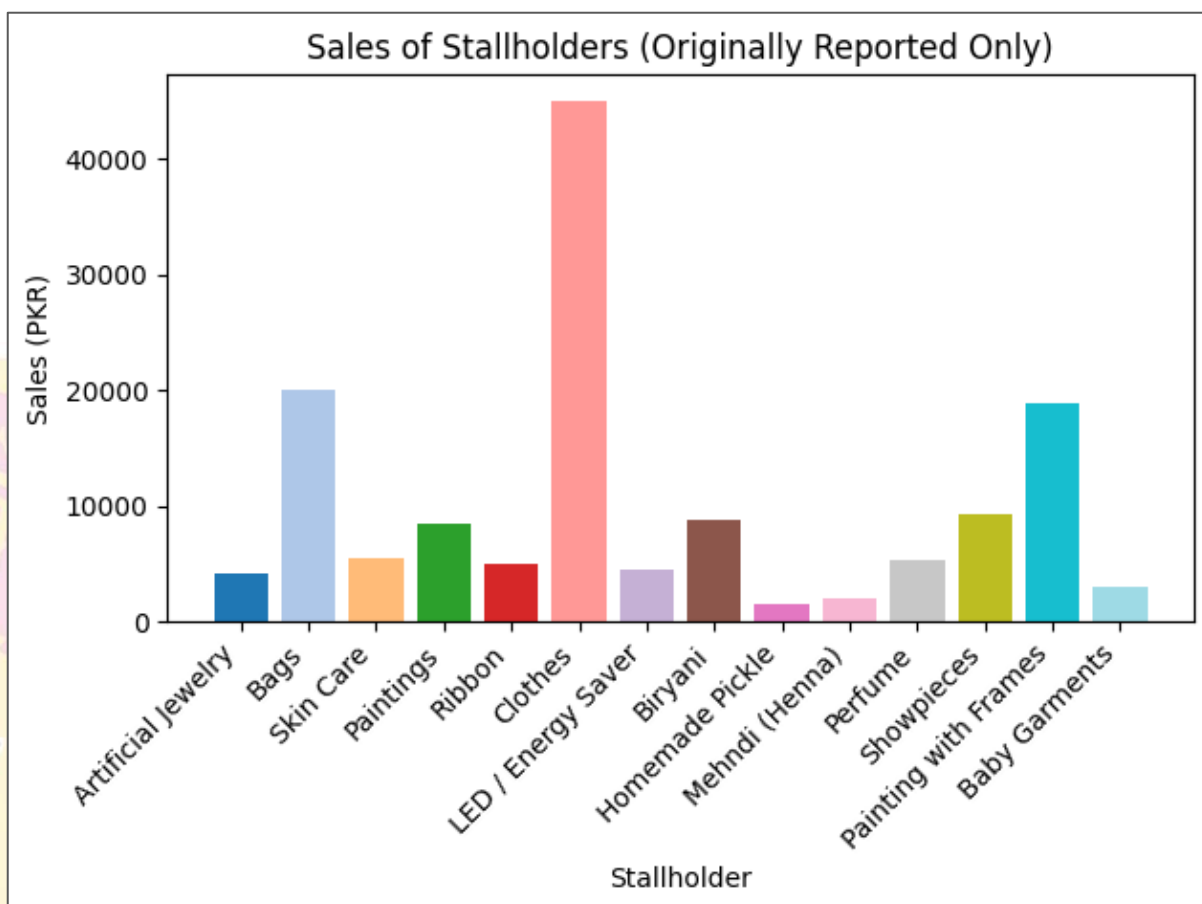
xi. Formal Opening & Inauguration of Stalls:

Hunarmand Khawateen Mela-2026 was formally inaugurated by Ms. Shazia Atta. She cut the ribbon.



4. Sales Data Analysis

The sales data from Hunarmand Khawateen Mela 2026 highlights clear differences in performance across stall categories. Clothes emerged as the top-performing category with PKR 45,000 in sales, significantly higher than all other stalls. This indicates a very strong customer preference for clothing items at the event. The second-highest contributors were Bags (PKR 20,000) and Painting with Frames (PKR 18,900), showing that both fashion accessories and artistic home décor items were highly popular among visitors. These categories formed the core revenue drivers after clothing.



A group of mid-performing stalls includes Showpieces (PKR 9,400), Biryani (PKR 8,900), and Paintings (PKR 8,500). This suggests that customers also showed considerable interest in food and decorative/artistic products, contributing steadily to overall sales.

Moderate sales were observed in Skin Care (PKR 5,600), Perfume (PKR 5,400), Ribbon (PKR 5,000), and LED/Energy Savers (PKR 4,500). These categories indicate consistent but not dominant demand, likely serving as supplementary purchases rather than primary attractions. At the lower end, Artificial Jewelry (PKR 4,200), Baby Garments (PKR 3,100), Mehndi (PKR 2,000), and Homemade Pickle (PKR 1,500) recorded the least sales. These lower figures may reflect limited demand, lower price points, or reduced visibility during the event.

Overall, the analysis shows that clothing and high-value items dominate sales, followed by bags and decorative products, while food and personal-use items

contribute moderately. Lower-priced or niche products generate smaller revenues but still add diversity to the event's offerings.

5. Participation and Exhibits

The two-day mela featured stalls where women displayed handmade products including, but not limited to:

Traditional & Cultural Crafts	Jewelry & Accessories
Handicrafts	Jewelry
Traditional embroidery and handicrafts	Handmade jewelry
Embroidered items (Muqesh Work)	Watches
Traditional products	Ribbon Gajra
Cultural and decorative items	Purses
Show pieces	
Paintings	
Fabric painting	
Clothing & Textiles	Home Decor & Utility
Ready-made clothes	Home decor items
Unstitched clothes	LEDs / Energy Savers
Clothing and textile items	School bags
Handmade bedsheet	
Embroidered bedsheet	
Beauty & Personal Care	Food Stalls
Skin care	Food stalls
Hair oil	Food stalls "homemade"
Shampoo	Home-based food products such as pickles, biryani, gol gappy, halwa
Perfumes	
Other Handmade & Specialty Items	
Baby garments	
Organic Products	
Candles	

Visitors from across the district attended the mela, creating an encouraging environment for women entrepreneurs to interact with buyers and promote their products. Government officials, community leaders, and civil society representatives also visited the event to appreciate the talents of women and support their economic empowerment. The mela witnessed active participation from women entrepreneurs across different areas of District Charsadda. Participants displayed a wide range of homemade and handcrafted products



reflecting the cultural creativity and skills present in local communities.

The event attracted a large number of visitors including all relevant district and provincial departments: Secretary for Khyber Pakhtunkhwa Special Commission on Status of Women Shazia Atta, Director of Social Welfare of Khyber Pakhtunkhwa, District Commissioner Charsadda, ADC-General Ms. Reena, District Social Welfare Officer Abdul Qadir, Child Protection Unit Officer Ms. Zaitun Begum, District Youth Officer Fahim Jan Durrani, District Zakat Officer Muzamil Khan, PTI Women Wing President for Charsadda Ms. Asmat Kakakhiel, and all other relevant government departments at district level. Media persons and civil society organizations such as SRSP, ANC, Alkhidmat, Saleem Garments and Hosiery, Haji Garments, Jaleel Ahmad Tailor, Inaam A Tailoring House, Akbar Jan Garments & Decoration Centre, Sardar Ali Cloth & Cosmetics, Saqib Cosmetic Centre, Hisham Traders Cosmetics and General Store, Shayan Pensar and Cosmetic Store, Qari Ubaid Home Collections, Umda Libas Store, Local Government Colleges Male and Female, and Technical

Colleges such as Federal Government Leather Technical Institute and Frontier Institute Technical were also invited.

6. Day 2 Activities

Continued Exhibition:

On the second day, the exhibition continued with increased participation from visitors and community members. Many stalls reported positive responses from visitors and potential buyers. During the day, government officials such as AC Headquarters Aftab Munir visited with Social Welfare Officer Abdul Qadir.

Awareness and Motivation:

Representatives from partner organizations visited the stalls and encouraged women to continue developing their skills and exploring opportunities for small businesses.

Closing Session:

The event concluded with a closing session in which organizers appreciated the participation of women entrepreneurs and acknowledged the support of partner organizations. Certificates of appreciation tokens were distributed to participants. Assistant Commissioner Head Quarter Mr. Aftab Munir and Assistant Commissioner General Ms. Reena distributed certificates to stallholders, volunteers, and employees of Social Welfare and RDO. National Program Manager Syed Israr Ali and Senior Program Manager (MEAL) Dawood Iftakhar of HOPE'87 attended. Other invitees included Ahunzada Pardah and Kambal Shabqadar, Hayali Gul and Brothers Shabqadar, Mashal Fabrics Umarzai, Nasir Khan Bags House Shabqadar, Olive Bliss Organic Soap Bar Stall, Haji Garments and Hosiery Charsadda, Ali Shopping Centre Umarzai, Saleem Garments and Hosiery Charsadda, Shah Cloth House Umarzai, Sardar Ali Cloth Cosmetics Charsadda, Jaleel Ahmad Tailor Tangi, Ayan Cloth House, Inaam Tailoring Tangi, Akbar Garments Tangi, and Prince Garments Charsadda.

Day 2 Feedback (Qualitative)

ADC-General mentioned to Daily Charsadda News and Khyber News: "Mela concluded and went very well. Women of Charsadda displayed their talent, and from now onwards we plan to arrange display centres for local skilled women at Charsadda."

Social Welfare Officer Abdul Qadir said: "It is my forever message that we will continue such kind of melas in continuation for the skilled women of district Charsadda. After this Mela, we plan to develop a display centre for all skilled women. For them, we will provide free of cost space in the display centre and will deposit income directly into the account of space holders."

Assistant Commissioner (AC) Head Quarter Mr. Aftab Munir commented on the event, quoting: "It is an opportunity which will not link these skilled women to the national but also to the international market. However, the Social Welfare Department, other line departments, and Rural Development Organization should focus on better results to be achieved from this." Replying to a question asked by a reporter—does the government have initiatives for such skilled women? —he mentioned: "We do have plans and we are registering women through our Social Welfare departments in different skills centres. Besides that, we are providing them guidance to register themselves with online platforms and upload your products to the concerned networks and websites. It is a message to all women: cash this opportunity, because media is here, your product will reach the world including the market. Come with diligence and definitely display your talent."

7. Key Achievements

The event achieved several positive outcomes:

- Provided market exposure to women entrepreneurs
- Encouraged women to transform home-based skills into income opportunities
- Promoted networking among women entrepreneurs
- Strengthened collaboration between RDO and government departments
- Increased community awareness about women's economic empowerment

- Successfully hosted over 50 stalls with 15 more on a waiting list
- Generated significant sales, with clothes alone achieving PKR 45,000
- Led to government commitment for a free display centre for skilled women
- Resulted in the launch of a dedicated website for home-based women workers
- Facilitated the notification of 26 district KPCSW committees, including Charsadda
- Announced the upcoming Women Empowerment Policy 2030

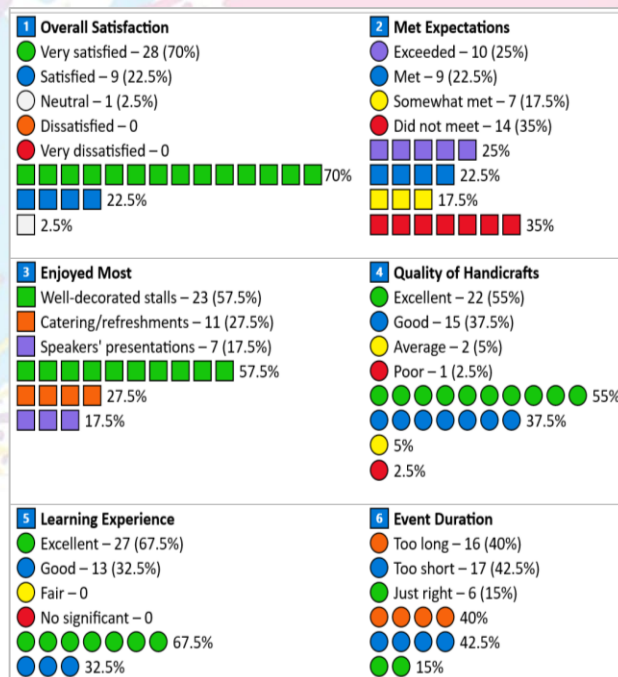
8. Participant Feedback and Satisfaction Survey

Many participants expressed appreciation for the opportunity to showcase their talents and interact with potential buyers. Several women highlighted that such events motivate them to further develop their skills and expand their home-based businesses. Visitors also appreciated the creativity and quality of the products displayed during the mela. RDO conducted a poll while asking participants about their level of satisfaction. A post-event feedback survey was conducted among 40 attendees of the Hunarmand Khawateen event held during MELA 2026.

Overall Satisfaction: Key Findings:

Overall satisfaction was high, with 70% of respondents reporting they were "very satisfied" and another 22.5% "satisfied." However, expectations were more divided: 35% reported that the event did not meet their expectations. The quality of handicrafts and products was rated positively by 92.5% of respondents. The learning experience was universally positive, with 67.5% rating it excellent and 32.5% good—no negative responses. Regarding event duration, opinions were mixed and concerning: only 15% of attendees

found the length "just right," while 42.5% felt it was too short and 40% felt it was too long. This suggests that the timing did not suit the majority of participants. While MELA 2026 succeeded in delivering high-quality handicrafts, a positive learning environment, and visually appealing stalls, the event organizers should



focus on better managing attendee expectations and reconsidering the event duration to improve future editions. The strong preference for decorated stalls (57.5%) indicates that visual and cultural elements remain a key strength worth preserving and enhancing.

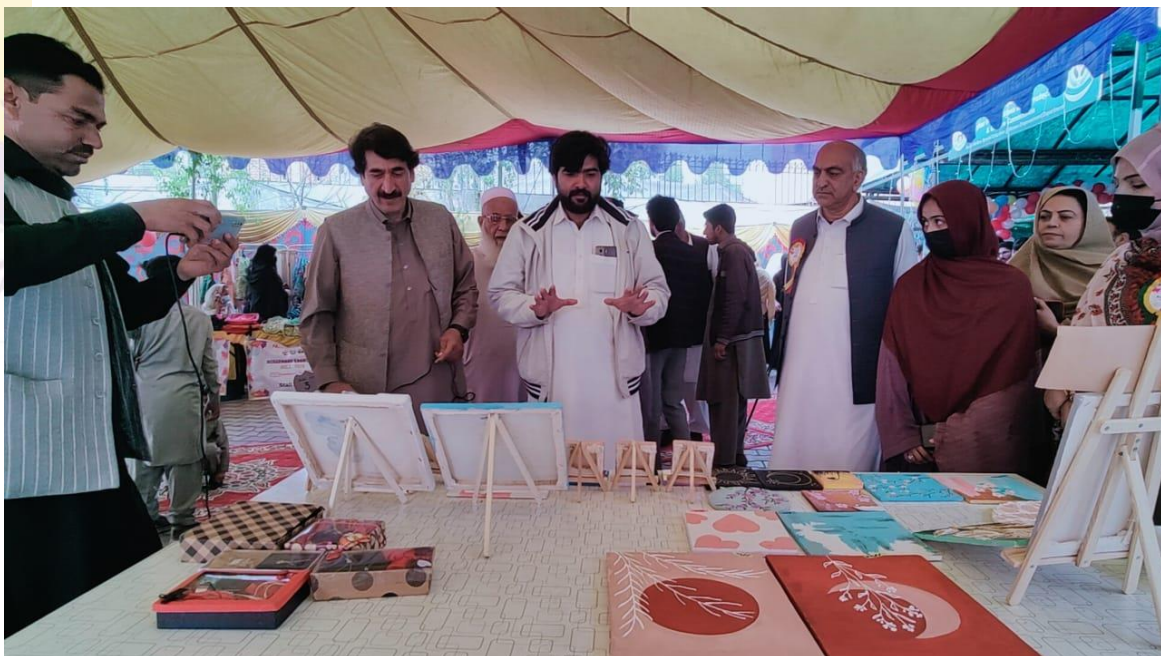
9. Conclusion

The Hunarmand Khawateen Mela-2026 successfully created a platform for women in District Charsadda to showcase their talents, connect with communities, and gain recognition for their work. The event highlighted the immense potential of women entrepreneurs and demonstrated how community-based initiatives can contribute to economic empowerment and social inclusion. From the RAISE project's 227 trained beneficiaries to the 50+ stalls, from the PKR 45,000 in clothing sales to the government's commitment to a display centre and website, the Mela produced tangible, measurable outcomes. RDO remains committed to supporting women in developing their skills and accessing opportunities that enhance their livelihoods and independence.

10. Annexures

PHOTO GALLERY



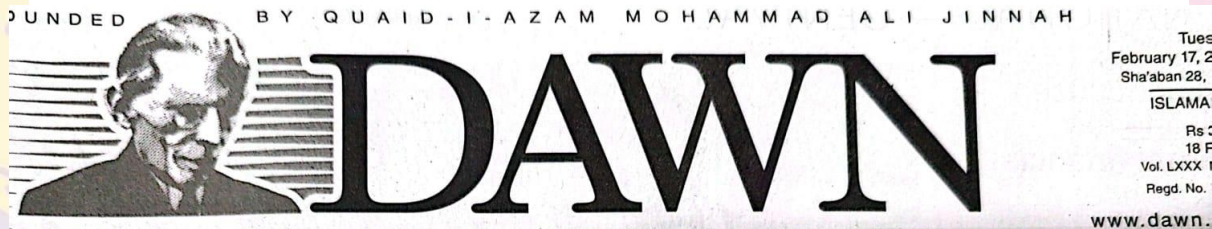








MEDIA COVERAGE



Skilled women display handicrafts at Charsadda fair

By Our Correspondent

CHARSADDA: A two-day Skilled Women's Fair, organised by the district social welfare department, began at the Begum Naseem Wali Khan Social Welfare Complex here on Monday.

Stalls were put up by more than 50 skilled women, exhibiting handicraft, sewing and embroidered articles and other household goods.

The event was inaugurated by secretary to the Commission for Status of Women Shazia Athar.

The participants included Amina Durrani of the commission, additional deputy commissioner Ms Reena, district social welfare officer Abdul Qadir Khan, RDO director Hakimzada, Mohammadzai Union Journalists, Charsadda president Majid Khan, district youth officer Faheem Khan Durrani, child protection unit officer

Zaitoon Bibi, district zakat body chairman Muzammil Shah, representatives of government departments, non-governmental organisations and a large number of women.

The district social welfare officer highlighted the objectives of the fair, saying the event is meant to highlight the capabilities of women so that their handmade products can get wider market access to improve their economic position.

She said the products made by women would be introduced not only across the country but also internationally through the website.

Secretary to the KP Commission for Status of Women Shazia Athar said the fair was not just an exhibition but also a practical picture of women's hard work, patience and self-confidence.

She said that the Commission was taking practical steps to make women economically independent in the prov-

ince so that they could be provided not only with security but also with economic freedom, employment opportunities and opportunities to earn a respectable living.

"When women get access to the market and direct contact with buyers, they move forward with confidence and prove their capabilities," she said.

She thanked organisers on behalf of the district social welfare office and RDO for holding the fair and appreciated their hard work and dedication.

The speakers said the full participation of women was not only a symbol of their identity but also a message for the coming generations that every goal can be achieved with hard work and determination.

They said that during the last few days, instructions had been issued to the district committees on the status of women to become officially active,

including the deputy commissioner and chairpersons.

The speakers urged the committee to start work immediately and said that regular channels had been established for reporting issues related to women and a separate file system had been introduced for the district committees to enable effective identification and timely resolution of issues.

Officials said that a policy for empowering women in Khyber Pakhtunkhwa 2026-2030 had been approved, which would be formally launched on Feb 24.

They said all possible steps would be taken to implement the policy effectively so that the women of the province could truly become economically and socially empowered.

Awards were also distributed at the ceremony, while the newly-elected cabinet of the DCC was also sworn in.

Sur:

(A)

Etern

(Late)
Prof C
Asim
Uzma
Saima
Zain,
Harri



چارسدہ میں کئی ہنرمند خواتین میلہ شروع، 50 سے زائد سٹالز

سوشل ویلفیئر ڈیپارٹمنٹ کے زیر اہتمام میلے کا افتتاح سیکرٹری خیبر پختونخوا کمیشن فار سٹینڈس آف ویمن شازیبہ اطہر نے کیا
شرکاء میں شیلڈز بھی تقسیم، مقصد ہنرمند خواتین کی صلاحیتوں کو اجاگر کرنا ہے، سوشل ویلفیئر آفیسر عبدالقادر

اخراجات و مقاصد بیان کرتے ہوئے کہا کہ ہنرمند خواتین میلے کے انعقاد کا بنیادی مقصد خواتین کی صلاحیتوں کو اجاگر کرنا ہے تاکہ ان کے ہاتھوں کی تیار کردہ اشیاء کو مارکیٹ تک رسائی دی جاسکے اور ان کی معاشی پوزیشن مستحکم ہو۔ انہوں نے کہا کہ خواتین کی تیار کردہ مصنوعات کو ویب سائٹ پر اپ لوڈ کر کے نہ صرف ملک بھر میں بلکہ بین الاقوامی سطح پر متعارف کروایا جائے گا تاکہ انہیں وسیع منڈیوں تک رسائی مل سکے۔

سوشل ویلفیئر آفیسر عبدالقادر خان، آر ڈی او کے ڈائریکٹر کلیم زادہ، ماجد خان، محمد زئی یونین برنسٹن چارسدہ کے صدر فیض مجھ، ڈسٹرکٹ پوتھ آفیسر نسیم خان درانی، چائلڈ پروفیکشن یونٹ آفیسر زیتون بی بی، ڈسٹرکٹ ڈکو پتیز مین منزل شاہ سمیت مختلف سرکاری محکموں، غیر سرکاری تنظیموں کے نمائندے اور خواتین کی بڑی تعداد نے شرکت کی جبکہ بہترین کارکردگی پر ایم پی جے کے صدر فیض مجھ سمیت دیگر کو شیلڈ دے گئے تقریب سے خطاب کرتے ہوئے ڈسٹرکٹ سوشل ویلفیئر آفیسر عبدالقادر خان نے میلے کے

چارسدہ (نمائندہ آج) ڈسٹرکٹ سوشل ویلفیئر ڈیپارٹمنٹ چارسدہ کے زیر اہتمام دو روزہ ہنرمند خواتین میلہ پیگم نسیم ولی خان سوشل ویلفیئر کمپلیکس میں شروع ہو گیا۔ میلے میں 50 سے زائد ہنرمند خواتین کی جانب سے تیار کردہ مختلف اشیاء کے سٹالز لگائے گئے، جن میں دستکاری، سلائی کڑھائی، آرٹ اینڈ کرافٹس اور گھریلو مصنوعات شامل ہیں۔ میلے کا افتتاح سیکرٹری خیبر پختونخوا کمیشن فار دی سٹینڈس آف ویمن شازیبہ اطہر نے کیا۔ اس موقع پر کمیشن کے آمنہ درانی، ایڈیشنل ڈپٹی کمشنر مس رینا، ڈسٹرکٹ

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بدھ 18 فروری 2026ء 29 شعبان المعظم 1447 ہجری قمریہ 20 شوال 1447

شمارہ 24

چارسدہ میں دو روزہ خواتین ہنرمند میلہ 2026 کا میلاپیگم ختم پذیر

ڈسٹرکٹ پوتھ آفس، ڈسٹرکٹ سوشل ویلفیئر آفس اور آر ڈی او کے باہمی تعاون سے منعقدہ میلے میں باصلاحیت خواتین کی شرکت، ہاتھ سے تیار کردہ اشیاء کی فروخت اور معاشی خودکفاری کا پیغام

مہمان خصوصی ایڈیشنل ڈپٹی کمشنر مس رینا، اسسٹنٹ کمشنر آفاب نسیم اور دیگر افسران کی شرکت، خواتین کے ہنر کو سراہنے کے لیے مزید مواقع فراہم کرنے کے ارادے کا اظہار

باسلامیت خواتین کو تیار کیا گیا چھوڑا جائے گا بلکہ ان کے لیے مختلف پلیٹ فارمز مہیا کیے جائیں گے۔ ان کے کاروبار کو فروغ دینے کے لیے ویب سائٹ بھی تیار کی جائے گی، مقررین چارسدہ (چارسدہ نیوز) ڈسٹرکٹ پوتھ آفس چارسدہ کے ساتھ اعلام پاپر ہو گیا۔ اختتامی تقریب کی مہمان خصوصی ایڈیشنل ڈپٹی کمشنر آفاب نسیم نے خطاب کیا۔ چارسدہ میں آر ڈی او کے باہمی تعاون سے منعقدہ دو روزہ خواتین ہنرمند میلہ 2026 منعقدہ دو روزہ خواتین ہنرمند میلہ 2026



چارسدہ، پیگم نسیم ولی خان سوشل ویلفیئر آفس میں منعقدہ دو روزہ ہنرمند خواتین میلے کے اختتامی تقریب سے آر ڈی او رینا، عبدالقادر و دیگر خطاب کر رہے ہیں

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