



**SHE
MEANS**

WORK

AN INITIATIVE OF LEARNING BASED STRATEGIES PVT LTD (LBS)



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ABOUT OUR COMPANY



She Means Work (SMW) is Pakistan's first dedicated job portal for women. We aim to be a catalyst, in accelerating the uptake of women in the workforce of Pakistan. An initiative of LBS Pvt. Ltd, which is run by an experienced team of experts in the job market. We have join hands with best-in-class industry players in all areas who believe in women economic empowerment.

There are approximately 15 Million highly skilled and talented women who have taken a sabbatical to raise family and they want to come back to work. We connect this highly skilled untapped pool of talent with the best companies in the market. Women workforce comprises of 15-20% of total job market of Pakistan although they constitute 49% of total population.

A majority of the country's eligible and educated female workforce gets caught up in raising families, and when they are ready to resume work, they have difficulty in finding companies that encourage and hire them, however talented they may be.

At She Means Work (SMW) we help these women get back to job market through our partner firms who are willing to give job placements to our candidates. A separate, but related project in He Means Work (HMW) caters to male candidates facing similar difficulties, because there's no equality without inclusivity.



HOW WE WORK

- We facilitate the job-finding process for women with technical backgrounds and experience who have taken a career break to raise families, helping them return to the workforce. For our re-entry job-seekers, we conduct skill assessments, job searches, training, and mentoring them to get ready to return to the corporate world. We ensure our candidates, we call “Returners”, are prepared and aware of the prevailing market trends, and they are successful in finding employment and beyond.
- We also cater to fresh graduates of any gender, helping them find suitable jobs through our Industry partners, who believe in the concept of equal opportunity.
- Based on market demand we also facilitate the placement of male candidates as per the job requirements through He Means Work (HMW).

OUR MAIN COMPONENTS



Our Job Seekers



**Our Women
Empowerment
Champions**
Our partner firms



**Mumpreneurs: An
Online Incubator**



E-Academy

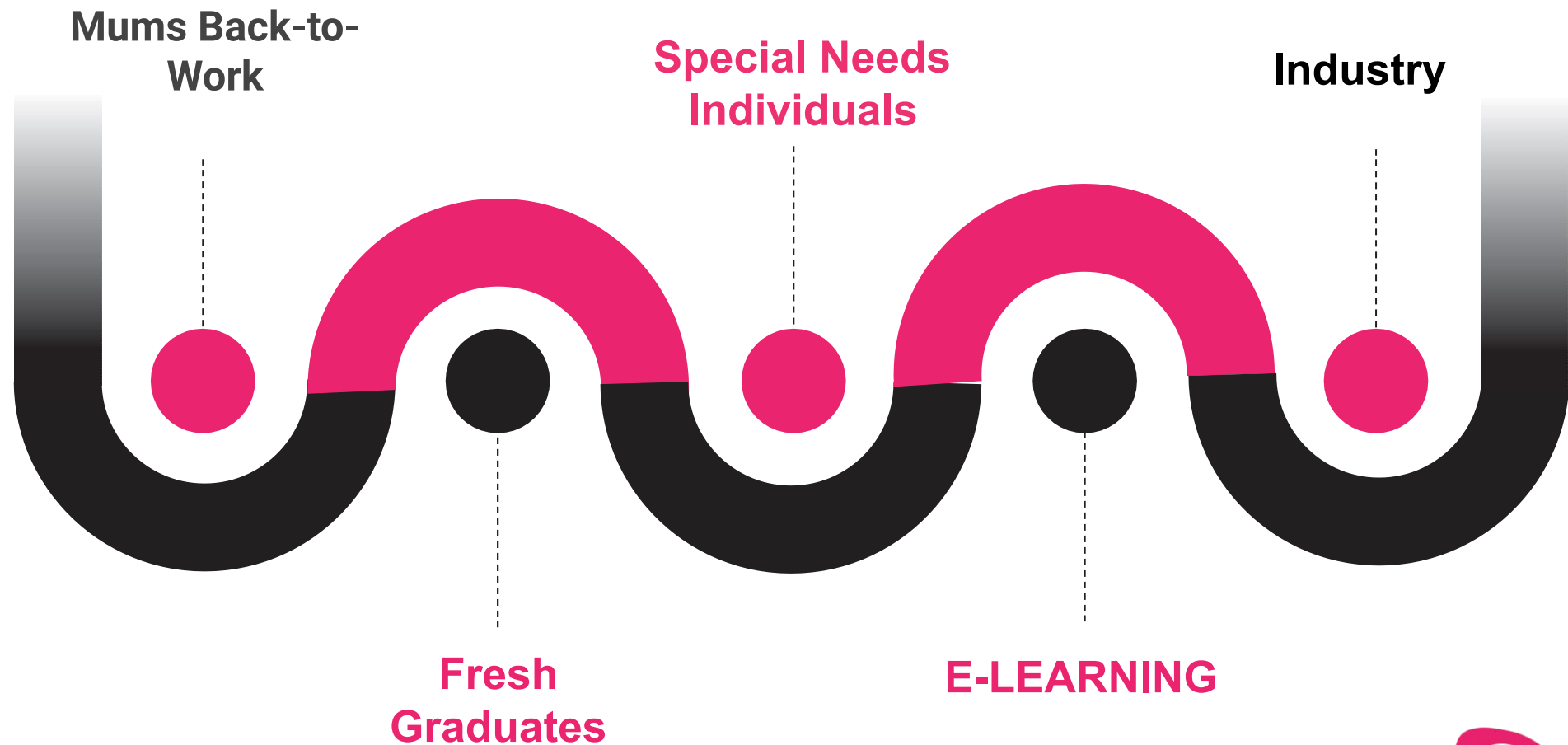
WHY SMW?

- Many recruiters offer a data bank of candidates and let the employer choose the right candidate, without helping in streamlining the process. This leaves the Human Resource Managers to do the same amount of work to select CV's for next round of interviews, with practically no benefit to the employer or employee, as no matching is done at the recruiter level.
- We are a staffing firm featuring specialized recruiters capable of sourcing, screening and interviewing candidates, forwarding the most suitable candidate to the job.
- For the probation period our candidates can work on an internship model called "Returnership", where they can work on a reduced salary for a maximum period of two month, until the employer decides whether they are suitable for the position.
- Our Returnership Programmes, with contract employees, is the best way to engage this unique talent pool of mums back to work. Contract work is currently in high demand, and amid COVID-stricken economy where employers have short term projects and specialized jobs, it is especially economically beneficial.

WHY SMW?

- This is an excellent way of testing the suitability of the candidate without commitment of a full-time job position.
- We also cater to female graduates who are fresh out of college/university for paid internships leading to permanent jobs. SMW takes the hiring manager's requirements from partners and matches it to a vast pool of interested candidates. We do initial interviews, analyse CVs, and, if required, help them train for their role.
- We offer different types of internships and bundle them with skill-based trainings for capacity building.
- Our online incubator helps Mumpreneurs build their dream businesses. We advise and connect them with the right teams, and facilitate them with capacity building courses so they can grow faster.
- The local law requires companies to have 2-5% of workforce as differently-abled persons. SMW provides skilled differently-abled persons for various industries jobs.

GRADUATE INTERNSHIP PROGRAMME



OUR GRADUATE PROGRAMMES



PREMIUM INTERNSHIP

- A complete 12-week internship with a host company of your choice.
- Attend 480 hours over 3 months, with specific hours agreed upon between you and your host company.
- Flexible start and end dates, days and hours.
- The ability to enter the premium internship program at any time of year.

REMOTE & FLEXIBLE INTERNSHIP

- Can be taken anytime, anywhere.
- Mostly available for IT and Engineering positions.
- Brings real-life experiences without compromising on flexibility and freedom.

CARAT MENTORSHIP PROGRAM

The Carat Mentorship program is a graduate coaching program designed to integrate seamlessly into the workplace.

After completing our Carat Mentorship Program, you will learn:

- The techniques and ways to tailor resumes to various industries and audiences.
- Interview Training and Mock Interviews, how to conduct yourself professionally in a workplace environment.
- How to manage employer confidence and navigate professional challenges
- Developing strategies for personal brand growth, and the use of social media in a professional capacity.



E-ACADEMY

- SMW offers online courses to develop and enhance skills that can help our member in their Career development goals.
- We are offering market-driven trainings which can help you get back to work. Train to get started on your business ideas and be an entrepreneur.
- We also offer compliance related public-sector courses.



MUMPRENEURS

We support women who want to be their own boss, especially aspiring mums who want to set up their own businesses and need guidance, while the technical and administrative aspects of setting up a business may seem complex and daunting procedure, it can be very easy with the right advice.

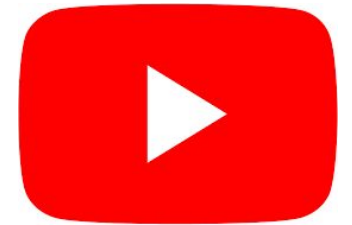
We hand hold these women all the way from the documentation of their business ventures to finding the right partners and required capacity building courses for knowledge, empowerment, and financial assistance through our partners.



CONTACT US

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