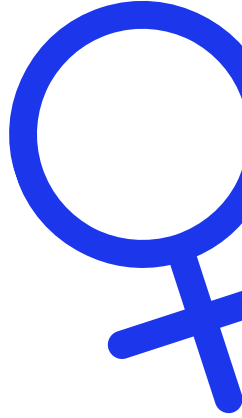


ELLA

Q4 2022 Vol 1. Issue 1.

ELL-NOTES

To New Beginnings.



It's been an interesting journey for us. Specially as we reinvent ourselves from ElleTech to GrowElle Labs.

*Women are connoisseurs of recalibrating themselves at every stage in life. It is an inherent talent that we all possess, adhere to and shall shamelessly flaunt. With the pandemic safely out of the way and social distancing slowly fading out, we decided to give a fresh look to Project ElleTech and brew a concoction of renewed energy and tons of excitement in our newly reseeded **GrowElle Labs**. With this we also welcome you to the first issue of ELLA, which with time we hope to grow into its own full fledged publication, as we expand, collate your stories and grow with all of those who have supported us and partaken in our journey thus far.*

We hope you will sit back and enjoy the ride with our brand new website. Be sure to check out our new E Sources section and let us know how you feel about it! <https://growelle.org/>.

*With Love,
Team GrowElle.*

*Welcome to ELLA. The digital print showcase home of GrowElle Labs. Celebrating our 1st Year, we take you to a run through of what we did, who we did it with as well as a few key conversations with FemmElles of importance as we call them.. see you inside... as we continue our ride **Elle-Vating Women In Teams...***



What An Elle!

BAELA RAZA JAMIL
CEO
Idara-e-Taleem-o-Aagahi



Baela Jamil is a powerhouse and our inspiration at GrowElle Labs. She is a public policy specialist, former technical adviser to the Federal Ministry of Education, Government of Pakistan, spearheading education and learning reforms, and an activist.

She is also the founder of Children's Literature Festival and Pakistan Learning Festival (PLF). Her experience and journey teach us a lot not just about the industry but also how her story has had an impact on so many people. As someone who has dared to live and act by the urgency and innovation that comes with breakthrough ideas, Baela Jamil strongly believes that new ideas should be embraced, not feared! She has proven this belief over the years through countless organizations, projects and events that she has steered as a strong leader and hero for Pakistani women everywhere.

In 2022, ITACEC collaborated with ScienceFuse to publish three books with the aim of making science engaging, relevant & accessible for every kid. These include **Remarkable Women in STEM**, **Incredible Questions of Science** and **Gul Rukh's Science Adventures**. Read more about her in our FemElle Features on our website!

Winning Built By Her - 1.0!!

Our roadwalk was actually given a massive leg up when we were just discussing the ideation of ElleTech in a phase we now call Project X, and we ended up winning the first ever Built By Her competition right at the end of 2020 even before our formal launch. This was hosted by Asia Foundation and U.S. Consulate Karachi, at the National Incubation Center Karachi, and we want to take a minute to thank all three institutions since this gave us the opportunity to pilot for six months in 2021 and then sit back and assess for another six as to what we wanted to really do and achieve. Two conferences, several SheLabs and She Soirées later, we want to give a shoutout to NIC Khi and Built By Her for giving us that chance to Grow up and into GrowElle Labs.

Mentoring Built By Her - 3.0!!!

*Chief Elle Officer, **Aqsa Tariq**, was invited by NIC Karachi to mentor the third edition of Built By Her, and both her mentees ended up winning the hackathon, as winner and runner up. And how the circle comes around and closes. We hope to feature the two winners on GrowElle in the coming months!!!*

**Kuch Khair,
Kuch Khabar**

What An Elle!

SABINA KHATRI Founder & Chairperson Kiran Foundation



Founder and Chairperson of Kiran Foundation, Sabina Khatri was announced as the recipient of highly prestigious civilian award, Sitara-e-Imtiaz, on 14 August 2020.

Her journey with Kiran began when she was following a child abuse and domestic violence case in Lyari. At the time, such heinous crimes were common there and though she did not have any trained background in education, she went into Lyari with the determination to change things and save its children. She was a mere nutrition and fitness instructor by education, came from a well-settled family and largely a stay-at-home mother. Yet she powered through the streets of Lyari at a time when most people would not even drive by the drug and gang war-stricken community.

Today, Kiran has grown from its Ibtidai school to Kiran Foundation and DCTO College and is growing even more, all thanks to one super mama who had the courage to take the first step for Lyari and its people. You can read more about her in our Femelle Features or watch her power through an amazing discussion on women in education on our Youtube Channel!



GROWELLE[®]
ELLE-VATING WOMEN IN TEAMS

GrowElle x Nisa, OTF

We are extremely happy to announce a recent SheLabs Workshop with our long-standing partner, the Orange Tree Foundation's program for women empowerment named Nisa.

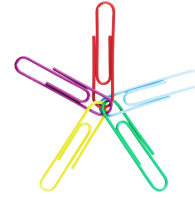
The workshop focused on Financial Wholeness and was conducted by Palwasha Faizan, (Head of Digital Products and Platform Development, HBL). Here's what one of the attendees had to say, 'They taught me about the Konnect application and I am looking forward to exploring it & my ways to start earning online, was definitely a very useful session for me.'

GrowElle x Seed Pakistan

Another exciting workshop that we conducted was with SEED Pakistan on Tech4Peace. This was particularly important in order to raise awareness amongst young students about the role of technology to counter violent extremism and promote peacebuilding.

**Kuch Khair,
Kuch Khabar**

ELLE KAHANI



GROWELLE®
ELLE-VATING WOMEN IN TEAMS

GrowElle Grew Up & Graduated!!! x NIC Karachi

Time has flown quite fast this year. We are happy to announce that our baby project has now graduated as part of Cohort 6 of the National Incubation Center, Karachi. NIC is a state-of-the-art business incubation center funded by Ignite – MoITT, it is operated by LMKT and based at the NED University of Engineering & Tech. You can catch us on the link below.

<https://www.nickarachi.com/nic-startups/growelle-labs/>

GrowElle Attends Session With Dilawar Syed!

Mr. Dilawar Syed, U.S. Department of State's Special Representative for Commercial and Business Affairs, during his visit to Karachi, Pakistan met women entrepreneurs to learn more about the opportunities and obstacles facing women breaking into the market. Our Founder, Aqsa Tariq was invited to be a part of this exclusive discussion hosted at the National Incubation Center Karachi.

ASNA JAVED Data & AI Technical Sales Specialist



Asna Javed is a Data and AI Technical Sales Specialist at IBM. She talks about her journey from Oman to Pakistan and how she was seen differently at work and in society.

To put it in her words; she laughingly shares,

'A fun fact about me is I was born without arms. So for me, my whole life has been an optimal period. When I was four or five years old, I realized that I was different, and I used to think that there was something wrong with others and that I was perfectly fine. So I guess I always saw things in a different light. I use my feet to do everything I type, eat, cook and I am a very good cook too!'

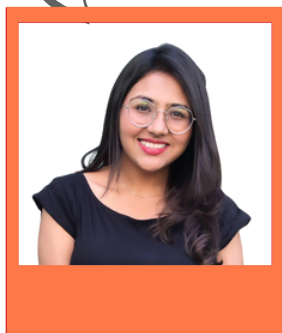
I help companies identify and solve their Data related challenges in an innovative way. Received "Pride of Pakistan" recognition by government of Pakistan for my work in IT industry.

To hear more about how she broke stereotypes and worked her way up in IBM Pakistan from Oman, tune into our She Soirée on our Youtube Channel.

**Kuch Khair,
Kuch Khabar**

ELLE KAHANI

AZIMA DHANJEE
Co-Founder
ConnectHear



What started as a passion project close to her heart (and home!), has now turned into one of the largest Deaf accessibility service providers in South Asia. ConnectHear works for sign language accessibility and deaf inclusion in Pakistan by leveraging technology.

Being raised by deaf parents, Azima took it upon herself to use technology-based solutions to bring ease to differently abled people through her and we couldn't be prouder of her dedication to the cause. ConnectHear is building a real-time sign language recognition A.I. that will enable Deaf people to have independent access to information and communication.

What is even more outstanding is that Azima has set up her business in 2017 with her high school friends, at the age of 19 whilst undergoing her Bachelors Degree at IBA, Karachi. Her passion is reflected in her energy and words and you can catch a glimpse of that in her video up on our channel now!

Azima's work has been recognized locally and globally, with some of her major milestones including: Recipient of the Diana Awards, World Summit Award, Standard Chartered Women in Tech Award, P@SHA ICT Award, Forbes, and Pioneer Post.

Season One Of She Soirées - 2021 ++ other stuff we did!

*Last year saw us host several fantastic SheSoirées in 2021. Well actually 21 of them! Powered by our Chief Editor Elle and other Founder, **Bemisal Iqbal**, these were intense well received sessions with Pakistani Women In TEAMS across the world. We will shortly be kicking off season 2 in 2023.*

Other than this we did several online sessions and She Labs as well as an extremely well done Women in STEAM virtual conference, our first! Add to this our partnering on sessions across the globe virtually, including StartupGrind, Google amongst others where we were invited to curate virtual talks and panel discussions. We got around fast in the year past and will be going faster in the year ahead.

Be sure to catch this content as featured Elles take us through their journeys of strength, resilience, and determination. Head on over to our YouTube channel for some stellar content with Women in TEAMS!

**Kuch Khair,
Kuch Khabar**

ELLE KAHANI

PRIYA K. CUTTS
Founder
Female Tech Leaders



Priya is the founder of Female Tech Leaders, and a full-time Project Manager at Motive (previously KeepTruckin'), an organization that supports development and growth of women in technology through community events, digital resources, and mentorship.

While talking about mentoring women, she points out,

'One of the hardest things as women is that we don't self-advocate very well and there's a lot of impostor syndrome of feeling that you and I still have it. I'm 15 years into this career and I still have impostor syndrome where I'm like have they made a mistake? What's happening right now? And I think working through that is just such a generational systemic thing and so I put a lot of focus on things like your self worth and your worthiness, and the fact and I think for me that's an important part of my journey is that you don't have to fit a mold to be successful in time.'



GrowElle Wins: WBCS Program!

GrowElle Labs is honored to be selected as a social enterprise in the program: Women Building Cohesive Societies. Winning the grant in summer 2022, allowed us a faster reboot, to expand and enhance our work vision. The WBCS is an initiative led by the Arts Council Pakistan aiming to celebrate, empower & mobilize women leaders & change makers in Pakistan for a cohesive society. This extensive training program has been crafted for social enterprises, has given us access to the mentoring and tools we need as we turn our baby steps into giant strides.

**Kuch Khair,
Kuch Khabar**

ElleConnect '22

GrowElle Labs celebrated Pakistan's 1st ever Ada Lovelace Day on Sunday 2nd October 2022, with a virtual conference called **ElleConnect**, featuring Pakistani women across the board. The virtual PanEllas & Fem Featurettes had a primary focus on Developing Women With STEM.

With power houses like Baela Jamil of Idara e Taleem o Aagahi as our Keynote Speaker, Amneh Farooqui of WOW Festival & Polly & Other Stories, Sidra Riaz, Urooj Seemeen, Maryam Arshad of Impact Dynamics and Sana Shah of NICK; the conversations throughout the conference left the listeners asking deeper questions about the role of women in STEM.

From funding opportunities to differences of application of ideas based on the varying population in the country to the conservative reluctance of the families of many younger women; each session shed light on issues not generally discussed on such platforms. Such conversations are making way for women to discuss their problems and come to solutions together.

Our Cool Young Ellas session demonstrated hope for the younger girls in STEM and displayed a variety of options open to younger girls today. With a total outreach of over 10,000 views, we marked Ada Lovelace Day in Pakistan this year with a fantastic virtual gathering of our very own local champions of STEM!

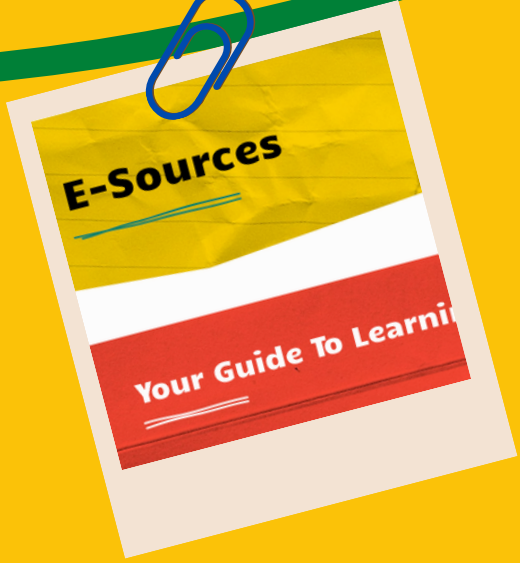
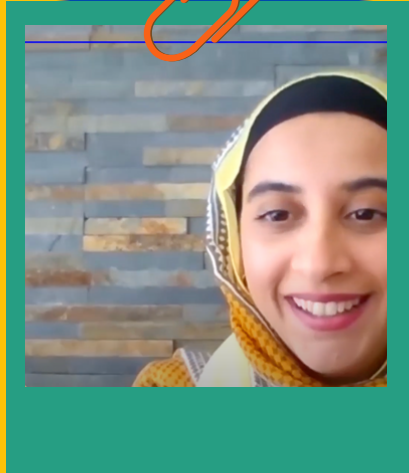
What's Next?

Craft-Preneurship: Dec '22

As our local craft industry grows and becomes more complex in the business industry, entrepreneurship draws more attention to the need for emphasizing on craftmakers, especially for those who would benefit in turning this into a small digital business or a micro enterprise. This program includes teaching women to formulate their product range and pricing, understanding the dynamics of product marketing, photography and showcasing, and honing on your skills to improve the quality of your crafts.

CraftPreneurship is a collaborative work of the U.S. Consulate General, Karachi, Pakistan American Cultural Center & Lincoln Corners Pakistan, to be executed by us!

**Kuch Khair,
Kuch Khabar**



GROWELLE
ELLE-VATING WOMEN IN TEAMS
PRESENTS

ElleConnect

A VIRTUAL CONFERENCE CELEBRATING ADA LOVELACE DAY

 BAELA RAZA JAMIL CHIEF EXECUTIVE OFFICER IDARA-E-TALEEM-O-AAGAH	 AMNEH FAROOQI CURATOR - WOW FESTIVAL FOUNDER - POLLY & OTHER STORIES	 SIDRA RIAZ PROGRAM & PRODUCT MANAGER	 SANA SHAH PROGRAM MANAGER NATIONAL INCUBATION CENTER KHI	 UROOJ SEEMEN FOUNDER E-SERVICES & TECHNOLOGIES CO FOUNDER TRADE FORESIGHT	 FAREEHA GHAFFOOR EDUCATOR CEDAR SCHOOL & COLLEGE	 RAMSHA KHAN SCHOOL STUDENT COORDINATOR ORANGE TREE FOUNDATION
 MAHEEN MALIK TECHNICAL DOCUMENTATION HEAD INVICTUS - GIKI	 SAMIMA KHAN BRONZE MEDALIST CS GRAD GGG KOLACHI/CREDITBOOK	 ALINA AZHAR FOUNDER - AASRA PAKISTAN DIANA AWARD RECIPIENT	 MARYAM ARSHAD FOUNDER & DIRECTOR IMPACT DYNAMICS	 FIZA ALI PROGRAM MANAGER, (WBCS) ARTS COUNCIL OF PAKISTAN		