

**Exploring the Impact of Culture on Women Economic Empowerment in Poonch Division
AJ&K**

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ABSTRACT

This research has been conducted to exploring the impact of culture on women economic empowerment in Poonch division AJ&K. Women's economic empowerment is a significant phenomenon, and culture emerges as a crucial instrument for facilitating their social and economic advancement. Women economic empowerment boosts the productivity and increase the income of the country. Women in Poonch division face the many cultural and economic problems like as gender inequality, harassment, household decision, inheritance, marriages decision, job decision, health facilities, economic participation and decision making power. The basic rights are not provided to women as compared to men. Economic empowerment of women especially discusses the households. The nature if this study is descriptive. The primary data is collected from Poonch division of AJ&K. through questionnaires. Total household are 216,127 the sample size 433 is selected. The simple random sampling techniques used in this research. The study includes the cross tabulation method and applies the chi-square techniques (x 2) with the significant level at 0.05. The results of the study show that the culture plays an important role in women economic empowerment. In the Poonch women has not significant role in household decision making. Male are the head of households.

Keywords: Women empowerment, AJK, Economic Difficulties

INTRODUCTION

Importance of Culture

Culture plays a vital role in shaping a nation's identity; in its absence, society does not exist in the real world. Hofstede (1997) said that "culture is the set of value communicated to knowledgeable behavior patterns, institutions, beliefs and all other human work. The basic source of particular society that provides mortality is defining the culture. Culture offers solutions to pressing issues faced by the community. Culture teach us to consider the whole nation and the not individual, it provide the idea of family, nation etc. culture is the basic foundation of any community which gives the way of life. (Diem, 1997). According to Edward Tylor (1871) culture "that which is includes knowledge, art, belief, law,

morality, custom, and any other skills and habits learned as a member of society. Culture philosophies, ideas, beliefs, values, assumptions, and shared values (Schein, 1985).

Cultural Asia, culture as well as South Asia comprises several Pashtuns, Punjabi, Saraikies, Pothwari Sindhi, Muhajires, Kashmiri Baloch pathos Wakhi, Paltis, Hazers and Shinaki west societies in the north. Pakistani cultural groups are strongly influenced by many neighbors, such as south Asia and West Asia. Culture and economic was two important area in society. Their communication was a It is a complex and often contradictory process that depends heavily on the specific cultural context, historical period, geographic location, and developmental stage of a country. The economy can influence cultural evolution, just as culture can drive economic progress. However, using culture solely as a tool for economic development—or focusing investment exclusively on cultural or economic growth—may yield unintended consequences and potentially harm both cultural integrity and economic stability. Cultural learning were closely correlated to the public education, the current research speaks directly to the field of education (Romanovska, 2019).

Interactive Digital Media (IDM) is poised to become a major catalyst for growth and job creation within cultural industries and the broader economy, particularly as cultural media products—such as video games and interactive experiences—continue to expand rapidly. The opportunities generated by cultural industries are gaining increasing significance as economies transition away from traditional industrial models based on manual labor, toward new frameworks where knowledge, innovation, and creativity serve as the primary drivers of productivity and economic advancement.

Empowerment is processes that involve a series of some steps in which societies or persons are aware of their rights know to how protect their rights. These steps are taken by the people to raise their standard of education, economic status and improve the health facilities (Harvey, 2004). Empowerment has different concept in different social, cultural and political situations, and is not easily translated into all language. These words include self-control, power, self-confidence, personal choice, dignity of life in accordance with human values, human rights, independence, power of decision making, freedom, awakening, and the ability to the all rights not fulfill because the shortage of money.

Empowerment of women is a process of personal and cultural change, which takes place in the interconnected religious, cultural, political, and economic spheres, and where individual and collective power, main choices and control over their lives (O'Neil et al., 2014).

Hashemi and Schuler (1993) the women's empowerment use the six spheres first is intelligence of self and a dream of the coming time, including fighting negative activities of the husband second is visibility and mobility, with how women are treated when they are traveling third is economic security, including cash income, new skills and knowledge; 4) status and decision-making power within the household, including making purchases on their own; 5) ability to interact effectively in the public sphere, such as joining credit programs, and 6) participation in non-family groups, such as credit programs and solidarity movements.

Women Empowerment in Azad Jumma & Kashmir

Azad Jumma and Kashmir has families with the patriarchal family structure. Women work inferior places than men. All the important rights given a man has compare to a woman. Women face inequality in workplace and decision- making. Women are not provided in all poor rights which they women are deserved in society. Women are not fairly treated at work places. In Kashmiri society the education rights favors of men over women, it means that Kashmiri society less attention to women's education (Skalli,

2001). The key determinant of the empowerment of women is flexible education which improving of social awareness, provide equal opportunities and achieve their goals and all objectives (Bushra, 2013).

According to Badawi (1980) on the Western culture and the influenced on it, there are difference between men and women there is greater need for a clear view of Islam's on important issues. The glorious Qur'an and the Hadith also emphasize protection of women rights, including the education rights, worship, and freedom of thought, choice of marriages and economic freedom. Women empowerment is the process to promoting the self-confidence and ability to control their choices, social right and other human rights. Women should be given equal opportunities in all field of life.

Women Economic Empowerment

The vital importance of women's roles in economic and social spheres in developing countries is gaining increasing recognition (William, 2005). It is widely recognized that the empowerment of women essential for sustainable economic growth and poverty reduction in established countries (Bardhan & Klasen, 2000). Women's economic empowerment is a process of achieving equal access for women and managing economic resources as well as ensuring that can use them to control other areas of their lives (Taylor and Pereznieta, 2014). Women's economic development has led to increased investments in education and children's health, as well as reduced domestic poverty (World Bank, 2012; 2013).

Rural And Urban Women's Economic Empowerment

Rural areas differ significantly from urban regions around the world. In these settings, rural women engage in nearly all types of labor alongside men and also bear the full burden of household responsibilities. Yet, despite their sacrifices and contributions, they are often denied basic rights and ownership. Their lives remain largely controlled by dominant male figures in society. In Pakistan's rural communities, women are among the most marginalized. Only about 10 percent of them enjoy their fundamental rights, while nearly 80 percent have seen those rights stripped away due to practices like honor killings and other harmful traditions—customs that have no basis in Islamic teachings and are instead patriarchal constructs designed to subjugate women. Most rural women are uneducated, making them entirely dependent on men and unable to speak out against the injustices they face. However, access to education could empower them to challenge violence and oppression. Compared to their urban counterparts and men in general, rural women in Pakistan lag behind in nearly every aspect of life. This disparity stems from deeply rooted cultural conservatism and restrictive family structures that deny them access to education and economic opportunities. Although women account for 50 to 90 percent of routine animal care and livestock management, they are excluded from accessing professional veterinary knowledge because information is traditionally passed down from father to son, never to daughters (Ramdas et al., 2004).

Statement of the Problem

Women constitute half of the population in Azad Jammu and Kashmir (AJK) and play a crucial role in the economic development of any nation. They are essential contributors to economic progress; however, cultural norms and practices significantly influence their ability to achieve economic empowerment. The objective of this study is to examine the cultural factors that impact women's economic empowerment and their participation in decision-making processes.

Research Question

1. How culture can effect in women economic empowerment in poonch division.

2. How socio-cultural factors that affect women's economic empowerment participation in decision making.

Objective of the Study

1. To assess how culture affect women economic empowerment.
2. To give policy recommendation to concern quarter.

LITERATURE REVIEW

Numerous studies have addressed the topic of women's empowerment; however, only a limited number have explored the true essence of what empowerment entails. Empirical research has highlighted key elements such as women's education, their involvement in economic activities, access to social justice, availability of economic opportunities, reduction of gender disparities, and equitable access to healthcare services for women.

Nintunze and Bigirimana (2021) conducted a study to understanding the cultural barriers to effect on women empowerment. The study provide that the understanding of the social customs that women's access opportunities of economic in Burundi. The study collects the data mixed-method and uses the large-scale population analyses, interviews of resident in this areas, and group discussions. The study was conducted men and women of different age selected group from urban and rural communities of Burundi. Romanovska (2019) the study examine that the culture and economy development. The researcher main objective of this paper was to systematic study of authorized rules connected to cultural and literacy in Latvia. A systematic assessment of policy forms, researcher examines the cultural domain was promoted, economic growth. The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). The researcher fined the results the culture was highly influence in economic development. Culture was generating the economy growth.

Microfinance shows the important part of improving decision making of women by contribution in financial activities. The researcher explore the empowerment of women was estimate in different variables like economic contribution, training development, saving mobilization and other issues. The study show that examine women's economic empowerment through microfinance's institution (MFIs). The researcher used the primary data through questionnaire. The researcher data was analyzed the suitable statistical method and proportion analysis. The study shows that the microfinance institutions show a positive role on women economic empowerment (Gnawali. 2018).

Virginia et al., (2017) examined cultural and social barriers to the economic empowerment of rural women concluded the agricultural industries in Nigeria state. The objective was to test the impact of social and cultural barriers on carrying a baby girl to the power of rural women entrepreneur of Nigeria state. The researcher can use the questionnaires and interviews process. The random sampling method was used to data collection. The 513 is sample size and analysis the data with SPSS software. The chi-square test can use in research and the result analysis. The researcher find out the rural women have a significant impact on the business potential of rural women in Nigeria state.

According to Akram et al, (2015) a study socio-economic empowerment of women through small businesses a case study of AJK is an try to study the role of women influenced microenterprises in their socio - economic empowerment development in Azad Kashmir. In this study, the socio-economic empowerment of women through microenterprise was examined, where microenterprise is considered a predictor of change, and freedom and social mobility are treated as outcome variables. This quantitative research employed a purposive sampling technique. Statistical analysis was conducted based on survey

data and interviews with key stakeholders. The dataset was analyzed using standard SPSS software, and descriptive statistics were applied to interpret the findings. The results of the study indicated that women achieved significant gains in socio-economic empowerment after taking up these jobs.

Women have the potential to contribute meaningfully to the economic, social, political, and environmental sectors; however, a nation cannot attain sustainable development without their active participation economic growth through the recognition of male participation in all these spheres. The huge fact women are active part of all economic activities in the country. Government to empower women in the economy and use all the power of the country to take about sustainable economic development. The researcher uses the qualitative methodology with use in other secondary sources of data collection (Bayeh 2016).

Jain et al., (2020) said that women were an important part of society, the participation of women was very low in all over the world. Micro finances play a vital role in improving the women decision making. The researcher explores the socioeconomic empowerment of women. The research based in primary data and focus in only women empowerment. Finally researcher explores the microfinance's as major variables of the study microfinance are positively effect on women empowerment. Micro finances establishment are increase and strength their maintenance to women for empowerment.

Urbanization and poverty was extremely gendered, women in developing countries. Women's contribution in social, political, economic and cultural programs but faces challenges. The researcher objective of the study explores economic empowerment of women through micro business and measure the issues affecting participation of women in Southern Ethiopia. The researcher uses the cross-sectional study and case study were adapted. The study used the mixed research method was generate together quantitative and qualitative data. The study use the Household data through questionnaire was generating to quantitative data. The interviews data focus observation and discussion group was generating to qualitative data. The researcher expresses the quantitative data analysis through frequency tables, Spearman rank analysis and chi-square test. The researcher uses the classification, descriptive and connections of qualitative study. The researcher concluded the result micro-finance program beneficial for women's empowerment (Esayas and Tolossa, 2015).

The researcher examines the empowerment of women and lack of gender equality in AJK state. The researcher use the some indictors such as power of decision making, marriages, norms, employment , decaling the sex ratio, achieve resources and attitude. The researcher gathered the indictor data NHFS-3 in India (2011) and data collect in reliable resources. The study's results show the women were empowered and reduce in gender inequality so the women well-being and improve in standard of living (Kishor & Gupta, 2004).

Kakati (2014) examined that the tribal women empowerment In India and researcher collect data through questionnaires. The research was descriptive form. The Objective of this study is to understand gender roles was passed and cultured with unequal resources distributed of tribal women, prestige and power in a complex connection over cultural procedure between the tribal societies of India and culture affects the empowered procedure of tribal females.

METHODOLOGY

Methodology is a frame work that about the technique and use the procedure that are used to data investigates and checks the trustworthiness of the data. This study analysis the selection of Poonch division AJ&K. Also explore the culture effect Concerning women's economic advancement and the

research sample size is 433. The collect households data and select only women. The Poonch division selected collects the data in four Districts Bagh, Rawalkot, Haveli and Sudhnoti. A set of questionnaires is based on the basic women rights such as education, gender equality, inheritance, employment and other issues. In this study were collected the primary data from Poonch division in AJ&K. Equal probability sampling method is used for sampling process. Data were collected through questionnaires. The method is appropriate because the large population in Poonch division to be divide in household and selected the randomly population.

Data Sources

The sample size is 433 women respondent are selected in survey using the simple random sampling the questionnaires in both English and Urdu language because the all women are not understand in English language so use the local language. The data collect the 18- 60 year women age group respondents. The selected all married / unmarried, educated / uneducated and working/ non-working women. The two type of question in research study open and closed ended question.

Data Analysis

Statistical data is used the method of cross-tabulation. The aim of the study is to examine the influence of culture on women's economic empowerment. Data analyzed the descriptive statistic such as percentages, frequencies and charts only in profile questions. Most researchers have used the statistic package of the social science (SPSS) to obtain data analysis. In addition researchers found the basic open-ended question are explaining and summarize the all data. SPSS can handle the large data.

DATA ANALYSIS

Table 1: District name of respondent

District name of respondent		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bagh	125	28.9	28.9	28.9
	Haveli	62	14.3	14.3	43.2
	Sudhanoti	92	21.2	21.2	64.4
	Rawalkot	154	35.6	35.6	100.0
	Total	433	100.0	100.0	

The table 1 show that the frequency of selected district. Sample size selects the 433 and sub selection sample size in four districts Bagh 28.9%. The Haveli district is 14.3%. The Sudhanoti 21.2%. The Rawalkot 35%.

Table 2: Age of respondent

Age	Frequency
25	75
32	139
46	47
53	47
60	33

Table 2 show that the age of respondent group 25 age 75%women responses and 32 group of age women 139% responses. 46 age group women 47 responses and 53% age group women responses 47 and the last 60 age group women 33% responses.

Table 3: Qualification of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Uneducated	76	17.6	17.6	17.6
	below matric	51	11.8	11.8	29.3
	Matric	55	12.7	12.7	42.0
	Intermediate	68	15.7	15.7	57.7
	Bachelor	84	19.4	19.4	77.1
	Master	70	16.2	16.2	93.3
	MPhil	27	6.2	6.2	99.5
	PHD	2	.5	.5	100.0
	Total	433	100.0	100.0	

Table 3 above showed the qualification of respondent. The uneducated women are17.6%, 11.8% below metric, 12.7% matric,15.7% intermediated, 19.4% bachelor, 16.2% master, 6.5% M. Phil and .5%PHD.

Table 4: Resident of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	297	68.6	68.6	68.6
	Urban	136	31.4	31.4	100.0
	Total	433	100.0	100.0	

Table 4 shows that the resident of respondent that the rural women is 68.6% and 31.4%urban women responses and majority of the respondent were rural women's.

Table 5: Marital Status of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	309	71.4	71.4	71.4
	Unmarried	84	19.4	19.4	90.8
	Divorce	15	3.5	3.5	94.2
	Widow	25	5.8	5.8	100.0
	Total	433	100.0	100.0	

Table 5 represent the value of marital status of women the married women is 71.4%, unmarried women is 19.4%, divorce women 3.5% and widow women 5.8%.

Table 6: Employment of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	125	28.9	28.9	28.9
	Unemployment	308	71.1	71.1	100.0
	Total	433	100.0	100.0	

Table 6 show that the employment level of respondent. Employee women 28.9% and unemployed women is 71.1%. Majority of women is unemployed.

Table 7: Respondent of the no of children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No children	190	43.9	43.9	43.9
	1-4	157	36.3	36.3	80.1
	4-8	86	19.9	19.9	100.0
	Total	433	100.0	100.0	

Table 7 show that the children of the respondent 43.9% majority of no children and 1-4 children 36.3% and 4-8 children 19.9%.

Table 8: Who is the Head of your Household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	385	88.9	88.9	88.9
	Female	43	9.9	9.9	98.8
	Both	5	1.2	1.2	100.0
	Total	433	100.0	100.0	

Table 8 represent the head of household the male 88.9% is household head, 9.9% female is household head and 1.2% show the both female and male is head of household.

Table 9: Women show important role in economic development and decision making

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	429	99.1	99.1	99.1
	Neutral	4	.9	.9	100.0
	Total	433	100.0	100.0	

Table 9 represents the women show important role in economic development and decision making. 99.1% women are agreeing and .9% women are neutral. The residual value of agreed and other groups of women is neutral.

Table 10: Does culture allow women work to freely

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	81	18.7	18.7	18.7
	No	328	75.8	75.8	94.5
	don 't know	24	5.5	5.5	100.0
	Total	433	100.0	100.0	

Table 10 show the 18.7% women is agreed but 75.8% women is respond in no answer and 5.5.% women is answer is don't know. So that this table show culture is not allow to women work to freely.

Table 11: Your opinions are valued in your community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	430	99.3	99.3	99.3
	Neutral	3	.7	.7	100.0
	Total	433	100.0	100.0	

Table 11 show the 99.3% women are agree and .7% women are neutral Majority of women are agree women are valued in your community.

Table 12: Are you empower in domestic decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	408	94.2	94.2	94.2
	No	25	5.8	5.8	100.0
	Total	433	100.0	100.0	

Table 12 above show that the 92.4% women are empowers in domestic decision and the 5.8% women are not empowering in domestic decision. Majority women is empower in domestic decision.

Table 13: Do you have decision making about house purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	382	88.2	88.2	88.2
	No	49	11.3	11.3	99.5
	don 't know	2	.5	.5	100.0
	Total	433	100.0	100.0	

Table 13 show that the 88.2% women are empowers in household purchases and 11.3% women are not empowering in decision making about house purchases.

Table 14: Do you make your own decision about house or land ownership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	114	26.3	26.3	26.3
	No	316	73.0	73.0	99.3
	don 't know	3	.7	.7	100.0
	Total	433	100.0	100.0	

The table 14 shows that the 26.3%women are decision about house or land ownership and 73.0% women are not decision about house or land ownership. The majority of women are not decision about house or land ownership.

Table 15: Are you allowed to dress as you wish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	385	88.9	88.9	88.9
	No	46	10.6	10.6	99.5
	don 't know	2	.5	.5	100.0
	Total	433	100.0	100.0	

The table 15 shows that the 88.9% women are allowed to dress as you wish and the 10.6% women are not allowed to dress as you wish.

Table 16: Men and women should equally share the responsibilities of income generation and household and family care.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	389	89.8	89.8	89.8
	Neutral	37	8.5	8.5	98.4
	Disagree	7	1.6	1.6	100.0
	Total	433	100.0	100.0	

Table 16 show that the 89.8% women are agree man and women are share responsibility for both earning money and caring for the home and family and 8.5 women are disagree.

Table 17: Are you sure men and women are equal in society

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	.5	.5	.5
	No	431	99.5	99.5	100.0
	Total	433	100.0	100.0	

Table 17 shows that the 5% women are sure men and women are equal in society but the 99.5% women are not sure the men and women are equal in society. The majority of respondent were not men are women are equal in society.

Table 18: Are you having comfortable speaking to boys

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	.7	.7	.7
	No	430	99.3	99.3	100.0
	Total	433	100.0	100.0	

Table 18 shows that the 0.7% women are comfortable speaking to boys and the 99.3% women are not comfortable speaking to boys. The majority respondents were not comfortable speaking to boys.

Table 19: Do you have face weird looks at society

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	413	95.4	95.4	95.4
	No	5	1.2	1.2	96.5
	don 't know	15	3.5	3.5	100.0
	Total	433	100.0	100.0	

Table 19: show that the 95.4% women are facing weird looks at society. Majority women are face in weird looks at society. 1.2% women are not face weird looks at society.

Table 20: Do you have decision about inheritance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	114	26.3	26.3	26.3
	No	319	73.7	73.7	100.0
	Total	433	100.0	100.0	

Table 20 show that the 26.3% women are decision about inheritance. The 73.7% women are not decision about inheritance the majority of respondents were no deciding about inheritance.

Table 21: Do you have decision-making about friends and relatives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	382	88.2	88.2	88.2
	No	49	11.3	11.3	99.5
	don 't know	2	.5	.5	100.0
	Total	433	100.0	100.0	

Table 21 shows that the 88.2% women are decisions about friends and relatives 11.3% women are no decision about friends and relatives. The majority respondents were yes in this statement.

Table 22: Do you make your own decisions about marriage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	88	20.3	20.3	20.3
	No	345	79.7	79.7	100.0
	Total	433	100.0	100.0	

Table 22 shows that the 20.3% women are decision about marriages and the 79.7% women are not decision about marriages. The majority of respondent were not decision about marriages.

Table 23: Do you make your own decision about family planning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	344	79.4	79.4	79.4
	No	75	17.3	17.3	96.8
	don 't know	14	3.2	3.2	100.0
	Total	433	100.0	100.0	

The table 23 shows that the 79.4% women are decision about family planning and the 17.3% women are face the problem of family planning decision.

Table 24: Can you vote for a political party of your choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	339	78.3	78.3	78.3
	No	94	21.7	21.7	100.0
	Total	433	100.0	100.0	

Table 24 shows that the 78.3% women are decide for they which party to vote and the 21.7% women are not decide themselves.

Table 25 Do you have the right to make economic and social decision

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Yes	249	57.5	57.5	57.5
	No	184	42.5	42.5	100.0
	Total	433	100.0	100.0	

Table show 25 that the 57.7% women are makes economic and social decision the 42.5% women are not decide. The majority of women are agreeing in this statement.

Table 26: Do you have the right to travel without men

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	192	44.3	44.3	44.3
	No	240	55.4	55.4	99.8
	don 't know	1	.2	.2	100.0
	Total	433	100.0	100.0	

Table 26 shows that the 44.3% women are right to travel without men and the 55.4% women have no right to travel without men. The majority of respondent face this problem.

Table 27: Do you make your own decision about education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	428	98.8	98.8	98.8
	No	3	.7	.7	99.5
	don 't know	2	.5	.5	100.0
	Total	433	100.0	100.0	

Table 27 shows that the 98.8% women are decision about education and the 0.7% women are not decision about education.

FINDINGS

1. The study found that the Unemployed women are 71.1%. Majority of women are unemployed.
2. The study found that the Male dominating society. 88.9% male of household head as compare to women. The majority of household head are male.
3. The study found that the 99.1% women are agreed Women contribute significantly to economic development and actively participate in decision-making processes. The majority of respondents agreed with the statement that women have a vital role in driving economic progress.
4. The study found that the 75.8% women are culture is not allowed to women work to freely. The majority of women were agreed to the statement culture effect the women works so the women economic empowerment is less.
5. The study found that the 99.3% women are agree they are valued in the community. Majority they are agree to the statement that women are valued in community.
6. The study found that the 92.4% women are empowering in domestic decision. Majority of the respondents were empowering in domestic decision.
7. The study found that the 88.2% women are empowering in household purchases. The majority of respondents were empowering in household purchasing.
8. The study found that the 73.0% women are not decision about house or land ownership. The majority of respondent were not decision about house or land ownership.

9. The study found that the 89.8% women are agree, which is higher than the other women that means The majority of respondents agreed with the statement that men and women should share responsibilities for both earning an income and managing household and family care.
10. The study found that the 99.5% women are not sure the men and women are equal in society. The majority of respondent were not men are women are equal in society.
11. The study found that the 99.3% women are not comfortable speaking to boys. The majority of respondents were not comfortable speaking to boys that means agree the statement.
12. The study found that the 95.4% women are face weird looks at society. Majority of respondent were face in this problem.
13. The study found that the 73.7% women are no decision about inheritance the majority of respondents were no deciding about inheritance.
14. The study found that the 79.7% women are not decision about marriages. The majority of respondent were face the problem of marriage decision.
15. The study found that the 55.4% women have no right to travel without men. The majority of respondent face this problem.
16. The study found that the 99.5% women are not satisfied the educational facilities. The majority of respondent were not satisfied.
17. The study found that the 98.6% of women agree that underage marriages are harmful. The majority of respondents were agreed.
18. The study found that the 70.2% women are not allowed to work away from home. The majority of respondent were agreed in that statement.
19. The study found that the 55.0% women are not allowed to work with men. The majority of respondent face in this problem.
20. The study found that the 98.2% women are agree to rural women are deprived In terms of education and economic opportunities relative to urban women and the 1.8% women are disagree. The majority of respondent are agree in this statements.
21. 21 the study found that the 38.6% women are occasional involvement in social work which is higher than the other groups that means the majority of respondents were occasional involvement in social work.
22. The study found that the Inheritance decision is important for the women. The communalities extraction show the only 0.68 values the inheritance decision for women this range value is very less because the women is an important part of society.
23. The study found that the culture allow the women work to freely 75.7% are “no” responses. Its means that majority of women are agree in this statement culture are not allow to work freely to women and the other statement women are decision about marriages 79.6% are “no” response. The majority of women agree in this statement women do not decision about marriages. the culture allow the women to work freely the 6.0% women are “yes” decision about marriages and the 12.7% are “no” similarly the other side culture are not allow to work freely 13.8% .
24. The study found that the culture allow the women work to freely 75.7% are “no” responses and the other statement decision about family planning show that the 79.5% are agree. The majority of women are agreeing in this statement women are decision about marriages. The culture does not allow the women to work freely but women empower in domestic decision 69.9%yes and the 5.7% no empower in domestic decision
25. the study find that the culture does not allow the women work to freely 75.7% are agree in this statement and the women are not allowed to work away from home 70.2% are agree. culture does not allow women to work freely so 18.7% women are allow to work away from home but the 48.2% they are not allow to work away from home. So the majority of women are not allowing this relation show that the culture is highly influence the women empowerment about the work.

26. The study found that the culture does not allow the women work to freely 75.7% are agree in this statement women are not allowed to work with men 54.9% are agree women in this statement culture are allow the women to work freely so 6.46% women are allowed to work with men but 12.2% they are not allow to work with men. The culture does not allowing the women to work freely but the 28.9% women are work with men but the 46.2% they are not allow to work with men.
27. The study found that the culture does not allow the women work to freely 75.7% are agree in this statement women have access to social and economic information 74.6% are agree. the culture is highly influence on women economic empowerment 98.6% women are agree means that the majority of respondent were Agreed with the statement that culture has a significant impact on women's economic empowerment.
28. The study revealed that women frequently experience social stigmatization, with 95.4% of respondents agreeing with this observation. Another key finding indicates that rural women are denied access to education and economic opportunities opportunities as compare to urban women 98.2% are agree Women face the weird looks at society 94.9% rural women is deprived With regard to access to education and economic prospects compared to urban women. Only 0.4% rural women Access to educational and economic resources in comparison to urban women. The majority of women are agree in both statement.
29. The study found that the women are not allowed to work away from home 70.2% women are not allow and the other statement decision about inheritance 73.7% women are not allowed decision about in this statement. The women allow to work away from home 11.3%women are decision about inheritance and the18.2%women have no decision about inheritance. Women are not allow to work away from home but 15.0% women have decision about inheritance and 55.1%women have no decision about inheritance.
30. the study found that that the women are not allowed to work away from home 70.2% are agree in this statement and the other statement women have not comfortable speaking to boys 99.3% women are agree in this statement. Similarly discuss effect of two variables the women are allowed to work away from home and 0.69%women response is yes women say they find it easier to talk to boys and the 28.8%women say it is not easy for them to talk to boys. Women are not allowed to work away from home but 0%women say they find it easier to talk to boys and other 70.2%women say it is not easy for them to talk to boys.
31. the study found that the women are not allowed to work away 70.2% are agree and the row show that the other statement culture are not allow to work freely 75.7% are agree. The women allowed to work away from home and the 2.07% women culture also allows them to work freely and 27.2 % are "no". And the other side women are not allowed to work but 16.6% women culture allows them to work freely and 48.3%women are not allowed.
32. the study found that the Women Right to make economic and social decision 57.5% are agree Women are not decision about house or land ownership 72.9% women are agree in this statement. Cross tabulation have the right to make economic and social decisions 17.7% women have decision about house or land ownership and 39.7%women have no decision. The other side the women have no right to economic and social decision 8.5% women have decision about house or land ownership 33.3%have not decision about house or land ownership.
33. The study found that the women are valued in your community 97.6% are agreeing. The majority of women are agree in this statement The other statement that the Men and women should equally share the duties of earning a living and managing household and family responsibilities. 89.2% are agree in this statement. women opinion are valued in community88.6% women are agree man and women should share responsibility for both earring and caring for the home and family and 1.3 % women are disagree. We looks that the other side women opinion are not valued in community 0.2% women are agree Men and women should share responsibilities for both earning an income and managing household duties.

34. The 5 respondent response the harassment issue faces in society. Sexual harassment, joke harassment. The negative harassment can be long lasting and server issue. Include the different harassment issue like unwelcome comments, religious garments, ethnic issue etc.
35. Gender inequality is a social problem. 10 women are response they are face the gender inequality. The gender inequality women are no equal men and women in society. The men access in all social and economic rights but women not access to all social and economic rights.

CONCLUSION

Based on the study's results, it was concluded that a large proportion of participants have unemployed and women are not the head of household the only male have head of the household so that find the Male dominating society. Women Economic .Empowerment refers to the transformation of constructions of Inferiority, with a major Legal reforms of property, labor control and women bodies, and the complete male authority. The Poonch division Rural women face significant disadvantages in accessing education and economic opportunities compared to their urban counterparts. They are denied their fundamental rights to education and are often excluded from employment opportunities, healthcare services, and participation in decision-making processes—areas predominantly controlled by men.. The status for women in Poonch division is not similar because the gender inequality in the culture. Culture offers a right and the power of men to make all decision about women. The family has a direct effect on women economic empowerment. Making decisions about job choices and decision about marriages are dependent on the family. Women do not have it right the decisions based on their own personal matters. The women have to choose occupations allowing to their males wishes because Azad Kashmir society is considered a male- dominated society so men take it very seriously and attitudes of authority to them women especially in rural areas. Males do not allow their work away from home and not allow working with men. Women are empowering in household purchase but they are not decision about house or land ownership. Man and women are share responsibility for both earning money and caring for the home and family but the men and women are not equal in society. Women have no comfortable speaking to boys because they are face weird looks at society. Women are not decision about inheritance only men make decisions about inheritance. Women cannot decide about marriages, travel decision without men and no work freely. Culture is highly influence the women economic empowerment. Culture not allow the women to work freely so the women are not work away from home and work with men but. The women economic empowerment depend on the education of women like economic participation, economic opportunities, and decision making power huge effect in women economic empowerment the women are provided in employment decision, marriages decision, health care decision, inheritance decision and household decision so that the women are empowered.

It is concluded that women will not be able to access equal employment opportunities or achieve greater empowerment unless traditional cultural norms are reformed. The study emphasizes the need to address cultural barriers and economic challenges faced by women in order to enhance their economic empowerment.

RECOMMENDATION

1. It is suggested that lowering unemployment will give women more power in the economy. Women are empowered economically, which helps the economy thrive and relieves males of some of their responsibilities.
2. Giving women equal inheritance rights is advised since it will strengthen them economically, enhance their financial situation, and open up chances for our economy.

3. Women are frequently harassed in society; if this issue could be resolved, many more women would gain power, and men and women ought to have equal rights.
4. Culture should permit women to work without restriction and give them the freedom to make all life-related decisions, including those regarding marriage, careers, families, and household purchases.
5. Society should promote an environment that is conducive to women working, and males should support women in all spheres of employment.
6. Particularly educated women should be given the benefit of the doubt in any decision, including those involving inheritance, home decisions, employment decisions, and family planning.
7. The gender inequality issue can be resolved to give women more economic clout.

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