

# ABSTRACT

The purpose of this study is to find out the impact of Covid-19 on self-employed females in service sector of Pakistan. How Covid-19 effect their Economic situation and Psychological behavior or personality trait and attitude during pandemic. To evaluate the effects of pandemic we approach those self-employed females who launch their ventures by getting financial assistance from microfinance institutes. Akhuwat Islamic Microfinance provide interest-free loans to the underprivileged to enable them in creating sustainable pathways out of poverty. So from Akhuwat organization get the list of those females who are regular borrowers and according to their data the main ratio of females belong to Punjab major six cities Gujranwala, Gujarat, Sialkot, Sargodha, Faisalabad and Lahore. The survey was conducted to the telephonic correspondents with respondents and collected data with the help of questionnaire. Also questionnaire has been researcher administered. For sample collection Principal of Proportion allocation is used and complete sample of 250 respondents is evaluated with the help of both descriptive and econometric techniques using SPSS and SMART PSL software. SMART PSL helps in finding the impact of Covid-19 category on other category such as regressend (dependent variable, economic impact (income monthly gross, working hours per week, remote working hours per week, profession), Psychological behavior (Big-5 personality traits Extroversion, Agreeableness, Conscientiousness, Neuroticism, Openness to experience). And the results showed that Covid-19 has negative impact on Economic situation of self-employed females in service sector of Pakistan. As government preventive measures negatively affect their Professions and reduction in working hours per week reduces their incomes. The relationship among Covid-19 and Economic Impact is significant with path co-efficient of 0.670 depicting the fact that 67% of economic situation is affected by Covid-19 factors. Also, the relation among Covid-19 factors and Profession is significant. While the results showed not significant relation among Covid-19 and Psychological behavior. Our study explained that self-employed females of service sector of Pakistan more suffered economically from Covid-19 as government put lockdown for precautionary measure. While Covid-19 didn't affect their Psychological behavior. And this study concluded that effective policy measures in future alleviate the penalties of such shocks and should be considered in economic problems. xi

**Keywords:** Self-employed Females, Covid-19, Incomes (monthly gross), Working hours per week, Psychological behavior. Microfinance institutions