



## DINA ABDUL MAJEED



### PROFILE

Dina Abdul Majeed is the Founder and CEO of 360Moms, an online platform that connects mothers around the world with certified experts, getting their questions answered on health challenges, child behavioral issues, and working as a mother. Dina is passionate about empowering women and she's dedicated to continuing her vision of supporting all mothers digitally regarding their children's health and wellbeing through 360Moms.

### CONTACT

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# “ VOICES OF FEMALE ENTREPRENEURS

- **What motivated you to become an entrepreneur?**  
*After I had my second son, I experienced challenges with my children's wellbeing and I felt very frustrated since I couldn't find any credible sources to give me answers, especially in the Arab Region. I realized that this is a huge problem that not only I'm facing, but millions of mothers around the region.*
- **What is one challenge you had to overcome in the creation of your enterprise?**  
*The major one was not having a technical co-founder, which created many series of unfortunate events! After getting funds, we hired an in-house technical team, which helped me overcome this challenge.*
- **Women, Business and the Law data reveals that 8 reforms related to women's economic empowerment occurred in Jordan since 1971. How do you think these legal reforms have impacted your and other women's ability to participate in the economy?**  
*Women in Jordan have come a long way in the last 50 years. They have respect as working women, the right to work in all positions and in most fields, rights as working mothers including paid maternal leave and day care provided under certain conditions. These have a huge impact on the increase of women participating in the Jordanian economy.*
- **In what areas in your country would you like to see legal reforms that help encourage women's participation in the economy?**  
*I would like to see women earning as much as men do. Generally, this is not the case in Jordan. I would also love to see flexibility in the work place for mothers, especially when they have babies and toddlers, since flexibility will reflect positively on the number of working mothers in different sectors. Also, I would like to see a law that supports pregnant mothers applying for jobs & prohibits discrimination against them based on their condition.*
- **What advice do you have for other women entrepreneurs?**  
*Be the strongest believer in yourself, have faith, and prove to yourself and everyone around you that you CAN create big change in the world. The road of entrepreneurship is hard, but it would be easier if more women supported each other.*

The WE Empower UN SDG Challenge and the World Bank's *Women, Business and the Law* project have partnered to produce a series of stories about female entrepreneurs who were selected as WE Empower Challenge Awardees between 2018 and 2022. These stories showcase how laws and regulations affect women's economic opportunity in six regions. The stories are intended for use by women's rights Civil Society Organizations in their policy advocacy as well as policymakers.



## REGION

Middle East & North  
Africa

## INCOME GROUP

Upper middle income

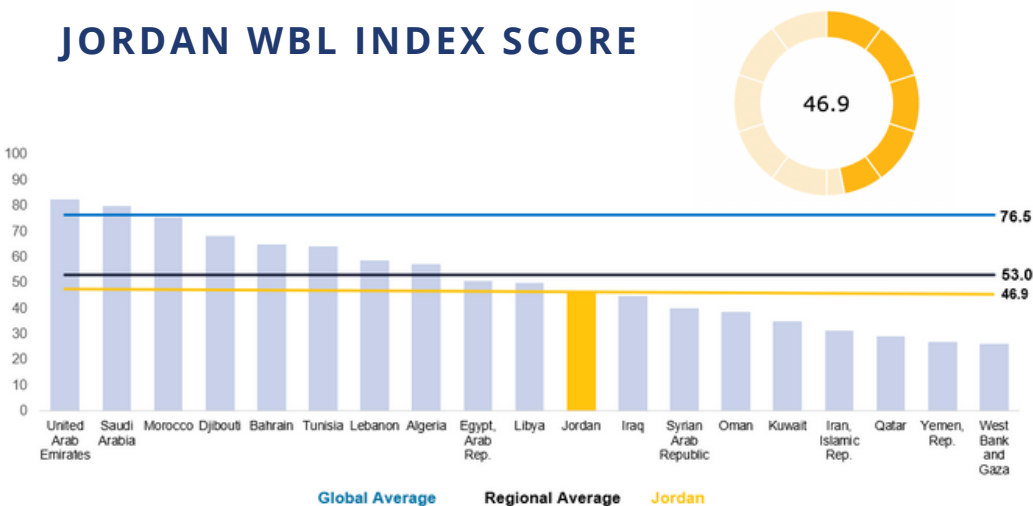
## MAIN BUSINESS CITY

Amman

## FEMALE LABOR FORCE PARTICIPATION

13%

## JORDAN WBL INDEX SCORE



## BREAKDOWN OF THE SCORE BY INDICATOR

Jordan - Scores for Women, Business and the Law 2022

Indicator	Score
Mobility	25
Workplace	0
Pay	75
Marriage	20
Parenthood	40
Entrepreneurship	100
Assets	40
Pension	75
WBL 2022 Index Score	46.9

## OPPORTUNITIES FOR REFORM

Jordan could consider filling the gaps in the **Workplace** and **Assets** indicators. For example, Jordan could enact legislation to prohibit sexual harassment in employment and reform the Personal Status Law to provide for the valuation of non-monetary contributions.



### Workplace

A woman cannot get a job in the same way as a man. The law does *not* prohibit discrimination in employment based on gender. There is *no* legislation on sexual harassment in employment. There are *no* criminal penalties or civil remedies for sexual harassment in employment.



### Assets

The law does *not* provide for the valuation of non-monetary contributions. Sons and daughters do *not* have equal rights to inherit assets from their parents. Female and male surviving spouses do *not* have equal rights to inherit assets.

## LEARN MORE

[Women, Business and the Law 2022 Report](https://wbl.worldbank.org/en/wbl)

[wbl.worldbank.org/en/wbl](https://wbl.worldbank.org/en/wbl)

[Jordan Economy Snapshot](https://www.jordan.gov.jo)

[www.globalfutures.asu.edu](https://www.globalfutures.asu.edu)

## LEGAL REFORMS (1970-2021)\*

**2021** Jordan made access to credit easier for women by prohibiting gender-based discrimination in financial services.

**2020** Jordan lifted restrictions on women's ability to work at night. Jordan also enacted legislation that mandates equal remuneration for work of equal value.

**2009** Jordan enacted legislation protecting women from domestic violence.

**1980** Jordan began administering maternity benefits through its social security system.

## DINA ABDUL MAJEED ABOUT THE REFORMS:

"I would like to see women earning as much as men do. There should also be **laws** that protect women from **sexual harassment** in all forms. I believe that applying the mentioned laws would increase the number of **women leaders**, which would contribute to the country's **economic development** and advancement."

\* Only displaying a selection of reforms by WBL Report Year