

## Introduction.

Iceland's Viking-age society remained male-dominant socially, politically, and economically for over a millennium.

However, since 1915, the conception of feminism in Iceland was not only acknowledged but also realized in the political realm, social sphere, and economic domain to empower women. Consequently, this feminist country ranks at the top of the global gender gap index report. On the contrary, Pakistan ranks 142 out of 146 in the same reports and needs 136 more years to bridge the gap for women empowerment. The reason for this pathetic plight of women in Pakistani society is that feminism is a misunderstood term identified as anti-male and anti-Islam. However, it supports equality, equity and inclusivity. It stands for both men and women who are the victims of patriarchal oppression and oppression. Does our society misinterpret the feminism term unintentionally, or does it deliberately ignore to protect patriarchal culture? When will Pakistani masses understand the concept of feminism? Is there any road map to morph the idea of feminism into a concrete reality in our society? Indeed, the prevalence of gender-based discrimination and inequality testify to the fact that feminism is a misunderstood term in this country. Nevertheless, by rooting out the issues of feminism gender equality can be achieved. Ironically, the lack of political ~~with~~ support for feminism, the dearth of awareness, and biased media make feminism vulnerable to the evil designs of misogynists and extremist religious mindsets. Resultantly, women face gender-based violence, marginalization, and stereotyping in all ~~the~~ spheres of life. Optimistically, a holistic approach encompassing the constitutional role of government, the productive role of society, and the constructive role of media can change the mentality of society toward feminism.