

Media Update

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UNICEF

PRESS RELEASE

PBC and UNICEF form Synergy to Promote Family-Friendly Policies at Workplace

Islamabad/Karachi, September 13, 2022 - The Pakistan Business Council (PBC) and the United Nations Children's Fund (UNICEF) signed a Memorandum of Understanding (MOU) today, to promote gender equity and family-friendly policies in the workplace amongst 94 corporate members of PBC and 150 affiliate organizations.

The objective of this two-year partnership is to raise awareness on family-friendly policies in the workplace and in that regard, provide guidance and technical support to private sector companies.

Additionally, this partnership would help support the development of gender conducive and family-friendly workplaces and increases awareness about child rights and responsible business practices through events and public advocacy.

Emphasizing the need for businesses to acknowledge and incorporate family-friendly policies, said Mr. Ehsan Malik, Chief Executive Officer, PBC said, "Businesses are likely to attract and retain more female employees if they have a comprehensive maternity and childcare policies. PBC looks forward to partnering with UNICEF, to use their knowledge and expertise to advocate for better family-friendly policies in the private sector."

Placing women and children at the heart of business practices is aligned with international principles on responsible business. PBC and UNICEF are collaborating to bring Pakistan in line and at par with global trends, norms and best practices.

“As the leading advocate for child rights in the world, UNICEF is committed and endeavours to protect families so their children could grow and develop to their full potential in a conducive environment,” said Mr. Abdullah A. Fadil UNICEF Representative in Pakistan.

“By enhancing family well-being through workplace policies, UNICEF and PBC will work together to secure more positive outcomes for children,” he added.

UNICEF works with the Government of Pakistan, civil society organizations and other partners in the country to advance children’s rights for their survival, protection, development and participation, guided by the Convention on the Rights of the Child, to which Pakistan is a signatory.

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