

Media Update-2

25 November 2024

UNDP

PRESS RELEASE

UNDP and Fatima Fertilizer launch Fatima Fertilizer's first SDG Sustainability Framework

Islamabad, November 21, 2024 – Fatima Fertilizer has the distinct honor of becoming the first private sector entity in Pakistan to collaborate with the United Nations Development Programme (UNDP) by adopting the SDG Impact Framework. Fatima Fertilizer in partnership with UNDP, held the launch event of “SDGs Impact through Businesses: Sustainability Framework for Fatima Fertilizer” Report.

The event brought together government officials, development actors, private sector partners, and sustainability experts to celebrate Fatima Fertilizer's remarkable achievements towards promotion of sustainable agriculture, environmental stewardship, and social responsibility.

Asad Murad, Chief Operating Officer of Fatima Fertilizer, underscored the company's unwavering commitment to both national and global development, stating, “At Fatima Fertilizer, we firmly believe that sustainable development represents the future of responsible business. This collaboration with UNDP for designing our Sustainability Framework represents our strong commitment to making meaningful contributions. We aim to positively impact Pakistan's food security, the empowerment of women, environmental sustainability, and the advancement of innovative sustainable agricultural practices.”

Mr. Jamil Ahmed Qureshi, Secretary of the Special Investment Facilitation Council, Government of Pakistan, commended the UNDP for its proactive engagement with the private sector to contribute to Agenda 2030. He praised Fatima Fertilizer for taking the lead in launching its Sustainability Framework entailing sustainability commitments and goals. In his remarks, he stated, “The achievement of the Sustainable Development Goals can only be realized when

all stakeholders— Government, private sector, and the UNDP—work in partnership toward a common purpose.”

Dr. Samuel Rizk, Resident Representative, UNDP Pakistan, commended Fatima Fertilizer for its efforts to integrate the SDGs into its business strategies and operations. He noted that this pioneering step aligns Fatima Fertilizer’s sustainability initiatives with SDG targets relevant to its core business operations. "By voluntarily designing its own SDG reporting framework with UNDP’s support, Fatima Fertilizer has demonstrated that businesses can achieve both financial benefits and contribute positively to societal well-being through sustainable practices," he remarked.

Rabel Sadozai, Director of Marketing and Sales at Fatima Group, further emphasized the significance of the report launch, stating, “This sustainability framework will strengthen our resolve and inspire us to further accelerate our efforts in sustainable development. We hope our example will encourage others to embrace sustainable practices.”

#####

For additional information, please contact Fizza Bangash at fizza.bangash@undp.org or +92 (51) 835 5631

About UNDP:

UNDP is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and planet.

Learn more at undp.org.