

Nestlé seminar encourages young women to break through gender barriers

Karachi, 24 November 2014: Nestlé Pakistan organised a seminar as part of its Kero Aitemaad- Believe in Yourself initiative.

The aim of the initiative – undertaken by Nestlé Pakistan’s Corporate Recruitment Department – is to help aspiring women break stereotypes, understand how to navigate through different aspects of professional life and to learn how Nestlé supports female professionals.

The Nestlé Pakistan women who spoke included Humaira Ashraf (Business Manager, Confectionary), Dr Huma Fahim (Medical Advisor, Nestlé Infant Nutrition), Anoop Khalid (Assistant Brand Manager, Nescafe) and Kanza Malik (Area Sales Manager, Karachi).

Magdi Batato, Managing Director Nestlé Pakistan said, “Nestlé is a signatory to UN Women’s Empowerment Principles. We believe that gender balance leads to better decisions. Women think differently than men, which is a complementary arrangement. Though we are opposed to setting artificial quotas, this initiative is a strategic step to encourage a natural gender balance.”

Abdullah Jawaid, the Gender Champion for Nestle Pakistan, ran the participants through some figures. In Pakistan, he said, women make up only 5% of leadership positions in companies compared to 12% worldwide. As a country, we rank 141 out of 142 countries on the index of Economic Participation and Opportunity for Women. The grim numbers, he said, make a case to challenge the status quo.

Humaira Ashraf said challenges and hindrances could come from anywhere – our minds, families or the society. The trick, she believes, is to juggle things efficiently. She cautioned that it wasn’t easy but could be done.

Dr Huma had to give up working after having children. She went back to college after eight years and started working again. She said she had treated each bias as a challenge and was proud of what she had achieved in 15 years.

About Nestlé Pakistan

Nestlé Pakistan is the leading NHW Company in Pakistan. Nestlé Pakistan believes in creating shared value for the communities in which it operates with a focus on Nutrition, Water and Rural Development. Kero Aitemaad- Believe in Yourself has three elements: Women Empowerment Seminars, Internship Program in specific functions and connecting with the female Alumni Network of Nestlé Pakistan.

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