

PRESS RELEASE



Nestlé, Aurat Foundation to mark Women's Day with joint event

LAHORE, Mar 3, 2015: Nestlé Pakistan, in collaboration with Aurat Foundation, is organising an event on Thursday March 5 to mark International Women's Day by celebrating women who are an inspiration because of their strength and ability to fight the odds against them.

Globally, Nestlé is a signatory to UN's Women Empowerment Principles and UN's Every Woman, Every Child initiative. In Pakistan, says Waqar Ahmad – Head of Corporate Affairs for Nestlé Pakistan – “the company is helping women realise their true potential as part of its philosophy of Creating Shared Value.”

One such programme is Dairy Hub – an initiative through which the company is creating economic opportunities for women. Female farmers are trained in order to help them improve farm incomes and facilities. So far 10,882 female farmers have been trained.

In addition, in order to ensure that women become a part of the workforce, since 50% of college graduates are women, Nestlé Pakistan has started reaching out to career aspiring women and encouraging them to break stereotypical barriers through its Kero Aitemaad – Believe in Yourself initiative. “There is a business case for gender balance but we believe that gender balance needs to envelop all segments of the society. Women are an integral part of the society and should be an essential part of the workforce, whether it's formal or informal economy.” says Mr. Ahmad. That is why, he says, Nestlé Pakistan is also focusing on equipping young girls and women with nutrition knowledge – through Nestlé Healthy Kids and Healthy Women initiatives – so that they can take care of themselves and bring up healthier generations

The seminar is part of the company's vision to encourage women. The theme for the event is “Making it happen: inspirational stories of Pakistani women turning the tide”. Speakers include Fiza Farhan (2015 Forbes '30 under 30' social entrepreneurs list); Muniba Mazari (Artist, Activist, Motivational speaker), Justice (retd) Nasira Iqbal, Nasreen Zehra (Director, Aurat Foundation) and Mira Phailbus (Educator). It will be moderated by Sidra Iqbal. Each speaker will tell their personal life story that will be followed by a Q&A session with the audience.

About Nestlé Pakistan

Nestlé Pakistan is the leading Nutrition, Health and Wellness company in Pakistan; meeting and exceeding all the international standards in manufacturing of their products. Nestlé Pakistan believes in creating shared value for the communities in which it operates with the focus being on Nutrition, Water and Rural Development. Nestlé Pakistan works with more than 190,000 farmers for collecting milk and engages in a number of rural development programs for community development.

For further information, please contact:

Aatekah Mir-Khan
Corporate Media Relations Manager, Nestlé Pakistan
Cell: 042-35988119
Email: aatekahahmad.mirkhan@PK.nestle.com