

# Media Update

14 May 2018

## United Nations Media Advisory



The United Nations in Pakistan  
***Signing Ceremony of***

Cordially invites you to the



A Joint UN Programme Funded by the United Kingdom's  
Department of International Development

On Tuesday, 15<sup>th</sup> May, 2018 from 1400 to 1500 hours at Nazara Hall, Serena Hotel, Islamabad

R.S.V.P – Fatima Shahryar: 051 209 7811 Email: [fshahryar@unicef.org](mailto:fshahryar@unicef.org)

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Embassy of Japan in  
Pakistan

## UNOPS-UNWOMEN

### Press Release

**The Government of Khyber Pakhtunkhwa launches transport service for women in selected cities of KPK Province as funded by the Government of Japan and implementing partners UNOPS Country Office in Pakistan and UNWOMEN**

Peshawar, 11<sup>th</sup> May 2018– The Khyber Pakhtunkhwa Transport and Mass Transit Department has launched the ‘Sakura Women Bus Service’ with financial assistance from the Government of Japan along with technical implementing partnership with UNOPS and UNWOMEN. With the aim of providing a public transport service safe to women and girls, a total of 14 buses have been procured. 7 buses will be allocated to each of the two districts of Mardan and Abbottabad. Although the service is meant for women only, boys under the age of 12 can also utilize the transport service when they are accompanied by their mothers or sisters.

The launching ceremony of the procured buses also marks the official handover of the buses to the Transport Department, Government of Khyber Pakhtunkhwa.

During her speech, Ms. Samita Khawar, Country Manager UNOPS Pakistan highlighted the fact that “sexual harassment of women is not limited to the workplace. It can and does occur when a woman leaves home for work or studies. Working women and female students experience sexual harassment from men working as drivers and conductors/ticket collectors in public transport. Women are constrained to either give up the opportunity of working or studying, or face this harassing behavior when they have no other option but to use the public transport system. UNOPS considers it an honor to have

supported and worked in close partnership with the Department of Transport, Government of KPK, the Japanese Government and UN WOMEN on this empowered project.”

The project has been initiated in response to an increasing demand for an efficient and reliable public transport system in the districts that is safe for women. Violence against women and girls in the private domain is indeed widely recognized as a human rights violation while sexual harassment in public spaces remains a largely neglected issue, with few laws or policies in place to prevent and address it.

Advancements in the local economy have contributed to the enhanced movement of individuals within the city, while urban centres have witnessed increasing immigration over the past few decades. The bustling economy has led to an intensified travel demand, and the inability of the current transport system to meet this rise has resulted in issues that include increased travel time, traffic jams and congestion. This is particularly challenging for women commuting to their work places or colleges or universities.

Public transportation is the cheapest and practical route adopted by the women, but, travelling with the fear of harassment and having to face it every day brings down their productivity drastically and also substantially curbs their mobility and their access to public spaces.

His Excellency, Mr. Takashi Kurai, Ambassador of Japan stated “I hope the Sakura Women Buses will help the women of KPK not only move from one place to another but also depart for a new stage of their lives such as studying in school, participating in job training, or working in office, and their lives will bloom and shine just like Sakura flowers, cherry blossoms in Japanese painted on the buses. I believe this safer transportation will provide women with more freedom in movement. I am glad that Japan could assist KPK government in promoting the empowerment of women by providing the Sakura buses in collaboration with UNOPS and UNWOMEN.”

Therefore, this project is an initiative to provide women with a safe mode of transportation. The introduction of “Women Bus Service” is an initiative taken to make women feel safe, secured and comfortable when travelling.

Mr. Kamran, Provincial Secretary Transport and Mass Transit Department, Government of Khyber Pakhtunkhwa thanked the Government of Japan, UNOPS and UN WOMEN for supporting this initiative. “It gives me great

pleasure to be here and witness the start of a major initiative that gives due credit to women, the most important part of our society. The initiative of Sakura Women Buses is already getting good response from the ladies of KPK, and they are looking forward to it. This is the first brick of a bigger vision, in which many more buses will be included into the public transport domain. This is also being linked up with the Mass Transit System or Bus Rapid Transit that is being developed in the cities Mardan and Abbottabad, which will also cater to the needs of ladies in a preferential manner.”

Ms. Sangeeta Thapa, Deputy Representative, UN WOMEN emphasized that “Women and girls face various forms of violence when accessing public transport, which restricts their mobility and in turn has a profound impact on their economic independence as well as emotional and physical wellbeing. To provide a remedy to this situation, the ‘Sakura Bus Service’ is being launched by Government of Khyber Pakhtunkhwa funded by Government of Japan and with technical support from UN Women and UNOPS. The all-women buses in Mardan and Abbottabad will ensure that women have access to safe and reliable public transport, which in turn will enable them to become an active part of society.”

The United Nations Office for Project Services (UNOPS) is an operational arm of the United Nations, helping a range of partners implement around \$1.4 billion worth of peace-building, humanitarian and development projects every year. UNOPS strives to become a leader in sustainability. We are working closely with governments and communities to ensure increased sustainability for the projects we support. As mandated by the UN General Assembly UNOPS specializes in Sustainable Infrastructure, Sustainable Procurement and Sustainable Project Management.

Download pics here: <https://we.tl/evAgxd9VmQ>

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#WeSeeEqual

## UNWOMEN

### Press Release

# P&G announces a new initiative for Women's Economic Empowerment in Pakistan

*Around 10,000 women and girls to receive vocational training and quality education over the next 3 years.*

**Karachi, May 10, 2018:** Procter & Gamble (P&G) announced the launch of its latest Gender Equality initiative under the P&G #WeSeeEqual program at a formal ceremony held in Karachi, reinforcing its commitment to contribute towards the economic empowerment of women in the country. Through its social cause programs, P&G has partnered with Health Oriented Preventive Education (HOPE) and UN Women for women's skill development and girls' education.

P&G announced the launch of a new program with long-term NGO partner HOPE which includes the establishment of 7 vocational training centers and provision of quality secondary education to women and girls in semi-urban and rural areas which is expected to benefit an estimated 10,000 girls over the next 3 years. Additionally, P&G is partnering with UN Women to provide 50 women with skill development and financial literacy training, enabling them to set up small-scale business ventures in Sialkot and conduct an evidence-based research study, aimed at promoting women entrepreneurship and documentation of gender-responsive procurement practices in the country.

Speaking on the occasion, Sami Ahmed, Vice President P&G Pakistan, said, "We are pleased to continue our work to empower women in communities with the help of our partners HOPE and UN Women." He further added, "This is another step forward towards the fulfillment of our aspiration to build a world free from gender bias, and a world with equal representation and an equal voice for women and men, in our workplace, in our communities and in our country."



Pakistan is currently ranked 143 (out of 144) on the World Economic Forum's Gender Gap Index and the overall literacy rate amongst girls in the country is 46%. P&G's commitment to Gender Equality is in line with the United Nations Sustainable Development Goal # 5 – to achieve gender equality and empower all women and girls.

Senator Khush Bakht Shujat, one of the key speakers at the event, said, "Throughout time women have strived to achieve success in different fields of life. Much progress has been made in this area and so, today we have many inspirational examples of women leaders across the world and in Pakistan. However, we still have a long way to go." She added, "Education is vital and everyone deserves the right to receive a quality education. It is good to know that P&G, along with UN Women and HOPE, is creating educational and economic opportunities for women in Pakistan. This will go a long way in enabling women who play an integral role in the success of the nation."

Also present on the occasion, Dr. Mubina Agboatwalla, Chairperson HOPE, was hopeful for the future. She said, "With the setup of these vocational and educational centers, many women and girls in areas such as Badin, Sujawal, Thatta, Gadap, Ghagger and Muzaffargarh will now have the chance to have to a brighter future."

Faria Salman, Head of Communications, Strategic Management & Partnerships Unit, UN Women, also expressed her views, "UN Women Pakistan is committed to engaging with the private sector to drive change that advances women's equality and economic empowerment. P&G's Gender Equality Program echoes our call that the time is now to engage in collective actions to include and empower women in the world of work. We continue to count on the support of P&G Pakistan and call upon other private sector leaders in Pakistan to join this movement for a socially accountable and gender responsive private sector who thinks, acts and impacts gender equality in their companies, in the market place and in the community."

### **Gender Equality Programs at P&G Pakistan:**

P&G is committed to advancing its Gender Equality mission in the country. It is leveraging the strengths of its business operations as well as its scale and advertising voice to address gender bias, enable education for girls and promote women's economic empowerment.

Gender diversity is an important aspect of P&G's overall diversity and inclusion mission. The Company aims to attract, recruit and retain the top talent in Pakistan with a special focus on women via a range of strong diversity programs. As a result, today women constitute around 42% of the employees at the P&G General Office in Karachi and 50% of the P&G Pakistan Leadership Team.

P&G has joined the US-Pakistan Women's Council (USPWC) in its mission to promote the economic participation of women in the workforce in Pakistan. As the founding member of the USPWC's corporate initiative, P&G has played an active role in supporting the Council's efforts to promote supplier diversity in Pakistan. P&G has provided training sessions for 100 women entrepreneurs in collaboration with USPWC and WECREATE. The sessions aimed at, counselling women entrepreneurs about how to successfully enter the corporate supply chain and creating awareness about the procurement processes at corporate organizations.

In partnership with Health Oriented Preventive Education (HOPE) and READ Foundation, P&G has provided quality education to over 3500 girls from underprivileged communities in Pakistan. Furthermore, P&G brands have been committed to empowering women and young girls with confidence in Pakistan through campaigns such as the Always #MyFutureStartsToday and Pantene #StrongIsBeautiful. Through the P&G Always #MyFutureStartsToday program, 30 girls won educational scholarships and 4 winners spent a day with role models Naseem Hameed and Amna Ilyas. The campaign reached out to around 12 million consumers. Moreover, the Always School Education Program has reached over 9 million Pakistani girls with essential health and hygiene education to date.

Download pics here: <https://we.tl/EG2hnAUE1B>

### **About Procter & Gamble:**

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks® and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

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