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Celebrating Diversity

P&G values employee uniqueness and the contributions made by each individual to accomplish Company goals.
Diversity and inclusion is a key business strategy for P&G to create sustainable competitive advantage. The Company continues to receive key external recognition for its focus to drive its corporate diversity and inclusion mission: "Everyone valued. Everyone included. Everyone Performing at their Peak."

Top 5 Companies for Multicultural Women

P&G was named amongst the "Top 5 Companies for Multicultural Women" by Working Mother Magazine (WMM), a leading publication for working women. P&G has been lauded for recruiting, developing and retaining multicultural women and for the support from Chairman and former CEO, A.G. Lafley.

"Savvy businesses know that growing their talent pool of multicultural women isn’t just the right thing to do—it’s the smart thing to do," says Anne Finnegan, WMM Editor.

2009 Best in Class Diversity Award

The Greater Cincinnati Human Resources Association (GCHRA), a not-for-profit organization, has named P&G the recipient of its 2009 Best in Class Diversity Award. The award recognizes P&G for its leadership commitment, workforce diversity, development and community relations.

P&G Asia honored for CSR Initiatives

P&G Asia has recently been honored with the International Stevie Award for Corporate Social Responsibility for its Live, Learn and Thrive programs in China, Japan and Korea. The Stevie Award, presented in New York on September 14, 2009, recognizes P&G for its dedication and efforts in helping Asian children in need. Underprivileged children up to the age of 13, who constitute more than 25 percent of the Asian population, gain access to education through a diverse range of P&G programs.

In 2008 alone, P&G Asia’s CSR initiatives such as Project Hope in China, Open Minds in Malaysia, Beyond Borders in Singapore and others successfully reached more than 18 million children across 10 countries. P&G donations to these causes have amounted to over $15 million.

P&G lauded for Diversity and Inclusion

Diversity and inclusion is a key business strategy for P&G to create sustainable competitive advantage. The Company continues to receive key external recognition for its focus to drive its corporate diversity and inclusion mission:

"Everyone valued. Everyone included. Everyone Performing at their Peak."

P&G Asia is also a strong supporter of ethnic, educational and gender diversity. Our recently launched diversity network supports women professionals through a formal program of mentoring, coaching, networking and role-modeling.

Our brands have continued to remain active in spreading health and hygiene awareness. The Safeguard School Education Program received global recognition at the International Health and Hygiene Symposium in China through a study conducted by the Center for Disease Control and Prevention highlighting the effectiveness of the program. We also launched the Safeguard School Program for this year and conducted Always Health and Hygiene seminars for nurses and midwives.

I am pleased to share with you that we have once again been chosen as a global finalist for the US Chamber of Commerce’s International Community Service Award this year for our continuous CSR efforts in Pakistan. On a regional level, P&G Asia was awarded for its Live, Learn and Thrive programs in China, Japan and Korea. I am sure these achievements will play an important role in further strengthening our commitment towards improving lives.

The following pages share details of the recent activities at P&G. We look forward to receiving your comments and feedback.

Assalam o Alaikum,

At P&G each individual’s identity and talent is valued, creating an enriched and productive work environment. This quarter P&G has been honored with multiple recognitions for its unwavering commitment to diversity and inclusion. This includes being named amongst the Top 5 Companies for Multicultural Women by Working Mother Magazine and 40 Best Companies for Diversity 2009 by Black Enterprise. P&G also received the Best in Class Diversity Award for 2009 by the Greater Cincinnati Human Resource Association.

P&G Pakistan is also a strong supporter of ethnic, educational and gender diversity. Our recently launched diversity network supports women professionals through a formal program of mentoring, coaching, networking and role-modeling.

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Country Manager
P&G Pakistan
Always and SOGP create Health and Hygiene Awareness

P&G Pakistan Always team, in collaboration with the Society of Obstetricians and Gynecologists of Pakistan (SOGP), held informative sessions for midwives and nurses from various institutions and hospitals of Karachi and Lahore.

These educational workshops, attended by many members of the medical community, created awareness about good feminine health and hygiene and the positive role nurses and midwives play in promoting these practices within the society. Medical experts from SOGP made presentations on a wide range of topics including challenges of the nursing profession in Pakistan, puberty and myths associated with it and other medical topics related to women health. The Always and SOGP partnership has reached around 4 million girls to date directly through the Always School Education Program.

“The purpose of these seminars is to impart essential knowledge and skills that will enable nurses and midwives to play a positive role in raising awareness about feminine health and hygiene.”

Dr. Shershah Syed, President SOGP

Pampers Dancing Star brings “Freedom of Movement”

This August, Pampers launched a unique online voting based dancing competition, Pampers Dancing Star. The campaign aimed to bring the concept of “freedom of movement” to life. To enter the competition, parents could upload the video of their baby’s dance performance on the Pampers website. Visitors to the website, including parents, could vote for the video of their favorite dancing baby.

To allow more consumers to participate in the competition, Pampers and Makro formed an alliance and set up Baby Dance Rooms at Makro stores in Karachi and Lahore. A total of 450 videos from the dance room were recorded and uploaded on the website. The competition received an overwhelming response with nearly 450,000 votes cast. The winning baby with the maximum number of online votes received a year’s supply of Pampers for free. The two runners-up also received six months free supply of Pampers and there was a special prize for each of the top ten videos.

A New Addition: pampers.com.pk

Pampers has announced the most recent addition to the P&G digital family: the Pampers Pakistan website.

With the launch of pampers.com.pk, Pakistani parents have a forum to interact with and experience the brand on a new level altogether. Pampers Pakistan provides insightful and joyful information on baby development through all the stages of the baby’s life, from birth to pre-school. The website also shares articles, play and learn activities and fun tools like baby name finders, location guide and baby yoga videos to make the parenting experience easier as well as enjoyable.
Safeguard School Program reduces Absenteeism and reinforces Hygiene Messages

In the last five years, the Safeguard School Education Program has reached 5 million children across Pakistan with critical information on health, hygiene and the importance of washing hands with soap.

A study titled, “Effects of School-Based Handwashing Promotion on Students and Communities in the Developing World,” was undertaken by the Center for Disease Control and Prevention. The aim of this study was to evaluate the health impact of existing Safeguard school-based hand washing promotion programs on the basis of absence rates, specific infectious syndromes amongst students and illness rates amongst their family members.

The six month study was undertaken in low income neighborhoods in Karachi presented at the International Health and Hygiene Symposium in China. It was to assess the impact of the Safeguard program on five thousand first grade students. In areas reached by the Safeguard program, it observed that student absenteeism in schools due to hand-transmissible diseases decreased and so did the incidence of such illnesses amongst their family members. In fact, the days that parents missed work due to illness also dropped significantly in these households.

The Safeguard team has recently announced the launch of its Sehat-o-Safai program for school year 2009-2010. A typical Sehat-o-Safai day consists of Safeguard’s team of expert consultants visiting schools where they teach children about germs and how to wash hands properly with the unique animated character Commander Safeguard. Children are also given take-home educational material, so that they may continue to learn and monitor their hygiene habits with their families.

To help schools institutionalize their learning from such health tutorials, Safeguard will, as always, celebrate “Health Days” in thousands of these schools with drama competitions, debates, singing competitions, art galleries, health awareness walks and community cleanliness drives; all organized around the theme of health and hygiene.

Global Handwashing Day 2009

The first-ever Global Handwashing Day saw more than 120 million children around the world washing their hands with soap across 70+ countries in five continents. In Pakistan, 1.2 million children washed their hands with soap on and around this day, led by Safeguard.

This year efforts for Global Handwashing Day were started at the Brainstorming Workshop on National Behavioral Change Communication Strategy for Drinking Water Supply and Sanitation Sector, organized by Ministry of Environment in collaboration with UNICEF and USAID.

Nausheen Ishtiaq, PR Manager for Safeguard, presented the results of Global Handwashing Day 2008, led by Safeguard in partnership with UNICEF and Ministry of Environment. Global Handwashing Day 2009 will be observed on 15th October, retaining its focus on school children as change agents of driving the habit of washing hands with soap.

Safeguard commemorated Global Handwashing Week throughout mid-October 2009, by washing the hands of 1 million children in Pakistan with soap.

“Hygiene related diseases cost Pakistan’s economy about Rs. 112 billion per year in terms of health cost.”
Hameed Ullah Jan Afridi, Federal Minister for Environment
At P&G, developing and managing a strong, diverse organization is essential to achieving the Company’s business purpose and objectives. By building on common values and goals, P&G is able to create advantage from differences. The Company’s outlook on diversity encompasses a broad range of personal attributes and characteristics such as race, gender, age, cultural heritage and personal background.

“Catering to gender diversity needs is extremely important given the cultural dynamics of Pakistan,” says Qaisar Shareef, Country Manager, P&G Pakistan. As a first step towards promoting diversity at P&G Pakistan a P&G Diversity Network has been launched specifically for women, which aims to provide a formal platform for the support of women professionals.

Key objectives of the network include the promotion of professional advancement of women through all career phases and ensuring that the work environment is inclusive and supports gender diversity needs.

The Pakistan Diversity Network kick off session was organized in July 2009 with the objective of formally introducing the first ever gender diversity support group in P&G Pakistan. This was followed by a guest speaker session where Ms. Ayesha Aziz, MD Pak-Brunei Investment Company, addressed the diversity group on ‘Climbing the corporate ladder and challenges faced by women.’ It was an interactive session with a lot of insightful discussions.

In the following month, P&G Diversity Sponsors Day was also launched with the objective of taking on-board sponsors of women working at P&G and familiarizing them with the work these women do at P&G. This is the first step towards nurturing diversity at P&G Pakistan. The Company’s mission is to nurture diverse talent, ‘from potential to power.’

“Diversity is a matter of ethics. Every individual in our company – and every partner with whom we do business – deserves an equal opportunity to grow, excel and succeed with Procter & Gamble. Our values begin with ‘Respect for the individual.’ Our commitment to diversity is a very tangible way we put that value into practice.”

A.G. Lafley, Chairman and Former CEO, P&G

In every organization, there are some people who network and build contacts very easily and naturally within the course of their careers. These networks help them in their careers and provide necessary support at the workplace. However, there are many others who need to be persuaded or provided with opportunities to interact.

Since its inception in Pakistan, P&G has placed a lot of emphasis on building a strong culture of mentoring. This has helped the Company deliver outstanding business results and enabled each member of P&G to set clear career goals.

P&G Pakistan launched a formal program, entitled “Me & My Mentor” in 2007 to ensure that all employees have an opportunity to gain career guidance and business direction from a trusted and confidential source.

This quarter, P&G launched the ‘Speed Mentoring’ initiative that will help grow this strong culture further. An event was held to give participants a chance to select and interact with mentors from a pool of seasoned and experienced managers. The initiative will allow employees to build strong mentoring relationships and excel at their work.

“Building a Culture of Mentoring”

Me & My Mentor
Making the best, better!
P&G participates in 3rd International CSR Summit

The 3rd International CSR Summit, focusing on Corporate Social Responsibility and its importance for Pakistan’s growth and long term development, was organized by the National Forum for Environment and Health in Karachi this August. Naib Nazima of Karachi, Nasreen Jallil presided over the event. Speaking on the occasion, she said, “Business leaders are becoming increasingly aware that CSR is not just a passing trend, but is vital to the continued viability and success of enterprises in the region.” P&G Pakistan participated in a key panel discussion at the summit, highlighting the impact of CSR on Consumer Trust.

“Through our partnerships with stakeholders, we aim to improve the communities where we operate. At P&G Pakistan we strive to deploy initiatives that create positive impact for the society at large by addressing key needs. Our longstanding association with NGOs in fields of education, empowerment and rehabilitation are a testimony to P&G’s dedication to improving lives.”

Najia Amin, ER Manager, P&G Pakistan

Global Finalist for US Chamber’s Award

The US Chamber of Commerce’s Corporate Citizenship Awards showcase businesses, trade associations and chambers of commerce for demonstrating ethical leadership, corporate stewardship and for making a positive difference in society. P&G Pakistan has been selected as a global finalist for the US Chamber of Commerce’s International Community Service Award for the second year in a row. This nomination is a big honor for the Company and recognizes its sustained commitment to helping children through its global cause, Live, Learn and Thrive.

P&G Pakistan’s three corporate initiatives include educating children formally through P&G-READ Foundation schools, informally through P&G-HOPE schools and helping children in need find homes by sponsoring a P&G Home in the SOS Children’s Villages. All in all, P&G corporate as well as brand community development programs have reached 5 million Pakistanis in 2008-09.

P&G represented in CSR Pakistan Yearbook

P&G Pakistan participated in the CSR Yearbook Launch this August in Lahore. The CSR Pakistan Yearbook is a unique publication comprising research, information, case studies and tangible examples of how good CSR practices can expedite socio-economic development in Pakistan. Organized by the CSR Pakistan Forum, the report highlights the CSR programs currently undertaken by organizations in Pakistan and is aimed at the distribution of comprehensive data on the overall CSR scenario in Pakistan.

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