The U.S.-Pakistan Women’s Council

Achievements January – June 2016

Mission: To Increase Women’s Participation in Pakistan’s Formal Economy

Strategic Objectives:

- Foster Entrepreneurship through small to medium enterprises that develop women as leaders and create jobs
- Increase Employment by public and private entities to empower women economically and strengthen institutions
- Promote Education for Women and Girls through secondary and higher education, training, mentoring and internships

The Council links pilot activities\(^1\) within its network to build synergies that multiply impacts.\(^2\)

Executive Summary

Between January and June 2016, The U.S.-Pakistan Women’s Council met its benchmarks and consolidated its network. January meetings in Pakistan helped to recruit four new corporate members and to link highly qualified professionals and students into the Council’s corporate Hiring Diversity initiative. In April, the Council’s Supply Chain Diversity initiative began linking women entrepreneurs to potential corporate markets for their products and services. Three new Friends of the Council joined, strengthening ties with local women entrepreneurs and Pakistan’s Ministry of Commerce. The June bilateral U.S.-Pakistan Business Opportunities Conference in New York advanced corporate Council membership and commitments while facilitating bilateral public-private coordination with Council activities. As Council co-branded programs deepend their impact on adolescent girls and women entrepreneurs and moved towards sustainability, Council Friends advanced women’s business skills and corporate leadership. Moving forward, the Council will focus on impact reporting as Supplier Diversity events and a Women in the Economy Forum are expected to drive momentum and publicize progress.

Bilateral Economic Cooperation Facilitated

During January travel to Pakistan, Council Executive Director Melanie Bixby led a team of State Department, U.S. Embassy and “Friends of the Council” colleagues in consultations with government and private sector stakeholders and program partners. U.S. companies from a concurrent U.S.-Pakistan Business Council (USPBC) trade delegation explored Council membership, as did multinational and Pakistani companies. To extend the Council’s reach, the Team discussed cooperation with Nestle, the Aga Khan and Aman Foundations and others. Meetings with women entrepreneur trainers and Commerce Ministry Additional Secretary Robina Ather led to their nomination as new Friends of the Council. The Team also consolidated its network to help companies tap larger pools of qualified women candidates for corporate opportunities. The Pakistan-U.S. Alumni Network (PUAN) of students and professionals was engaged to assist the Council’s corporate Hiring Diversity initiative. In April, the Council began its corporate Supplier Diversity initiative at a networking and training event hosted by Packages Limited where local companies and Procter & Gamble and PepsiCo joined to provide women entrepreneurs with information about corporate procurement opportunities and requirements.

In May, the World Bank underscored the women’s economic participation imperative in Pakistan. The June U.S.-Pakistan Business Opportunities Conference (BOC) in New York then highlighted Council efforts to address it. The BOC was led by Pakistani Commerce Minister Khurram Dastgir Khan and U.S. Deputy Commerce Secretary Bruce Andrews, who announced that Citigroup, General Electric (GE), Telenor and The Resource Group had joined The Coca-Cola Company, Engro, PepsiCo and Procter & Gamble (P&G) as Council

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\(^1\) The Council operates as a networking platform and does not provide funding; its partners, members and cooperators fund and manage activities.

\(^2\) The Council’s Hiring Diversity initiative links corporations seeking to hire more women with the PUAN network, which advertises job opportunities to over 15,000 highly qualified alumni. The Council’s Supplier Diversity initiative links corporations seeking local suppliers with women entrepreneurs seeking markets for their goods and services.
members. The Coca-Cola Company Public Affairs Director, Missy Owens, GE Pakistan President and CEO Sarim Sheikh, and P&G Global Government Relations Vice President Carolyn Brehm presented the business case for corporate gender diversity to a plenary panel moderated by Council Co-Chair Ambassador Catherine Russell, who welcomed presenter Robina Ather as a new Honoray Council Friend. Council activities will help implement a bilateral Action Plan signed at the BOC to advance women’s economic empowerment under a bilateral 2014 Memorandum of Understanding. The BOC also broadened coordination between Council, government and private sector participants on cooperative efforts such as potential American University (AU) student research assistance with corporate gender diversity efforts. Vice Chairman Mehmood Khan announced PepsiCo’s Council commitments at a reception, and The Resource Group’s Pakistan Managing Director Nadeem Elahi will host a USPWC supplier diversity event in Karachi.

Program Impact and Sustainability Increased

Council co-branded U.S. grants programs continued to increase their impact and move towards becoming sustainable. In January, the WECREATE/Pakistan women entrepreneur resource center became self-sustaining under the leadership of The Indus Entrepreneurs (TiE). In one year, the center has reached 235,454 people through trainings and information sessions, showcases, competitions and media. Through the center, 661 existing women’s businesses have been assisted, 210 mentors trained, 38 startups launched, and 531 new jobs created. LUMS has expressed interest in potentially sustaining the Pakistan Women Entrepreneurs Program (PWEP) which has provided tailored assistance and leadership training to 68 women entrepreneurs thus far. In June, 19 underprivileged Pakistani high school girls (of more than 600 applicants) began to arrive for U.S. pre-college programs through the Summer Sisters program. University partners now provide over $107,000 in scholarships. Corporate support is part of the sustainment plan, starting with PepsiCo $20,000 commitment to support Science, Technology, Engineering and Math (STEM) students in 2017. Council Friends managed a Women in Business and Leadership Conference (WIBCON) in February, new CIRCLE sponsored initiatives (an Elevate Campaign to ensure women’s voices are included in public fora, and an Elevate the Youth Accelerator social innovation program), and an annual Packages Limited summer internship for 40 college women that begins each June.

Institutional Consolidation Advanced

Council capacity grew as a Council Friend funded Council staffing for media, three new Friends joined, and Corporate membership doubled – all using new guidelines and procedures established in 2015. New guidelines were also completed to govern cooperation with the Council more broadly in April. On February 5, the Executive Committee met at AU to assess and advise on Council progress. AU President and Council Co-Chair Dr. Neil Kerwin congratulated the Council on meeting or exceeding Strategic Plan performance metrics. He named the Council a “successful public-private partnership” model, thanked the State Department for being a great partner, and anticipated July renewal of the State Department-AU MOU.4

Next Steps

As the Council celebrates its fourth anniversary in September, members and cooperators intend to systematize impact reporting to publicize progress and support momentum. The State Department will host an Executive Committee Meeting in August followed by events being planned in Pakistan that are expected to help drive momentum and highlight Council achievements during the Fall of 2016.

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3 For Summer 2016, new partners Georgetown University, Johns Hopkins University, the National Student Leadership Conference and Washington University in St. Louis joined current partners American University, Babson College, Barnard College, George Washington University, Harvard University, Smith College and the Eleanor Roosevelt leadership Center at Vassar College.

4The Executive Committee is co-chaired by U.S. State Department Global Women’s Issues Ambassador at Large and the American University President. Senior State and AU officials, a Pakistani Diaspora organization (currently OPEN), a private sector member (currently the U.S.-Pakistan Business Council), and the Executive Director comprise the full Committee. Per the MOU, the Committee approves Council policy and strategy. The Executive Director proposes strategy based on stakeholder consultations and coordinates implementation.
Council Team meetings included planning for supply chain diversity pilots with P&G Country Manager Sami Ahmed (left - P&G committed to lead the effort), and consulting The Resource Group’s Managing Director for Pakistan Nadeem Elahi regarding potential membership (far right, next to USPWC Executive Director Melanie Bixby, Country Coordinator Jackie Brock and State Department Sr. Advisor Tanya Hiple).

Friends of the Council Facilitate Meetings

Council Friends Syeda Henna Babar Ali and Sabeen Haque helped organize Council Team consultations with foundations and corporations, including with Farhan Ahmed of Nestle (far right, next to State Department Commercial Officer Beney Lee). Council Friend Saulat Salahuddin also traveled to Islamabad to share lessons from leading an SME that supplies Fortune 500 companies.
January 2016 - Islamabad
USPWC Program and Network Consolidation

Flanked by WECREATE Co-Creators Sean Griffin and Tanya Hiple, Ambassador Hale passed WECREATE Manager Mavra Bari a ceremonial key as the State Department grant-funded women entrepreneur center became self-sustaining under the leadership of The Indus Entrepreneurs (TiE Islamabad Executive Director Murtaza Zaidi stands next to Mavra).

TiE Executive Director Murtaza Zaidi, Mavra Bari of WECREATE, and Dr. Misbah Tanveer (above, who helps lead the Pakistan Women Entrepreneurship Program at LUMS) met with the Council Team to plan participation by women entrepreneurs in Council supply chain diversity pilots. Murtaza Zaidi and Misbah Tanveer have been welcomed as new Friends of the Council.

The U.S. Embassy is facilitating use of the 20,000 strong Pakistan - U.S. Alumni Network as a Council partner to expand the qualified female candidate pool for corporate employment opportunities (PUAN Education event).

February 2016 - Karachi
WIBCON

Council Friend Sabeen Haque arranged a “Re-Think, Re-Imagine” Women in Business Conference (WIBCON) with the Pakistan Society for Training and Development. Over 100 company executives and experts came together to formulate women’s empowerment strategies.
USPWC Co-Chair and AU President Dr. Neil Kerwin congratulated the Council on exceeding its Strategic Plan benchmarks, named the Council a “successful public-private partnership model” and affirmed AU’s intention to reauthorize the MOU with State in July. Acting as State Department Co-Chair, Deputy Special Representative for Afghanistan and Pakistan Jonathan Carpenter affirmed Council support of the 2014 MOU on Women’s Economic Empowerment and encouraged continued cooperation with the U.S.-Pakistan Business Council. AU School of International Studies Dean Dr. James Goldgeier welcomed corporate commitments and noted exceptional AU faculty engagement in the LUMS PWEP partnership. State Department Public Diplomacy Deputy Assistant Secretary Elizabeth Fitzsimmons, who oversees Department and Embassy managed Council programs, also made recommendations.

U.S. – Pakistan Business Council President Espie Jelalian commended successful corporate engagement and recommended continued coordination through Executive Director Melanie Bixby, who outlined Council strategy going forward including network consolidation plans.

OPEN DC Board member Saqib Rizavi shared OPEN DC plans and Council Friends’ efforts. Pakistan Office Deputy Courtenay Dunn shared upcoming bilateral engagement opportunities.

AU Council Program Coordinator Samssa Ali and State Department Economic and Commercial Officer Beney Lee discussed Council program achievements and the importance of program sustainment efforts.
March 2016 - Karachi
International Women’s Day

Council Friend Sadaffe Abid launched “The Elevate Campaign” as part of the CIRCLE initiative. The campaign enlists corporate and social sector leaders to promote women’s inclusion in public and private sector panels, committees, and key discussion forums.

April 2016 - Lahore
USPWC Supply Chain Diversity Initiative

Council Friend Syeda Henna Babar Ali (above center) hosted the Council’s first supply chain diversity pilot at Packages Limited. P&G Media Sourcing Manager Giselle Samsson (at left), PepsiCo Corporate Affairs Head Khurram Shah, and PepsiCo Sales Training Manager Ifra Imtiaz (at right) joined with Packages Limited, Bulleh Shah Paper Mills and Dinnipon Inks presenters to share corporate procurement requirements with 70 women Entrepreneurs trained through the AU-LUMS PWEP and World Bank Women’ programs in Lahore.
June 2016 - New York City

USPWC at the U.S. - Pakistan Business Opportunities Conference

At the opening reception, incoming USPBC Chair and PepsiCo’s Vice Chairman, Dr. Mehmood Khan, noted PepsiCo’s USPWC commitments to support women’s food safety internships and Summer Sisters STEM students.

In his welcome remarks, U.S. Deputy Commerce Secretary Bruce Andrews announced that Citigroup, General Electric, Telenor and The Resource Group had joined The Coca-Cola Company, Engro, PepsiCo and Procter & Gamble as USPWC members (with U.S. Special Representative for Afghanistan and Pakistan Ambassador Richard Olson, Pakistani Commerce Minister Dastigir Khan, and Honorary USPWC Friend Pakistan’s Ambassador Jalil Jilani).

USPWC Co-Chair Ambassador Catherine Russell moderated the “How Gender Diversity Can Boost Your Bottom Line” USPWC plenary panel featuring new Honorary Friend of the Council Commerce Ministry Additional Secretary Robina Ather (to the right of the podium), The Coca-Cola Company Public Affairs Director Missy Owen, GE Pakistan CEO Sarim Sheikh, and P&G Global Government Relations VP Carolyn Brehm. The BOC also facilitated networking and coordination (above right).

Ambassador Russell and Additional Secretary Ather signed an Action Plan for the bilateral 2014 MOU on Women’s Economic Empowerment as AU Dean Patrick Jackson (third from left), Acting U.S. Trade Representative Michael Delaney (fifth from left), Pakistani Commerce Minister Khan, and other officials looked on. (above right) Citigroup Vice Chair Jay Collins met with Ambassador Russell.
Honorary Friend of the Council Shaista Mahmood brought Council members together with high level U.S. and Pakistani government and private sector officials to promote interest in, and support for, the Council (at an April DIL event with First Lady’s Staff Krish Vignaraja).

June 2016 - 5 U.S. Cities

**USPWC Summer Sisters Program Begins**

Prior to U.S. travel, U.S. Consul General Karachi Brian Heath (above center) hosted the 19 2016 Summer Sisters selected from over 600 applicants to attend pre-college scholarship programs at 11 U.S. universities.

Summer Sisters shared life-changing impacts with the U.S. Council Team, including AU Program Coordinator Samsssa Ali (above left, in yellow). AU Sisters Khadeeja Sharafat from Peshawar and Saadia Maqsood from Karachi (above, next to Public Diplomacy Deputy Assistant Secretary Angela Aggeler, center) briefed Executive Committee member DSRAP Carpenter (see February), Council Public Diplomacy Officer Ajay Rao (above left), Senior Global Women’s Issues Advisor Julia Santucci (next to Khadeeja), and Mariya Ilyas and Rebecca Mehra (far right) from the Pakistan desk.
US-Pakistan Women’s Council Launches Supply Chain Diversity Initiative

US-Pakistan Women’s Council and Packages Limited host a corporate supply chain orientation for women entrepreneurs based in Lahore. The session was attended by entrepreneurs from the Pakistan Women Entrepreneurship Program at LUMS and the Women X program.

Bixby for Removing Barriers Hindering Economic Empowerment of Women

Melanie J. Bixby, Executive Director of the US-Pakistan Women Council, has underscored the need for removing the barriers that create hurdles in the economic empowerment of Pakistani women, with a view to play an active role in development of the country.

“Pakistan’s Government has done a lot to Stabilize Economy” says Ambassador David Hale

America and Pakistan partnered together to host the fourth annual US-Pakistan Business Opportunities Conference. The Conference brought together over 250 industry representatives, investors, and government leaders from our two nations and featured emerging professionals and entrepreneurs. The governments jointly launched an Action Plan to build cooperation on women’s economic ennoblement, building on the excellent work of the U.S.-Pakistan Women’s Council.

USPWC Launches Supply Chain Diversity Initiative

Women entrepreneurs based in Lahore attended a corporate supply chain orientation hosted by Packages Limited in cooperation with the US-Pakistan Women’s Council (USPWC). This was the first of a series of events planned under a USPWC supply chain diversity initiative that aims to help women owned businesses access sustainable markets by linking them with corporate procurement representatives.

Action Plan Signed on Women’s Economic Empowerment

Pakistan and the United States signed an action plan on women’s entrepreneurship and economic empowerment as the two countries ended a major business conference. The action plan was signed by US Ambassador-at-Large for Global Women’s Issues, Catherine Russell, and Pakistan’s Additional Secretary of Commerce Robina Ather on the sidelines of the US-Pakistan Business Opportunities Conference.

The Limited Women Face in the Corporate Sector

Working women in Pakistan have come a long way, but their growth in the corporate sector has been limited to a few departments. It is time companies make efforts to encourage and then help women stay in core business operations like production and sales. This was said by PepsiCo Planning Manager Saairah Farooq on Wednesday.
Thanks for Your Support!

**Key January – June 2016 Council achievements were made possible by:**

USPBC President Espie Jelalian and Friends of the Council in Pakistan Syeda Henna Babar Ali, Sabeen Haque, Sadaffe Abid and Sualat Salahuddin (as noted previously).

Ambassador Hale and Embassy Islamabad, which supported January Council team travel, especially Council Country Coordinator Jackie Brock (see January, Islamabad), Economic Officer Mary Harrington (center right at WECREATE), Economic Counselor Rob Garverick (with Ambassador Hale, left) and Economic Deputy Ted Saeger (second from left, front row, with BOC organizers below). The Embassy Press Team Elizabeth Lee and Mike Harker arranged excellent media coverage.

Ambassador Russell, Additional Secretary Ather and corporate Council member panel presenters: The Coca-Cola Company Director Missy Owen, GE Pakistan President Sarim Sheikh and P&G Global Government Relations VP Carolyn Brehm.

Global Women’s Issues Sr. Policy Advisor Radhika Prabhu (at left, with Additional Secretary Ather).

State Department June 2016 BOC organizers, especially the Pakistan Economic Team, including (back row) Deputy Director Courtenay Dunn, Dhyana Parker and Aaron Alton; Economic Team Lead Lisa Buzenas (left of poster) and Commercial Officer Beney Lee (right of poster); and Department of Commerce Officer David Nufrio (far right), who all facilitated Council related aspects and a focus on gender diversity.