



## **Reaching 600,000 children across 9 districts in Pakistan**

**Karachi, July 19, 2011-** *“Every child takes home a message. Educating a child is not only educating one person, but rather seven to eight people connected to that child in a family”* said Baela Raza Jamil, Director of the Idara-e-Taleem-O-Aagahi (ITA) at the Unilever Pakistan Sustainable Awards 2011.

These awards were held to acknowledge the efforts of Unilever and their partners for their contribution to society in terms of improving health and wellbeing, enhancing livelihoods, empowering through education and many other notable causes.

Amongst the numerous brands present at the Sustainable Awards held at Unilever’s Head Office, **Lifebuoy’s “Healthy Hoga Pakistan”** and **Surf Excel’s “Dirt is Good”** both won an award for their CSR initiatives.

Along with the brands, Idara-e-Taleem-O-Aagahi (ITA), a key partner of Unilever was acknowledged for its achievement in reaching out to **600,000 children in 2100 schools across four provinces of Pakistan** under **Lifebuoy’s programme** and training **1300 teachers** for the **Early Childhood Education (ECE) curriculum** in Pakistan under the **Surf Excel programme**.

Surf Excel was also the first brand in Pakistan to disseminate the Early Childhood Education (ECE) Curriculum in both English and Urdu languages. ITA and Surf Excel have also worked in synergy for the rehabilitation of schools under the ‘Tools for Schools’ programme started by Surf Excel.

Ahsan Malik, Chairman of Unilever and Naila Ismail, Corporate Relations Manager CSR & Internal Communications handed out the awards to the winning brands and their partner’s associated with them.

The awards ceremony ended on a high note with Ahsan Malik stating that Unilever brands should maintain the noteworthy work that they have been doing regarding CSR and aim to launch 50 new initiatives by 2012.



## **Organization profile**

**Unilever-** began its operations in 1948 and since then has been closely connected to the Pakistani people. Its brands have been an integral part of their lives and the nature of their business causes their brands to be the heartbeat of the people of Pakistan.

Unilever believes in being responsible and accountable to all their stakeholders and society as a whole. They resolve to:

- Make a positive difference to the lives of low income consumers
- Create new opportunities for growth
- Improve the overall quality of life in Pakistan, by promoting education, nutrition, health and hygiene.

**Idara-e-Taleem-O-Aagahi (ITA)** – was registered in 2000 as a response to the profound education crises in the country. Since its inception, ITA's main focus is education reform of public sector schools which are in a state of decay and degeneration. It also works in other sectors of basic education in non-formal and literacy programmes for disadvantaged groups such as child labour, destitute, women and youth. Policy and advocacy are an embedded focus of the organisation.

ITA also works across sectors like health and governance to improve the citizen's voice in local level decision making, through household and school based initiatives across Pakistan.

