

Guidance Note on Enhancing Family-Friendly Workplace Policies in Pakistan



EXECUTIVE SUMMARY

This report examines family-friendly workplace policies in Pakistan focusing on childcare initiatives and analyzing their impact on child development, gender equality, women empowerment, economic growth, and workforce retention. As part of this study, a mixed-methods research design was adopted to generate robust and context-specific insights into childcare needs and infrastructure in urban Pakistan.

THE RESEARCH

combined quantitative and qualitative approaches



KARACHI • LAHORE • ISLAMABAD

SURVEYS



200 parents

45 corporate representatives

FOCUS GROUP DISCUSSIONS



5 school-based groups

2 corporate groups

2 parent groups

1 government/NGO group

IN-DEPTH INTERVIEWS



8 corporate leaders

6 parents

5 school representatives

5 childcare enterprise owners/managers

2 government/NGO stakeholders

OBSERVATIONAL VISITS



10 schools

10 daycare centers

Key findings indicate that while approximately 65% of organizations demonstrate high awareness of family-friendly policies, only 22.2% actively implement these measures. This discrepancy is further underscored by survey results showing that only 20% of employees take advantage of available childcare benefits, whereas 77.8% do not.

This report examines family-friendly workplace policies in Pakistan, focusing on childcare initiatives in private sector only and analyzing their impact on child development, gender equality, women empowerment, economic growth, and workforce retention. As part of this study, a mixed-methods research design was adopted to generate robust and context-specific insights into childcare needs and infrastructure in urban Pakistan.

From a parental perspective, the data is equally compelling. Among employed parents, 33.3% view the lack of childcare options as a barrier to stable employment. In comparison, 76% of unemployed parents cite inadequate childcare as a key deterrent and state that improved childcare conditions would encourage workforce re-entry. Gender-based analysis further highlights that 82.7% of survey respondents were mothers, with varying satisfaction ratings amongst genders; fathers reported higher dissatisfaction (24.5%) as opposed to mothers (13.3%), reflecting cultural resistance to paternity leave and shared caregiving roles.

The report also details a range of corporate initiatives—from on-site daycare facilities to employer-sponsored childcare stipends. Despite these initiatives, operational barriers persist due to rigid managerial attitudes, insufficient data-driven evaluation (with only 66.7% of organizations relying primarily on informal employee feedback), and significant cultural and cost-related challenges.

To bridge the gap between awareness and implementation, the report outlines an integrated framework across four stakeholder groups: government, private sector businesses, NGOs, and childcare service providers.

Pakistan stands at a pivotal moment. With growing demand, enabling policy frameworks, and opportunities for strategic collaboration, the country can bridge the gap in childcare and parental support. By turning intent into action through coordinated public-private efforts and targeted investment, family-friendly policies can move from aspiration to implementation—driving economic growth and fostering a more gender-inclusive workforce.

Guidance Note

This note provides actionable strategies derived from research on family-friendly workplace policies aimed at government Stakeholders, corporate leaders, and civil society organizations. The goal is to foster an inclusive labor market, improve workforce retention, and promote gender equality and child development through enhanced childcare support.

Key Findings and Context

• Policy Utilization Gap:



High awareness
of family-friendly
policies



but low utilization due
to operational, cultural,
and managerial barriers.

• Sectoral Variations:

- High implementation cost:



Manufacturing

50%



Technology

40%



Banking

37.5%

• Parental Needs:



88.6%

of unemployed parents are willing to rejoin the workforce
if better childcare options are available

• Corporate Practices:

Childcare stipends vary significantly (PKR 5,000 - 37,000) across organizations, often lacking alignment with minimum wage benchmarks. In many cases, these amounts serve as a token gesture – offered more as a compliance formality than a meaningful support measure—undermining both service accessibility and quality.

Strategic Recommendations

GOVERNMENT-LED INITIATIVES

a. Mandatory Parental Leave



Stakeholders:

Ministry of Human Resource Development, Ministry of Law and Justice, Federal & Provincial Labor Departments



Recommended Actions:

- Mandate 4-month paid maternity leave and 30 days of paid paternity leave, as per Federal guidelines.
- Launch public awareness campaigns to normalize shared caregiving roles.
- Provide wage subsidies to incentivize employer compliance.
- Introduce gender inclusion targets and quotas to increase women's participation at all levels—entry, mid, and senior management—within organizations.



Impact:

- Higher female retention, improved child development, reduced gender gap, increased workforce stability, enhanced employee morale and productivity, and alignment with international labor standards (e.g., ILO Convention 183)

b. Mandated Workplace Daycare Facilities with Nurturing Care



Stakeholders:

Ministry of Human Resource Development, Ministry of Labor & Manpower, Provincial Labor Departments, Securities and Exchange Commission of Pakistan (SECP)



Recommended Actions:

- Enforce existing laws requiring workplace daycare in companies with 50+ female employees (e.g., Section 12 of the 1958 Ordinance, Punjab Rules 1978).
- Expand mandate nationwide to include all sectors with 50+ women or 100+ total employees.
- Offer technical assistance, funding toolkits, and a repository of pre-qualified daycare vendors to employers.
- Introduce penalties for non-compliance, along with recognition, award schemes, and incentives (e.g., tax rebates) for compliant employers.
- Integrate workplace daycare provisions into labor inspection checklists



Impact:

- Reduced absenteeism and turnover among employees with caregiving responsibilities.
- Improved employer branding and competitiveness in attracting top talent.
- Contribution to early childhood development through a quality care environment.
- Improved childcare access for working parents, legal clarity and consistency across provinces, and higher female workforce retention through supportive family-friendly workplaces.

c. National Childcare Framework & Compliance Monitoring



Stakeholders:

Ministry of Human Resource Development, Ministry of IT & Telecommunication, Ministry of Federal Education, Ministry of Women Development Department, Securities and Exchange Commission of Pakistan (SECP)



Recommended Actions:

- Set national quality and safety standards for childcare facilities, including health, nutrition, staff qualifications, infrastructure, and inclusivity.
- Establish a childcare facility rating system to encourage healthy competition and service improvement.
- Conduct annual childcare audits.
- Integrate the registry with SECP reporting requirements for transparency.
- Develop a centralized childcare registry and digital compliance system.
- Enable real-time monitoring and parental reporting tools.



Impact:

- Improved young children health and nutrition for full development.
- Consistent service quality across geographies and sectors.
- Increased transparency, greater parental confidence, and enhanced trust in formal childcare systems.
- Strengthened enforcement capacity for government regulators.

d. Financial Support for Childcare



Stakeholders:

Ministry of Finance, Federal Board of Revenue, Small and Medium Enterprise Development Authority (Pakistan) SMEDA



Recommended Actions:

- Introduce means-tested childcare subsidies for working parents.
- Offer tax rebates for childcare-related expenses for parents, childcare support providers, and corporations.
- Create a parental leave reimbursement fund for SMEs.
- Incorporate childcare expenses into national budgeting frameworks as part of gender-responsive budgeting.



Impact:

- More affordable and equitable access to childcare services across income groups and sectors.
- Greater SME participation in providing family-friendly benefits, closing the gap with larger corporations.
- Increased female labor force participation and job continuity after childbirth.
- Growth of the childcare economy, creating employment opportunities, particularly for women.
- Stronger alignment with fiscal and social protection goals, contributing to inclusive economic development.

CORPORATE SECTOR ACTIONS

a. Consortium-Based Childcare Infrastructure



Stakeholders:

Ministry of Commerce, Pakistan Business Council (PBC), Chambers of Commerce, State Bank of Pakistan (SBP), Securities and Exchange Commission of Pakistan (SECP)



Recommended Actions:

- Encourage co-funded daycare models in industrial zones.
- Develop standard consortium models for pooled-resource sharing, including legal templates and governance structures.
- Offer public land or subsidized leases for daycare centers within industrial clusters through provincial industrial development boards.
- Facilitate tax incentives, CSR recognition, and ESG-linked finance eligibility for participating companies.



Impact:

- Expands access to quality childcare in areas where thousands of workers—especially women—are concentrated.
- Reduces the financial burden on individual companies by spreading costs across multiple employers.
- Encourages more SMEs to adopt family-friendly practices by making them affordable and practical.
- Helps reduce absenteeism, improve staff retention, and support working parents.
- Creates new job opportunities for women as trained caregivers.
- Contributes to long-term social infrastructure within Pakistan's growing industrial base and helps meet development goals related to gender, decent work, and inclusive growth.

b. Flexible Work Arrangements



Stakeholders:

Ministry of Labor & Manpower, Ministry of IT, Pakistan Business Council (PBC), Chambers of Commerce, State Bank of Pakistan (SBP), Securities and Exchange Commission of Pakistan (SECP)



Recommended Actions:

- Update labor laws to formally allow flexible options like hybrid work, part-time roles, and remote work—especially for parents and caregivers.
- Encourage companies to adopt clear internal policies for flexible work, with simple implementation guidelines.
- Launch a national recognition or award program for employers who lead the way in offering flexibility and support to working parents.
- Promote pilot programs in key sectors (e.g., banking, telecom, services) to show that flexible work can be effective without hurting productivity.
- Provide templates and toolkits for HR departments to help structure flexible roles, performance tracking, and fair compensation.



Impact:

- Helps parents better manage their time, leading to stronger morale and lower stress.
- Reduces employee turnover by making it easier for people to stay in the work force during caregiving years.
- Makes companies more attractive to skilled professionals, especially women, who often leave work due to rigid schedules.
- Improved child health and nutrition status.

c. Policy Communication & Awareness



Stakeholders:

Corporate Human Resource Departments, Securities and Exchange Commission of Pakistan (SECP), State Bank of Pakistan (SBP), Ministry of Human Rights



Recommended Actions:

- Include family-friendly benefits in onboarding, HR policies, and employee hand books.
- Hold periodic info sessions and Q&As to raise awareness, especially around parental leave and childcare.
- Use internal channels to highlight policy updates and employee success stories.
- Train managers to proactively communicate benefits and encourage uptake.



Impact:

- Improved childcare environment in Pakistan.
- Higher awareness and use of available benefits.
- Lower attrition post-maternity or parental leave.
- Stronger employee trust, inclusion, and engagement.
- Better planning for transitions, improving team continuity and productivity.

d. Structured Returnship Programs



Stakeholders:

Corporate HR, Securities and Exchange Commission Pakistan (SECP), Diversity & Inclusion Councils, State Bank of Pakistan (SBP)



Recommended Actions:

- Develop phased return-to-work plans for parents coming back from extended leave.
- Offer mentorship and peer support to ease the transition and rebuild confidence.
- Provide training or upskilling options to help returning employees catch up on changes or new tools.
- Tie manager performance KPIs to returnship success, retention, and diversity outcomes.



Impact:

- Smoother reintegration for returning parents, reducing attrition—especially among mothers.
- Stronger leadership pipeline by retaining mid-career talent.
- Improved morale, loyalty, and long-term engagement.
- Reinforces a workplace culture that supports life transitions.

e. Revision of Childcare Stipends



Stakeholders:

Ministry of Labor, Federal Board of Revenue, Small and Medium Enterprise Development Authority (Pakistan) SMEDA



Recommended Actions:

- Adjust childcare stipends to reflect local daycare market rates and align with minimum wage standards.
- Introduce tiered stipend models based on employee income levels and geographic location.
- Encourage employers to link stipends to actual childcare usage rather than flat allowances.



Impact:

- More equitable access to quality childcare across income groups.
- Reduced dependence on informal care or unpaid child labor.
- Encourages formalization of the childcare sector.
- Helps working parents—especially women—stay in the workforce longer.

f. Managerial Training & Culture Shift



Stakeholders:

National Commission on Status of Women (Pakistan) NCSW, Pakistan Society for Human Resource Management (PSHRM), Ministry of Human Rights



Recommended Actions:

- Introduce regular training for line managers and senior leadership on unconscious bias, inclusive leadership, and how to support employees with caregiving responsibilities.
- Integrate these modules into existing professional development programs and HR certification pathways.
- Encourage companies to make such training a part of performance appraisals for managers.
- Launch peer learning groups or internal forums where managers can share challenges and practical strategies for building inclusive teams.
- Develop simple self-assessment tools and inclusion checklists to support ongoing culture audits.



Impact:

- Creates a more empathetic and supportive work environment where employees—especially parents and women—feel valued and respected.
- Increases the success of family-friendly policies by reducing stigma or managerial resistance to flexible work and parental leave.
- Encourages accountability from leadership on inclusion goals.
- Helps shift workplace norms toward shared caregiving and gender equity, rather than reinforcing traditional roles.

g. Data-Driven Monitoring & Analytics



Stakeholders:

Pakistan Bureau of Statistics, Pakistan Business Council (PBC), The Pakistan Software Export Board (PSEB), Ministry of Labor



Recommended Actions:

- Require companies to report on key indicators such as parental leave uptake, return-to-work rates, and flexible work utilization as part of annual HR disclosures or sustainability reporting.
- Develop simple, locally relevant HR analytics tools and dashboards—especially for SMEs—to track workforce retention, gender diversity, and caregiving support outcomes.
- Encourage industry associations to benchmark and share aggregated data to promote learning and transparency.



Impact:

- Encourages data-backed decision-making instead of assumptions or ad hoc approaches.
- Helps employers identify gaps in policy use and employee needs.
- Strengthens national data on workforce trends related to gender, caregiving, and retention.

h. Corporate-Led Vaccination Drives



Stakeholders:

Ministry of National Health Services, Private Healthcare Providers



Recommended Actions:

- Facilitate regular immunization drives at workplaces for employees and their children, in coordination with licensed health providers.
- Pair vaccination with broader employee wellness initiatives, such as health screenings or nutrition awareness.
- Integrate reminders, off-hour availability, and wellness campaigns.



Impact:

- Reduces absenteeism due to preventable illnesses, particularly among working parents.
- Boosts employee well-being and builds trust in the workplace.
- Contributes to public health goals through wider immunization coverage.
- Supports a more resilient and health-conscious workforce, particularly in sectors with limited healthcare access.

NGOS AND COMMUNITY PROVIDERS

a. Alternative Childcare Models



Stakeholders:

Ministry of Social Welfare, National Disaster Management Authority (NDMA), Local NGOs, Pakistan Poverty Alleviation Fund (PPAF)



Recommended Actions:

- Expand community-managed daycare centers in peri-urban, rural, and low-income urban areas, using local women's groups, NGOs, and existing community spaces.
- Deploy mobile childcare units to serve areas with seasonal or migrant workers, ensuring flexible access where permanent facilities aren't viable.
- Promote cooperative childcare models where families or informal workers pool resources, supported by government grants or microfinance.
- Provide basic training and certification for community caregivers to ensure safety and developmental support for children.
- Partner with local governments and NGOs to ensure these models are integrated into broader social protection programs.



Impact:

- Increases access to affordable childcare for families in underserved and informal sectors.
- Supports women's participation in the workforce by easing caregiving burdens, especially for daily wage earners and home-based workers.
- Encourages community ownership, making solutions more sustainable and culturally relevant.
- Reduces reliance on child labor by providing safe spaces for children while parents work.
- Strengthens local economies by creating caregiving jobs within communities.

b. Health & Nutrition in Childcare



Stakeholders:

Ministry of Health, Ministry of Planning Development and Special Initiative, Pakistan Pediatric Association, Food Suppliers



Recommended Actions:

- Introduce standardized, nutritious meal plans in daycare centers, tailored to local dietary needs and cost considerations.
- Ensure regular health checks, monitoring cases of stunting, vaccination tracking, and early detection of health developmental issues.
- Organize parental education sessions on positive parenting including child nutrition, hygiene, and basic health care, in collaboration with pediatric associations and NGOs.
- Partner with local food suppliers and agriculture initiatives to source fresh, affordable ingredients for daycare meals.
- Link daycare health programs with national nutrition and child welfare schemes for better coverage and impact.



Impact:

- Helps combat malnutrition and reduces stunting rates among young children, particularly in low-income communities.
- Promotes healthier childhood development, which supports better learning outcomes later in life.
- Eases parents' concerns about their children's well-being, allowing them to focus more effectively at work.
- Contributes to higher workplace productivity by reducing absenteeism linked to child health issues.
- Aligns with national public health goals and strengthens the role of childcare centers as hubs for early childhood development.

SCHOOLS AND EDUCATIONAL INSTITUTIONS

a. After-School Care & Meal Programs



Stakeholders:

Ministry of Education, Higher Education Commission (HEC), Provincial Education Departments, Private Schools, Corporate Sponsors



Recommended Actions:

- Require schools, especially in urban and industrial areas, to offer after-school programs that provide supervised learning, recreational activities, and nutritious meals for children of working parents.
- Provide incentives to schools that implement these programs, such as access to amenity plots, subsidies for staff salaries, and specialized training for caregivers and teachers involved in after-school care.
- Partner with universities to engage students as mentors or tutors, offering them academic credit or stipends through structured internship programs.
- Encourage businesses to channel CSR funds into expanding after-school care, particularly in low-income or underserved communities where parents often lack safe, reliable childcare options after school hours.
- Collaborate with local governments and NGOs to ensure these programs are inclusive, affordable, and aligned with child development standards.



Impact:

- Offers working parents peace of mind by providing a safe, structured environment for their children beyond regular school hours.
- Enhances students' academic performance, social skills, and overall well-being through continued learning and proper nutrition.
- Reduces the risk of children being left unsupervised or engaged in informal labor during after-school hours.
- Supports employers by reducing absenteeism and stress among working parents, contributing to better productivity and workforce stability.
- Plays a role in addressing child nutrition gaps, particularly in areas where school meals may be a primary source of daily nutrition.

PUBLIC-PRIVATE PARTNERSHIPS (PPPS)

a. Hybrid Delivery & Social Franchising



Stakeholders:

Ministry of Planning, Public Private Partnership Authority (PPP) , Non Government Organizations (NGO's), Pakistan Business Council (PBC)



Recommended Actions:

- Establish childcare centers through partnerships where the government provides initial funding or infrastructure, private companies handle day-to-day operations, and NGOs offer training and oversight to ensure quality and inclusivity.
- Develop clear PPP frameworks for childcare, including model contracts, operational guidelines, and performance benchmarks.
- Engage international donors and development agencies, such as the World Bank and UNICEF, to offer technical assistance, capacity building, and potential co-financing options.
- Prioritize setting up these centers in industrial zones, low-income urban areas, and underserved regions where private sector investment alone may not be viable.
- Implement monitoring systems to maintain service standards and ensure long-term financial sustainability.



Impact:

- Makes quality childcare accessible and affordable for a broader segment of working parents, especially in areas lacking private services.
- Leverages the strengths of public funding, private sector efficiency, and NGO expertise to deliver sustainable solutions.
- Encourages innovation and flexibility in service delivery while maintaining accountability.
- Supports women's workforce participation by addressing one of the biggest barriers—reliable childcare.

b. Franchising & Cooperative Models



Stakeholders:

Small and Medium Enterprise Development Authority (Pakistan) SMEDA, Microfinance Institutions, Provincial Labor Departments



Recommended Actions:

- Promote the development of franchised daycare chains that operate under recognized, high-quality brands, ensuring consistency in service delivery across locations.
- Offer microfinance loans, grants, and business development services to entrepreneurs—particularly women—interested in opening daycare centers under these franchise models.
- Support worker cooperatives to establish and manage childcare facilities, providing them with access to financing, management training, and certification programs to maintain quality standards.
- Create a regulatory framework that simplifies licensing while enforcing minimum care standards, helping small providers enter the formal market.



Impact:

- Stimulates local entrepreneurship and job creation, particularly for women, through the growth of small-scale childcare businesses.
- Ensures standardized, reliable childcare services across urban and semi-urban areas, reducing the current variability in quality.
- Provides cost-effective childcare options for working families by leveraging community-driven models.
- Strengthens the formal childcare sector, making it a recognized part of local economies and social infrastructure.

CHILDCARE MODELS COMPARATIVE MATRIX

Aspect	Consortium Daycares	Mobile Childcare Units	Community-Based Centers	On-site Daycare	After-School Care
Description	Jointly funded, employer-supported childcare across companies.	Portable units delivering basic childcare in remote areas.	Affordable childcare run by local NGOs and women's groups.	Childcare facilities provided within the workplace.	School-based extended care offering supervised learning and meals.
Lead Government Agencies	Ministry of Industries & Production, Provincial Labor Depts, PBA	Ministry of Education, NDMA, Provincial Social Welfare Depts	Ministry of Social Welfare, Local Governments	Ministry of Labor, FBR, SMEDA	Ministry of Education, HEC
Key Stakeholders	Industrial zone employers, Chambers of Commerce	NGOs, PPAF, donor agencies, transport providers	NGOs, women's cooperatives, BISP, local govts	Corporates, HR departments, daycare providers	Private schools, university volunteers, corporate sponsors
Primary Benefit	Cost-sharing expands access to affordable, quality childcare.	Brings care to underserved and mobile populations.	Deep community ownership ensures local relevance.	Reduces absenteeism, supports working mothers	Supports working parents, improves academic and nutrition outcomes
Key Challenges	Requires coordination and regulatory alignment.	Logistical challenges in deployment and staffing.	Needs community buy-in and quality oversight.	High setup and operational costs	Requires incentives and staffing support for implementation
Financial Model	Shared costs with tax incentives (FBR)	NGO/donor funded with govt support	Subsidized by govt/donors; low-cost user fees	Funded by employer; may receive tax rebates	CSR partnerships; government subsidies for staff/training
Sustainability	High – with employer and govt buy-in	Moderate – needs ongoing donor and community support	High – when managed locally with basic facilities	High – if mandated and incentivized by govt	High – if linked to school infrastructure and incentives

EXPANDING PUBLIC-PRIVATE PARTNERSHIPS (PPPS) FOR AFFORDABLE CHILDCARE

Model	Cost Sharing	Best Use Case	Key Strengths	Challenges
Hybrid Delivery Models	Government + Private + NGOs	Low-income peri-urban areas	Integrated funding and training; sustainable operations	Requires strong coordination among stakeholders
PPP Model	Government + Private	Urban and rural working-class families	Government-backed scalability, high affordability	Needs consistent public funding & regulation
NGO and Social Enterprise Collaboration	NGOs + Social Enterprises	Urban slums and rural low-income areas	Localized outreach, flexible, community-driven	Depends on external funding, less scalable
Franchise and Cooperative Models	Entrepreneurs + Cooperatives	Urban + semi-urban entrepreneurial zones	Standardized quality, scalable, provider empowerment	Needs quality assurance and capacity-building support

INTEGRATED STRATEGIES ACROSS ALL STAKEHOLDERS

To transform family-friendly workplace policies from scattered efforts into a cohesive and sustainable national framework, a coordinated strategy is critical. The following approaches aim to foster alignment across stakeholders, strengthen accountability, and ensure lasting, meaningful impact.

Institutional Collaboration

Foster strong partnerships between government bodies, the private sector, educational institutions, daycare providers, and NGOs to create a unified approach toward childcare and parental support.

- Establish inter-agency working groups to streamline policy development and implementation.
- Conduct regular landscape assessments to identify gaps, track progress, and adapt services to evolving workforce needs.

Data-Driven Approaches

Promote evidence-based decision-making by embedding data collection and analysis into both public and private sector practices.

- Implement periodic surveys and stakeholder dialogues to evaluate the effectiveness of family-friendly policies.
- Encourage companies to adopt standardized HR analytics for monitoring key indicators such as employee retention, productivity, and policy utilization.

Awareness and Communication

Ensure continuous engagement and knowledge-sharing to drive cultural change and policy uptake.

- Launch campaigns showcasing success stories to promote policy adoption.
- Host workshops and seminars featuring corporate best practices.

Sustainable Financial Models

Develop financial frameworks that support the scalability and longevity of family-friendly initiatives.

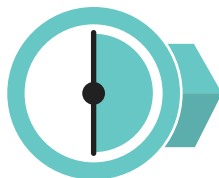
- Use PPPs to secure tax incentives and long-term funding.
- Establish ROI measurement systems to track outcomes like retention and workforce stability.

NEXT STEPS



SHORT TERM (1–2 YEARS)

- Standardize national parental leave policy.
- Pilot consortium child-care models in major urban centers.
- Conduct managerial training workshops.



MID-TERM (3–5 YEARS)

- Expand public-private partnerships for child care in underserved areas.
- Implement nationwide HR analytics for standardized target-setting, reporting, and monitoring.
- Sustain awareness campaigns on family-friendly benefits.



LONG TERM (5+ YEARS)

- Institutionalize policies within labor and social welfare strategies.
- Ensure continuous policy innovation and improvement.
- Promote inclusive socio-economic growth through enhanced workforce participation.

CONCLUSION

Driving meaningful change in workforce participation, gender equality, and economic growth requires more than isolated policies—it demands a unified, stakeholder-driven approach. By adopting integrated strategies and fostering collaboration across sectors, Pakistan has the opportunity to reshape its labor market into one that is not only inclusive but also resilient and competitive in the long term. The commitment of both public and private actors will be key to turning family-friendly workplace policies from aspiration into everyday practice, unlocking the full potential of the country's talent pool.



Call to action:

Invest in Early Childhood Development through Public-Private Partnerships

Investing in Early Childhood Development is the Child Rights Agenda. The United Nations Convention on the Rights of the child states that there are four basic rights of the child to be fulfilled. The four rights are the child's right to survival, the child's right to protection, the child's right to development, and the child's right to participate.

Family Friendly Policies contribute to the human development of countries and particularly to early childhood, since they allow mothers, fathers and caregivers to balance work and personal life and the care of children. We call on employers, government bodies, NGOs, and development partners to collaborate in scaling up access to quality, affordable childcare through innovative Public-Private Partnership (PPP) and cost-sharing models. When aligned with policy incentives, community needs, and available infrastructure, these approaches can sustainably bridge the childcare gap, particularly in low-income and peri-urban areas. This not only supports working parents and reduces absenteeism but also enhances children's development outcomes, contributing to long-term societal gains. We urge all stakeholders to integrate early childhood development into workplace and social protection policies, leverage government support where available, and build locally appropriate partnerships to create safe, nurturing, and inclusive childcare ecosystems.

Commit to the Women's Empowerment Principles (WEPs)

We also encourage companies to align their workplace gender equality efforts with the Women's Empowerment Principles (WEPs)—a set of 7 principles offering guidance on how to promote gender equality and women's empowerment in the workplace, marketplace, and community. Principle 3, in particular, emphasizes the importance of ensuring the health, safety, and well-being of all workers, which includes providing access to quality childcare. Adopting the WEPs not only helps organizations meet compliance and sustainability goals, but also positions them as employers of choice in an increasingly equity-focused world of work.



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