



MG apparel

FACT SHEET ON SDG - GOAL 5 **GENDER EQUALITY**



INTRODUCTION

MG Apparel was conceptualized in late 2020 by the **Mahmood Group** on the foundation of **women's economic empowerment** and **sustainable business strategy**. Built on the expertise of its parent company, a textile giant for **86 years**, this premium quality apparel manufacturer and exporter emphasizes a socially conscientious business model with energy efficient facilities, a **sustainable value chain**, and ethical large scale manufacturing.

VISION

To be quality apparel manufacturer recognized globally for its premium product and drive to adapt and innovate with eco-friendly alternatives for a better tomorrow while focusing on social upgrading and **women empowerment**.

CORE VALUES
INTEGRITY
INNOVATION
QUALITY
TEAM WORK
DIGITILIZATION
SUSTAINABILITY
WOMEN EMPOWERMENT

The brand is conscious of its mandate of sustainable value creation to not only fulfill the organization's duty towards the environment through **eco-friendly** and **digitalizes solutions** under **Industry 4.0 guidelines**, but simultaneously uplift the **socio-economic conditions** of Pakistan through its operations.



Hence, by cultivating a multifaceted approach to **sustainability**, MG Apparel actualizes its commitment through following



ENVIRONMENTAL
PROTECTION



ECONOMIC
DEVELOPMENT



SOCIAL
DEVELOPMENT



That is one of the driving reasons why the company's state of the art apparel manufacturing operations are conducted in the heart of South Punjab, right next to its **vast cotton belt**, to directly bring positive impact to the regional community of millions.

BUILDING AN EQUAL-OPPORTUNITY WORKPLACE



WOMEN
EMPOWERMENT



INTEGRITY



TEAMWORK



CORPORATE
SOCIAL RESPONSIBILITY

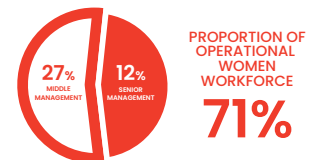
MANAGEMENT APPROACH TOWARDS SDG 5: GENDER EQUALITY

Gender equality and women's empowerment in the workplace is integral to the mandates of MG. We are committed to progressive human resource (HR) practices that focus on **diversity; gender equality, continuous improvement, innovation, and employee growth**. MG provides an environment that is characterized by **fairness, tolerance, diversity, compassion, and resilience**. It **recruits, retains, and develops a highly competent, diverse workforce** that supports its mission, vision, and values.



TARGET 5.1: END ALL FORMS OF DISCRIMINATION AGAINST ALL WOMEN AND GIRLS EVERYWHERE

5.1.1: WHETHER OR NOT LEGAL FRAMEWORKS ARE IN PLACE TO PROMOTE, ENFORCE AND MONITOR EQUALITY AND NON-DISCRIMINATION ON THE BASIS OF SEX



MG Apparel follows a parental leave policy, both maternity for **12 weeks** and paternity for **7 days**, as well as being in process of providing leaves in cases of miscarriage. Women have access to free hygiene products, and can consult an **MBBS-qualified doctor** at their free in house medical dispensary. It established a **free of cost childcare center** for all employees at MG Apparel with **lactating rooms**, and provide work from home policies for positions where such a policy is feasible.



All women are subjected to the same Compensation and Pay Parity policy to ensure equal pay and benefits for all staff at comparable grade levels within the organization. It is also engaged in empowering female employees through **management trainee (MTO) programs**, and **BEENA Training programs** such as **Nisaab**. To upskill their female factory staff, MG Apparel collaborated with the **Technical Educational and Vocational Training Authority (TEVTA)** to conduct workshops on **hand embroidery and home gardening skills**.



BEENA | Women Empowerment

To actualize the achievement of reduced inequalities in Pakistan, it is essential to include women in the economy and provide them with the opportunities and skills that would support this process. With this objective, MG Apparel conducts multiple training activities throughout the year and currently focusing on embroidery and handcrafting training sessions for the female workers of MG Apparel, Multan, South Punjab. The training sessions will not only result in another source of income for the involved women but also highlight the culture of the region and create awareness regarding the significance of women empowerment. Up until August 2022, **25 women** have received training in hand embroidery, while **60 women** have been initiated since January 2021 for **skill development in home gardening**. A ceramics training project is currently in the pipeline.



NISAAB is another chapter of BEENA and mainly focuses on literacy sessions for women employed in MG Apparel factories. MG Apparel engaged with entities like **Foster & PFF** and also conducted in-house training with an aim to educate and empower. More programs are also in plan in order to make them digitally literate in the future. Since August 2020, **300+ women** have been enrolled **NISAAB** to acquire literacy skills.



MG Apparel is a strong believer in not promoting gender stereotypes in any instance of their operations, whether in business activities, products or any part of their value chain. To ensure the company adheres to responsible business conduct, MG Apparel continues to partner with local and international organizations in social development and environmental action, such as the **Pakistan Business Council (PBC)**, the **International Finance Corporation (IFC)**, **World Wildlife Federation (WWF)** and **TEVTA**.



TARGET 5.2: ELIMINATE ALL FORMS OF VIOLENCE AGAINST ALL WOMEN AND GIRLS IN THE PUBLIC AND PRIVATE SPHERES, INCLUDING TRAFFICKING AND SEXUAL AND OTHER TYPES OF EXPLOITATION

5.2.2: PROPORTION OF WOMEN AND GIRLS AGED 15 YEARS AND OLDER SUBJECTED TO SEXUAL VIOLENCE BY PERSONS OTHER THAN AN INTIMATE PARTNER IN THE PREVIOUS 12 MONTHS, BY AGE AND PLACE OF OCCURRENCE



In line with its commitment to gender equality throughout the value chain, MG Apparel established a **zero tolerance policy** towards sexual harassment in the workplace. This policy extends not just to employees – either permanent or contractual, management or non-management – but also for any entity with which MG Apparel has interacted with in a professional capacity or within the sphere of business. This commitment ensures a work environment that contributes to the **elimination of gender based violence** against women, ensuring there are strong consequences against the perpetrators of violence.

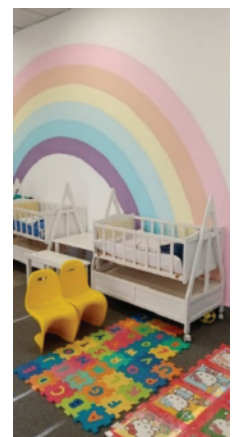
To facilitate reporting of grievances against harassment and intimidation at the workplace, the organization has a **dedicated email address** as well as **physical drop boxes** for all employees on the premises. It promotes its grievance mechanism and **anti-harassment policy** through organization wise awareness over email, regularly conducting refresher sessions for non-management staff, and providing workshops on the policy during the onboarding of new employees. It is also emphasized that this policy extends to men and transgender people as well, as indicated by Pakistan's federal law, *"Protection Against Harassment of Women at Workplace, Act 2010"*.

TARGET 5.4: RECOGNIZE AND VALUE UNPAID CARE AND DOMESTIC WORK THROUGH THE PROVISION OF PUBLIC SERVICES, INFRASTRUCTURE AND SOCIAL PROTECTION POLICIES AND THE PROMOTION OF SHARED RESPONSIBILITY WITHIN THE HOUSEHOLD AND THE FAMILY AS NATIONALLY APPROPRIATE

5.4.1: PROPORTION OF TIME SPENT ON UNPAID DOMESTIC AND CARE WORK, BY SEX, AGE AND LOCATION



For the facilitation of women employees at MG Apparel, as well as for all working parents employed as management or non-management staff, the company provides **free of cost childcare** through its state of the art **daycare facility** that is available on the premises. The childcare center is equipped with qualified and experienced nannies and staff to offer a safe and nurturing environment for the children of MG Apparel employees. For lactating mothers, there is a dedicated private space in the facility that women can avail throughout working hours.



The company provides additional support for their employees and their families through flexible work arrangements, health insurance, and old-age and retirement social security. Employees are also encouraged to take parental leaves through awareness sessions and reminders on their **maternity and paternity policies**. Women are also facilitated through **free pick and drop transportation services** to the workplace, and provided with subsidized meal arrangements during work hours.



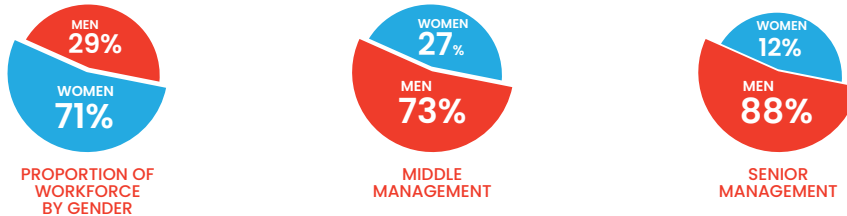
TARGET 5.5: ENSURE WOMEN'S FULL AND EFFECTIVE PARTICIPATION AND EQUAL OPPORTUNITIES FOR LEADERSHIP AT ALL LEVELS OF DECISION MAKING IN POLITICAL, ECONOMIC AND PUBLIC LIFE



5.5.2: PROPORTION OF WOMEN IN MANAGERIAL POSITIONS

Despite the male-dominated manufacturing industry, in a country where women in management positions are the lowest among the world, **nearly 71 percent** of the workforce at MG Apparel is comprised of women. This certifies the organization's mandate of the economic empowerment of Pakistan's female population through decent workplace conditions and fair compensation, along with the opportunity to enhance their repertoire of skills and move along the leadership chain. An equal opportunity HR strategy is critical to ensure fairness towards women is observed at all levels within the organization.

HR strategy at MG Apparel promotes **bias-free recruitment** of new talent that solely focuses on merit as opposed to factors unrelated to performance. During employment, a dignified work environment is ensured so that new opportunities as well as **training and skill development** is provided to all employees, and reasonable accommodations are provided for **People with Disabilities, expectant and new mothers, and religious minorities** without any effect on their benefits and compensation. The organization also facilitates good relations among employees to promote trust as well as ensures all line manager take ownership of the fair implementation of HR policies. This HR strategy has resulted in women forming **12%** of the company's senior management and **27%** in middle management.



MG Apparel implements an organization wide **Performance Management System policy**, under which are **KPIs** assigned to each employee to enable the development of a career path. The aim of this policy is to encourage a **performance driven culture** and open communication within the staff of MG Apparel. It also aims to provide a proper mechanism in which the individual employees' performance is linked with overall organizational performance and employee promotion and/or salary increments. Trainings are also provided to employees on this career journey, such as certifications of various kinds from the **Lahore University of Management Sciences (LUMS)**. Trained more than 800 females on Women Hygiene, HSE Behavior based trainings & conducted sessions on Gender sensitization.

To further enable the well-being of its female employees, MG Apparel acknowledges the link of **mental wellbeing** and productivity with physical health. One strategy is to provide dedicated courts for badminton within the facility of the organization, along with table tennis and indoor games. These provisions exist for female and male employees within the vicinity of the company's head office.

Additionally, the organization has collaborated with **GBGFL (Gilgit-Baltistan Girls' Football League)**, **KAF (Karishma Ali Foundation)** and the **Southern Punjab Cricket Association** to highlight and support women in sports.

