Corporate Citizenship in Pakistan

Business leadership, social responsibility

IBM believes that a company culture based on core values not only helps our business, but also defines the role that we can and should play in society. We identify and act upon opportunities to apply our technology and expertise to societal problems, and scale existing programs to achieve maximum benefit. We empower employees and others to serve their communities. And we integrate corporate citizenship and social responsibility into every aspect of our company.

Helping Educate Pakistan’s Children
In line with the country’s agenda, IBM Corporate Citizenship in Pakistan focuses on education programs that help make Information and Communication Technology (ICT) widely accessible to children, and help them gain English literacy skills. The KidSmart Program—launched in Pakistan in 2006—places kid-friendly PCs loaded with award-winning software in schools and nonprofit organizations and has donated over 150 Young Explorer Units to various establishments, including government ministries and non-government organizations, like The Citizen’s Foundation, Development in Literacy (DIL), The Edhi Foundation. Reading Companion, IBM’s literacy initiative, was introduced in Pakistan in 2011 in partnership with DIL, a non-profit organization that educates and empowers underprivileged students, especially girls.

“IBM strives to be an essential company, not only to our clients, shareholders and employees, but also to the world at large—by engaging the communities where we do business and by providing the leadership and tools to build a Smarter Planet. Corporate citizenship is central to this vision, both worldwide and in the local examples I am proud to share in this report.”

— Humayun Bashir, CGM Pakistan
Responding to Disasters
Pakistan faced three natural disasters very recently. Aiding relief efforts, IBM Pakistan worked closely with the government and non-governmental organizations (NGOs) by donating funds, collected from both local and global IBM employees, to organizations including HOPE, Save the Children and Pakistan Red Crescent Society; donating technology, including servers and related hardware to the National Ministry for Disaster Response (NDMA); arranging trauma management workshops to assist medical and care professionals in Pakistan to provide counseling and support people affected by the disaster.

A group of IBMers rolled up their sleeves to collect funds from friends, family and extended networks.

Pakistan highlights
• IBM was established in Pakistan in 1952
• Major IBM locations include the HQ in Karachi, and branch offices in Islamabad and Lahore
• Aligned with IBM’s Celebration of Service, IBM volunteers participated in the Rahbar (Mentorship) program at The Citizen’s Foundation (TCF) and won a community grant award of US$10,000 for TCF which will be used to build more schools in Pakistan. This was the first IBM grant in Pakistan.
• IBM donated hardware and software to help NUST Institute of Information Technology (NIIT) establish a Linux competency centre at NIIT, Rawalpindi. This centre develops skills in open computing for Pakistan’s academic and business communities.
• NUST Institute of Information Technology in Pakistan is a partner of the IBM Academic Initiative. This global programme enables collaboration between IBM and educators, so students can be better taught the IT skills they need to keep pace with changes in the workplace. Through the initiative, IBM seeks to promote open standards among the next generation of IT professionals and equip them to shape the future of the technology industry.
• As part of disaster relief efforts, IBM Pakistan translated IBM support material (trauma manuals for adults and children) into Urdu, Pakistan’s national language. 3000 printed copies of the translated guides were distributed among aid workers.
• The Tele-medicine Centre at Holy Family hospital in Rawalpindi, the most advanced telemedicine center in the country, is a Smarter Health Care Solution that enables health care providers to deliver high quality medical services to patients in remote locations of Pakistan. Moving information instead of people, it provides healthcare consultation and education via the Internet.

For more information
For more information on IBM corporate citizenship programs, policies, strategies and achievements worldwide, and to read our current IBM Corporate Responsibility report, visit ibm.com/responsibility.

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