The program advances employer-supported childcare around the world, focusing on the 26 economies where, according to IFC’s research, employers are mandated to provide it.

1 Afghanistan; Bangladesh; Brazil; Cambodia; Chile; Ecuador; Egypt, Arab Rep.; Guatemala; India; Iran, Islamic Rep.; Iraq; Japan; Jordan; Kuwait; Libya; The Netherlands; Nepal; Panama; Paraguay; Saudi Arabia; Sri Lanka; Syrian Arab Republic; Taiwan (China); Turkey; Ukraine; Vietnam.
Artistic Milliners (AM), Denim and Garment Manufacturing, Pakistan

The company employs almost 19,000 people in 17 factories and mills in Karachi’s Korangi and other industrial areas, with a total annual turnover of $273 million.

How the company supports childcare and a family-friendly environment:
• During the COVID-19 outbreak, the company opened its childcare center to the children of frontline workers, including doctors and nurses
• Paid maternity leave and family health insurance
• Life skills training, including on health and hygiene, parenting, and childcare
• Free transport services for female employees
• Nursing breaks for female employees to breastfeed at home or at the daycare center
• Dormitories provided for families who come from out of town to work on the mills

Employee Profile:
• 24% of AM’s employees are women and 47% of them have children between 0 to 6 years old
• 50% of senior managers are women

IFC’s Role:
• IFC helped AM measure the business case for advancing women in leadership through a case study.
• IFC’s research and guidance on childcare motivated AM to open its on-site childcare facility for blue-collar employees.
• AM is part of the IFC-Pakistan Business Council (PBC) peer-learning collaboration on family-friendly workplaces and has made commitments to support its employees through family-friendly workplace policies, with guidance from IFC and PBC.

Since AM established its daycare in 2019, it has experienced:

67% increase in the number of female employees in the company’s plant AM15 (Jan-Nov 2019)
Increased female employee recruitment, retention, and engagement on the floor
96% maternity return rate

Our Network of Partners

• IFC has replicated its research in Fiji, Myanmar, and Sri Lanka. In Fiji, IFC found that employers are losing 12.7 days per employee every year due to gaps in childcare. Fiji has since set up an Early Childhood Development Task Force and carved out budget for childcare.

• In India, where there is a legal requirement for employer-supported childcare, IFC surveyed nearly 300 firms and published a report with recommendations. The efforts prompted the government to make policy changes and advise states to issue creche guidelines. IFC conducted a similar study in Bangladesh with more than 300 employers.

• IFC and the Pakistan Business Council lead a peer-learning collaboration with 14 participating companies that have committed to implementing family-friendly policies, such as childcare and paid leave.

• IFC leads the Global Tackling Childcare Working Group of more than 30 organizations. The group developed a first-of-its-kind Global Guide for Employer-Supported Childcare, covering topics such as scoping employee needs, ensuring quality and measuring results.

• IFC’s guidance note, Childcare in the COVID-19 Era: A Guide for Employers, outlines ways in which employers can support the care and family needs of their employees during the rapidly changing global pandemic.

This program is supported by the Government of Canada.