

# GLOBAL DIVERSITY, EQUITY & INCLUSION BENCHMARKS AWARDS & CONFERENCE 2025



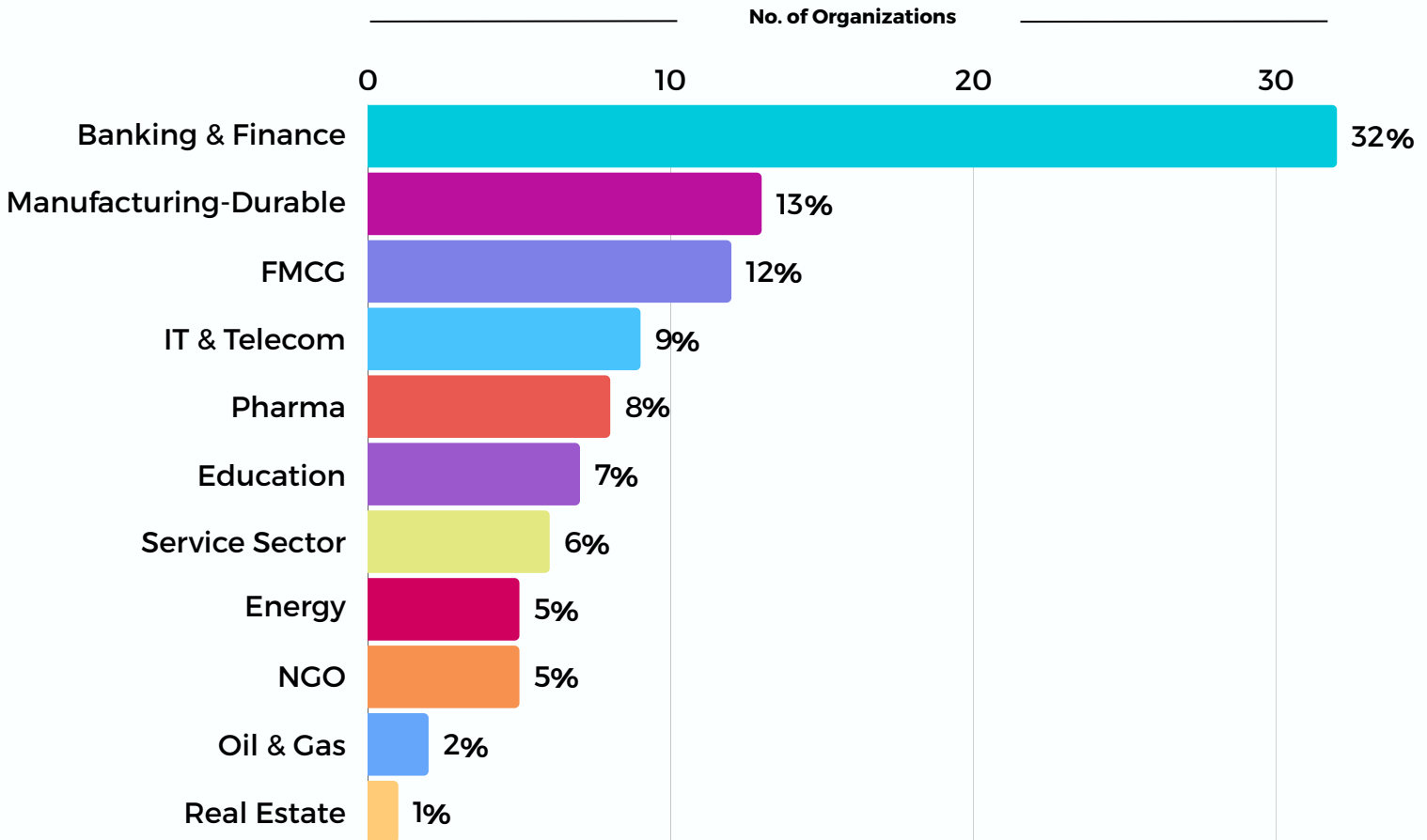
## Timeline for GDEIB Awards 2026



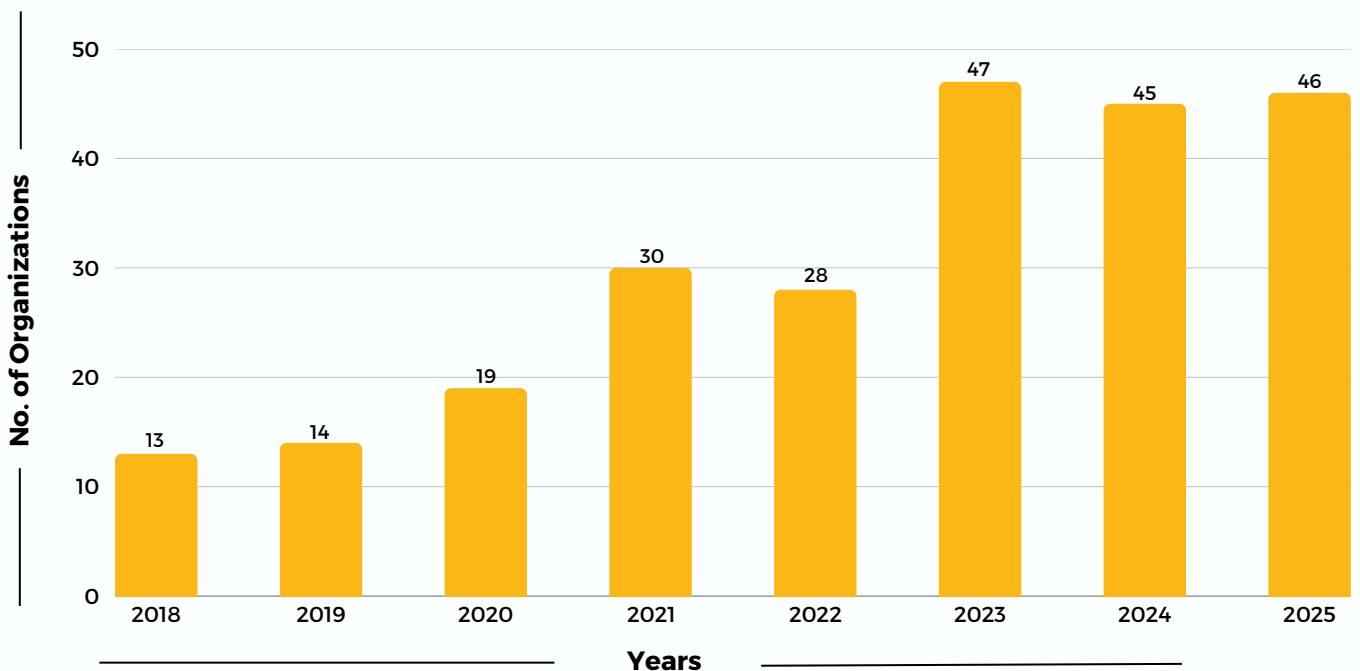
### Are you Ready to?

- Uphold Sustainable Development Goals 4, 5, 8, 9, 10 and 16 by having people, planet, prosperity, peace and partnership at the forefront of business agenda.
- Change your organisation to a purpose driven enterprise, by contributing towards greater good of society, promoting fairness, equity and inclusion for all stakeholders.
- Create a world where your employees, workers in the value chain and consumers of your products/services can sustain a high quality of life and enjoy prosperity
- Depart from using diversity defensively as a matter of legal/ethical compliance to position it as a strategic asset to compete in the market.
- Develop a business case for DEI by establishing its measurable linkage with organization's sustainability through social and financial impact indicators.

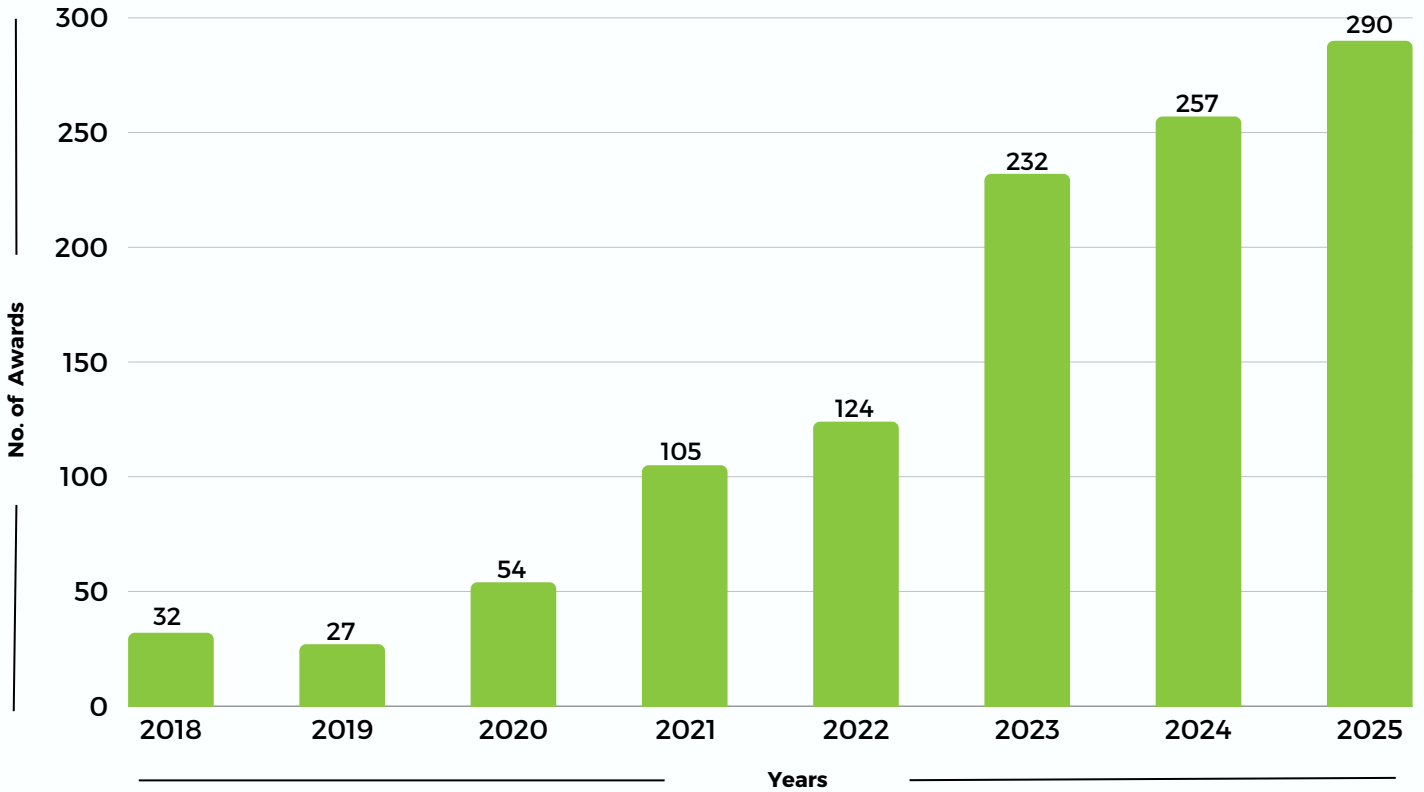
## GDEIB AWARDS PARTICIPATION BY SECTORS (2024)



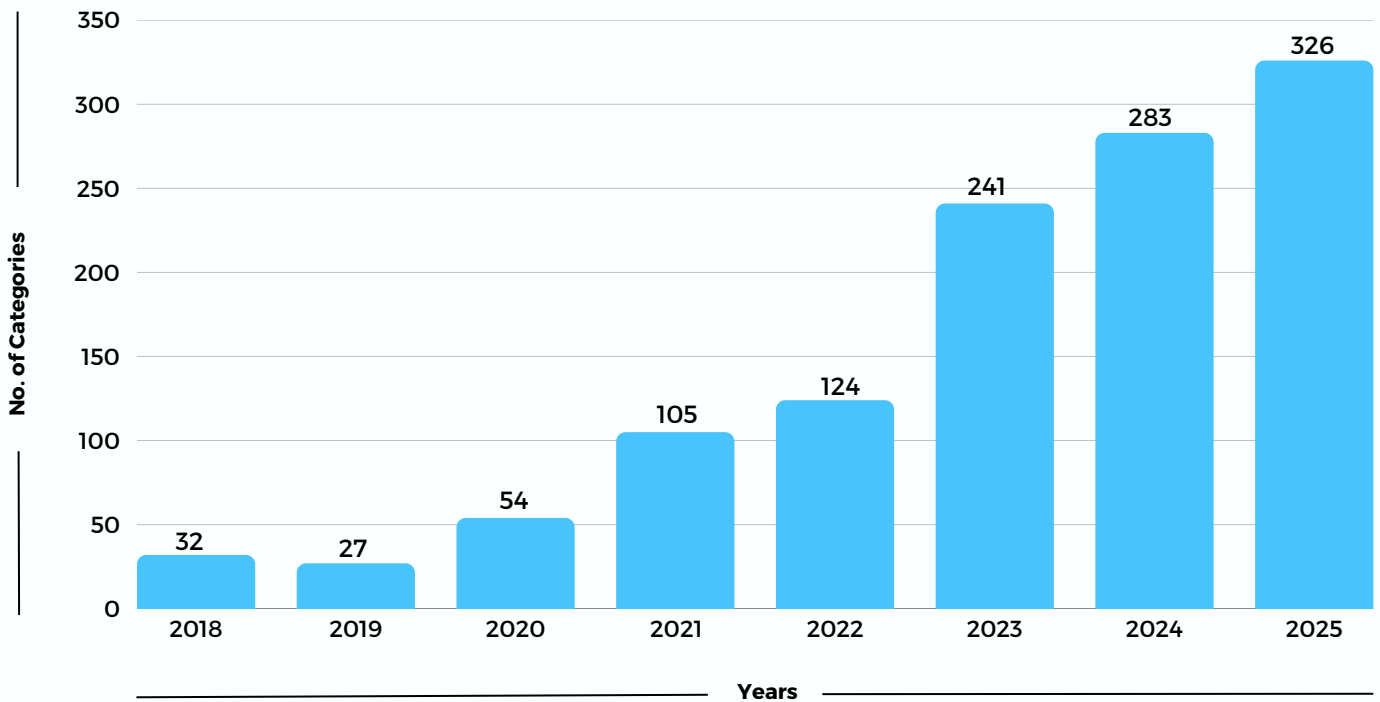
## GDEIB AWARDS PARTICIPATING COMPANIES (2018-2025)



## GDEIB AWARDS WINNER CATEGORIES (2018-2025)

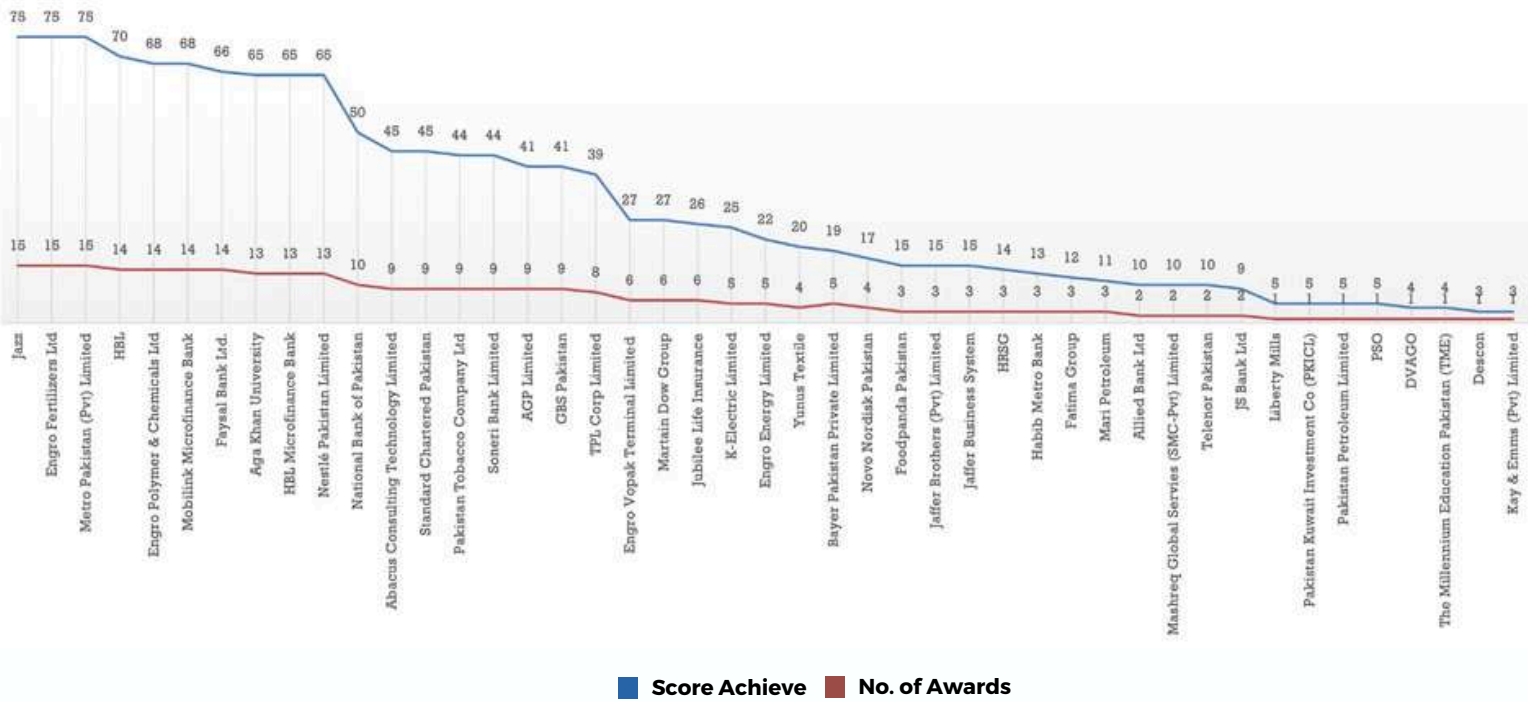


## GDEIB CATEGORY USER GROWTH RATE (2018-2025)

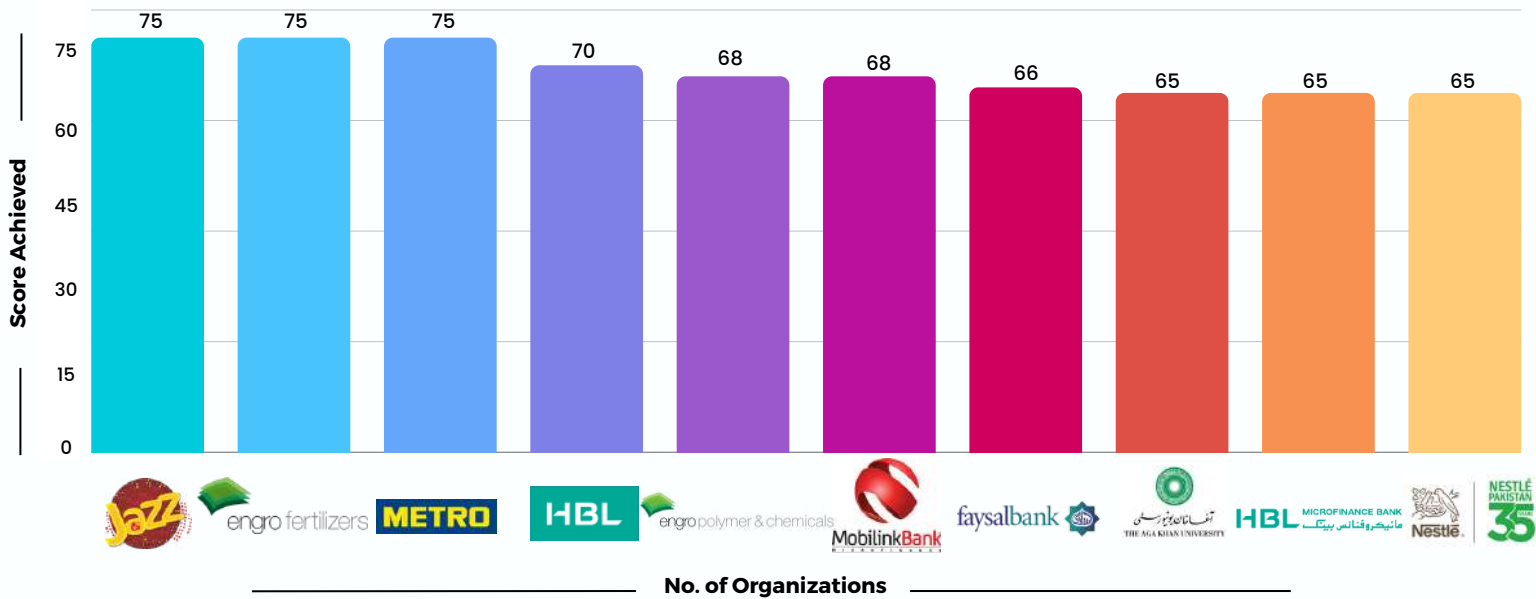


# DEI Insights

## 2025 AWARD WINNER COMPANIES (NUMBER OF AWARDS & SCORES)

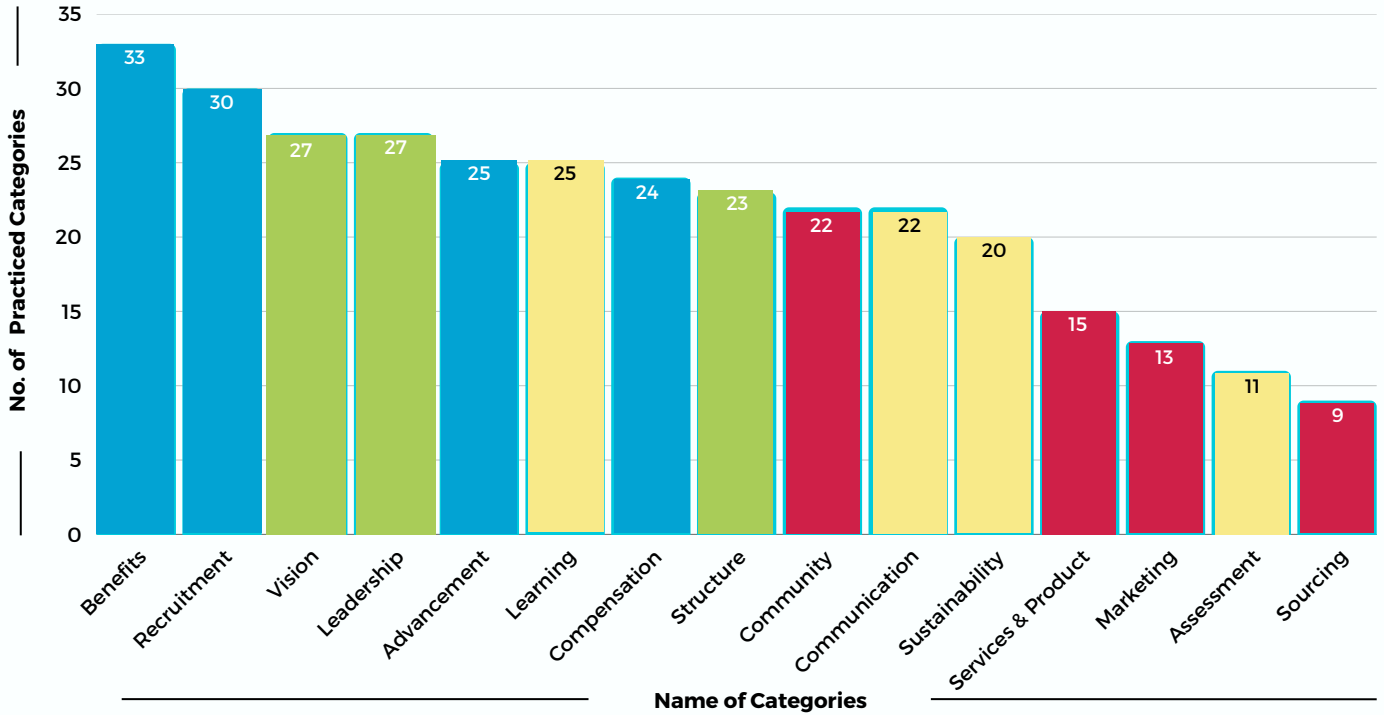


## TOP 10 COMPANIES DEI SCORE 2025

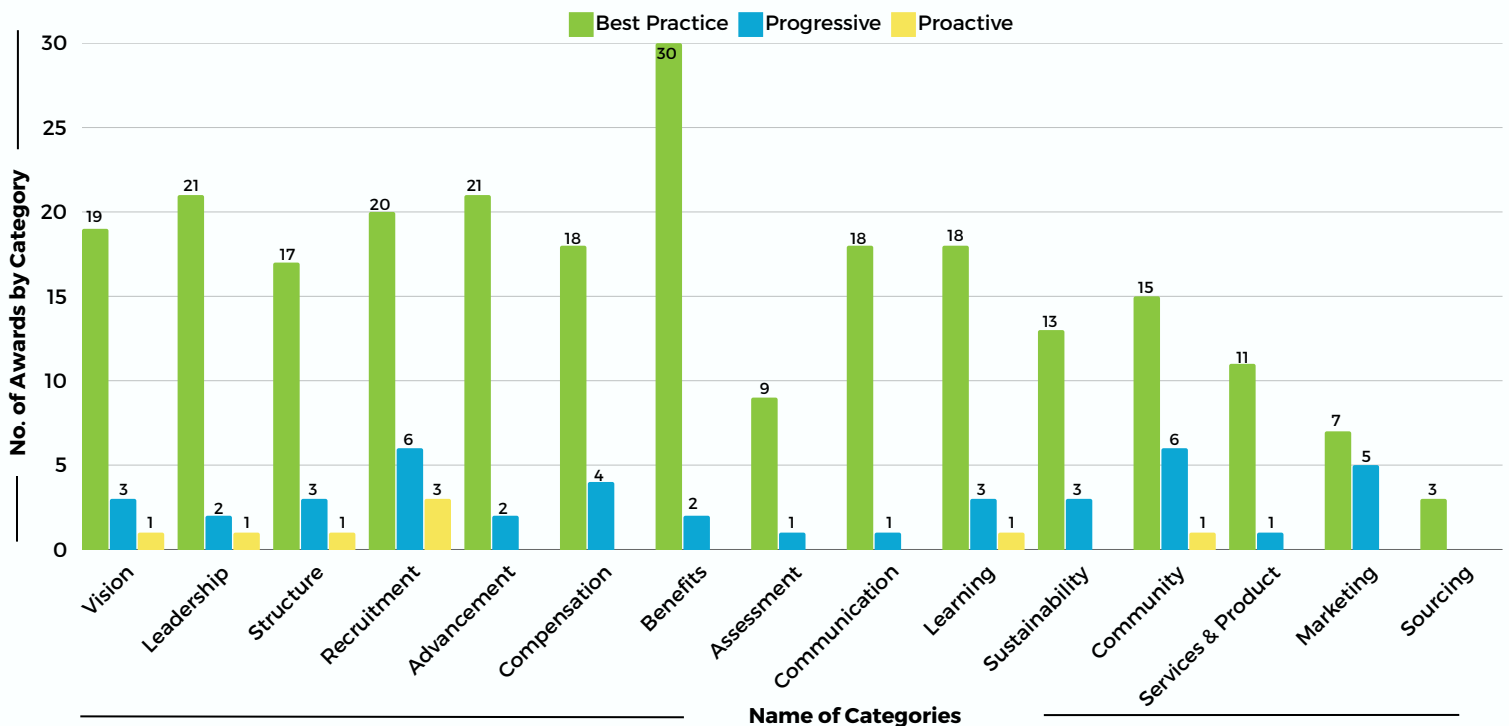


# DEI Insights

## GDEIB CATEGORIES USERS 2025



## GDEIB CATEGORIES BY LEVELS 2025



# 2025 Global DEI Benchmarks Awards

## DISTINGUISHED JURY MEMBERS



**MONEEZA USMAN BUTT**  
Partner  
KPMG Taseer Hadi and Co.  
Pakistan



**KAREN B. FRANCIS, PH. D.**  
VP, Chief Diversity, Equity,  
and Inclusion Officer  
American Institutes for Research  
USA



**NENE MOLEFI**  
CEO  
Mandate Molefi Consultants  
South Africa



**LYNDA WHITE**  
President, McLeod White  
McLeod White and Assoc  
Canada



**GAMIEL YAFAI**  
Founder and CEO  
Diversity Marketplace  
Milton Keynes  
College Group  
UK



**FARRAH QURESHI**  
CEO & Founder  
Global Diversity Practice  
UK



**HOWARD ROSS**  
Co-Founding Partner  
Udarta Consulting,  
LLC  
USA



## 2025 AWARD WINNER COMPANIES

# 2025 Global DEI Benchmarks Awards

## DISTINGUISHED SPEAKERS

### Guests of Honour



**Akif Saeed**  
Chairman  
Securities and Exchange  
Commission of Pakistan



**Dr. Ishrat Husain**  
Former Governor  
State Bank of Pakistan



**Musharaf Hai**  
Former CEO  
Unilever and L'Oréal  
Pakistan



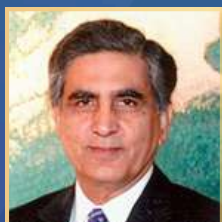
**Maleeha Mimi Bangash**  
CEO  
BAJO Digital Ventures



**Jehan Ara**  
CEO  
Katalyst Labs



**Moneeza Usman Butt**  
Partner  
KPMG Taseer Hadi & Co.



**Zaffar A. Khan**  
Former CEO  
Engro Corporation



**Fatima Asad-Said**  
CEO  
Abacus



**Sharleen Ansari**  
Global DEI Certified  
Professional & Certified  
Corporate Trainer



**Shafaq Fauzil Azim**  
Acting President & CEO  
PICC



**Taimur Beiram Khan**  
Head of Business  
Development South  
ACCA Pakistan



**Dr. Zahra Hoodbhoy**  
Associate Professor (Research)  
Department of Paediatrics  
AKU



**Tazeen Shahid**  
Chief People Officer  
Jazz



**Mirza M. Asim Baig**  
Group Head HRMG  
National Bank of Pakistan



**Gull Zareen Khan**  
Acting Head of HR  
Engro Fertilizers Limited



**Fahim Khalid Qureshi**  
VP Talent & Culture  
Mobilink Bank



**Anum Afzal**  
Head Diversity - HR  
HBL



**Omair Ahmad**  
CEO  
NOWPDP



**Farah Asim**  
Head of Corporate Affairs  
Faysal Bank Limited



**Dr. Sadia Nadeem**  
Dean Faculty of  
Management Sciences  
FAST-NUCES  
Islamabad Campus



**Azima Dhanjee**  
Co-Founder & CEO  
ConnectHear



**Zahid Mubarik**  
SHRM-SCP, GPHR, SPHRI  
CEO  
HR Metrics

# Top 10 Inclusive Companies 2025

Chairman of the Securities and Exchange Commission of Pakistan, Mr. Akif Saeed presenting GDEIB Award 2025 to the most inclusive companies, based on the performance of 2024



**Jazz**



**Engro Fertilizers Limited**



**METRO Pakistan (Pvt) Limited**



**HBL**



**Engro Polymer & Chemicals Ltd.**



**Mobilink Bank**



**Faysal Bank**



**Aga Khan University**



**HBL Microfinance Bank**



**National Bank of Pakistan**



# 2024

# Global DEI Benchmarks Awards

## CHIEF GUEST



**Dr. Ishrat Husain**

Former Governor  
State Bank of Pakistan

## GUEST OF HONOUR



**Conrad Tribble**

US Consul General  
Karachi

## JURY MEMBERS



**Moneeza Usman Butt**

Partner  
KPMG Taseer Hadi & Co  
PAKISTAN



**Dr. Karen Francis**

Vice President &  
Chief DEI Officer  
American Institutes for Research  
USA



**Lynda White**

President, McLeod White  
McLeod White and Assoc  
CANADA



**Gamiel Yafai**

Founder and CEO  
Diversity Marketplace  
UK

## 2024 Award Winner Companies



# 2024 Global Diversity, Equity & Inclusion Benchmarks Awards' Winners



**Dr. Ishrat Husain**  
Former Governor  
State Bank of Pakistan



**Conrad Tribble**  
US Consul General  
Karachi



**Dr. Ruediger Lotz**  
German Consul General  
Karachi



**Zahid Mubarak**  
CEO HR Metrics



**Bank Alfalah Limited**



**HBL**



**Nestlé Pakistan Limited**



**Engro Fertilizers Limited**



**HBL Microfinance Bank**



**Jazz**



**Faysal Bank Limited**



**METRO Pakistan (Pvt) Limited**



**Aga Khan University**



**Standard Chartered Bank**



**Engro Energy Limited**



**Soneri Bank Limited**



**Engro Polymer & Chemicals Limited**



**U Microfinance Bank Limited**



**Pakistan Tobacco Company Limited**



**United Bank Limited**



**Greenstar Social Marketing (G) Limited**



**PepsiCo**



**AGP Limited**



**Abacus Consulting Technology Limited**

# 2024 Global Diversity, Equity & Inclusion Benchmarks Awards' Winners



**HRSG**



**Martin Dow Group**



**Novo Nordisk Pakistan**



**Mobilink Microfinance Bank Limited**



**Jubilee Life Insurance**



**K-Electric Limited**



**National Bank of Pakistan**



**TPL Corp Limited**



**Bayer Pakistan Private Limited**



**foodpanda Pakistan**



**Masheq Global Services (SMC-Pvt) Limited**



**TPL Insurance Limited**



**Jaffer Business Systems**



**BRB Group**



**HABIMETRO Bank**



**Karandaz Pakistan**



**Fauji Fertilizer Bin Qasim Limited**



**JS Bank**



**Pakistan Stock Exchange Limited**



**The Millennium Universal College**



**DVAGO**



**The International Centre of Excellence (ICE) Pakistan**



**Distinguished GDEIB Vanguard Award 2024**



*Dr. Ishrat Husain, Former Governor State Bank of Pakistan*

## Why Diversity, Equity & Inclusion is important?

On 25 September 2015, all of 193 member countries of the United Nations adopted the “2030 Agenda” a plan of Action for People, Planet, Prosperity, Peace, and Partnership” for Sustainable Development Goals (SDGs). 6 out of 17 SDGs focus on D&I through effective, accountable and inclusive institutions.

According to McKinsey & Company 2020 research, companies with greater gender diversity were 25% more likely to experience above-average profitability compared to their counterparts. Similarly, companies with greater ethnic and cultural diversity were 36% more likely to experience above-average profitability compared to their counterparts.

Organizations today are dedicated to serving all stakeholders, including customers, employees, suppliers, regulators, shareholders and society at large. Future-focused organizations want to ensure long-term sustainability of our world and the people in our world. Stakeholders are becoming more globally diverse and networked, as organizations are increasingly mobile in their teams, supply chains, shared services, operational processes and outsourcing.

To optimize organizational results, creativity, problem solving, talent management and engagement, operations and innovation, organizational leaders need to adopt inclusive approaches, management strategies and styles that incorporate different perspectives, cognitive, cultural and linguistic differences, and collaboration.

# What is GDEIB?

Global Diversity, Equity & Inclusion Benchmarks (GDEIB) are the standards for organizations round the world. The GDEIB helps organizations determine strategy and measure progress in managing diversity and fostering inclusion.

GDEIB authors are the copyright holders and owner of the GDEIB - Nene Molefi, Julie O'Mara, and Alan Richter. All users of the Global Diversity, Equity and Inclusion Benchmarks (GDEIB) Standards are recommended to visit: [www.globaldeibenchmarks.org](http://www.globaldeibenchmarks.org).



## How GDEIB Supports Sustainable Development Goals 2030?

The 2030 Agenda for Sustainable Development contains 17 Sustainable Development Goals (SDGs) with 169 targets. It expands the integration of environmental, social, and economic policies and raises the bar on the role that all types and sizes of organizations in various sectors should play in supporting the global sustainable development agenda. It mentions and supports workplace D&I and describes People, Planet, Prosperity, Peace, and Partnership as its focus.

While many would make the case that all 17 goals support D&I, below are six goals that are especially consistent with the GDIB Categories and Benchmarks:

- 4 SDG 4: Quality Education**  
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
- 5 SDG 5: Gender Equality**  
Achieve gender equality and empower all women.
- 8 SDG 8: Decent Work and Economic Growth**  
Promotes sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.
- 9 SDG 9: Industry, Motivation and Infrastructure**  
Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.
- 10 SDG 10: Reduce Inequalities**  
Reduce inequality within and among countries.
- 16 SDG 16: Peace, Justice and Strong institutions**  
Promote peaceful and inclusive societies for sustainable development, inclusive institutions at all levels.



PepsiCo

## What is the purpose of GDEIB?

Global DEI Benchmarks Award is a mechanism to recognize and encourage organizations using Global standards to align D&I with organizational policies for sustainable financial and social performance.

## What are the ultimate goals of GDEIB?

GDEIB Standards help creating more equitable and better functioning organizations, confronting racism, sexism, and all forms of oppression, cultivate trust, acceptance, physical and psychological safety, lead inclusively, respond with agility, and thrive though disruption, promote wellness and self-care as ingredients for lasting change and contribute to creating a sustainable world. GDEIB awards is a mechanism to recognize and encourage progressive organizations who use GDEIB standards to align D&I with organizational policies for sustainable financial and social performance.



TPL Corp Limited

An increasing number of organizations around the world have made commitments to sustainability and are engaged in sustainability initiatives. Aligning D&I initiatives with sustainability efforts will strengthen both the sustainability initiative and the D&I initiative, resulting in more focused use of resources and the ability to achieve goals.

# What are the benefits of GDEIB?

## 1. Contribute to the greater good of society

- a. Create a world which is fair, just and respectful of individuals and their similarities and differences;
- b. Create a world where everyone can sustain a high quality of life and enjoy peace and prosperity.

## 2. Improving Organizational Performance

A well-designed and well-executed D&I strategy can help an organization:

- a. Achieve its organizational vision, mission, strategy and annual goals/objectives;
- b. Attract and retain diverse talent;
- c. Build strong and high-performing teams;
- d. Cultivate leaders who inspire inclusion and champion diversity;
- e. Leverage an extensive range of backgrounds and skills to enhance creativity, innovation and problem solving;
- f. Increase engagement, motivation, and productivity;
- g. Improve the quality of work/life integration;
- h. Enhance the organization's reputation/brand as an employer of choice;
- i. Minimize risk/exposure and ensure compliance with legal requirements;
- j. Sustain an environment that treats people fairly.

# What is the usage of GDEIB in organizations?

## Usage in Organizations

- a. To assess the current state of D&I;
- b. Realize the depth, breadth, and integrated scope of D&I practices;
- c. To set and stretch standards and agree on your desired state;
- d. Determine strategy;
- e. To determine short-term and long-term goals;
- f. To engage employees;
- g. To measure progress;
- h. To assist in hiring D&I staff & consultants;
- i. Measure progress in managing diversity and fostering inclusion.





# WHAT ARE THE 15 ACTIONS NEEDED FOR WORLD CLASS DIVERSITY, EQUITY & INCLUSION?

These 15 Actions in four groups are from "Global Diversity, Equity & Inclusion Benchmarks: Standards for Organizations Around the World" by Nene Molefi, Julie O'Mara, Alan Richter and 112 Expert Panelists. [www.globaldeibenchmarks.org](http://www.globaldeibenchmarks.org) will navigate to Global Diversity, Equity & Inclusion Benchmarks (GDEIB), and use GDEIB standards for gap analysis, benchmarking and strategy formulation.



## Drive the Strategy

1. Develop a strong rationale for DEI vision, mission, and strategy and align it to organizational goals.
2. Hold leaders accountable for implementing the organization's DEI vision, setting goals, achieving results, and being role models.
3. Provide visible, dedicated support and structure with authority and budget to effectively implement DEI.



## Align & Connect

8. Ensure that assessments, measurement, and research include a DEI lens.
9. Make communication clear, simple to understand, and a crucial force in achieving the organization's DEI goals.
10. Educate all to achieve a level of DEI competence and confidence needed to create a diverse, equitable, and inclusive organization.
11. Connect the organization's DEI and sustainability initiatives to increase the effectiveness of both.



## Attract & Retain People

4. Ensure that attraction, sourcing, and recruitment is done through the lens of DEI.
5. Ensure that DEI is integrated into talent development, performance management, advancement, and retention strategies.
6. Ensure that job design and classification are evaluated for bias and that compensation is equitable across key dimensions of diversity.
7. Achieve work-life integration, flexibility, and equitable benefits. Flexible work options are widely available and accessible.



## Listen to & Serve Society

12. Be proactive in working with community, public and private partnerships, government, and society at large, and through philanthropy.
13. Embed DEI in services and products development to serve diverse customers and clients.
14. Integrate DEI into marketing and customer service.
15. Practice responsible and ethical sourcing. Develop and nurture underrepresented suppliers.

# How many dimensions of Diversity are there?

GDEIB has 28 dimensions of diversity. Organizations have the flexibility to choose any dimension(s) according to their business or social needs.



**Age**



**Gender**



**Mental Health**



**Religion**



**Appearance**



**Gender Identity and Expression**



**Nationality**



**Sex**



**Belief system**



**Generation**



**Native or Indigenous Identify/Origins**



**Sexual Orientation**



**Culture**



**Geography**



**Parental Status**



**Socio-economic status/Cast**



**Disability**



**Job role and Function**



**Personality Type**



**Thinking Style**



**Education**



**Language and Accent**



**Pregnancy**



**Work Experience**



**Ethnicity**



**Marital Status**



**Race**



**Work Style**

# How many categories of awards are there?



Global DEI Benchmarks Awards exist in 15 categories:

01

## VISION, STRATEGY, AND BUSINESS IMPACT AWARD

Developing a strong rationale for DEI vision, mission, and strategy and align it to organizational goals.

02

## LEADERSHIP AND ACCOUNTABILITY AWARD

Holding leaders accountable for implementing the organization's DEI vision, setting goals, achieving results, and being role models.

03

## DEI STRUCTURE AND IMPLEMENTATION AWARD

Providing visible, dedicated support and structure with authority and budget to effectively implement DEI.

04

## RECRUITMENT AWARD

Ensuring that attraction, sourcing, and recruitment is done through the lens of DEI.

05

## ADVANCEMENT AND RETENTION AWARD

Ensuring that DEI is integrated into talent development, performance management, advancement, and retention strategies.

06

## JOB DESIGN, CLASSIFICATION, AND COMPENSATION AWARD

Ensuring that job design and classification are evaluated for bias and that compensation is equitable across key dimensions of diversity.

07

## WORK-LIFE INTEGRATION, FLEXIBILITY, & BENEFITS AWARD

Achieving work-life integration, flexibility, and equitable benefits. Flexible work options are widely available and accessible.

08

## ASSESSMENT, MEASUREMENT, AND RESEARCH AWARD

Ensuring that assessments, measurement, and research include a DEI lens.

09

## DEI COMMUNICATIONS AWARD

Making communication clear, simple to understand, and a crucial force in achieving the organization's DEI goals.

10

## DEI LEARNING AND DEVELOPMENT AWARD

Educating all to achieve a level of DEI competence and confidence needed to create a diverse, equitable, and inclusive organization.

11

## CONNECTING DEI AND SUSTAINABILITY AWARD

Connecting the organization's DEI and Sustainability initiatives to increase the effectiveness of both.

12

## COMMUNITY, GOVERNMENT RELATIONS & PHILANTHROPY AWARD

Being proactive in working with community, public and private partnerships, government, and society at large, & through philanthropy

13

## SERVICES AND PRODUCTS DEVELOPMENT AWARD

Embedding DEI in services and products development to serve diverse customers and clients.

14

## MARKETING AND CUSTOMER SERVICE AWARD

Integrating DEI into marketing and customer service.

15

## RESPONSIBLE SOURCING AWARD

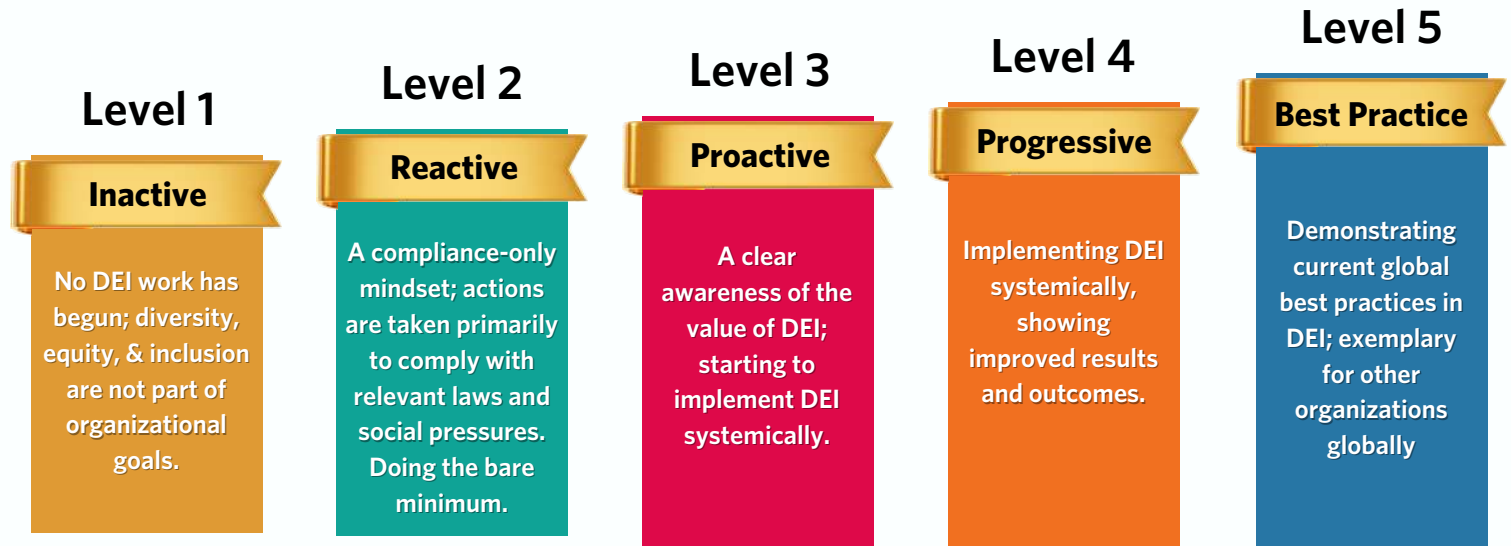
Practicing responsible and ethical sourcing. Develop and nurture underrepresented suppliers.



Global Diversity, Equity & Inclusion Benchmarks

# How many levels of awards exist?

GDEIB standards provides 5 levels of DEI maturity in organizations. Awards are applicable to top 3 levels (Level 3, 4, 5 only).



Pakistan Tobacco Company Limited

# What are the 10 takeaways for GDEIB Award Winner Organizations



[Click to watch tutorial](#)



## Takeaways for

## GDEIB Award Winner Organization



01

High level of global validation and recognition for contributing towards Sustainable Development Goals.

02

Strong message to investors/donors that organization is diverse, Inclusive and Sustainable.

03

National publicity through press release in the newspaper by HR Metrics.

04

Presentation of Global DEI Benchmarks Awards by a dignitary during prestigious ceremony.

05

Complimentary invitations for CEO, CHRO and CDO for GDEIB Awards.

06

Opportunity for speaking slot to top 10 inclusive companies in the D&I annual conference at Karachi.

07

Complimentary publication of success story in Workforce Tomorrow magazine.

08

Video Recording in front of media wall for sharing with industry and 32,000+ social media followers.

09

Discount on GDEIB Professional Certification.

10

Discounted fee for additional participation in Global DEI Benchmarks Conference subject to availability.

# What is the Submission Process for GDEIB Awards for 2026?

## Please Note:

- Call for DEI Awards will start on 1 Aug 2025 and close on 15 Sep 2025.
- DEI initiatives/ programs for award submission should be undertaken during period 1 July 2024 - 30 June 2025. If started in previous years, then it must be ongoing.

## Please read following guidelines for GDEIB Awards 2026:

1. GDEIB Awards submissions will be based on GDEIB Standards. To obtain copy of the standards, please contact [info@thehrmetric.com](mailto:info@thehrmetric.com).
  2. From this year onward, submissions will be made via an online portal. Access will be provided to the organization's Focal Person by HR Metrics.
  3. The GDEIB Awards has total 15 categories.
  4. Each category will include five levels:
    - a. Inactive
    - b. Reactive
    - c. Proactive
    - d. Progressive
    - e. Best Practice
- Awards are applicable to top three levels: Proactive, Progressive, and Best Practice.
5. Organizations can apply for at least 1 category and a maximum 15 categories.
  6. To win an award, an organization must comply with more than 50% of the benchmarks in each category. For example, if a category has 6 benchmarks, compliance with at least 4 benchmarks will be required.
  7. Each award submission is required to include a description (not exceeding 300 words) for relevant benchmark.
  8. Each award submission is required to include evidence-supporting description for relevant benchmark.
  9. Evidence can include extracts from annual reports, sustainability reports, internal communication, and external communication in the form of pictures, JPG, PNG images, videos, and URLs. All the evidence must be tagged for relevant benchmarks and embedded in a pdf document. In case of any video evidence, please upload the video on YouTube and provide the URL in the PDF document so that it is clickable for the jury to review.
  10. Upload PDF document for relevant category(s) on the awards portal.
  11. HR Metrics will ensure the confidentiality of all information provided. If the applicant organization wants HR Metrics to sign a "Confidentiality Agreement", it can provide. HR Metrics authorized person will sign and return the contract before accepting data.

## Submission Process of GDEIB Awards 2026

1. Organizations will express their interest in the GDEIB Awards 2026 through registration at the HR Metrics website or email to [info@thehrmetrics.com](mailto:info@thehrmetrics.com) before 1 July 2025.
2. Once HR Metrics will confirm the interest of organization the team will create your account on GDEIB Submission portal. **(Please note that HR Metrics does NOT accept any financial support or sponsorship for the award. The processing fee is meant to cover administrative costs. Awards submissions are evaluated by an Independent Jury. Payment of the fee is not a guarantee of winning the award).**
3. Applicant organization needs to make the payment for the processing fee within 30 days or issue a "promise to pay" undertaking.
4. Upon confirmation, HR Metrics will provide access to the Online GDEIB Submission portal.
5. Focal Person will receive an email containing the username and password for the respective organization along with the link of portal.
6. The organization's Focal Person can log in and enter the essential information about the organization.
7. After filing out the registration form on the portal you will login in and should see 15 categories of GDEIB for which awards are applicable.
8. You should select the category(s) for which you wish to apply, then choose the relevant level.
9. You should select more than 50% of benchmarks for the level selected.
10. Write or paste a narrative of up to 300 words for each selected benchmark.

11. Submit one PDF document containing all relevant evidence for each benchmark. Clearly label each piece of evidence with the corresponding benchmark number for clarity.
12. After uploading the narratives and evidence, press the submit button.
13. HR Metrics Team will review the submission and provide feedback on whether the benchmarks' narratives and evidence are complete/incomplete.
14. Feedback is meant to ensure the completeness of submissions and documents. It is NOT an indication or guarantee of winning the award, because awards will be assessed by an independent jury and not by HR Metrics.
15. Feedback from the HR Metrics Team is an optional feature for you. HR Metrics Team can provide the above feedback if the submission is made before 15 Sep 2025.
16. You can modify/update your submission till 15 Sep 2025.
17. You will get an alert that awards submissions have been processed for jury review. From this point onward, your access to the portal will be closed.
18. The Jury will assess all submissions and provide results to HR Metrics for compilation.
19. Awards will be announced on 1 Jan 2026 (4-5 pm Pakistan Time) via Zoom.
20. A press release will also be published in leading national newspapers.
21. The GDEIB Awards presentation ceremony is held on the eve of International Women's Day on 8 March. Given the holy month of Ramadan in February, the awards ceremony will be held on 15 Apr 2026 at Marriott Karachi.

## Processing Fee

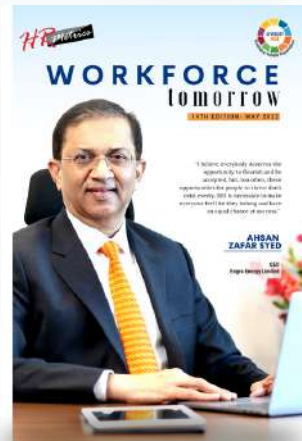
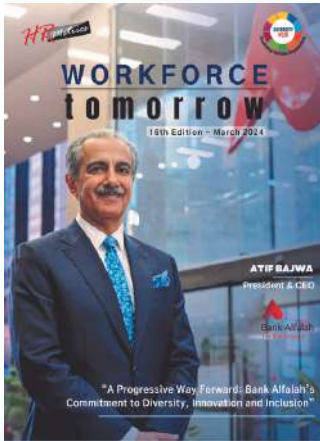
- **Submission fee for GDEIB Awards 2026 is Rs 100,000 per category.**

### IMPORTANT

#### **Processing fee is meant to cover following costs:**

- Remuneration of assessment team.
- Awards venue booking, event management, seating and branding.
- Souvenirs for winner organizations.
- Food and refreshments during awards ceremony.
- Publication of DEI magazine to publish organizations success stories.
- Awards are decided by independent assessors and jury members on a merit-based criteria.
- Payment of processing fee is NOT a guarantee to win the award.
- Organizations participating in awards are not eligible to sponsor awards.

# What are the guidelines for publishing DEI story in Magazine?



1. HR Metrics issues DEI magazine annually. It features DEI accomplishments of award-winning organizations.
2. The magazine is published at the time of awards ceremony.
3. This magazine has printed circulation to top 500 companies in Pakistan, digital copy to 1,000+ users globally.
4. Awards participating organizations are allotted 1 page per company.
5. If you wish to publish your organization's DEI story in this magazine, please provide following content of maximum 500 words with supporting pictures.
  - Name of DEI initiative.
  - Purpose of the initiative.
  - Policies/ activities/ processes initiated/ undertaken by organization.
  - Result/ outcome
  - High resolution picture of CEO/CHRO/Diversity Manager with exact names and titles.
6. Nov 15, 2024 will be the last date of contents for magazine.
7. Magazine also has space for paid advertisement companies' product/services.
8. For any further information, please contact [info@thehrmetrics.com](mailto:info@thehrmetrics.com).



# 2025

# PARTNERS

## KNOWLEDGE PARTNERS



Think Ahead



## ACCESSIBILITY PARTNER



# 2023

# Global DEI Benchmarks Awards

## GUESTS OF HONOUR



**Akif Saeed**

Chairman  
Securities and Exchange  
Commission of Pakistan



**Elizabeth A Sunday**

Consular Chief  
U.S. Consulate General  
Karachi

## JURY MEMBERS



**Jawad Syed PhD**

Professor of  
Organizational Behavior  
and Leadership,  
Suleman Dawood  
School of Business,  
Lahore University of  
Management Sciences  
Pakistan



**Karen Francis PhD**

Vice President and  
Chief Diversity, Equity  
and Inclusion Officer  
American Institutes  
for Research  
USA



**Lynda White**

President, McLeod White  
McLeod White and Assoc,  
Canada, Former Board  
Chair, The Centre for  
Global Inclusion  
USA



**Moneeza Usman  
Butt**

Partner  
KPMG Taseer Hadi & Co  
Pakistan



**Saad Amanullah  
Khan**

Chairman of Public  
Interest Law  
Association of Pakistan, and  
Chairman of Pakistan  
Innovation Foundation  
Pakistan



**Zahid Mubarik**

CEO  
HR Metrics  
Pakistan

## 2023 Award Winner Companies

# 2023 Global Diversity, Equity & Inclusion Benchmarks Awards' Winners



**Akif Saeed**

Chairman Securities and Exchange Commission of Pakistan



**Elizabeth A Sunday**

Consular Chief  
U.S. Consulate General Karachi



**Zahid Mubarik**

CEO HR Metrics



**HBL**



**Engro Fertilizers Limited**



**Engro Vopak Terminal Limited**



**METRO Pakistan**



**Engro Polymer & Chemicals Limited**



**Nestlé Pakistan Limited**



**Bank Alfalah Limited**



**HBL Microfinance Bank**



**Engro Energy Limited**



**Pakistan Tobacco Company**



**Standard Chartered Bank Pakistan Limited**



**Jazz**



**Aga Khan University**



**AGP Limited**



**Faysal Bank Limited**



**Soneri Bank Limited**



**HRSG**



**Engro Corporation**



**Abacus Consulting Technology Limited**



**PTCL**



**National Bank of Pakistan**

# 2023 Global Diversity, Equity & Inclusion Benchmarks Awards' Winners



**Novo Nordisk Pharma (Private) Limited**



**Greenstar Social Marketing (Guarantee) Limited**



**JS Bank Limited**



**Hashoo Foundation**



**foodpanda**



**Habib Metro Bank**



**TPL Corp Limited/ TPL Properties Limited**



**U Microfinance Bank Limited**



**United Bank Limited**



**Martin Dow Group**



**Mobilink Microfinance Bank**



**Bayer Pakistan Private Limited**



**PepsiCo Pakistan**



**Philip Morris Pakistan**



**Jubilee Life Insurance**



**Fauji Fertilizer Bin Qasim Limited**



**Feroze1888 Mills Limited**



**Nishat Mills Limited (Apparel Division)**



**Telenor Pakistan**



**ACT Engineering Services Pvt. Ltd.**



**Roots Millennium Education Group, Pakistan**



**FINCA Microfinance Bank Limited**



**Millennium Institute of Technology and Entrepreneurship**

# 2022

## Global DEI Benchmarks Awards

### GUESTS OF HONOUR



**Matt Ference**

US Deputy Consul General  
Karachi



**Engr. Rukhsana Zuberi**

Member  
Senate of Pakistan



**Musharaf Hai**

Former CEO  
Unilever and L'Oréal  
Pakistan

### 2022 Award Winner Companies



# 2022 Global Diversity, Equity & Inclusion Benchmarks Awards' Winners



**Musharaf Hai**  
Former CEO Unilever and L'Oréal Pakistan



**Guests of Honor**



**Engro Energy Limited**



**Engro Fertilizers Limited**



**Engro Corporation Limited**



**Nestlé Pakistan**



**Habib Bank Limited**



**HBL Microfinance Bank**



**Standard Chartered Bank**



**AGP Limited**



**Bank Alfalah**



**Faysal Bank Limited**



**Engro Polymer & Chemicals Limited**



**PTCL**



**Philip Morris Pakistan Ltd.**



**HRSG**



**The Millennium Education**



**JS Bank**



**TPL Corp Limited**

# 2022 Global Diversity, Equity & Inclusion Benchmarks Awards' Winners



National Clearing Company of Pakistan Ltd.



TMUC



British Council Pakistan



Jazz



Novo Nordisk Pharma (Pvt). Ltd.



Feroze1888 Mills Ltd.



FINCA Microfinance Bank Ltd.



Telenor Pakistan



# 2021

## Global DEI Benchmarks Awards

### GUESTS OF HONOUR



**Sima Kamil**

Deputy Governor  
State Bank of Pakistan



**Dr. Shamshad Akhtar**

Former Governor  
State Bank of  
Pakistan



**Sadia Khan**

Commissioner  
Securities Exchange  
Commission Pakistan  
(SECP)



**Zaffar A. Khan**

Former CEO  
Engro Corporation

### 2021 Award Winner Companies

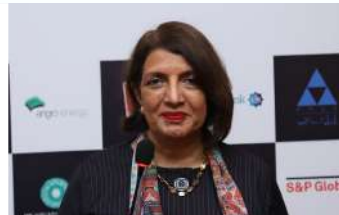




# 2021 Global Diversity, Equity & Inclusion Benchmarks Awards' Winners



**Zahid Ali Mubarik**  
CEO HR Metrics



**Sima Kamil**  
Deputy Governor SBP



**Zaffar A. Khan**  
Former CEO Engro Corp



**Dr. Shamshad Akhtar**  
Former Governor SBP



**Sadia Khan**  
Commissioner, SECP



**PPAF**



**Metro Pakistan**



**Engro Fertilizers Limited**



**Faysal Bank**



**First MicroFinance Bank**



**U Microfinance Bank**



**Bank Alfalah**



**Allied Bank**



**HBL**



**JS Bank**



**Pakistan Tobacco Company**



**Engro Energy Ltd.**



**Nestlé Pakistan**



**Abacus**



**Khaadi**

# 2021 Global Diversity, Equity & Inclusion Benchmarks Awards' Winners



**AGP Limited**



**Hashoo Foundation**



**Philip Morris Pakistan Ltd.**



**KFC Pakistan**



**PTCL**



**Engro Polymer & Chemicals**



**HRSG**



**ICI Pakistan Ltd.**



**Telenor Pakistan**



**The Millennium Education**



**TMUC**



**Aga Khan University**



**Standard Chartered**



**TAF Foundation**



**Guests of Honor**



**HR Metrics Team**

# 2020

## Global D&I Benchmarks Awards

### GUESTS OF HONOUR



**Dr. Shamshad Akhtar**

Former Governor  
State Bank of  
Pakistan



**Robert Silberstein**

US Consul General  
Karachi

### 2020 Award Winner Companies



Pakistan Petroleum Limited



The First MicroFinance Bank



# 2020 Global Diversity & Inclusion Benchmarks Awards' Winners



**Dr. Shamshad Akhtar**  
Former Governor SBP



**Robert Silberstein**  
US Consul General



**Zahid Ali Mubarik**  
CEO HR Metrics



**Zaffar A. Khan**  
Former CEO Engro



**Qazi Azmat Isa**  
Chief Executive PPAF



**Shazad Dada**  
President SCBPL



**Usman Zahur**  
CEO PTC



**Fatima Asad- Said**  
MD Abacus



**Nadeem Ahmed**  
GM Engro Fertilizers



**Nusrat Munshi**  
CEO AGP Limited



**Amir Ramzan**  
CEO British Council Pakistan



**Farwa Hasnain**  
Director HR Karandaz Pakistan



**Fathema Zuberi**  
HR Director Unilever



**Rahat Hussain**  
Manager PR Nestlé



**Faisal Farooq**  
CHRO Khaadi



**Mueen Afzal**  
Head HR KASHF Foundation



**Nausheen Fatima**  
Regional Director Sales Telenor



**Afzal Siddiqi**  
GM HR PPL



**Raza Pirbhai**  
CEO KFC (Pakistan)



**Asad Ali**  
Head HR HabibMetro Bank



**Amir Khan**  
CEO FMB



**Jamal H. Shirazi**  
FM South PepsiCo



**Saira Halai**  
GM HR HBL



**Bushra Mazhar**  
Unit Head-Talent & OD Bank Alfalah

# 2020 Global Diversity & Inclusion Benchmarks Awards' Winners



**Zeshan Taj**  
VP HR Engro Energy Limited



**Carol J. Ariano**  
CHRO The Aga Khan University



**Robert Silberstein & Zaffar Khan**



**Zaffar Khan, Zahid Mubarik & Shazad Dada**



**GDIB Award Winners**



**GDIB Conference Photo**

# 2019

## Global D&I Benchmarks Awards

GUEST OF HONOUR

2019 GDIB Conference



**Kashmala Tariq**

Federal Ombudsperson for  
Protection Against Harassment



### 2019 Award Winner Companies



آغا خان یونیورسٹی  
THE AGA KHAN UNIVERSITY



**PEPSICO**



**SECMC**  
Sindh Engro Coal Mining Company



**HABIBMETRO**

# 2019 Global Diversity & Inclusion Benchmarks Awards' Winners



**Zahid Ali Mubarik**  
CEO HR Metrics



**Kashmala Tariq**  
Federal Ombudsman for  
Protection Against Harassment



**PPAF**



**Standard Chartered Bank**



**Mentor Graphics**



**Aga Khan University**



**SECMC**



**PTCL**



**OGDCL**



**Bank Alfalah**



**JW Forland**



# 2018

## Global D&I Benchmarks Awards

GUEST OF HONOUR

2018 GDIB Conference



**Roshan Khursheed Bharucha**

Former Provincial Minister  
& Senator Member  
National Commission for  
Human Development



### 2018 Award Winner Companies





# 2018 Global Diversity & Inclusion Benchmarks Awards' Winners



**Zahid Ali Mubarik**  
CEO HR Metrics



**Roshan Khursheed Bharucha**  
Former Provincial Minister & Senator  
Member National Commission for  
Human Development



**Standard Chartered Bank**



**Nestle**



**PPAF**



**Abacus**



**Aga Khan University**



**Pepsico**



**FINCA**



**British Council**



**Telenor**



**Thar Foundation**



**HBL**



# 2017

## Global D&I Benchmarks Awards

GUEST OF HONOUR

2017 GDIB Conference



**Marvi Memon**

Member of the National  
Assembly of Pakistan



### 2017 Award Winner Companies



# 2017 Global Diversity & Inclusion Benchmarks Awards' Winners



**Zahid Ali Mubarik**  
CEO HR Metrics



**Marvi Memon**  
Member of the National  
Assembly of Pakistan



**Dr. Ishrat Husain H.I., N.I.**  
Former Governor  
The State Bank of Pakistan



**Telenor**



**Jazz**



**FINCA**



**Bank Alfalah**



**PPAF**



**Fatima Group**



**K-Electric**



# 2016

## Global D&I Benchmarks Awards



**Governor House, Karachi**

# 2015 Foreign Diplomats Roundtable



To gather ideas on Diversity & Inclusion Global best practices, the SHRM Forum Pakistan in collaboration with Ladies Fund Dawood Global Foundation and Fulcrum Consulting organized round table discussion (Diplomats Dinner) at Swiss Consulate Karachi on 31 Mar 2015.

Following eminent Consular Generals shared valuable insight regarding their country best practices on Gender Diversity & Inclusion:

1. Emil Wyss, Consular General of Switzerland.
2. Brian Heath, Consular General of United States of America
3. Francois Dall'Orso, Consular General of France
4. Akira Ouchi, Consular General of Japan
5. Gill Atkinson, Deputy Head of Mission | British Deputy High Commission
6. Oleg N.Avdeev, Consular General of the Russian Federation
7. Hadi Santoso, Consular General of Republic of Indonesia.
8. Charmaine H. Hidayataullah, Consular General De Monaco
9. Noor-E Helal Saifur Rahman, Deputy Hight Commissioner Bangladesh
10. Naheed Irshaduddin, Honorary Consular General of Denmark
11. Sadia Khan, Honorary Consular General of Finland
12. Laila Jamil, Senior Consultant Business Development, British Council
13. Kimberley D'Souza, Secretary General of Switzerland.
14. Rukhsana Asghar, CEO Fulcrum Consulting
15. Tara Uzra Dawood, President Ladies Fund, Dawood Global Foundation
16. Zahid Mubarik, President SHRM Forum Pakistan

# FREQUENTLY ASKED QUESTIONS (FAQS)

## ▶ How many companies participated in GDEIB Awards this year?

46 organizations participated for the GDEIB Awards 2025.



## ▶ Which organization won the award for being a most inclusive company this year?

Jazz won the award for being the most inclusive company for the GDEIB Awards 2025. Engro Fertilizers Limited is the runner up, and METRO Pakistan (Pvt) Limited has been recognized the top 3 inclusive company for the GDEIB Awards 2025.

## ▶ Who were the jury the members for the GDEIB Awards 2025?

The jury members were Moneeza Usman Butt, Karen B. Francis, P.D., Nene Molifi, Lynda White, Gamiel Yafai, Farrah Qureshi and Howard Ross.



## About HR Metrics



HR Metrics is a leading provider of consulting and innovative advisory solutions in the areas of sustainable people analytics, professional competencies and inclusion strategies, dedicated to transforming how organizations manage their workforce. Through advanced HR standards and analysis tools, HR Metrics enables businesses to make informed decisions by optimizing workforce productivity, impact and ROI.

## About Diversity Hub - HR Metrics



Diversity Hub-HR Metrics has introduced Global Diversity, Equity and Inclusion Benchmarks Standards and holds annual GDEIB Conference & Awards with a mission to help organizations become sustainable through inclusive cultural and behavioral change. Diversity Hub reviews emerging global best practices, carries out local research to understand industry need, produces data driven research reports, and designs bespoke solutions to facilitate desired outcomes. Diversity Hub also maintains Equal Opportunity Advocacy Council and Women for Board Program at higher level.

# About

## Zahid Mubarik

SHRM-SCP, GPHR, SPHRi

CEO HR Metrics

President SHRM Forum Pakistan

SHRM Partner Pakistan

Founding Member ISO Geneva Technical Committee 260 for HR Standards

Former Member Pakistan Stock Exchange ESG Task Force

Zahid Mubarik is an internationally acclaimed visionary thinker, writer, speaker, thought leader and influencer on human capital analytics, diversity and inclusion. He is the SHRM Partner Pakistan and founding member of ISO Geneva Technical Committee 260 for developing HR global Standards. He actively took part in ISO in-person meetings for developing global HR Standards, organized by American National Standards Institute (Washington DC), British Standards Institute (London), Standards Australia (Melbourne), The Royal Netherlands Standardization Institute (Rotterdam), Association Française de Normalization (Paris), Singapore Standards Council (Singapore), The National Standardization Agency of Indonesia (Bali) and UNI-Ente Nazionale Italiano di Unificazione (Milan), Canada Standards (Montreal) and Japan Standards (Tokyo).



Zahid served as Global Chair of ISO Working Group on HR Metrics Standards. During his leadership, ISO published two global HR standards including ISO30410: Impact of Hire and ISO30411: Quality of Hire. He also served as member of Working Group developing ISO30414: Guidelines for Internal and External Human Capital Reporting. He facilitated certification of 950+ consultants and practitioners worldwide on ISO 30414 with a heavy concentration in Tokyo Japan. He collaborated with HC Produce Inc Tokyo in certification of 2 companies in Japan on ISO 30414. Zahid has the honour of being a distinguished speaker in international conferences and seminars on human capital analytics at Las Vegas, Beijing, Moscow, Baku, Hanoi, Dubai and Abu Dhabi. His analytical papers and expert talks have been featured by national and international media including CNBC, DAWN, Business Recorder, Business Plus TV, Gulf Economist and Microfinance Gateway World Bank Washington.