



Press Release

For immediate release

Standard Chartered celebrates five years of the Goal programme in Pakistan

Highlights:

- Since its launch, it has reached over 16,000 school going girls
- Have partnered with 47 government secondary schools in Karachi and Islamabad
- More than 48,000 people have been impacted indirectly
- Lives of over 1000 children have been transformed through sports activities such a football
- More than 3700 lives have been benefited through initiatives taken in response to the Covid 19 emergency

Pakistan – 13 July 2021: Standard Chartered Bank announced the completion of five successful years of its flagship Goal Programme in Pakistan.

Goal is the Bank's award-winning, sport-for-development programme that provides financial education and life-skills training to girls aged between 10 and 24. The objective of the Goal programme is to empower young women as economic leaders.

Goal was launched in Pakistan in 2016 and since its launch, we have impacted more than 16,000 adolescent girls' lives in Pakistan. It is present in 47 schools across Karachi and Islamabad and more than 3700 girls have been benefitted just through the COVID-19 initiatives.

Along with our implementing partner Right To Play International, the Goal programme has implemented sports and life skills training to empower and equip young girls with the confidence, knowledge and skills they need to be integral economic leaders in their families, communities and societies.

Commenting on this occasion, Ms. Khadija Hashimi, Head, Corporate Affairs and Brand & Marketing, Africa and Middle East & Country Head, Pakistan, Standard Chartered Bank said: "It is a proud moment for us at Standard Chartered to announce the successful completion of five years of Goal in Pakistan. Since the launch we have impacted more than 16,000 girls across the country. We feel there is massive untapped potential waiting to be unlocked for girls in Pakistan. Through this initiative we will continue to provide them with the right tools and knowledge to make informed choices as they move into adulthood, and to empower them to be more active economic participants in their communities.

Educating girls and giving them the tools to shape their own future has an incredible multiplier effect on economic growth. It leads to increased prosperity not just for individuals but for their communities and the society at large.”

Commenting on the launch Mr. Ali Khayam, Country Representative, Right To Play International said “We have seen incredible results of Goal programme over the last 5 years. The confidence, agency and financial literacy that they acquire, enables these young girls to plan their education and careers, and to dream big. The programme prepares them to address the many challenges of life, and become financial contributors to their families.”

What makes Goal unique is it’s play rather than classroom-based methodology to get the curriculum messages across. It is also, leveraging sports as a dynamic and healthy platform. The physical activities generate fun and help girls remember what they have learnt while giving them a break from the stresses of home life.

Goal’s training curriculum is based on five modules: ‘Be Money Savvy’ focuses on financial education (how to save, invest and open a bank account); ‘Be Yourself’ imparts effective communication skills; ‘Be Healthy’ builds knowledge on health and hygiene; ‘Be Empowered’ teaches girls how to be confident, authentic and stand up for their rights; and ‘Be Independent’ focuses on providing vocational training to girls to enable them to be financially empowered.

For more information or interview opportunities, please contact:

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About the Standard Chartered PLC

We are a leading international banking group, with a presence in 59 of the world’s most dynamic markets and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges.

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About the Standard Chartered Pakistan

Standard Chartered Bank (Pakistan) Ltd. is the oldest and largest international bank in Pakistan since 1863. It is also the first international bank to be awarded Islamic banking licence and the first to open an Islamic banking branch.

The Bank serves Corporate & Institutional, Commercial and Retail Clients through a comprehensive suite of products and services. Corporate & Institutional Banking comprises global subsidiaries, international corporates, financial institutions and sovereign clients. Commercial Banking serves local corporates and small & medium sized clients. Retail Banking serves priority, premium, personal and business banking clients. All segments offer a complete suite of Islamic banking products and services under Standard Chartered Saadiq brand and state of the art digital banking solutions.

Standard Chartered Bank (Pakistan) Limited is listed on the Pakistan Stock Exchange (PSX) and was assigned a rating of AAA / A1+ by PACRA.

The Bank employs more than 2,700 people in Pakistan and has a network of 243 touch points (49 branches, 160 ATMs, 25 CDMs and 9 CDKs) across 10 cities.

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