

# Uzbekistan's Artel joins UN's 'Orange The World' campaign against gender-based violence

TASHKENT, UZBEKISTAN, December 6, 2022 /EINPresswire.com/ -- [Artel Electronics LLC](#) (Artel), Central Asia's largest home appliance and electronics manufacturer, has teamed up with the [UN Population Fund](#) (UNFPA) on a public information campaign against gender-based violence.

The campaign is in line with the UN's [16 Days of Activism](#) against Gender-Based Violence, which utilizes the color orange to symbolize a brighter future.

Artel's green branding turned orange for several days in advertising material throughout Uzbek capital Tashkent, and public figures made statements to raise awareness.



Artel/UNFPA Campaign for Orange The World

Artel joins an international movement that kicked off on 25th November and lasts for 16 days.

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We are grateful to Artel for taking leadership on this important issue in Uzbekistan.”

*Mr. Yu Yu, Country Representative of the United Nations Population Fund*

Since 1991, it has been used by individuals and organizations to call for the prevention and elimination of violence against women and girls.

This is the second year the company has 'gone orange'. Artel Electronics HR Director, Lazizbek Mamatov, also took part in a panel discussion about Gender Equality in the Workplace hosted by the UNFPA at Westminster International University in Tashkent in line with the campaign.

Shohruh Ruzikulov, CEO of Artel, said “It is a privilege to once more work with the UN in raising awareness about the issue of Gender Based Violence. In Uzbekistan, this conversation is at a relatively young stage. We are proud to stand against domestic violence and continue Artel's work in all areas to contribute to a better society.”

Mr. Yu Yu, Country Representative of the United Nations Population Fund, said “We are delighted to partner with a company like Artel on such an important issue. The public reach of the private sector is vital in ensuring our message to stand against domestic violence can be heard across all segments of society. We are grateful to Artel for taking leadership on this important issue in Uzbekistan. Together, we can make the change.”

The true rate of domestic violence in Uzbekistan is not known. However, the government alongside diplomatic partners and aid organizations are prioritizing the issue. In recent years the Presidential Administration has issued decrees targeted at domestic violence prevention, the government has adopted laws guaranteeing equal rights for women, and funding has been provided for information campaigns and rehabilitation centers.

Support for this campaign is just one of Artel’s initiatives to support women’s empowerment. Internally, the company has introduced whistle-blowing mechanisms, and is implementing an internal legal clinic to improve the legal literacy of employees. Over the last year, the proportion of women in the company’s 10,000 employees has risen by 5%, to 35%. The global average for the manufacturing industry is thought to be around 30%.

In 2021, Artel became a full participant of the UN Global Compact (UNGC), the world’s largest business community focused on sustainable development. In doing so, the company committed to promoting ten principles covering human rights, labor rights and environmental protection.

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