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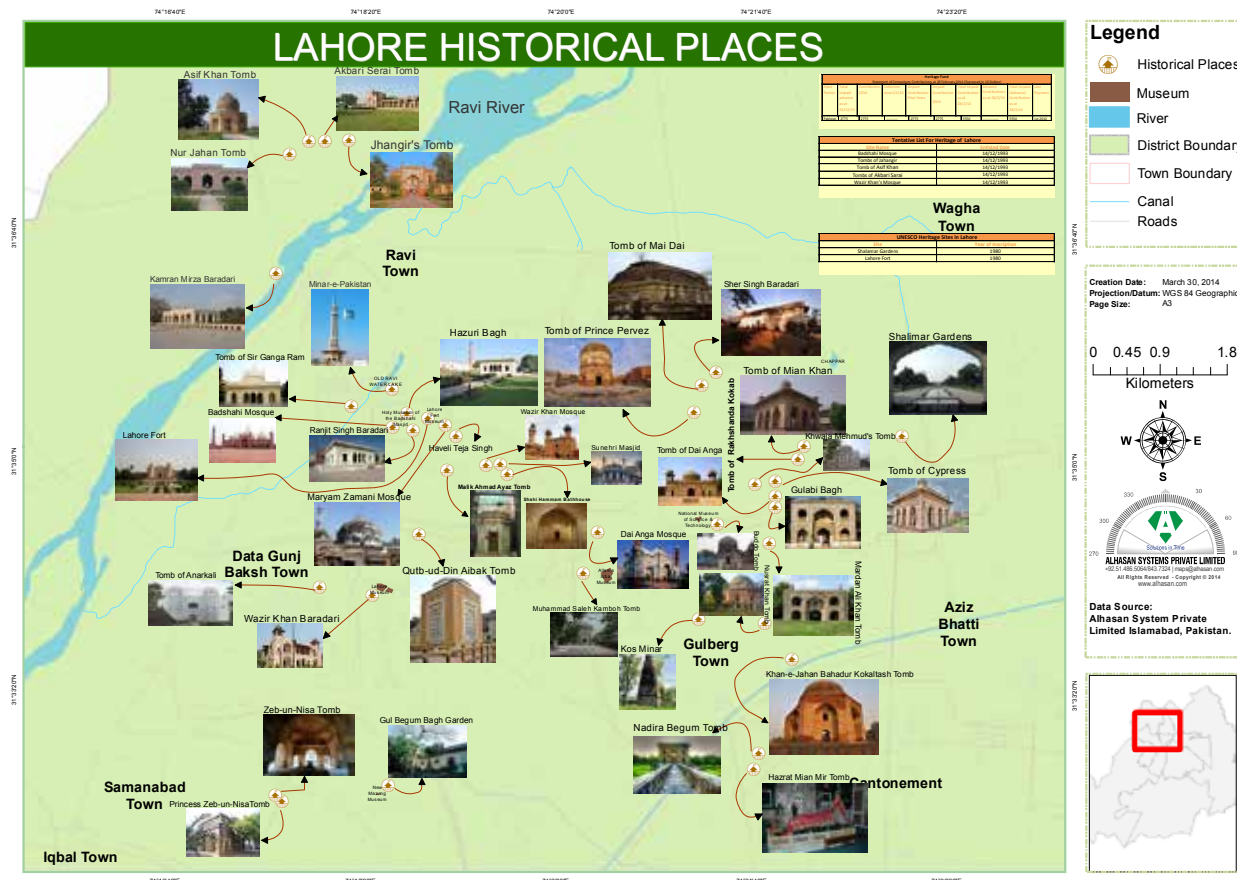
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**ISSN 2312-1335**

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## NEWS HEADLINES

### Barjees sensitised to tourism hiccups

*The Nation*  
March 31, 2014

### France remains world's most visited country; India, Pakistan share spot

*The financial Express*  
March 30, 2014

### Pakistan accelerates jeep rally to boost desert tourism

*Busniss Recorder*  
March 30, 2014

## DETAILS

Strict visa policy, poor law and order, 18th Amendment and flawed tourism policy are the main hindrances in promotion of tourism in Pakistan, the Pakistan Association of Tour Operators told the federal minister for Kashmir affairs here on Sunday.

"Pakistan is lagging far behind even those countries that have less tourism opportunities than former," said the representatives of PATO during the meeting held at the minister's office where Federal Secretary Shahidullah Baig and Gilgit-Baltistan Council Joint Secretary Ajmal Gondal were also present. They also discussed the problems being faced by the foreign tourists in Pakistan. The federal minister however said that with the improvement in law and order, the visa problems would automatically be settled. "We hope for betterment and are not disappointed. Former dictator plunged us into the war of others which has cost us more than \$90 billion and a loss of more than 50,000 precious lives. Still, we are committed to improving the situation. This is why, the Chinese are set to invest \$32 billion in Pakistan," he said. The association's officeholders pointed out the hiccups faced by the tourism sector and urged the federal minister to take up the cause of tourism before Prime Minister Muhammad Nawaz Sharif. The meeting was conducted in order to promote tourism industry. A committee comprising the representatives of tour operators, under the chairmanship of Muhammad Ajmal Gondal, was constituted during the meeting which would come up with suggestions to attract more tourists in the country. Mr Tahir also tasked the committee to suggest actions to make Pakistan's participation more effective in next year's ITB meeting. He also directed to conduct more such meetings to promote the sector. He had participated in world's largest Travel Trade Show ITB in Berlin during the current month to promote tourism in Gilgit-Baltistan. Owing to poor representation and low level of enthusiasm from Pakistani side, he had decided to take up the issue as a national cause.

France remains the world's most visited country with more than 83 million international tourist arrivals in 2012, according to latest figures released by the United Nations World Tourism Organisation. When it comes to attracting visitors France has no shortage of draws – Alpine ski resorts, Mediterranean beaches, food, wine and culture clearly hold great appeal. At the other end of the scale you find Bangladesh (just 0.003 tourists per head, or 0.29 per cent of the population), with India and Pakistan (both 0.005 tourists per head) not far behind. India's presence here – attracting less than 1 per cent of tourists compared to visitors – is perhaps the most surprising, The Telegraph reported. It may have received more than six and a half million tourists in 2012 but its population of more than 1.2 billion dwarfs its visitor numbers. When it comes to tourists as a percentage of population, one country stands head and shoulders above the rest. With a population of a little more than 800, Vatican City is the world's smallest independent state. It is also the epicentre of a religion with an estimated 1.2 billion followers worldwide, and is a site of great religious, historical, cultural and political significance. The Vatican Museums alone received nearly five-and-a-half million visitors last year, so it comes as no surprise to find it punches way above its weight in the tourists per head stakes. In (a distant) second place is Andorra, which received more than 2.2 million tourists in 2012, despite having a population of fewer than 80,000. Low sales taxes and import duties on consumer goods make it an appealing shopping destination, while its growing reputation for affordable ski holidays also goes some way to explaining its relative popularity. The number of tourists is a huge 2805 per cent of the entire population. Caribbean nations rely heavily on tourism, with many of them welcoming more visitors than there are residents each year. London may be rivalling Paris as a tourist destination – but on a country-wide scale the gap between Britain and France is yawning. The UK received 0.46 tourists per head in 2012, compared to 1.26 for our Gallic neighbours.

**DRAWAR:** In a cloud of dust and diesel fumes, a souped-up 4x4 roars through the silence of Pakistan's Cholistan desert, cheered on by tens of thousands of spectators. Nearly 90 drivers were drawn to throw their vehicles around the dry, rocky 214-kilometre track in a desolate, baking hot corner of Punjab province for this year's Cholistan Jeep Rally. The event, which began in 2005, has grown in popularity despite the remote location, about 400 kilometres (250 miles) southwest of Lahore, the provincial capital, with fans coming from across Pakistan to see the action. Officials from the Tourism Development Corporation of Punjab (TDCP), which organises the festival, say that the rally, which took place last month, is becoming more popular every year. "We estimate a total of 200,000 people from local villages and the major cities turned up," a dust-covered Habib-ur-Rehman Gilani, the TDCP managing director, told AFP on the finish line. "It helps locals to improve their living. They rent out their houses and install food stalls to earn money from the visitors."

#### Economic boost

Life for those who dwell in the desert is hard, with limited economic opportunities and regular water shortages hitting livestock – the main source of income for many people. This year, a festival of music, dance, wrestling and camping events was held alongside the rally to entertain visitors – and bring work to local people. Drummer Ghulam Nabi, who lives in Liaquatpur, around 60 kilometres away, earned 6,000 rupees (\$60) in three days – twice as much as he would normally make in a month. "There are not enough parties and weddings in my town which could help me to earn a living through drumming, so this was a very good event to earn a few extra thousand rupees," the mustachioed Nabi told AFP after whipping up the crowd with his drum. The old princely state of Bahawalpur, of which Cholistan was part, was ruled for centuries by the Abbasi dynasty and was only fully merged into Pakistan in the 1950s, several years after independence from Britain. The elegant white marble tombs of long-dead Abbasi "nawabs" and their queens provide an elegant backdrop to the rally. Their crumbling Drawar fort was host to a fireworks display before the race – a huge boost to business for Fiaz Ahmed Shirazi, who runs a fireworks business in the area. "I earned 300,000 rupees (\$3,000) from the fireworks at this

### Three-day Karakorum Festival begins at LCCI

Busniss Recorder  
March 29, 2014

event," he said. "There are other vendors who set up food stalls during the rally and earn thousands of rupees in a short period." - Rebirth of tourism. Back on the starting line, thousands of locals and tourists from the far-away cities of Karachi, Lahore and Islamabad cheer the drivers, whipped up by musicians in colourful traditional costumes. "It's awesome," said Ameer Rao, 26, an event manager, who travelled from Lahore with friends for the rally. "The experience is very thrilling," Rao, wearing glasses to avoid scorching sun and dust, said. Foreign tourism in Pakistan is at a low ebb, badly hit by the country's fearsome reputation for militants violence. After seven years of a homegrown Taliban insurgency, tourism officials are desperate to improve the country's image to attract more overseas visitors. "We have planned to take it to other countries through our embassies and 4X4 clubs in different countries," Gilani said. "We are trying to bring international drivers in the rally. It will boost this sport and tourism in our country." The event has a following among foreigners living in Pakistan. Axel Wech, the Austrian ambassador, made the trip with his 72-year-old mother. "This event is something positive in a country which is always known for negatives," Wech told AFP. "People are very friendly here. More international promotion of this rally can bring international tourists over here."

Three-day Karakorum Festival started here on Friday at the Lahore Chamber of Commerce and Industry (LCCI) to showcase diverse cultural, heritage and tourism attractions of the Northern Areas of Pakistan. The festival organized by the Social, Economic and Environmental Development (SEED) project under the framework of Pakistan-Italy Debt Swap Agreement (PIDSA) in collaboration with the LCCI and Tourism Development Corporation Punjab, was jointly inaugurated by Provincial Minister for Industries Chaudhry Muhammad Shafiq and LCCI President Engineer Sohail Lashari.

Addressing the participants of the conference, Minister for Industries Chaudhry Muhammad Shafiq said that the Punjab government was giving a special focus towards the up gradation of tourism sites and for the promotion of tourism related activities. He said that all the segments of the economy were being given equal importance, therefore, a comprehensive strategy has been adopted to promote tourism. The minister said that since the law and order situation was improving, the flow of international tourists would also get a considerable momentum in coming months. He said that Pakistan is one of the few countries in the world that have great tourist destinations. He appreciated the LCCI for collaborating with the SEED to organise three-day festival to bring to the limelight the potential of Gilgit-Baltistan (GB).

Speaking on the occasion, Sohail Lashari said that lack of proper infrastructure is hitting hard some of the finest tourists sites, therefore, the government would have to divert its attention towards these areas. He said that in today's world when all types of technology is available, there must not be any problems for international tourists to get easy access to all areas. He said that GB has huge potential but it could not be tapped so far only because of unavailability of good road network. He said that tourism is a billion dollar industry and has played a very vital role in the economic well being many of countries that have no other industry. He said that it was not the developed world but a number of other countries including Nepal are taking full advantage of their tourism potential. Lashari said that Pakistan could earn billions of dollars by highlighting its tourism potential in the outer world. He said that the LCCI would continue to work for the promotion of this segment of the economy. He said that Pakistani Ambassadors working abroad should be tasked to contact tourism related organisations for highlighting the tourists' sites in Pakistan. Country Operations Manager and Director SEED project Raffele Del Cima said that the 3-day Karakorum Festival would help promote sustainable tourism, culture and heritage of GB.

### Lahore International Tourism Expo Pakistan (LITE-2014)

[www.eturbonews.com](http://www.eturbonews.com)  
Mar 27, 2014

The Tourism Development Corporation of Punjab (TDCP), Pakistan is going to organize an International Tourism Expo for 2 days under the title 'Lahore International Tourism Expo (LITE-2014)' starting from April 19-20 2014 at Lahore Expo Centre Johar Town Lahore, Pakistan. This is 2nd consecutive International Tourism Expo, first International Tourism Expo was held in April 2013 at the same venue. This is the largest Tourism Expo providing many opportunities to all of the tourism/business stakeholders on a single platform. In this event ample opportunities for business promotion will be provided. More information about the event and previous years' photo gallery on official website of 'Lahore International Tourism Expo-LITE' at [www.tourismexpo.com.pk](http://www.tourismexpo.com.pk).

### 6 Amazing Festivals in Pakistan

[www.sharnoffsglobalviews.com](http://www.sharnoffsglobalviews.com)  
March 26, 2014

Pakistani society is largely multilingual and 96 percent Muslim, with high regard for traditional family values. However urban families have grown into a nuclear family system due to the socioeconomic constraints imposed by the traditional joint family system. There are about four million people of Pakistani descent living abroad. Nearly half a million expatriates live in the United States; while one million live in Saudi Arabia and nearly one million in the United Kingdom. One way which helps connect Pakistani families living in the diaspora is celebrating the traditional holidays and festivals. Here's a list of 6 amazing festivals and observances in Pakistan.

#### Ramadan

Ramadan is the holiest month of the Islamic calendar. It is a month of fasting from sunrise to sunset, and self-discipline. Observed by Pakistan's Muslim majority, Muslims will fast during Ramadan, attend mosque with increased frequency, and recite the Qur'an. Special foods are cooked and parties are held.

#### Chand Raat

Chand Raat is the "moon night" when a crescent moon is sighted on the last day of Ramadan and the next day is Eid al-Fitr. People celebrate Chand Raat by various means, such as girls putting henna on their hands. People buy gifts and sweets that will be given to friends and families who come over to celebrate the end of Ramadan. The streets, major buildings and landmarks, even outside of malls and plazas, put on displays of elaborate decorations and



### Rs 7m spent on artistes' welfare: Malik

*Dawn*  
March 26, 2014

### Dining review: Halal meat, chili heat a draw at BBQ 'n' Curry House

*Marin Independent Journal*  
March 26, 2014

colorful light shows. There are large crowds in the city center to celebrate the beginning of Eid, and it is usually a boom time for business.

#### Eid celebrations

The two Eids, Eid al-Fitr and Eid al-Adha, commemorate the passing of Ramadan, and the willingness of Abraham to sacrifice his son Ishmael for God. There are national holidays and many festival events that take place to celebrate Eid. As Pakistan is a Muslim state, there are three days off for all businesses and government offices. On the night before Eid, people search for the new moon to mark the end of Ramadan and arrival of Eid al-Fitr. The day starts with morning prayers and a large breakfast with family members. People visit family and friends, and share gifts and sweets. During the evening, Pakistanis often party, visit restaurants, or relax in city parks. Money is given for charity and as gifts to young children. On Eid al-Adha, people may also distribute meat to relatives and neighbors and donate food for charity.

#### Milaad un Nabi

Milaad un Nabi is a known religious festival which is celebrated in many parts of Pakistan. The Milaad is the celebration for the birthday of the Islamic prophet Muhammad.

#### Muharram (Ashura)

Muharram is the first month of the Islamic calendar. Like Ramadan, Muharram is also a sacred month. Fighting is forbidden during this month and Shia Muslims mourn on the tenth day of Muharram (Ashura), while some fast.

#### Jashn-e-Baharan

Jashn-e-Baharan sometimes referred to as Basant, is a pre-Islamic Punjabi festival that marks the coming of spring. Celebrations in Pakistan are centered in Lahore, and people from all over the country and abroad come to the city for the annual festivities. Kite flying competitions take place all over the city's rooftops during Basant but are now prohibited. The arrival of spring was an important event for all farmers and was welcomed with a celebration, hence the name Jashn (celebration) Baharan (spring).

**QUETTA:** The Balochistan government has spent Rs 7million for the welfare of renowned artistes in acknowledgment of their services during the past month.

Addressing an Artistes Day programme held in connection with the Balochistan Sports Festival here on Tuesday, Chief Minister Dr Abdul Malik Baloch said the provincial government would utilise all available resources to promote art and artistes in the province. He said artistes were an asset of any country and were considered as the ambassadors of their nation abroad. "We have to promote the culture of Balochistan through sports festival." The authorities concerned had been directed to assist the people linked with the field of art and culture in every possible way, the chief minister said. Responding to a question, he said his government deserved credit for holding the festival despite major problems. He said that sports complexes were built in all the districts of Balochistan and his government was determined to various sport events not only at inter-provincial but also at an international level. He said that Sports Minister Mujibur Rehman Muhammad Hasni had been asked to work on an Endowment Fund for the handicapped and deserving artistes so that they could get permanent financial assistance in future.

Food has the power to unite, to bind people together over a shared meal, a common ritual that knows no boundary. At Sausalito's BBQ 'n' Curry House, the flavors of the Indian subcontinent join the food traditions of Pakistan to create a dining experience that attracts fans of traditionally prepared specialties of the Indian and Pakistani cross-border region. Open since December, BBQ 'n' Curry House is the latest venture from restaurateur Shahid Paracha, who owned and operated two Tasty Curry restaurants in San Francisco before he sold them in 2010. BBQ 'n' Curry House continue Tasty Curry's tradition of well-priced northern Indian and Pakistani cuisine that is worth waiting for. And wait you will. Paracha, who also runs the kitchen, cooks everything to order. "People tell me all the time that it is worth the wait," he says.

While you wait for appetizers or breads to appear, sample a cup of masala tea, gratis with any meal order or \$1 a cup. The chai, richly scented with fresh-ground cinnamon, cardamom and clove, tasted strongly of black tea, a vigorous companion to the highly seasoned food. First up was samosa (\$3.99). Stuffed with potatoes and peas, seasoned with cumin and turmeric, the thick, puffy pastry had a mild character, perfect for those dipping their toes into the chili-spiked world of Paracha's family recipes. Pieces of papadum (\$1), nicked with char and flecked with cumin seed and a soft, stretchy naan (\$1.50), served as handy scoops for the saucy meal.

Pakistani cuisine features more meats than neighboring India but here, too, there are numerous vegan and vegetarian options. Aloo palak (\$6.99) or creamed spinach and potatoes, was warmly spiced, its chili heat tempered by mustard seed and earthy black cumin. Chana palak (swap chick peas for potatoes, \$5.99), as spicy as the aloo palak, had a lovely creaminess that soothed the dish's fiery heat. Paracha cooks many of the restaurant's dishes in a tandoor, or Indian barbecue. Sadly, the tandoori chicken (\$3.99 for a leg, \$4.99 for a breast), which is not particularly spicy, was heavily charred. Though my kids liked it, the chicken was too dry and its tender character vanished amid the carbon. Paracha's cross-border roots (his mom's family comes from what is now Pakistan and his dad's family is from the northwestern Indian state of Punjab) ensure his comfort with traditional Pakistani preparations. All meat served at BBQ 'n' Curry House is halal (raised naturally and humanely hand slaughtered), and Paracha has a dedicated following for his goat paya (\$12.99). Paya is just one of 10 or so specials that rotate regularly. Chicken karahi (\$12.99) is a popular street food in Pakistan. Named for the vessel in which it is cooked, this karahi is marinated in yogurt, coriander and chilies, then poached in a gingery tomato sauce until cooked through. Rich and succulent with a heady heat, the dish was a

### Ten Pakistani groups to perform at RPTW puppet festival

Daily Times  
March 26, 2014

### Excellent Saudi-Pak ties 'picking up momentum'

Arab News  
March 25, 2014

### Lok Virsa celebrates Pakistan Day with fervour

The News  
March 24, 2014

hit with the adults at the table. Chicken korma, sprinkled with nonpareil fennel seeds, raisins and slivered almonds, had a festive character and a suffused, gentle heat.

Order at the counter then find a seat at one of the large, family-sized tables. The restaurant does not have a liquor license of any kind (no BYOB); chai or lassi (\$1.99 for mango, \$2.50 for plain) make flavorful alternatives. The restaurant, a single room, is painted a warm maroon red. (There's no bathroom in the restaurant, but patrons have access to the rest rooms at the Subway next door.) Ornamental fans used in ceremonial dances hang on one wall. Golden swirls weave their way through the maroon tablecloths. It feels a bit dressy until the food begins to arrive in baskets and on white ceramic plates, in stainless steel bowls and pink plastic trays. Then it feels like home. BBQ 'n' Curry House brings a welter of culinary traditions to its family-style tables. The potent flavor of freshly ground spices is evident on every plate. British friends, along for the experience, expressed their delight at the authentic flavor and style of the brightly flavored food. The chili heat is not for everyone, but those who make it past the initial lip-stinging and watering eyes will be richly rewarded by the warm embrace of a regional cuisine as complex and multifaceted as any in the West.

**LAHORE:** In a press conference held on Tuesday at the Lahore Press Club, Rafi Peer Theatre Workshop (RPTW) announced that the 11th National Folk Puppet Festival will commence on March 27, 2014 at the Rafi Peer Cultural Centre. RPTW is holding this event in collaboration with the Royal Norwegian Embassy and the festival will last for four days, ending on March 31, 2014. Ten groups from all over Pakistan are expected to participate in this spectacular cultural event. These include the Pakistan National Council of Arts (PNCA), Islamabad and the Alhamra Puppet Theatre group. Moreover, a musical performance by Krishan Laal Bheel and group is also featured in the line up of activities at the puppet festival. Krishan Laal Bheel added his group would be representing the Cholistani musical tradition of the Bheels.

While addressing members of the media, RPTW CEO Usman Peerzada said, "This festival will provide a platform for puppeteers in Pakistan, each of whom is outstanding in their art. It promises to be a colourful and culturally rich event." He also said that the aim of the festival is to promote puppetry and revive the place of puppetry in Pakistan, adding that wood puppetry has specially been on the decline. "Largely, of course, it is to provide wholesome entertainment," Peerzada said. The Folk Puppet Festival, like all other cultural festivals organised by RPTW, is non-ticketed and the organisers are expecting a good turnout, especially of young children.

The Pakistani Embassy in Riyadh marked the 74th National Day of Pakistan Sunday at the Al-Tuwaiq Palace in the Diplomatic Quarter (DQ) with simplicity, gaiety and zest. The chief guest, Prince Turki bin Abdullah bin Abdulaziz, deputy governor of Riyadh and Ambassador Muhammad Naeem Khan, cut a cake on the occasion. The event was attended by prominent dignitaries, Azzam bin Abdul Karim, Saudi Chief of Protocol and Gen. Hussain bin Abdullah Al-Qubail, Saudi Chief of General Staff, as guests of honor.

"The National Day is very important for Pakistanis around the world because it marks the historic resolution for a separate homeland which was passed on Mar. 23, 1940 and put Pakistan on the world map," said Muhammad Naeem Khan, ambassador of Pakistan. He added that the relations between Pakistan and Saudi Arabia were excellent and had picked momentum in the last few years. "We are working to strengthen the bilateral ties for economic development," he said. Khan outlined the recent tours of Saudi dignitaries to Pakistan including Crown Prince Salman and Prince Saud Al-Faisal to discuss the infrastructure development, energy sector and other economic fields. He said that both countries agreed to the new developments and cooperation in the economic, trade, political, education and tourism sectors. "We are going to have a joint economic mission meeting with the Pakistani minister of commerce when he arrives in the Kingdom in mid-April in which we will discuss cooperation in all areas of interest," Khan said. "The Saudi minister for Tourism and Antiquities Prince Sultan bin Salman's visit to Pakistan was very successful," he said adding that both countries discussed ways to enhance bilateral tourism and cultural cooperation and matters of mutual interest. Khan expressed his appreciation for the Pakistani community in the Kingdom. "Pakistanis are very hard-working and are contributing greatly to the development of Saudi Arabia. I urge my people to keep up the good work and continue to contribute to this important relationship."

Speaking to Arab News, US deputy chief of mission Timothy A. Lenderking highly praised the National Day of Pakistan and congratulated the people of Pakistan on their freedom and separate homeland. "We have a very important relationship with Pakistan and we are working for the development of the people of Pakistan. I spent a lot of time in Pakistan myself and have great affection for Pakistan and the Pakistani people," he said. He said that the US aid mission is very active in Pakistan and "We look forward to working together more in education, health, commercial ties and other fields. We also welcome Pakistani students to study in the US for their future development." The event included a display of pictures depicting high level visits from Saudi Arabia and Pakistan starting from the period of King Abdul Aziz to King Abdullah. The national anthems of Saudi Arabia and Pakistan were played during the ceremony.

**ISLAMABAD:** Lok Virsa (National Institute of Folk and Traditional Heritage) celebrated Pakistan Day with traditional fervour and festivity on Sunday. A representative exhibition on cultural heritage with master artisans in different craft fields including embroidery, metal work, weaving of floor rugs (Farasi from Sindh), 'pattu', Swati and Balochi shawls, truck art, basketry, 'papier mache', wood carving, etc. was specially organised on the occasion. The three-day exhibition was inaugurated by President of Pakistan Mamnoon Hussain which remained on display for the public till Sunday (March 23). The most prominent among artisans was Parri Bibi, craftswoman from Badin, Sindh. Seventy five years old Parri practices Farasi weaving which is a part of the rich traditional of weaving rugs with goat hair, camel hair and mixed yarn. These are woven in warp and weft on horizontal looms, generally portraying geometric patterns. Another artisan, who

### Committee formed to prepare recommendations to promote tourism

*Associated Press Of Pakistan  
Mar 24, 2014*

### Pakistan Day: No tanks or planes, but culture galore

*Express Tribune  
March 23, 2014*

### Pervaiz for soft image through art

*Busniss Recorder  
March 23, 2014*

### Govt resolved to bring economic, social revival in country: PM

*Associated Press Of Pakistan  
March 23, 2014*

fascinated the audience a lot, was Deedar Ali from Hunza, Gilgit-Baltistan. He is a master craftsman in Pattu weaving, a woollen cloth usually woven in Chitral and Gilgit for creating traditional dresses and caps. Pattu is made of sheep wool in natural colours. The sheep wool is spun by women on "Charkhas", a handmade spinning wheel. Weaving of the cloth is done by men on a locally manufactured floor-loom, in strips of fourteen to twenty inches in width. An important aspect of the three-day exhibition organised by Lok Virsa was the presence of female practitioners in the field of weaving, basketry, doll making and embroidery. Fauzia Naheed hailing from the federal capital showcased beautifully handmade traditional dolls which attracted children and families. Fauzia, despite meagre resources, is continuing her skill and also transferring it to her daughter. She uses rags, threads, wool, colourful cloth and other material to make beautiful dolls loved by girls of all ages. Pakistan National Museum of Ethnology, popularly known as Heritage Museum, also remained open for public throughout the period and entertained a huge number of visitors. A large number of residents of Islamabad/Rawalpindi, in particular students, youth and families visited Lok Virsa facilities and enjoyed the weather and activities presented by the organisers.

**ISLAMABAD:** Minister for Kashmir Affairs and Gilgit-Baltistan (GB), Ch. Barjees Tahir on Monday formed a committee to prepare recommendations with regard to promotion of tourism in Pakistan. The committee, headed by Joint Secretary, Gilgit-Baltistan Council, Muhammad Ajmal Gondal will comprise representatives of Tour Operators and was also tasked to suggest actions in advance to make Pakistan's participation more effective in international tourism events. The Minister asked to conduct more such meetings to brainstorm for betterment of the industry. The Minister was talking to a delegation of Pakistan Association of Tour Operators (PATO) which called on him here to discuss promotion of tourism industry in Pakistan as per promise he made in Berlin.

Federal Secretary, Shahidullah Baig and Joint Secretary Gilgit-Baltistan Council, Ajmal Gondal were also present in the meeting. The Minister said strict visa policy, law and order situation and lack of national tourism policy are the main hindrances in promotion of tourism in Pakistan. "Still we are committed to our resolve of improving lot of the country. This is why Chinese are set to invest US \$ 32 billion in Pakistan," he said.

Representatives of PATO informed the Minister about the problems being faced by foreign tourists. Ch Barjees Tahir participated in world's largest Travel Trade Show in Berlin recently.

**ISLAMABAD:** The capital will have its fair share of Pakistan Day celebrations on March 23, but much like the past several years, there will be no military parades or air shows. The Pakistan National Council of the Arts (PNCA) will host several events on Sunday to commemorate the passing of the Lahore Resolution on March 23, 1940. The resolution's passage is considered a landmark event in the movement for creation of a separate homeland for Muslims, which bore fruit in August 1947. The day's celebrations will begin with a bicycle rally planned by the Capital Development Authority (CDA). The rally will start at 9:45am from Fatima Jinnah Park's Bolan Gate — which faces Sector F-10 — and will conclude at the same point at 12:30pm. An ongoing exhibition of paintings, portraits and belongings of the country's founding father Quaid-i-Azam Muhammad Ali Jinnah will be open for public on Sunday from 10am to 5pm. The movie "Jinnah" will also be screened at the PNCA at 10am.

**LAHORE:** Federal Information Minister Senator Pervaiz Rashid has said that there is the need to build the soft image of the country through art and rich culture.

Speaking at the inauguration of art and photography exhibition 'The Art of Healing' by Naeem Aftab and Zarmina at the Nairang Art Gallery here Sunday, he said society and the state cannot be deprived of its cultural heritage. To a query, the Information minister said the government was committed to present the true color of Pakistan to the World through the promotion of art and culture and preserve the cultural heritage of the country. "Gone are the days when some misled people tarnished the true identity of Pakistan," he responded. Pervaiz Rashid said the government was committed to the portrayal of true identity of the country through cultural activities.

**ISLAMABAD:** Prime Minister Muhammad Nawaz Sharif has said that his government is committed to preserve the country's great cultural heritage and national identity and striving to bring about the economic and social revival in Pakistan. "On this day, we pledge that no effort will be spared to ensure respectable status for the country in the comity of the nations. Pakistan is our identity that we have earned through immense sacrifices," said the Prime Minister in his message on the occasion of Pakistan Day being commemorated on March 23. He said, "Today, we are commemorating the 74th anniversary of the adoption of the historical Pakistan Resolution. This reminds us of the vision of Allama Iqbal, historic struggle, immense sacrifices and firm resolve of Quaid-i-Azam Muhammad Ali Jinnah and the Muslims of the Sub-continent in search of a separate homeland to live in peace and fashion their lives according to their own belief and culture." He said March 23 was a milestone in the history of Pakistan when the Muslims of the Indian sub-continent passed the historic Lahore Resolution in the 27th annual meeting of All-India Muslim League. This Resolution gave a clear objective to the Muslims and united them for the attainment of a shared goal, he observed. Nawaz Sharif said the countless people had given their blood to kindle the light of freedom and millions had to leave their homes to attain this purpose. "Our elders sacrificed their present for the sake of preserving our future. Today, we remember our forefathers and pay our gratitude to them for making extraordinary sacrifices to give us an identity," he said. He remarked that the sacrifices laid down by the founding fathers of the country demanded that every effort should be made for achieving the objectives of Quaid-i-Azam's vision. "I reckon, as a leader of founding party of Pakistan, the responsibility to solve the problems Pakistan has been facing, lies more on our shoulders," he

### Govt committed to preserving heritage and national identity

[www.arabnews.com](http://www.arabnews.com)

March 22, 2014

### Indian, Pakistani singers to come together at Sufi music fest

[www.authintmail.com](http://www.authintmail.com)

March 22, 2014

### President stresses promotion of Pakistan's rich culture

*Business Recorder*

March 21, 2014

### Pakistan's ban on kite-flying strips city of its tradition

[www.turkishpress.com](http://www.turkishpress.com)

March 20, 2014

resolved. The Prime Minister said the people of Pakistan had expressed their confidence in PML-N in 2013 elections and the government was committed to implement its reform and development oriented manifesto throughout the country in letter and spirit. He said Pakistan was passing through a critical stage in the history; however, the resilient nation had braved the daunting challenges with the spirit of one nation. He also prayed to Allah Almighty to enable us to protect Pakistan and put it on the road of progress and prosperity.

Today, we are commemorating the 74th anniversary of the adoption of the historical Pakistan Resolution. This day reminds us of the vision of Allama Iqbal, historic struggle, immense sacrifices and firm resolve of Quaid-e-Azam Muhammad Ali Jinnah and the Muslims of the subcontinent in search of a separate homeland to live in peace and fashion their lives according to their own belief and culture. March 23 is a milestone in the history of Pakistan when the Muslims of the subcontinent passed the historic Lahore Resolution at the 27th annual meeting of All-India Muslim League. This resolution gave a clear objective to the Muslims and united them for the attainment of a shared goal. Countless people have given their blood to kindle the light of freedom and millions had to leave their homes to attain this purpose. Our elders sacrificed their present for the sake of preserving our future. Today, we remember our forefathers and pay our gratitude to them for making extraordinary sacrifices to give us an identity. The sacrifices laid down by the founding fathers of the country demand that every effort should be made for achieving the objectives of Quaid-e-Azam's vision. I reckon, as a leader of founding party of Pakistan, the responsibility to solve the problems Pakistan has been facing, lies more on our shoulders. The people of Pakistan expressed their confidence in PML-N in the 2013 elections and our government is committed to implementing its reforms and development-oriented manifesto throughout the country in letter and spirit. Pakistan is passing through a critical stage in the history; however, the resilient nation has braved the daunting challenges with the spirit of one nation. On this day, we pledge that no effort will be spared to ensure a dignified status for the country in the comity of nations. Pakistan is our identity that we have earned through immense sacrifices. Our government is committed to preserving our great cultural heritage and national identity and to making our earnest efforts for bringing about economic and social revival in Pakistan. I pray to Allah Almighty to enable us to protect Pakistan and put it on the road of progress and prosperity. — Nawaz Sharif, Premier of Islamic Republic of Pakistan

**NEW DELHI** — Singers from India and Pakistan will perform and sing in a two-day festival of Sindhi sufi music that will begin here Saturday, organisers said. Part of "Delhi Celebrates" series, it is presented by the Sindhi Academy, under the state department of art, culture and languages. It will be held at the Indira Gandhi National Centre for the Arts. Vice President Hamid Ansari will be the chief guest on the second day at a Kathak presentation.

Sindhi singers Shanti Hiranand, Dushyant Ahuja, Uma Lalla, Ghansham Vawani, Sadhna Bhatia, Kajal Chandramani, and Veena Shringi from India will be joined by Tufail Sanjrani and Taj Mastani from Pakistan said the statement. "India and Pakistan share a beautiful cultural legacy of Sufi poets. The legacy of mystics like Shah Abdul Latif, and Amir Khusro are cited in our shared traditions and finds resonance on both sides of the border," Sindhi Academy secretary Sindhu Mishra Bhagya said in a statement. A Sufi music album will also be released on the first day.

**ISLAMABAD:** President Mamnoon Hussain Friday said Pakistan has a rich culture and heritage that needs to be presented to the world to show its true soft face. The President made the remarks during his visit to the Lok Virsa Museum to inaugurate the exhibition on Cultural Heritage marking the Pakistan Day celebrations. President Mamnoon Hussain visited the stalls of block printing, Pattu weaving, Papier Machie, Truck Art, Taar Kashi, Faroshi weaving, walnut wood carving, Swati Shawl, Balochi Embroidry and Ajrak and appreciated the skills of the craftsmen. The President took a round of the Heritage Museum and showed keen interest in the different pavilions of the four provinces, besides Gilgit Baltistan, Azad Jammu and Kashmir. He also enjoyed the music of all regions of Pakistan presented by folk artistes. The President in his remarks at the visitors book said he was pleased to see rich culture of Pakistan here which was presented very beautifully. He said the presentation of cultural heritage was not only important to depict distinct identity but also to pass on ethos and values to next generation. President commended the efforts of all those who had contributed to preserve cultural assets and presentations of culture. He also announced cash amount of Rs 10,000 each for the artistes and Rs 5000 each for the musicians. The event was organized by Ministry of Information, Broadcasting and National Heritage and was attended by Federal Secretary Nazir Saeed, parliamentarians and diplomats. Information Secretary Nazir Saeed presented a souvenir to the President.

**LAHORE,** Pakistan — For the skies of Lahore, in northeastern Pakistan, to be decorated with kites in March is a centuries-long tradition — one that has recently been forced to end. In the last ten years, the deaths of hundreds of people — mostly children — have forced the government to ban the spring-welcoming festival known as Basant. The deaths coincided with a period when the festival had become increasingly popular in Pakistan, spreading from its historical home in Lahore throughout the country. But the sharp, often metal, strings used to detach kites during competitive kite fights have killed several children by cutting their throats, sparking the country-wide anger that has forced the government to ban the festival from taking place in main cities. "Festivity cannot be allowed at the cost of human life," says Tahir Ali, an insurance agent who supports the ban. "Those who are supporting this bloody festival, they should ask the parents of those children whose throats were cut by sharp strings." Despite the ban, many children have continued to fly kites and around 100 youths have been arrested by police in different cities in the northeastern Punjab province for flying kites in city areas in the last two weeks. Some events have been organized on Lahore's outskirts but enthusiasm for this limited form of the traditional festival is muted. "I miss those golden days when the skies of Lahore were filled with



### Shahbaz stresses closer cooperation between Pakistan, Nepal

*Pakistan Observer  
March 20, 2014*

### Om Puri appreciates Lahore's culture

[www.hindustantimes.com](http://www.hindustantimes.com)  
*March 18, 2014*

### Paying homage to Pakistan's heritage

*The Express Tribune  
March 17, 2014*

### Culture week: IIUI festival to feature 40-plus countries

*The Express Tribune  
March 17, 2014*

colorful kites, and the festival was taken as a festival rather than a passion," says Ghulam Murtaza, who lives in one of Lahore's old towns, Moghalpura, which was once a hub for kite-flying events. "We, the citizens of Lahore, are paying the price for wrongdoing of a handful people. The government instead of penalizing the whole city for their wrong doing should have penalized them," he says. Basant was taken to its zenith by former president General Pervez Musharraf, who made it an international event between 2004 to 2008. The event promoted Lahore as the country's cultural hub and prompted citizens to rent out the roofs of their homes for use in kite-flying events throughout the month. The banning of kite-flying has not only stripped bare Lahore's traditional celebration, it has also limited such entrepreneurial opportunities for Lahoris – including kite-makers like Nazir Hussein. "The ban has not only stolen a great amount of festivity from us but has rendered thousands jobless," says Hussein. "Many would earn livelihood by renting their rooftops, hundreds would earn money through event management, food supplies, kite-making, and other businesses."

**LAHORE:** Ambassador of Nepal in Pakistan Bharat Raj Paudyal called on Punjab Chief Minister Muhammad Shahbaz Sharif, here today. Matters of mutual interest, bilateral relations and promotion of cooperation in tourism sector were discussed in the meeting.

Talking to Nepalese ambassador, the Chief Minister said that Pakistan and Nepal have good friendly relations and there is a need to promote cooperation in tourism sector between the two countries. He said that Nepal and Pakistan should also promote trade relations in different sectors. He said that there should be exchange of delegations at the government level for promotion of tourism and Punjab government will benefit from the experience of Nepal in the development of tourism sector. He said that a delegation will soon visit Kathmandu and hold negotiations with Nepalese authorities for the promotion of tourism sector. He said that Punjab government is providing facilities to tourists on priority basis at Murree and other tourist resorts and steps are being taken for beautification of Murree for attracting tourists. He said that promotion of tourism industry can help earn huge foreign exchange for the country.

Ambassador of Nepal while talking on the occasion said that there is vast potential in Pakistan in tourism sector and his country will extend maximum cooperation for the development of tourism. He said that Chief Minister Punjab Muhammad Shahbaz Sharif has a charismatic personality and is making all out efforts for making Punjab a developed and prosperous province. He said that Chief Minister has made service to the people pivot of his politics and it is the reason for his success. He said that he had also informed the leadership of Nepal of the splendid projects of Chief Minister Muhammad Shahbaz Sharif and it has been highly appreciated. Provincial Minister for Education and Tourism Rana Mashhood Ahmed Khan, Secretary Tourism and Chairman Punjab Investment Board were also present on the occasion.

Om Puri recently met Chaudhry Shujaat, the president of Pakistan Muslim League-Quaid in Lahore, stating that artistes of both India and Pakistan were playing a major role to bring the two countries closer to each other. The veteran actor said that windows of the two countries have opened and if the doors between them also unlock then citizens of both India and Pakistan will be able to meet each other more conveniently, Dawn reported. Speaking on the culture of Lahore, Puri said that the city is the hub of art which is the reason that despite visiting various countries he always had the urge to visit Lahore. The legendary actor also said that he did not receive any hostile reception while in Lahore and also appreciated the culture of the city.

**LAHORE:** Gulabo has made a name for itself for its love for all-things Pakistani. Maheen Khan's brainchild pays tribute to the heritage and the crafts of Pakistan in a quirky, fashion-forward manner. Promoting culture and architecture by making it iconic through fashion, Gulabo has opened a store within a store at Fashion Pakistan Lounge (FPL).

Gulabo's latest collection features digital prints of architectural monuments from around Karachi and Lahore. From printed collages of monuments on tunics and kurtas, the standout piece from the collection would have to be the print of the Google map snapshot of Karachi. This new section at FPL adds cultural iconography to the store's palette. With scarves, tunics, shirts, pallazos, shalwars and harem pants, the new shop offers a wide variety of apparel. The collection also comprises funky clutches and handbags inspired by Urdu newspapers. Using culture as inspiration for fashion can make something not only iconic but also timeless. Cultural references in clothing are a certain attention grabber and arouse the viewer's interest in visiting those landmarks.

Fashion has a part to play in making the Eiffel Tower an icon from a landmark. When luxury brands pick up these images and use them to create something new, the consumer starts associating them not just with the brand, but also consider them as a symbol of style. Gulabo, in essence, is trying to make Pakistani heritage not only iconic but also fashionable. While the brand originally started off focusing on truck art, it has progressed into more sophisticated designing and incorporates into its designs everything about Pakistan that the designer holds close to her heart.

**ISLAMABAD:** Students of International Islamic University Islamabad (IIUI) from various parts of Pakistan and over 40 other countries will exhibit innovative products and cultures in the 26th cultural week, starting on Tuesday.

Federal Minister for Religious Affairs and Inter-faith Harmony Sardar Muhammad Yousaf will inaugurate the event on Tuesday at the Sector H-9 campus. The exhibition will reflect the cultural diversity of the Muslim world and other countries, with students from over 40 countries participating through demonstrations their cultures, including dress, poetry, paintings, photographs, foods, art and literature. Saudi Arabia, Iran, UAE, China, Afghanistan, ASEAN and SAARC countries, and all the provinces of Pakistan would set up their stalls. In addition, ambassadors and high commissioners of various countries will also join the grand inauguration

## Govt revamps, remodels tourism

*Associated Press of Pakistan  
Mar 16, 2014*

## THE LAHORE LOG: Protecting the heritage of the chappal

*Daily Mail  
Mar 14, 2014*

## KP CM opens snow festival

*The Nation  
March 13, 2014*

of the event. The cultural week for women will be inaugurated on Thursday at the women's campus of the university. Besides, a book fair and flower exhibition will also be held. The men's campus will also hold cultural night on March 19. The women's campus will also hold a cultural evening for the students on March 21. The Closing ceremony will be held at the women's campus on March 25, and prizes will be given to the winning students of various competitions.

**ISLAMABAD:** Government is revamping and remodeling Tourist Information Centres of Pakistan Tourism Development Corporation (PTDC) and plan is to establish Tourist Facilitation Centers in Provincial Headquarters to promote tourism. Special discounted tour packages have also been introduced to encourage students, families and groups to explore the country. Besides, PTDC is reviewing National Tourism Policy and participating actively in international and domestic tourism events to attract local and foreign visitors. "A total of 28,333 foreign, 1,844,000 local tourists have visited Northern Areas during 2007-10", official sources at PTDC told APP, here today.

Government has also increased the tourist friendly countries from 2 to 26, he said. Underlining various steps for promotion of tourism, official said tourists of 26 countries have been granted one month validity and multiple entries for group travel through designated Tour Operators. Pakistani Missions abroad have been authorized to grant tourist/visit visa for three months validity and stay with double entry and other, he added. He said PTDC's tourist resorts in Northern Areas Gilgit-Baltistan were Chinnar Inn, Gilgit, PTDC Motel, Hunza, PTDC Motel, Sost (Pak-China border), K-2 Motel, Skardu, PTDC Motel, Gupis (Distt. Ghizer), PTDC Motel, Phandar (Distt. Ghizer), PTDC Motel, Stapara Lake, Skardu, PTDC Motel, Khaplu, Skardu, PTDC Motel, Astak (Gilgit-Skardu Road), PTDC Motel, Rama Lake (Astor).

Is hostile Western invasion of Pakistan a real fear? Yes. But this fear was usually limited to political, economic and ideological spheres. The concept of democracy is viewed as a western conspiracy against the establishment of a more Islamic system; capitalism is hailed as evil since it goes against sharia; and liberalism is almost a foul word as it is synonymous with 'western' - in fact if one is labelled a liberal it's almost like you're a target for the extremists. Now it seems that even the Western fashion world is out to take over part of Pakistan's cultural identity starting from its Peshawari chappal. In the list of 'Things the West wants to take away from us', no one thought that this 'western threat' would soon be targeting Pakistani culture in the form of fashion, an industry which has always tried to be synonymous with terms like modern, western, progressive. Until now, the chattering classes of Pakistan have taken to demanding that cultural integrity be determined and acknowledged in the world of fashion, especially when it comes to the Peshawari chappal. As the chappal was advertised online, initially there was a mixture of emotions ranging from amusement at the price tag and the neon pink lining to disappointment over the fact the chappal was named 'Robert' - a very non-Peshawari, non-Pakistani, non-South Asian name. The issue was not that a part of their culture was being sold, unacknowledged, for £300. The chappal, as it turned out, is part of the country's national identity - fragmented as it may be. The lack of identification of the chappal as hailing from Pakistan is what riled people so much so that online petitions were drafted and addressed to the UK Prime Minister David Cameron.

While there was some agreement that Paul Smith had not actually stolen the design or the concept of the chappal, the bottom line was there should have been some form of acknowledgment. Inspiration is the essence of fashion and crediting it is a sign of respect. So, soon enough, given the storm created over it, the name Robert was dropped and "inspired by the Peshawari chappal" was added.

Pakistani identity was honoured and respected. Given that ever since Pakistan's Islamisation program which included shedding off any non-Islamic heritage and building a 'Pakistani' culture which consisted of a religious foundation, it is not surprising to see how there was much ado about seeing the chappal up there being touted as a fancy piece of footwear costing an exorbitant amount of money, renamed as Robert. But all this hoo-ha over a chappal is a lot more than just a claim for credit. This insistence that the designer credit the chappal hailing from Peshawar is also a sign that Pakistan is tired of being portrayed as a country where its people are like savages who either hunt or are hunted by those who hunt. There is a desire to be associated with something other than bombs and blasts, terror and terrorism. Despite the continuous failings, the constant disappointments and the never-ending criticism from within the country and internationally, this is a country who can easily be labelled as being one of the worst hit by terrorism. And it's beginning to show. The eagerness with which young, feisty Pakistanis tweeted and posted FB updates about the chappal were not vicious attacks directed towards Paul Smith. There was admiration, pride and fondness for this item of clothing that originally emerged from a city which is drenched in blood caused by continuous attacks. Finally, here was something Peshawar could be proud of and did not have innocent blood smeared over it. Nor was there any of the usual provincial friction associated with Pakistani issues. For once there was national cohesion over something other than cricket, a culture-based item, in a country where its ethnicity remains under threat from Islamisation. But most importantly, the drafting and signing of a petition was a sign of political maturity instead of the usual reactionary activities.

**SWAT** - Four-day Swat Snow Festival 2014 began here at the Malam Jabba tourist resort on Wednesday. Chief Minister Khyber Pakhtunkhwa Perviz Khattak and General Officer Commander (GOC) Malakand division Major Gen. Javed Bukhari inaugurated the festival. The event was organised by the Pakistan Army aimed to promote tourism in the scenic valley. A large number of people from all over the country attended the festival. The event was full of skiing, gliding, snow trekking and tobogganing. On this occasion, students of schools and colleges were also present to enjoy the festival.

Addressing on the occasion, Chief Minister Perviz Khattak said that Khyber Pakhtunkhwa government is determined to promote tourism in the province. "Our government will bring back the charm and fun of Malam Jabba and the days are not far away when foreigners will start

### Pakistan's cultural diplomacy in UAE

*Associated Press of Pakistan  
Mar 12, 2014*

### Lacunae in 18th Amendment hurting tourism industry

*Business Recorder  
March 11, 2014*

visiting Swat valley once again," he maintained. He said that the KP government in collaboration with Pakistan Tourism Development Corporation (PTDC) will rebuild the Malam Jabba Motel and will introduce ski resort with new techniques. "There is no space for corrupt people in KP government," he said, adding with people's support the government would bring change in every sector of the province. Large number of people thronged Swat to enjoy Malam Jabba festival. A 35-year-old Sana Gul, a housewife from Islamabad told The Nation, "I came along with my family to watch the opening ceremony of Malam Jabba snow festival. I can't express my feelings in words that how amazing the event is. I took the opportunity to ask people across the country to visit Malam Jabba and enjoy the natural beauty of this land." A student of grade 9th Seema told this scribe that they have come from Peshawar to watch skiing. "It is thrilling for us and a memorable trip for my whole family," said Seema, who was enjoying the snow on the slopes in Malam Jabba. Talking to The Nation, Col Shahid Niazi said that we have organised the festival to revive the tourism sector in the valley. He said that the locals invested highly in tourism sector but due to devastation of PTDC's Malam Jabba SKI-CUM resort, they faced huge loss. He said that Army is doing its best and would make efforts to strengthen economic condition of the locals.

**ISLAMABAD:** Prime Minister's special envoy, Ambassador Javed Malik, has said that Pakistani art, cultural heritage and rich traditions are excellent mediums to project Pakistan's soft and positive image to the world. He was speaking as chief guest at a special art exhibition organized in the UAE, in which five emerging Pakistani artists displayed their art works, said a message received here Wednesday. Highlighting the importance of art and cultural diplomacy, Ambassador Javed Malik said in modern times the power of art as a tool for cultural diplomacy had become more relevant than ever before and could sometimes be even more effective than traditional forms of diplomacy in advancing a country's foreign policy goals. In a globally interdependent world, he said art and culture played a vital role in not only shaping intercultural relations with the world, but also paved the way for mutual cross-cultural understanding among people of different countries. "It is wonderful to be part of this initiative in which five Pakistani artists are displaying their art works in UAE, and we will be working closely with them and other talented Pakistanis around the world to showcase our rich culture globally," he added. The art exhibition in the UAE was entitled New Visions and was held at Mussawir Art Gallery in which Pakistani artists Anum Zaidi, Dua Abbas, Saba Zahid, Sarah Hashmi and Sadaf Naeem showcased their works of art. Appreciating the artists, Ambassador Javed Malik said that Pakistanis were talented and had ability in every walk of life, including arts, and they must be encouraged. He said the government led by Prime Minister Nawaz Sharif believed in encouraging talented Pakistanis and under his leadership talented Pakistanis living inside and outside Pakistan would be encouraged.

Travel advisories issued to the foreign nationals living in Pakistan apart, lacunas in the 18th constitutional amendment is hurting tourism industry in the country, one of the significant sources of foreign exchange earnings. Pakistan could enrich itself from Malaysian experience which is one of Southeast Asia's wealthiest and most developed countries. Malaysian government is endeavouring to increase tourism with the sole objective to diversify its economy and not make it dependent on exports. Experimental results show that tourism has become Malaysia's third largest foreign exchange earner and has ranked among the top nine world's most visited country behind Germany. Tourism industry is contributing to the economic growth, attracting more investment as well as increasing job opportunities. The case in point here is that of department of tourist services (DTS) which has been devolved to provinces much to the disenchantment of tour, travel and hotel industry. Although the high powered inter provincial co-ordination committee constituted by the government to address issues thrown up as a result of devolution has already recommended transfer DTS which serves as a regulatory body along with all its regional offices to the Ministry of National Heritage and the previous government had also decreed in favour of restoring tourism with federal government, orders to execute the orders have not been passed so far.

In the best interests of the country, Travel Agents Association of Pakistan (TAAP) has in a letter sent to the Prime Minister sought his intervention in this "very serious issue" and appealed that previous status of DTS be restored. Central Chairman, TAAP, Muhammad Iqbal has highlighted following areas which required immediate resolution. The Department of Tourist Services (DTS) was created in the year 1976 with the mandate to regulate air travel and hotel trade under the following three federal laws:

- Travel agencies act, 1976 and rules 1977.
- Pakistan hotels and restaurants act, 1976 and rules 1977.
- Tourist guides act, 1976 and rule 1996.

The DTS performs its functions as a regulatory body and monitors the air travel trade and hotel industry in the country. The regularity functions of DTS are performed under 411' schedule {Article 70(4)} federal legislative lists which read under section 6 & 24 as under:

6. Admission into, and emigration and expulsion from, Pakistan, including in relation thereto, the regulation of the movements in Pakistan of persons not domiciled in Pakistan, pilgrimages to places beyond Pakistan.

24. Carriage of passengers and goods by sea or by air.

Muhammad Iqbal said that in view of the aforesaid constitutional amendment, the Department of Tourist Services (DTS), a regulatory body has been transferred to the provincial governments, which is not in accordance with the law in the light of entry No.6 and 24 of the federal legislative lists as given in the 4th schedule of the constitution. The government of Punjab in its letter dated May 10, 2011, addressed to the Chairman Implementation Commission on the subject matter has already asked for guidance/advice after consultation with Law and Justice division before

### A tribute to iconic women of Pakistan

*The News International*  
 March 10, 2014

proceeding further in the matter. The travel and tourism industry is already performing below par due to the negative travel advisories by foreign governments not to travel to Pakistan. Further this constitutional amendment has also had adverse effects on the travel trade, for example: if an agent has one office in Islamabad, he cannot open the branch offices in other cities of Pakistan under the same name and licence, whereas the Travel Agencies Act, 1976 & Rules, 1977 and IATA accreditation allows him to have branch offices anywhere in Pakistan in addition to a head office. Furthermore, if he desires to open offices in Karachi, Lahore, Quetta, Peshawar, he has to apply for new licences, for each city separately, as per the policies of the provinces with provision of four new bank guarantees and fees. The 18th constitutional amendment has caused great distortion in the functioning of travel agencies business in Pakistan. A separate letter, on the subject, has also been sent to Federal Minister for Science and Technology and Chairman, high level committee, Zahid Hamid.

**ISLAMABAD:** Keeping its tradition of making use of art to voice women's concerns, Nomad Art Gallery organised a compelling art exhibition 'Women, Violence and Art' to celebrate International Women's Day. Besides highlighting social and cultural issues pertaining to violence, the exhibition celebrated intellect, creativity, courage and strength of six Pakistani women whose work in their respective fields signifies a crucial stepping stone for gender empowerment by using different art forms. The inauguration ceremony organised on Sunday was largely attended by the diplomatic community, human right activists and parliamentarians where the guests recited poetry to pay tribute to the six iconic women of Pakistan, including Mallika-e-Tarannum Noorjahan, poet, writer & activist Kishwar Naheed, poet Parveen Shakir who had an untimely death in a car accident, the exquisite classical dancer who faced many a struggle Naheed Siddiqui, Reshma, the haunting, soulful voice from the desert, and Benazir Bhutto, twice elected prime minister of Pakistan who faced a violent death. The aim of the event is to harness the transformative power of art forms to promote awareness, provoke dialogue and inspire action. Through this exhibition, much needed attention is drawn to the violence experienced by women world-wide and specifically in patriarchal, feudal societies with a retrogressive mindset which marginalises women and minorities. "As a social activist and curator of this event, I find that the range of gender-based violence is devastating, and occurs in every segment of society, regardless of class, ethnicity, culture, or whether the country is at peace or war," said Director Nomad Art Gallery Nageen Hayat.

Featuring the works through photography, poetry, music, posters, imagery in design and installation, the exhibition brings forth awareness of the root causes of violence against women and aims to raise awareness and create empathy for women's stories. The International Women's Day came from Clara Zetkins in order to celebrate the movements of women garment-makers in the US in 1857 and then in 1908 as their rights as workers followed by the declaration of March 8 as International Women's Day in 1910.

Ultimately, the show aspires to empower women and girls with new behavioral choices inspired by the lives of six women icons. "We also honour and remember the 'invisible' women, reflected through images in the powerful paintings by the respected Baloch artist Akram Dost Baloch," said Nageen. The exhibition also had international representation by the Egyptian artist, Naira El Tablawi, which refers to women's struggle based on colour, ethnicity and strength of African refugee women living in Egypt. Sensitive photography through the lens of the senior photographer Azhar Hafeez, photo journalist Myra Iqbal, young photographers Naeem Alam, Adil Riaz and Zainab Najib also featured the exhibition. Visitors also took keen interest in fine calligraphic installations by Riffat Khattak and 'Get Drenched' creatively designed accessories by Mahin Hussain based on Parveen Shakir's poem.

Speaking on the occasion, Ambassador European Union Lars Gunnar Wigemark said that Pakistan is blessed with strong and talented women. He shared certain statistics from Pakistan and European Union about the situation of women. "There were 11 million women who were not able to exercise their right to vote during last elections only because they did not have identity cards. Similarly, according to a recent report, 33 per cent of women experience violence in their lives in Europe," he said.

Kishwar Naheed shared her views and recited from her poetry.

Deputy Representative UN Women Sangeeta Raana Thapa paid tribute to the six iconic women of Pakistan and said that International Women's Day reminds us to celebrate the gains and strategies to face the challenges.

### Special packages needed to boost garment exports

*The Nation*  
 March 10, 2014

Generalise System Priority is a unique chance to promote the brands and export garments industry. Pakistani fashion has flourished well in the changing environment of fashion world. Since Pakistan came into being, its fashion has been historically evolved from different phases and made its unique identity apart from Indian fashion and culture. At this time, Pakistani fashion is a combination of traditional and modern dresses and it has become the cultural identification of Pakistan. Despite of all modern trends, the regional and traditional dresses have developed their own significance as a symbol of native tradition. This regional fashion is not static but evolving into more modern and pure forms.

The term Pakistani clothing refers to the ethnic clothing that is typically worn by individuals in Pakistan and by the people of Pakistani descent. Pakistani clothes express the culture of Pakistan, the demographics of Pakistan and regional. Dress in each regional culture reflect weather conditions, way of living and distinctive style which gives it a unique identity among all cultures. Pakistani dressing has similarities with Indian dressing because of pre-partition culture which was shared by these nations for thousand years but the religious factor was always there which makes a difference. Traditional Pakistani dressing also shares similarities between the ethnic groups of central Asia and ethnicities of the Iranian plateau such as the Turkic ethnic



groups (i.e. Kazakhs, Uzbeks, Turkmens and Iranian ethnic groups Tajiks, Khorasani Persians and Pashtuns).

With the passage of time Pakistanis are adapting modern dress and cultural clothing and exporting especially in big countries. The most favourite dressing among Pakistani women is shalwar kameez which is worn in different styles, colours and designs especially the front part of kameez is decorated with different styles and designs of embroidery. It is worn with different sleeve length, shirt length, necklines and different types of shalwars like Patiala shalwar, churidar pajama and simple trouser. Kurta is also worn by women in latest designs. Dupatta is an essential part of shalwar kameez and considered a symbol of woman's respect. Pakistani women have variety of traditional dresses other than Shalwar Kameez but they mostly wear them in special occasions like wedding, engagement, mehndi and other traditional ceremonies. Among these dresses saris are very popular and its each design and colour seems unique from the other e.g. Lehnga Style Sari. Lehnga is another popular dress which resembles with skirt but a typical traditional dress. Gharara and Sharara are two resembling dresses which are often used in ceremonies. Farshi Pajama is an old traditional dress which is worn occasionally. Laacha is worn in Eastern part of the country, it is a dress which resembles with Dhوتي from its lower part. All traditional dresses are expose trend traditional. But due to modern changes in fashion as society women and men are caring themselves and using classic two pieces pant coat and designer suits like Texados and classic three pieces suit pant coat. According to good patterns and designs in which Figure brand is number one brand to make custom made and standard size in Pakistan.

In Pakistan, fashion industry is introducing Pakistani traditional dresses and all over the world as cultural representatives and becoming a reason to introduce international trends not only in Pakistan but in over world. Media, film Industry and Internet have the biggest role in promoting fashion in Pakistan. There are a lot of TV Channels, Magazines, which are working only for fashion industry. Despite of the religious boundaries Pakistani fashion industry has become recognised all over the world through its designer garments, stylists and fashion shows. Pakistani stylists have also a major contribution in giving the celebrities and even an ordinary man a new look. In order to promote fashion garment industry, federation Pakistan chamber garments committee caring and trying their level best to export garment and trends by their members who are working hard to promote garment and the name of Pakistan. Committee depends upon the members who are running their renowned brands like Figure in male fashion garments and Meer collection for traditional ladies garments and Klay international for denim jeans. GSP Plus we have been adopted by the grace of God and ready to promote our designer and garments in Central America and European Union markets. Although, Bangladesh and India had not casted vote in the favour of Pakistan to find GSP, but by the grace of Almighty Allah, nobody can stop the progress of Pakistan. Although, Pakistan still facing crisis regarding industry but full of spirit to make designer garments and to promote and export to another countries to enhance export level. Extensive fashion activities in Pakistan Fashion Events held in different parts of the country as well as abroad in which versatile approaches towards new trends always amuse the spectators. In order to promote fashion there are many fashion weeks held in Pakistan to promote garment industry. But Husnain Kazmi is the person who had organised more than 32 fashion shows in 2 years. In this regard federation Pakistan chamber garments industry committee had decided to offer him gold medal upon his services toward promoting fashion and garments industry. Although, these events are major part to promote fashion garments and capture markets of the world, but in this regard, although, government of Pakistan is receiving 54pc tax of all the revenue. There is no gas, no electricity, if available then too much costly. These are the reasons behind not able to get export garments for another country. For better exportable industry, government should announce special packages of energy like electricity and gas to the industry on very competitive and less price rates then there is no doubt Pakistan will be in best exportable and the government could have best tax collection from the industry of Pakistan.

### Swat Snow Festival to start next week

*The Nation*  
March 9, 2014

### Barjees envisages attracting more visitors in Pakistan

[www.onlinenews.com.pk](http://www.onlinenews.com.pk)  
March 9, 2014

### CAA creepy moves drive travel & tourism industry to the verge of collapse

**RAWALPINDI-** To revamp the tourism industry of Pakistan, the government has declared to start a 'Swat Now Festival 2014' today, in Malam Jaba, Swat next week. This Snow festival is being organized in the valley in order to bring peace in the Malakand Division. The festival includes entertainment events for tourists as well as locals. Snow sports events like paragliding, hang-gliding, tobogganing and aeromodelling have been arranged along with funfairs for women and children. A musical gala will include Pakistan's renowned singers and bands. The snow festival will continue between 12 and 16 March. The opening and closing ceremonies will take place on 12th & 16th March, 2014 respectively.

**BERLIN:** Minister for Kashmir Affairs and Gilgit-Baltistan, Barjees Tahir has expressed his optimism of attracting more visitors to Pakistan in future. He visited Pakistan Pavilion at world's largest Travel Trade Show, ITB-2014 today in Berlin. He held meetings with leading tour operators of Germany and discussed different ways and means to make Pakistan as a favourite destination for the international tourists. An Iranian delegation also visited the Pakistan stall and exchanged views with the Minister on bilateral issues of mutual interest. The Minister also held a meeting with Pakistani tour operators who put up their stalls in the exhibition and discussed threadbare issues and problems being faced by the tourism industry of Pakistan. He also discussed future plans and formulating an implementation strategy in the light of issues raised and suggestions underlined during this visit.

The inaction and creepy moves of Civil Aviation Authority (CAA) has not only caused an irreparable damage to the national flag carrier, Pakistan International Airlines (PIA), but travel and tourism industry as well, which is almost on the verge of total collapse, according to Travel Agents Association of Pakistan (TAAP). To save this multi-million dollar industry from obsolescence, the TAAP has sought Prime Minister's intervention to bail out this vital sector and

*Business Recorder*  
 March 7, 2014

help restore the original status of PIA and travel and tourism in Pakistan. Setting up of a Market Cleanup Board (MCBP), is one of the many suggestions put forth by the TAAP, to alleviate the pain and agony of PIA and travel industry. In a lengthy explanation, TAAP said that had the CAA enforced and implemented the national aviation policy this vital sector would have not only performed par excellence but also generated revenues for the country. The nation's role as frontline state in war against terrorism in the region has caused detrimental effects on the travel industry of Pakistan.

There is an unprecedented slowdown in travel and tours business due to "Negative Travel Advisories" of various countries world-wide. TAAP highly commended Prime Minister Nawaz Sharif for his vision to bring reforms in the aviation industry, imperative initiative to establish aviation division and bring reforms in the jurisdiction of CAA and to uplift the national carrier. TAAP lauded the efforts of government for giving National Aviation Policy and taking serious notice of the lacuna left behind as a result of passage of the 18th constitutional amendment by the previous government which is affecting one way or the other inter-provincial harmony and co-ordination on subjects like travel and tourism (air & sea) and other portfolios. It also suggested that the recently constituted high-powered committee headed by Federal Minister Zahid Hamid to immediately restore the office of Regulator of travel agencies Department of Tourist Services (DTS) which should be a federal subject under aviation division to handle all relevant affairs of travel and tourism industry under one roof.

In an SOS, TAAP appealed to the Prime Minister to immediately intervene to save the situation from continuous flagrancy and transgression of foreign airlines and International Air Transport Association (IATA) and their unilateral policies. It expressed deep concern over existing fragile regulations of CAA for the foreign airlines/carriers operating to and from Pakistan, lack of vigilance on carriers' unilateral policies which have resulted in abusive dominance and dictatorial conduct of airlines under the umbrella of IATA in the country pushing travel and tourism Industry of Pakistan against the wall. TAAP highlighted that the core functioning of CAA was to ensure safe and efficient civil aviation deliverance and operations and to contain predatory pricing and unfair competition for the citizens of Pakistan, both internationally and domestically, through a system of filling and compliance thereof as enshrined in the national aviation policy has never been implemented and honoured resulting in a major chaos and crisis in the travel industry of Pakistan. The CAA has failed to perform its functions as ordained by the law and the rules for purposes other than those contemplated by law for personal unlawful gains and has further compounded their errors by ignoring and permitting IATA and other foreign airlines to implement harsh, arbitrary and whimsical procedures and rules, which have deprived the travel & tourism industry as well as the travel agents of Pakistan of their lawful right to trade in fair and competitive environment in the country. Likewise, TAAP believes that the IATA and foreign carriers are engaged in unethical activities and functioning contrary to the essence and spirit of the Civil Aviation Authority Ordinance 1982 and Civil Aviation Rules Part XX - Fares, Freights, Time Tables and Statistical Returns Section 349, 350, 351, 352 & 353 and prerogative/powers of the Director-General CAA as conferred in CAA Rules. Due to non-implementation/enforcement of Section 14 of the National Aviation Policy to regulate tariffs, investigate complaints and impose penalties on violators through a Market Cleanup Board (MCBP) the miseries of the travel industry and travel agents of Pakistan have increased manifold and continue to increase every passing day. TAAP is highly perturbed and aggrieved owing to unlawful acts of violations of fundamental rights by the foreign airlines operating to and from Pakistan and IATA at their own and bypassing the rules and regulations of CAA. This conduct is highly unjust, unlawful, discriminatory and biased. The financial organisations, institutions and related authorities of Pakistan, have failed to perform their required lawful responsibilities and duties to check this hoodwinking which is resulting in unlawful drain of valuable foreign exchange in total violation of the spirit of the Foreign Exchange Regulations Act of Pakistan, TAAP opined. TAAP regretted that the former Prime Minister Shaukat Aziz had given a free hand to IATA/foreign airlines, the control of travel business in Pakistan which resulted in one-sided imposition of policies, ignoring the regulators and escaping compliance to the law of the land. IATA, regardless of strong opposition and disagreement of travel trade TAAP, is dictating terms and policies of aviation industry of Pakistan. In India TAAP's counterpart/travel agents had approached their CAA and the high court for relief in respect to their grievances towards IATA/foreign airlines, and harsh and prejudiced BSP system which their court of law as well as the CAA of India decided in favour of the travel and tours industry of India. TAAP appealed Prime Minister of Pakistan: to take immediate notice of continuous flagrancy and transgression by the foreign airlines/IATA and restrain them from imposing their unilateral policies and dictates; to direct the Civil Aviation Authority of Pakistan and the aviation division to call immediate meetings with the TAAP to address their apprehension and to implement/enforce the Market Cleanup Board (MCBP) in Pakistan; to accord permanent representation to TAAP in the Board of the Civil Aviation Authority in respect to forming policies thereof and particularly for the new draft of National Aviation Policy; to restore travel agencies' Regulator - Department of Tourist Services (DTS) to the federal government preferably under aviation division or any other ministry government of Pakistan. Expressing concern, TAAP said that the travel and tourism industry is already crippled due to ever increasing cost of doing business in the history of Pakistan owing to self-imposed rules of foreign carriers under the protection and umbrella of JATA which are left unchecked by any regulating authority of Pakistan. Market Clean-Up Board (MCBP) of CAA as enshrined in National Aviation Policy to regulate foreign and domestic carriers, to contain pricing and unfair competition and to regulate tariffs, investigate complaints and impose penalties on violators which has been kept in abeyance for reasons known to CAA. Due to lack of check and balance by any regulator/CAA, foreign airlines in Pakistan are selling their tickets twice to three times the prices they are selling in neighbouring countries (UAE) Dubai, India, etc. Adding fuel to fire, foreign airlines, without hindrance or check by the concerned regulators, are directly competing with travel agents by

### Rulers wasting billions on festivals when people starve

[www.onlinenews.com.pk](http://www.onlinenews.com.pk)

March 6, 2014

### Seminar held to promote hotel tourism industry

The Nation

March 4, 2014

### Pakistan celebrates Baloch Culture Day

Pakistan Today, March 02, 2014

### A brand called Pakistan

Daily Times, March 01, 2014

taking away 95 percent sales by selling tickets at their counters and through websites which is also against the essence of the Competition Act of Pakistan 2010.

**LAHORE:** Ameer, Jamaat e Islami, Pakistan, Syed Munawar Hasan, has said that unscrupulous rulers were squandering billions on Youth Festivals at a time when dejected mothers were strangulating their kids because of poverty.

Talking to the JI Information Secretary M. Anwar Niazi by phone from Makkah on Wednesday, he said that the frequent raises in POL, gas and electricity prices had made the life of the common man miserable. The party coming into power on the ambitious programme of building Pakistan Asia's economic tiger, had practically ruined the country's economy. Syed Munawar Hasan said that the government could not be fool the masses through fictitious reports of economic revolution, especially because the World Bank had termed the economic situation of the country as alarming while according to the UN report, Pakistan was at the top in Asia on the poverty list. He said the general public was already disappointed but the rulers were hell bent on selling out important national institutions to their cronies and friends on throw away prices which would add to unemployment. The JI chief called upon the rulers to account for the huge sums of money received from the privatization of as many as 167 state institutions in 2011, and asked where all that money had gone. He said that in fact, the government was selling out these institutions on the IMF dictation to secure more loans.

**ISLAMABAD** - A seminar entitled "Experience a New Level of Hospitality & Management Training" was held here at a local hotel here on Monday. The basic aim of the seminar was to develop hotel tourism industry in Pakistan by providing hospitality and hotel management education to the students of Pakistan in Malaysia. It was arranged by IES Pakistan in collaboration with Malaysian Association of Hotels Training and Education Centre (MAHTEC) and General Manager of MAHTEC Sahak Ahmed, Sajeeb Vidyasagar, Director IES Naveed Khan and Project Manager Adnan Mukhtar addressed the participants. On this occasion, Sahak Ahmed said that the basic purpose of this activity was to build a workforce of highly skilled, innovative and disciplined individuals who would operate as one to enhance the efficiency of the hotel industry. He added that it would provide hospitality management students from Pakistan the opportunity to subscribe to a minimum six months to a maximum of nine months internship programme in Malaysia with Malaysian Association of Hotel (MAH) hotel members. Sajeeb Vidyasagar told that the programme is unique to other internship programme as participants would be provided five days training and certification by MAHTEC. He informed that good performing interns would have the opportunity to become full time staff at the hotels of Malaysia. A good number of students of various institutions of hotel and tourism industry attended the seminar and termed it a positive and productive event for them.

A Baloch Culture Day is being observed today (Sunday) across the country. Baloch youth and elders mark this day by wearing traditional dresses and turban. They strap a sword to their waist, attiring a traditional Baloch costume. Baloch children and women also mark this day with traditional fervor amid taking out rallies and arranging different gatherings. Besides that musical programmes were also organised in various cities and towns of Balochistan, Sindh, and Balochi speaking districts of Punjab and Khyber Pakhtunkhwa. Along with Pakistan, the day is also marked in Iran, Afghanistan, Dubai, Muscat, Bahrain, Saudi Arabia and India.

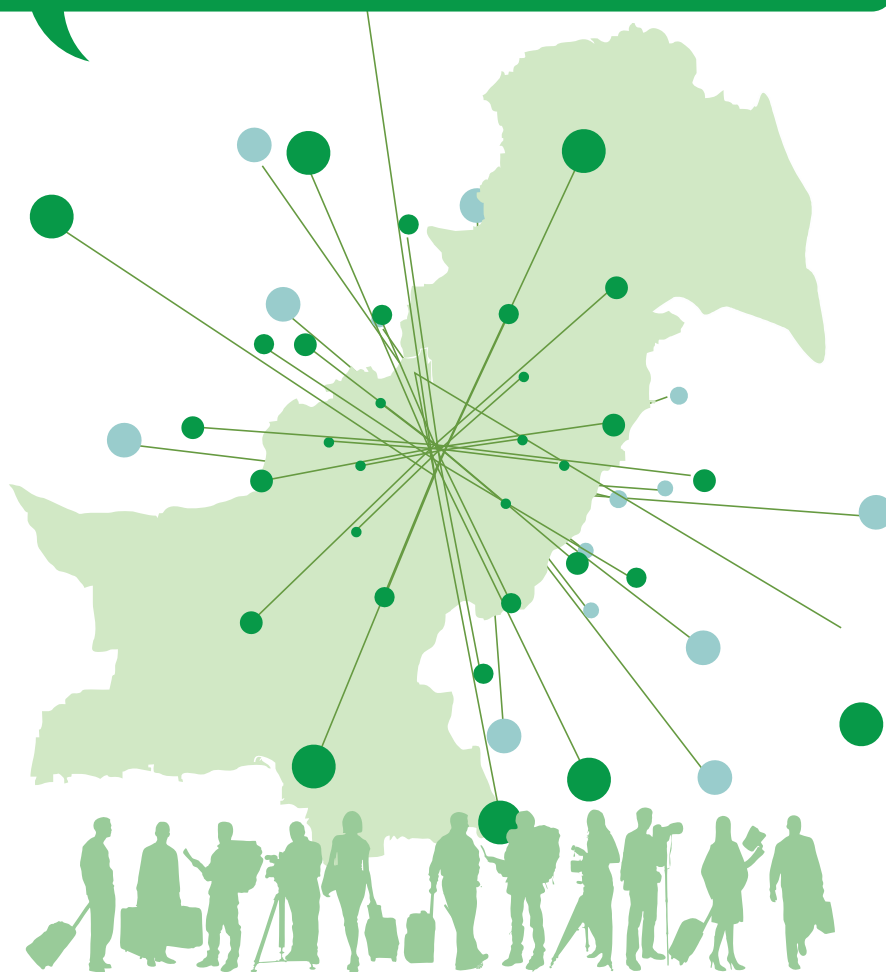
Italy is associated with style, Japan with technology, India with history and culture, so our efforts with branding must be guided to find our economic role. Here comes the question: how can we package ourselves?

Pakistan is striving for a positive image. One can spell out a number of reasons. On top is sectarianism and extremism, the plagues of our society. However, this does not suggest that things are not under control. There are good people and good things to report. It must be admitted that human societies have their limitations. Freedom, justice and equality are only ideals. Total justice and peace are not humanly possible. One should look at negatives with a 'glass half-full' approach and should realise that spreading positivity instead of deprivation will serve the cause better. Man will only remain on the right track if mental discipline is shaped by education and if there is fear of law, justice and punishment. If a society enjoys justice and fair play, it will surely portray a soft image. If our social, economic and administrative systems work reasonably and efficiently no harm can come to Pakistan. Every citizen must have confidence in the justice system. There can be no peace without justice and no civilised society without education. In the absence of justice and literacy no one can envision the credibility of a sound reputation for the country.

Pakistan is making all sorts of efforts to tackle terrorism not only for its own good but also for the whole world. Unfortunately, the western world is not giving Pakistan due credit. It keeps on highlighting only those things through which the image of the country can be damaged and their national interests are served but is it sensible to keep waiting for due credit? Putting aside the debate of this being our war or the war of others enforced on our country and steered by our forces, political leaders should get our unparalleled sacrifices and unshaken resolve acknowledged by the world regardless of mindless propaganda. Pakistan's soft image can be portrayed through three sources: culture, economy and the media. Pakistan is not able to attract the western world through its historical and cultural heritage. Tourism can bring a big change and can play a pivotal role. Cultural events, exchange programmes, broadcasting or teaching the country's language and promoting the country's culture and society can be used as soft tools. Basant and Valentine's Day celebrations will not help. We are in dire need of the culture of tolerance in Pakistan. We must think of starting exchange programmes between students. Teachers must be welcomed from abroad to teach their language to young students in Pakistan and vice versa. Science and technology must be given high preference. Helping other countries

in disasters and emergency situations can prove our soft side instead of highlighting our miseries with the greed of getting aid from the world. The government should keep working on issues of backwardness, unemployment and economic deprivation in the country and keep striving to address these through judicious distribution of resources. People buy brands, not products; this is an age-old fact acknowledged by many researchers around the world. We need to develop our brand called Pakistan. Almost every other country is associated with its national characteristics. Italy is associated with style, Japan with technology, India with history and culture, so our efforts with branding must be guided to find our economic role. Here comes the question: how can we package ourselves? The media, particularly the electronic media, can play a major role. We need to have more English news channels to have more of an international audience. The media has hyped bad news but that does not mean that nothing good has happened or is happening. The only prevailing fact, which the media works on is that bad news is more newsworthy than good news. The media has played a huge part in this feeling of desperation by mainly reporting bad news and harping on about it. Calling the same 'idiots' for discussions on prime time every day is hardly a way of finding solutions for our myriad problems. The media seems to be shunning every positive piece of news because it is not 'sexy' enough and gets no advertising. We all know that publicity is what a company or individual receives when something prominent happens and when the notable event is good, the publicity usually attracts a new client and gives the company something to brag about in future. We as a nation have to say that we are going through bad times and all of us, in some way or other, are contributors to this. Let us all resolve to get out of this rut by doing sincerely and honestly what our individual jobs are before we point fingers at others.

## SPONSOR'S MESSAGE



**TO SHARE YOUR MESSAGE WITH THOUSANDS OF  
TOURISM INDUSTRY PROFESSIONALS**



## HUMANITARIAN INTERVENTIONS IN TOURISM SECTOR IN PAKISTAN

**Maa Jo Melo - Mothers' Festival 23 March 2014**  
[www.heritagefoundationpak.org](http://www.heritagefoundationpak.org)  
 March 26, 2014

The Maa Jo Melo or the Mothers Festival held in Heritage Foundation's Eco-village Moak Sharif, met with unprecedented success. Originally intended for celebrating village HF's Barefoot Entrepreneurs and social franchisees as role models of enterprise and entrepreneurship in front of other rural women, it also became a highly successful Children's Festival. Those honoured were pursuing diverse livelihood activities including rickshaw adhi, dukan (shop) adhi, chuna (lime) adhi, saboon (soap) adhi, suraj pani (solar treated water) adhi, pakora (snacks) adhi, nan khatai (cookies) adhi, rilli adhi etc. These remarkable women, who barely ever stepped foot outside their own homes and fields and had been entirely non-literate, are now contributing to regeneration of local economy. Over 40 of them now held their own bank accounts and several more have learnt to sign their name and learning to keep accounts.

Widely believed to be the first event of its kind where marginalized women were being honoured in their own setting, the entire assembly exuded warmth and cheerfulness. While the village square with HF's specially designed DRR-compliant structures was the main venue where Moak Dhaba and Adhi Kitchen was attracting large crowds, the entire area from the entrance, the Government Primary School and the route to the vil-lage was decorated with colourful bunting prepared by children of ParhoPakistan centres. Shamianas were set up at different places to provide as much shade as possible for the participants. The colourful stalls presented the products of each of the 7-pilot villages which had been trained under the HF-IOM Women Centred CBDRM (Community Based Disaster Preparedness Management) program and offered herbal soap and organic fertilizer along with their colourful crafts.

On display was the "Dysfunctional to Functional: from Neglect to Sustainability" government school that had recently become operative due to HF-TIP program and the creation of Maa (Mothers) Committees.

The sports activities along with their performances kept almost 1,000 children gainfully busy that belonged to 14 different schools and ParhoPakistan (PP) Centres in different villages. These included Moak Sharif school, Moak Sharif PP Madiba Centre, Mohd. Hussain Marri school, Khakoo Wasan school, Khakoo Wasan PP Madiba Centre, Sukh Mal PP Madiba Centre, Dost Mohd. Khokhar PP Madiba Centre, Karim Dad Wasan Madiba School, Secondary School Bukhaira Sharif, Juma Khan Marri PP Madiba Centre, Urs Dars school, Mohd. Dars school and Karachi Stop school.

Similarly, 16 villages were represented by the 1,000 women strong congregation, which included representation from Moak Sharif, Khakoo Wasan, Hashim Burfat, Mohd. Urs Dars, Alam Khokhar, Juma Khan Marri, Mir Yousuf Talpur, Dost Mohd. Khokhar, Sukh Mal, Karim Dad Wasan, Mulla Ahmad, Faqir Burfat, Ahmad Burfat, Mohd. Hasan Dars, Tando Allahyar city and Bukhaira Sharif.

Honoured guests included Senator Nasreen Jalil and MPAs from Hyderabad and Sukkur. SZABIST was represented by former KPT chairperson Ms. Nasreen Hague and Ms. Waheeda Mahessar, Mrs. Hakim Ali Zardari, Dr. Michael Jansen and Mrs. Michael Jansen. Eminent architects Shahab Ghani and Mujahid, IOM team headed by Hasbullah, Rotary Club members Farooq Dadi and distinguished journalists Shanaz Ramzi and Afia Salam as well as a coarser full of prominent Karachi-ites were present at the festival. Ms. Feryal Gauhar organised the street theatre to emphasize the importance of maternal health and family planning, along with Visual World's theatre on the need for disaster preparedness. Ms Faiza Khan's video team from Al-Jazeera filmed the event, as did young film makers Naseem Ahmad and Hamid Magasi.

The success of the event was due to the generous gifts that had been provided by Karachi Electric, Hum TV, Cotton Mills of Faisalabad - Sitara Textile; Ibrahim Fibres; Rashid Textile; Itehand Textile, Candyland, Shan and Transparency International-Pakistan. Almost every child and woman who participated in any activity was given a gift, thus creating a huge amount of cheer in the unique assembly of children and women in a remote area of Sindh.

HF Team: CEO Yasmeen Lani, Naheem Shah, Mariyam Nizam, Sumaira Shaukat, Waseem Akbar, Hina Zaidi, Farea Khan and Noor Sadiq.

Films are a great source of entertainment and education especially for children and youth. There are immense benefits in experiencing a good film, it introduces us to the world we are living in, exposes us to cultural diversity and promote imagination and critical thinking. Lahore International Children's Film Festival, a project of The Little Art, has been bringing some of the world's best films, made for, by and about children and youth to Pakistan since 2007. The Festival has been pivotal to entertain, inspire and education thousands of children in several cities across Pakistan. The process of filmmaking on the other hand also offers great learning opportunities to children. Filmmaking being a great blend of various art forms, which also addresses science and sports, provide children multi-dimensional benefits. They polish soft-skills such as leadership, collaboration, articulation and artistic development in the process. The Little Art invites you to participate in the first inter-schools "National Filmmaking Competition". Through this competition, we aim to give students, young and teens to showcase the talent in an International Festival and earn recognition for them while representing their schools. Teams will be registered from schools for this competition. We encourage 2-3 teams from each school to get registered. Each team is expected to produce a short film. For the schools in Lahore, the selected teams will get mentoring support. Film students from Beaconhouse National University, TLA's knowledge partner, will be linked to the registered teams for mentoring and support in producing quality films.

### Schedule:

30th April 2014: Last date for submission of scripts/storylines along with a list of cast and crew.

**Inter-School Filmmaking Competition**  
[www.thelittleart.org](http://www.thelittleart.org)  
 March 24, 2014

30th June 2014: Last date of submission of the films

#### Registration

Students of any age group enrolled in a school can register for the competition.

#### Film duration and categories

Students (of any group) can make short films, documentaries and music videos. The duration of the films shall be up to 5 mins including titles and credits.

#### Awards

The best film will receive 25,000 Rs. cash prize from Children's Film Fund. Each registered team and its students, including the teacher from the school will receive Certificate of Participation.

Eight awards will be given in the following categories;

Best film (Trophy for the school)

1st runner-up film (Trophy for the school)

2nd runner-up film (Trophy for the school)

Best script/story/screenplay ,Best direction, Best acting, Best editing

#### Competition process

Announce your school's participation to the students and ask a concept write-up or a story for the film project. Short list the stories and concept write ups, and finalize maximum 2 group submissions. Make the submissions ready to shoot with the group, and ensure that these are in compliance with the Competition rules. Support the students in the process of filmmaking, and help them putting together a masterpiece!

Once the film is finished and reviewed, send us with the filled Submission Form. The film shall be on DVD or USB data device in .MP4 or .MOV format. The Festival Programmers of Lahore International Children's Film Festival will review the submissions and a selection will be premiered in the 2014 Festival. The jury or the competition will be selecting winners from the shortlisted films, and winners will be announced in the closing Ceremony of the Festival.

Kuch Khaas and the Lime Tree brought you a Street Food Bazaar last Sunday, and you all made it a smashing success!

The bazaar included street foods from around the subcontinent, games, photo booth, even traditional dhol players. It was our first bazaar of the year and we hope to continue it every month, with a different theme each time. Our menu included items mainly from India and Pakistan. Pongal, which is a rice dish originating from Southern India, is very similar to the Pakistani staple food, Khichri. We also offered Vadas, another traditional South Indian snack that is doughnut-shaped and deep-fried in oil. One of the first items to sell out was our Bhel Puri, a type of chaat with puffed rice, sauces and vegetables. Extra chutney, please!

Kheema Pao was another street food item on our menu, which is a typical dish of minced meat with bread.

The second most popular dish among those of you who attended was our Samosa Chaat, a local favourite that's made with mashed samosa pieces, vegetables and assorted chutneys.

Our bazaar also included Pakistani street food staples such as the Nizami Roll (chicken & egg) and the Anda Shami Burger. No celebration of street food is complete without burgers and roll parathas! We also brought you an assortment of sweet dishes, including churmuri parathas, kulfa falooda and fresh, hot gulab jamun. Yum yum! Our drinks menu consisted of lemon soda and classic Kashmiri chai.

The games booth at the bazaar offered a 'matka race,' which was great fun for all involved! Participants raced each other while trying to balance a pot full of water with only one hand, and naturally, hilarity ensued. For the photo booth, our team decorated the Kuch Khaas Vespa, adorned with traditional garlands. We got lots of excellent photos out of that! It was an enjoyable Sunday for all involved, but of course, it was you guys that made the event successful.

### Street Food Bazaar at Kuch Khaas

[www.kuchkhaas.org](http://www.kuchkhaas.org)  
March 1, 2014

## LAHORE TOURISM PROFILE

### Introduction:

Lahore is the capital of the province of Punjab, and is the second most densely populated city in Pakistan. It is also known as the Paris of the East and Heart of Pakistan. It is located near the rivers Ravi and Wagah, close to the Pakistan-India border. Due to Lahore's rich history, the Mughal and colonial architecture has still been preserved in its entire splendor. Mughal architecture such as, the Badshahi Mosque, Lahore Fort, Shalimar Gardens and the mausoleums of Jahangir and Nur Jehan are very popular tourist spots in the city. Various colonial buildings originally built by the British, such as the Lahore High Court, General Post Office (GPO) and many other Historical places are still retain their Mughal-Gothic style.

### Short History:

According to Encyclopedia Britannica, the famous Chinese traveler Yowang Chowang has mentioned the city of Lahore as the great city of Bahamans. Lahore was called by different names in the ancient times. According to the Hindu mythology the city of Lahore is named after the son of prince Ram Chandar whose name was "Loh" and who originated this city<sup>1</sup>. The old writings tell us about the origin of a definitive city in the 10th century, Nonetheless, the origin of the name "Lahore" can be mainly attributed to the name given by Ram Chander<sup>2</sup>. Passing from different period and rulers i.e. Muslims, Mongols, Turkish, Mughals, Sikhs and British Lahore become the part of Pakistan in 1947.

### Culture:

The culture of Lahore is a manifestation of the lifestyle, festivals, literature, music, language, politics, cuisine and socio-economic conditions of the people. North-west of Lahore contains the heart of Lahore - its original cultural property in the form of mosques, forts, gateways, residential buildings, palaces, tombs, alleyways and open squares. The true "Lahori" life is visible everywhere when one walks through its narrow winding alleys. Life inside the Walled City of Lahore is lively and fascinating.<sup>3</sup>

District Lahore at a Glance <sup>4</sup> :			
<b>Area = 1,7721 Sq. Kms.</b>		HU's having Electricity	= 845,334 (95.87 %)
		HU's having Piped Water	= 662,725 (75.16 %)
		HU's using Gas for Cooking	= 556,772 (63.15 %)
<b>Population = 1998 6,318,745 persons</b>		<b>Administrative Units (2010)</b>	
<b>Male</b>	<b>= 3,328,502 (52.68 %)</b>	<b>Talukas</b>	<b>= 2</b>
<b>Female</b>	<b>= 2,990,243 (47.32 %)</b>	<b>Union Councils</b>	<b>= 165</b>
<b>Average Household Size = 7.1</b>		<b>Towns</b>	<b>= 10</b>
		<b>Mauzas</b>	<b>= 360</b>
<b>Total Housing Units = 881,708</b>		<b>Registered Voters (Gross) = 4,349,904</b>	
<b>Pakka Housing Units = 813,772 (92.29 %)</b>		<b>Male</b>	<b>= 2,486,121</b>
		<b>Female</b>	<b>= 1,863,783</b>
		<b>Literacy Rate = (10 +) (2010 est.) 77 %</b>	
		<b>Male</b>	<b>= 80 %</b>
		<b>Female</b>	<b>= 73 %</b>

**Languages:** First language is Punjabi, Second Language Urdu. Saraiki is also known language and other are Potohari, Jandali, Chhachi, Rajpoti, Pushto.

**Famous Lahori Cuisine :** Gosht karahi, Dal gosht, Murgh Cholay/Channay, Murg, Seekh kababs, Gol gappa, Dahi bhallay, Shawarm, Chicken tikka, Biryani, Haleem, Halwa Poori, Nihari, Lahori Fried Fish, Chargha.

### UNESCO Identified Heritage sites:

- Lahore Forte
- Shalimar Gardens

### Tentative List of UNESCO Sites in Lahore:

- Badshahi Mosque
- Tombs of Jahangir
- Tomb Asif Khan
- Tomb Akbari Sarai & Wazir Khan's Mosque.

<sup>1</sup> James Taad 1883; Kanhya laal 1882; Sir Richard Temple 1884; Tahqeeq-e-Chisti 1867

<sup>2</sup> District Profile Lahore (IMMAP Pakistan)

<sup>3</sup> walledcitylahore.gop.pk

<sup>4</sup> District Profile Lahore (IMMAP Pakistan)

# Lahore Tourism

## Lahore Lahore Aye!

### Educational Capital of Pakistan

With more colleges and universities than any other city in Pakistan, Lahore hosts some of Pakistan's oldest educational institutes: Government College Lahore & Forman Christian College, established in 1864; Government Islamia College Lahore, established in 1892; and University of the Punjab, established in 1882

### Food City

Lahori's love their food! So much so that there are whole street devoted to eating out. Famous food include Halwa Puri, Siri Paye, Naan Charany, Dahi Bhalle, and Channa Chaat

### City of Festivals

Lahore is known for its lively atmosphere. Festivals celebrated include Basant (Jashn-e-Baharan), Mela Chiraghana, World Performing Arts Festival and Shab-e-Barat

### Literary Figures

Allama Iqbal  
Faiz Ahmed Faiz  
Abdul Hameed Adam  
Agha Shorish Kashmiri  
Ashfaq Ahmed  
Habib Jalib  
Munir Niazi  
Cateel Shirai  
Ahmad Nadeem Qasmi  
Saadat Hasan Manto  
Halima Masroor

### Lahore Museum

Established in 1865, Lahore Museum is the biggest museum of the country. The Fasting Buddha from the Gandhara period is one of the most famous objects of the museum

### Connecting City

In the heart of the city, Lahore Railway Station is biggest Railway Station in Pakistan and serves as a connecting center for commuters to distant parts of the country. Lahore is home to Allama Iqbal International Airport and first metro bus service in Pakistan, Lahore Metrobus Service.

### Lahore Zoo

Established in 1872, Lahore zoo is thought to be the 4th oldest zoo in the world! Today the zoo houses a collection of about 1380 animals of 136 species.

### City of Gardens

Lahore is known as the City of Gardens. Gardens and Park in Lahore include Shalimar Bagh, Hazuri Bagh, Iqbal Park, Mochi Bagh, Race Course Park, Guisthan Iqbal Park, Nasir Bagh, Wild Life Park, Jallo Park, Changa Manga and Bagh-e-Jinnah

### Architectural City

Lahore is full of beautiful and historical architecture - Lahore Fort, Shalimar Bagh (both named UNESCO World Heritage Sites) Tomb of Emperor Jehangir and Queen Nur Jehan, Chahuburi Gate Badshahi Masjid, The Walled City, and so much more!

### Historical City

Lahore has been the regional capital for numerous empires since the 11th century due to its central location. Lahore is an ancient city with more than 200 archaeological sites and historic places. Some historians trace Lahore's history as far back as 4000 years

### Metropolitan City & Economic Hub

Lahore is the second largest city of Pakistan and one of the most densely populated cities in the world! Known for its industrial belt and home to largest IT Park in Pakistan, Lahore is the country's second largest economic hub after Karachi and commercial capital of Punjab



74°18'40"E 74°18'20"E 74°20'0"E 74°21'40"E 74°23'20"E

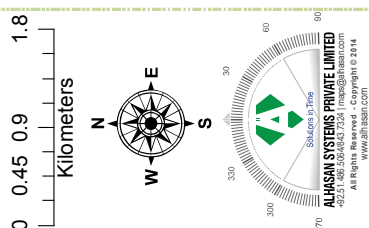


## Legend

- Legend:

  - Historical Places (Yellow circle with a building icon)
  - Museum (Brown rectangle)
  - River (Blue rectangle)
  - District Boundary (Green rectangle)
  - Town Boundary (Red rectangle)
  - Canal (Light blue line)
  - Roads (Grey line)

Creation Date: March 30, 2014  
Projection/Datum: WGS 84 Geographic  
Page Size: A3



**Data Source:**  
Alhasan System Private  
Limited Islamabad, Pakistan.



## View from Pakistan: Cultural Terrorism

March 21, 2014— *Mohammad Ali Babakhel*

DESTROYING the imprints of history, culture and tradition can be termed 'cultural terrorism.' The recent attacks on cinemas in Peshawar and elsewhere weren't simply acts of terrorism but also depict the mindset of the attackers: they wish to destroy diversity.

Extremists in this part of the world want to not just snatch away the right to life, but also eliminate culture.

The cinema still attracts poor folk. These attacks affect the country's dying cinema industry while depriving the working class of an easily accessible form of entertainment. But it's not just the cinemas. Attacks such as those on the Sri Lankan cricket team, on jirgas, funeral processions, shrines, cultural centres, CD shops and singers are all part of cultural terrorism.

Once, Buner and Dabgari in Peshawar were known for the music that floated through the streets. But since 2006, 175 attacks in Khyber Pakhtunkhwa have targeted CD and barber shops. Pashto singer Wazir Khan Afridi, who produced 40 albums, was recently killed in Peshawar. Earlier, popular singers Ghazala Javed and Ayman Udas were killed by their relatives. In 2008, Pashto singer Gulzar Alam was targeted in a gun attack but managed to escape unhurt.

The circle of violence spreads beyond Khyber Pakhtunkhwa and to other spheres of culture and erudition too. Recently, renowned playwright Asghar Nadeem Syed survived a gun attack. Three years ago, the vice-chancellor of the Islamia College University was kidnapped. In 2009, militants attacked Malakand University while in 2010, Dr Farooq, the vice-chancellor of the Swat University and one of the inventors of the Sabaoon component of the de-radicalisation programme was killed by extremists. A dean of Karachi University and a professor of the Gujrat University were also targeted recently.

Until 2008, Swat used to attract thousands of tourists, including foreigners. But the TTP-led insurgency pushed the scenic valley into darkness. The Pakistan Tourism Development Corporation's Malam Jabba ski resort was bombed and the chair lift was also destroyed. There are more than 855 hotels in Swat valley which used to be a source of employment for more than 40,000 people. During the spell of militancy, all were closed. It is estimated that between 2007 and 2009, the hotel industry in Swat valley suffered a loss of some Rs60 billion.

The hotel industry promotes trade, investment and culture but a decade-long spell of terrorism continues to keep visitors away.

Across the country, in Peshawar, Islamabad, Karachi and Gwadar, leading hotels have suffered hits. Meanwhile, the killing of foreign mountain climbers in Nanga Parbat was unprecedented; their slaying in such remote heights is a measure of the extremists' dedication to an unhappy cause.

In Balochistan, Ziarat — the abode of Baba Kharwari and the place where Mohammad Ali Jinnah spent his last days — was also targeted. By hitting the Ziarat Residency, the militants not only badly damaged the building but also brought grief to every Pakistani. Some quarters rightly termed it "ideological terrorism." Ziarat is also known as the location of the second-largest juniper forest in the world, and was therefore a tourist destination, too.

Pakistan offers enormous opportunities for religious tourism for Sikhs, Hindus and Buddhists. Places like the Buddhist monastic complex of Takht Bahi (Throne of Origins) in Mardan, Katasraj in Chakwal, Shiv Mandir in Umakot, Gurdwara Panja Sahib and Nankana Sahib in Punjab would attract many visitors.

But shrines and holy places of the Muslims and others have been attacked. Thirty-five died when the shrine of Data Darbar in Lahore was targeted. Militants have targeted the shrines of Sufi Sheikh Nisa Baba and Sheikh Bahadur Baba in Khyber Agency; the tomb of Haji Sahib Tarangzai in Mohmand Agency was captured and converted into the militants' headquarters. The list is long indeed. All of this has sorely affected the once rich culture of Pakistan.

The sphere of sport has also suffered. The attack on the Sri Lankan team proved a serious blow to cricket in Pakistan. The Pakistan Cricket Board suffered losses to the tune of some \$51.22 million due to foreign teams' refusal to visit the country.

On the first day of 2010, in Lakki Marwat, a suicide attack on a volleyball match killed 105 people. The attack was a message for young men to participate not in healthy sports but in extremism.

Education helps bring peace. But by 2012, 758 schools had been destroyed by militants, including 640 schools in just the Malakand Division.

Civil society, the media and the government need to protect the country's cultural diversity. Festivals, art, music and literary activities will guarantee life and peace. We need urgently to save them.





## Globalisation and Pakistani culture

March 16, 2014.... Arifa Shahid

Globalisation is deeply related with various issues including "the spatial reorganisation of production, the interpenetration of industries across borders, the spread of financial market, the diffusion of identical consumer goods to distant countries, massive transfer of population within South as well as from South and East to the West, resultant conflicts between immigrant and established communities in formerly tight-knit neighbourhoods and an emerging world-wide preference for democracy." (Mittelman, 1996; 2)

Culture is shared beliefs, values, traditions and behaviour patterns of group. It is a vehicle for social cohesion and stability because it promotes mutual understanding. It brings peace and harmony in society. It teaches us to rely on local resources and local people rather than outside resources. It can lead any country toward development.

Pakistan is an Islamic state who is predominantly Muslim. Its culture is basically based on the Islamic beliefs, values, ideologies and traditions. In Pakistan there are almost 4 percent non-Muslims (minorities) who have freedom to practice their religious and cultural practices. Pakistan is influenced by various cultures of subcontinent. It is different from other cultures of Islamic countries.

Coke Studio is a Pakistani music television series. It brings different artist on one platform. These artists belong to different regions of Pakistan. It is a source of creating harmony and peace among different cultures. Through Coke Studio Pakistani music is accessible to international audience. Drama and film industry represents and reflects societal thoughts and demands. They show us where the society is going. It can depict the culture in terms of values, norms, dress code, food, traditions and ideology of all kinds. We can now easily see foreign TV shows in our country.

The print media in Pakistan is also publishing global news and matters of international concern. The increase in the number of English newspaper and their circulation depicts that Pakistan has undergone a change as a result of globalisation.

The fast food industry, originally conceived in Southern California during the 1940s, not only altered the eating habits of Americans, but also those in many other countries around the world, including Asian countries. In Pakistan first fast food centre was opened in 1997. Now fast food centres are found on the corners of every street, off the side of main highways, airports, malls, schools, gas stations, local shopping centres, and even in hospitals.

The spread of English as international language and emergence of internet as a fast communication channel are mutually enforcing trends in an age of globalisation. In Pakistan, the demand of learning English and the consequent opening of thousands of 'English medium schools' indicates a change in the needs of people to adopt English as a second official language. The last few decades have seen a growth in the role of the English language around the world as the lingua franca of economic, scientific, and political exchange.

Family is one of the basic and crucial social institutions. Other four institutions of the society are education, politics, economics and religion. Whenever change comes in one institution it normally impacts other institutions and their roles.

The following changes can be observed as a result of globalisation: One, the influence of clans and kin groups are decreasing. Second, expanding rights for women (e.g. education and economic independence). Third, we are moving from joint family system to nuclear family system. Four, decline in birthrates due to women working in different job markets. The last one is increasing room for adults' rights. Now youngsters have a right to select their mates within family and out of family.

In Pakistan family system are moving from joint family system to nuclear family system. Our cultures teach us collectivism but after globalisation our culture is becoming individualistic. Clans and kin groups' influences are decreasing. Basically, globalisation is changing our traditional gender roles.

Pakistan's most common dress is shalwar kameez. Women carry dupatta with it. But the globalisation has made possible for us to access dresses of different cultures through internet. We can see their fashions and we can buy their dresses through online shopping. We can even adopt their dressing styles.

Globalisation impacts all nations. It has different impact on different culture. The impact basically depends on that country's socio-economic and political condition. The Muslim society of Pakistan took great influence from Hindu and British cultures after long and intimate association. This influence is prominent from the language, music, entertainment, food and family structure.

Basically, ours is a hybrid culture. Global culture has impacted us on individual, society and nation levels. It also affects our daily life routine.



## 3.0.0.0E



## سرخیاں

پاکستان میں ہندو برادری نے  
منایا رنگوں کا تہوار، ہولی

وائس اف امریکا

31 مارچ 2014

## تفصیلات

کراچی: دنیا بھر میں موجود ہندو برادری نے پیر کو رنگوں کا تہوار ”ہولی“ روایتی جوش و جذبے اور خوشی کے ساتھ منایا۔ پاکستان میں بھی ہندومت کے ماننے والوں کی بڑی تعداد موجود ہے لہذا یہاں بھی ہولی روایتی طور طریقوں کے ساتھ منائی گئی تاہم اس بار لاڑکانہ کے ناخوش گوار واقعے اور تھر میں قحط کے سبب اس کے رنگ کچھ پھیکے رہے۔ بلوچستان، خیبر پختونخوا، پنجاب اور سندھ۔ چاروں صوبوں میں اقلیتی برادری رہائش پذیر ہے لیکن سندھ وہ صوبہ ہے جہاں سب سے زیادہ ہندو کیونٹی آباد ہے۔ سنہ 1998 کی مردم شماری کے مطابق پاکستان میں ہندوؤں کی آبادی 27 لاکھ ہے لیکن اب اس میں خاصا اضافہ ہو چکا ہے۔ ملک کا سب سے بڑا شہر کراچی بھی ہندوؤں کا مسکن ہے۔ شہر کے مختلف مندروں اور دیگر مقامات پر اتوار کی رات روایتی انداز میں ہولی جلائی گئی جبکہ پیر کو ایک دوسرے کو رنگوں میں نہلایا گیا، کچے رنگ پھینکے گئے۔ گال لگائے گئے اور ان سب کے ساتھ ساتھ خصوصی پوجا کا بھی اہتمام ہوا جبکہ پوجا کے بعد پرشاد بھی تقسیم کیا گیا۔ کچھ مقامات پر اتوار کی رات کو بھی ہولی جلانے کے بعد ایک دوسرے پر رنگ پھینکے گئے۔ کراچی کے رہائشی شیاام کمار نے وائس آف امریکہ کو ہولی سے متعلق بتایا، ”ہولی امن و شانتی کا پیغام ہے، اسی لئے دوسرے مذاہب کے ماننے والے بھی اس میں خصوصی طور پر شرکت کرتے اور اظہار یکجہتی کرتے ہیں۔ ندو ویلفیئر کونسل پاکستان کے مطابق سندھ کے بعد پنجاب میں سب سے زیادہ ہندو آباد ہیں۔ یہاں ان کی آبادی 4 سے 5 لاکھ ہے۔ لاہور، بہاول نگر، بہاول پور، رحیم یار خان، ملتان، ہارون آباد، اوج شریف، صادق آباد، ڈوٹکا بوٹکا، لیاقت پور، سیالکوٹ، خان پور، راولپنڈی، قصور، گوجرانوالہ، ننکانہ صاحب، سرگودھا اور دیگر شہروں میں ہندو خاصی بڑی تعداد میں موجود ہیں۔ ہولی کے دن ہندو میتھالوجی پر مشتمل کھٹاسنی اور سنائی جاتی ہے۔ بھجن گائے جاتے ہیں، دیوی دیوتاؤں کی آرتی اتاری جاتی ہے۔ نوجوان اور بچے بھنگلے اور لڑیاں ڈالتے ہیں۔ بچوں میں تحفے بانٹے جاتے ہیں۔ اندرون سندھ اور پنجاب میں ہولی کے موقع پر جشن کا سا سماں ہوتا ہے۔ بیشتر جگہوں پر ایک ساؤنڈ پر اونچی آواز میں موسیقی بجائی جاتی ہے جبکہ موسیقی کی دھن پر رقص بھی کیا جاتا ہے۔ خواتین ہولی جلنے سے پہلے اس کے گرد پکر لگاتی اور فٹیں مانتی ہیں۔ ایک دوسرے پر رنگ ڈالنا عام بات ہے۔ بچے، بڑے، خواتین، مرد ہر کوئی ایک دوسرے کو دھتک رنگوں سے نہلا دینا چاہتا ہے۔ کم و بیش ہر محلے میں، گلیوں میں، چھتوں اور میدانوں میں رنگ بھری پیکارپوں سے ایک دوسرے پر رنگ اور پانی پھینکا جاتا ہے۔ چھتوں پر موجود نوجوان لڑکیاں بھی ایک دوسرے کے چہروں کو رنگ لگاتی ہیں۔ گولارچی ضلع بدین سندھ سے تعلق رکھنے والے ”پپو“ نے وائس آف امریکہ کو بتایا کہ سندھ میں ہولی کے موقع پر مٹکی پھوڑنے کا رواج بھی بہت قدیم ہے۔ مختلف لڑکے اور لڑکیاں ٹولیوں کی شکل میں بہت اونچائی پر بندھی مٹکی کو پھوڑتے ہیں۔ مٹکی پھوڑنے کیلئے لڑکے ایک دوسرے کے کندھوں پر چڑھ کر مٹکی تک پہنچتے ہیں۔ درمیان میں کئی بار انسانی جانوں سے بنا ’زینہ‘ ٹوٹ بھی جاتا ہے لیکن جتنی بار یہ ٹوٹا ہے اتنی بار ہی دوبارہ بنایا جاتا ہے۔۔۔ اور اس وقت تک یہی سلسلہ جاری رہتا ہے جب تک وہ مٹکی نہ پھوٹ جائے۔ بدین کے دیہی علاقوں میں بھی ہندوؤں کی ایک بڑی تعداد آباد ہے اور ہولی کا یہ تہوار نہ صرف بدین بلکہ ضلع کے تمام شہروں اور دیہات میں بھی بھرپور طریقے سے منایا جاتا ہے۔ ہندو عقیدے کے مطابق ہولی کے ساتھ رنگ تمام بیماریوں سے شفا کا کام انجام دیتے ہیں۔ سندھ کے صحرائی علاقے تھر میں ہندوؤں کی اکثریت آباد ہے۔ عمرکوٹ، تھرپارکر اور ضلع ساگھر میں یہ تہوار بہت ”حرش و الاس“ (جوش و جذبے) کے ساتھ منایا جاتا ہے۔ لیکن اس سال خشک سالی نے ہولی کے رنگ پھیکے کر دیئے۔ جن گھروں میں قحط نے بچوں کو آلیا وہاں آج سارا دن خاموشی، ویرانی اور افسردگی کا ماحول رہا۔ پاکستان ہندو فاؤنڈیشن کے سابق پریذیڈنٹ ڈی ایم مہاراج کے مطابق ہولی کا تہوار بھاگن کے سہینے میں منایا جاتا ہے۔ بھاگن ہندو برادری کے کلینڈر میں ایک سہینے کا نام ہے۔ ہولی کے روز ایک ظالم بادشاہ کی بھی موت ہوئی تھی جس سے نجات کی خوشی میں ہولی منائی جاتی ہے۔

## اپریل فول مغربی تہوار

نوائے وقت

31 مارچ 2014

کمری! میں آپ کے روزنامے کے ذریعے یہ بات واضح کرنا چاہتی ہوں کہ جیسا کہ اہل مغرب سے درآمد شدہ جو تہوار ہمارے ہاں منائے جاتے ہیں ان میں سے ایک اپریل فول بھی ہے جو یکم اپریل کو ایک دوسرے کا مذاق اڑا کر اور بے وقوف بنا کر منایا جاتا ہے اور اسے ہلکے پھلکے مزاح کا نام دیا جاتا ہے مگر حقیقت میں یہ جھوٹ اور دھوکے کا پلندہ ہے اسلامی ایک فطری مذہب ہے سچا اور جائز مزاح اس کے ضابطہ حیات میں بھی مستحسن ہے۔ لیکن اس طرح کے بے ہودہ اور جان لیوا مذاق کی اسلام ہر گز اجازت نہیں دیتا۔ اور ہر سال اپریل فول کے موقع پر مذاق کے طور پر بولے گئے جھوٹ کے کئی ہولناک نتائج و واقعات ہمارے سامنے آ چکے ہیں۔ لہذا میں آپ کی وساطت سے پوری پاکستانی عوام سے گزارش کرتی ہوں کہ اس دن اپریل فول منانے سے اجتناب کریں تاکہ ملک میں جھوٹ، دھوکہ اور غیر سنجیدگی کو فروغ دینے سے گریز کیا جاسکے۔ (جویریہ شاہنواز مانسہرہ)

## پنجاب حکومت کا انٹرنیشنل ٹور

ازم ایکسپو 2014ء دو روزہ میلے

کا انعقاد

روزنامہ پاکستان

سرگودھا (آن لائن) پنجاب حکومت انٹرنیشنل ٹور ازم ایکسپو 2014ء دو روزہ میلے کا انعقاد کر رہی ہے اس ضمن میں 170 لوکل جبکہ انٹرنیشنل برانڈ کے سٹال بھی لگائے جائیں گے ذرائع کے مطابق ایکسپو ٹور ازم 2014ء کے جزل سیکرٹری محمد تنویر جبار کی طرف سے صوبہ بھر کے ڈی سی اوز کو اپنے اپنے اضلاع کے ایسے افراد کے نام اور کوائف ارسال کرنے کا حکم دیا ہے جو اس میلے میں اپنے سٹال لگائیں گے۔ یہ میلہ لاہور میں 19 اور 20 اپریل تک لگے گا جس میں پاکستان سمیت دنیا بھر سے مختلف کمپنیاں حصہ لیں گی ایکسپو 2014ء کے سکیورٹی خدشات کے پیش نظر سٹال لگانے

والے تمام افراد کے نام اور کوائف کی جانچ پڑتال کے بعد ہی سٹال لگانے کی اجازت دی جائیگی۔

**لاہور (پ ر) شہاب ٹریڈنگ انسٹی ٹیوٹ سیشن ایجوکیشن میں رنگا رنگ فیملی میلہ کا انتظام کیا گیا ہے جس میں سیشنل بچوں نے والدین، رشتے داروں اور اپنے اساتذہ کے ہمراہ شرکت کی۔ پروگرام کے مہمان خصوصی آصف سعید منہاس تھے۔ ایم این اے پرویز ملک نے خصوصی شرکت کی اور ڈسٹرکٹ ایجوکیشن آفیسر شہزاد ہارون بھٹہ بھی اس موقع پر موجود تھے۔**

30 مارچ 2014

## شہاب ٹریڈنگ انسٹی ٹیوٹ آف سیشنل ایجوکیشن میں فیملی میلہ

نوائے وقت

29 مارچ 2014

## 3 روزہ "قراقرم فیسٹیول" لاہور جیمیر میں شروع

نوائے وقت

29 مارچ 2014

**لاہور (کامرس رپورٹر) تین روزہ قراقرم فیسٹیول لاہور جیمیر آف کامرس اینڈ انڈسٹری میں شروع ہو گیا جو شمالی علاقہ جات کی ثقافت، ورثے اور سیاحت کی پوٹینشل کو اجاگر کرنے کے لیے منعقد کیا گیا۔ فیسٹیول کے پہلے روز مختلف شعبہ ہائے زندگی سے تعلق رکھنے والے افراد کی ایک کثیر تعداد نے اپنی نوعیت کے اس منفرد فیسٹیول میں شرکت کی اور اس کے مختلف حصوں میں گہری دلچسپی کا اظہار کیا۔ یہ فیسٹیول سوشل، اکناک اینڈ انوائزمنٹل ڈویلپمنٹ پراجیکٹ، لاہور جیمیر آف کامرس اینڈ انڈسٹری اور ٹورازم ڈویلپمنٹ کارپوریشن پنجاب کے اشتراک سے منعقد کیا گیا۔ صوبائی وزیر صنعت و پیداوار چودھری محمد شفیق اور لاہور جیمیر کے صدر انجینئر سہیل لاشاری نے افتتاح کیا۔ لاہور جیمیر کے نائب صدر کاشف انور، کنٹری آپریشنز مینجیر اور ڈائریکٹر اکناک اینڈ انوائزمنٹل ڈویلپمنٹ پراجیکٹ رافیل ڈل سامتا، فیسٹیول ڈائریکٹر منیر احمد اور قراقرم یونیورسٹی کی وائس چانسلر نجمہ نجم نے بھی اس موقع پر خطاب کیا۔ انیسویں صدی کے آغاز کے محقق اور سائنسٹ فلپو ڈی فلپی اور سنٹرل قراقرم میٹل پارک کے جانوروں اور نباتات کی تصاویری نمائشیں، انٹر میٹل مائونٹین فلم فیسٹیول اور سائنٹفک ورکشاپیں اس تین روزہ فیسٹیول کا اہم حصہ ہیں۔**

دنیا بھر میں سیاحت کا شمار بلین ڈالرز انڈسٹری میں ہوتا ہے۔ سیاحت کیلئے پرکشش مقامات کے حوالے سے پاکستان بہت سے ممالک پر برتری رکھتا ہے۔ ہزاروں سال پرانی تہذیبوں سمیت بے شمار تاریخی مقامات ہیں۔ لیکن حکومتوں نے کبھی عنایات خداوندی سے فائدہ اٹھانے کی زحمت ہی گوارا نہیں کی۔ خوبصورتی کے حوالے سے ہمارے شمالی علاقے دنیا کے چند گئے چنے علاقوں میں شمار ہوتے ہیں دنیا میں آٹھ ہزار میٹر سے زائد بلند چودہ پہاڑیوں میں سے چار پہاڑ پاکستان میں واقع ہیں جبکہ دنیا کی دوسری بلند ترین چوٹی کے ٹو بھی پاکستان میں ہے۔ ہمارے کراچی گڈانی اور گوادر کے ساحل بھی بلاشبہ خوبصورتی کی دولت سے مالا مال ہیں۔ بیشتر تاریخی عمارت کھنڈرات کا روپ دھار کر جرائم پیشہ افراد اور نشہ کرنے والوں کا بسرا بنی ہوئی ہیں۔ محکمہ آثار قدیمہ کو توجہ دینی چاہئے۔ اگر ٹورازم ڈویلپمنٹ کارپوریشن آف پاکستان سیاحتی، تفریحی اور تاریخی مقامات کے متعلق ایک دستاویزی فلم بنائے جو فارن آفسز، جھوٹی جائے۔ پی آئی اے بھی فلائٹس میں یہ فلم چلائے تو بہت مثبت نتائج برآمد ہو سکتے ہیں۔ صحرائی علاقوں کو بھی مد نظر رکھا جائے۔ جنہیں ہم نے ہمیشہ نظر انداز کیا۔ تھوڑی سی کوششوں سے صحرائی علاقے سیاحوں کیلئے خصوصی دلچسپی کا باعث بن سکتے ہیں بھارت کے صحرائی علاقے راجھستان میں اونٹوں کا ایک سالانہ میلہ ہوتا ہے جسے انہوں نے اس قدر مشہور و معروف کر دیا کہ ہر سال بے شمار سیاح صرف یہ میلہ دیکھنے کیلئے بھارت کا دورہ کرتے ہیں بین الاقوامی سطح پر اس میلے کی شہرت کا اندازہ اس سے لگایا جاسکتا ہے کہ سابق بل کلاشن بھی اپنی صدارت کے دور میں خصوصی طور پر یہ میلہ دیکھنے راجھستان گئے جبکہ ہمارے صحرائی علاقے موت کا منظر پیش کر رہے ہیں۔ لیکن یہ بڑی خوشی کی بات ہے کہ موجودہ حکومت سیاحت کی صنعت پر بھی خاص توجہ دے رہی ہے جس کا چھوٹا سا ثبوت چند روز قبل ایم این اے حمزہ شہباز شریف کا دورہ لاہور سفاری پارک ہے۔ انہوں نے سفاری پارک کو عالمی معیار کے مطابق بنانے کیلئے فوری احکامات صادر کئے اور اس سلسلے میں شاید فنڈز جاری ہو چکے ہیں لہذا توقع کی جاسکتی ہے کہ حکومت اس صنعت کی اہمیت کا ادراک کرتے ہوئے اس کی بحالی کیلئے کام جاری رکھے گی۔

## ارہوں ڈالر کی ایک صنعت

نوائے وقت

29 مارچ 2014

**لاہور (آئی این پی) پنجابی کے عظیم صوفی شاعر شاہ حسین کے 415 ویں عرس کی تقریبات لاہور میں شروع ہو گئیں۔ 1538ء میں اندرون لاہور میں پیدا ہونے والے شاہ حسین نے اپنی کافیوں کی بنیاد راگ راگینوں پر رکھی۔ شاہ حسین کہتے تھے کہ انسان کا ظاہر اور باطن ایک ہونا چاہئے۔ شاہ حسین کے عرس کو تاریخی میلہ چراغاں بھی کہا جاتا ہے۔ اس حوالے سے لاہور میں عرس کے موقع پر مقامی تعطیل بھی ہوتی ہے۔**

## میلہ چراغاں، شاہ حسین کے عرس کی تقریبات کا آغاز

نوائے وقت

28 مارچ 2014

**لاہور: یوم پاکستان کے موقع پر بینار پاکستان پر دہشت گردی کے خطرے کے باعث بینار پاکستان کو خار دار تاریں لگا کر بند کر دیا گیا۔ ایکسپریس نیوز کے مطابق محکمہ داخلہ پنجاب نے خط لکھ کر قانون نافذ کرنے والے اداروں کو آگاہ کیا ہے کہ کالعدم بلوچ رپبلکن آرمی بینار پاکستان پر تخریب کاری کر سکتی ہے جس پر پولیس نے بینار پاکستان کے گرد 25 میٹر کے فاصلے کو خار دار تاریں لگا کر سیاحوں کے لیے بند کر دیا ہے جب کہ اقبال پارک میں پولیس کی اضافی نفری تعینات کر کے چیکنگ کو سخت کر دیا گیا ہے۔ پولیس کے مطابق بینار پاکستان کی سیکورٹی کے لیے 3 شفٹوں میں 50 سے زائد اہلکار تعینات کئے گئے ہیں جب کہ سیکورٹی خدشات کے پیش نظر بینار پاکستان کو تا حکم ثانی سیاحوں کے لیے بند رکھا جائے گا۔**

## دہشت گردی کا خطرہ، بینار

## پاکستان کو خار دار تاریں لگا کر بند کر دیا گیا

ایکسپریس اردو

24 مارچ 2014

دنیا کے مقبول ترین جریدوں میں سے ایک 'اے میگزین' کے پاکستان ایڈیشن کو سنچر کی شب کراچی میں باقاعدہ طور پر متعارف کروایا گیا۔ یہ جریدہ یکم اپریل سے ہر ماہ دستیاب ہوگا۔ اس موقع پر پہلے شمارے کے سروقہ کی رونمائی کی گئی جس پر پاکستان کی مقتول سابق وزیر اعظم بے نظیر بھٹو کی تصویر تھی۔ اے میگزین کی انتظامیہ کا کہنا ہے کہ اس کے ذریعے وہ پاکستان کی ایک روشن اور خوشگوار شبہیہ دنیا کے سامنے پیش کریں گے۔

## اے میگزین کے پاکستان ایڈیشن کا آغاز

بی بی سی اردو



24 مارچ 2014

### اوکے، میگزین اب پاکستان میں

اس موقع پر اوکے میگزین کی پبلشر سحر پرچہ کا کہنا تھا کہ یہ میگزین دنیا بھر میں انتہائی مقبول ہے اور جس کے عالمی سطح پر بیس سے زائد ایڈیٹرز شائع کیے جاتے ہیں جو تقریباً پانچ کروڑ افراد پڑھتے ہیں۔ ان کا کہنا تھا کہ فیشن، سلیبرٹیز اور جدید طرز زندگی کا احاطہ کرنے کے ساتھ ساتھ وہ ان افراد کی زندگیاں بھی سامنے لائیں گے جو اپنی زندگیاں خطرے میں ڈال کر اس ملک اور قوم کی خدمت کر رہے ہیں۔ میگزین کی ایڈیٹر آمنہ حیدر عیسائی نے بی بی سی سے بات کرتے ہوئے کہا کہ ہر روز ہمیں بری خبریں ہی سننے کو ملتی ہیں، شدہ سرخیوں میں ہر طرف دہشت ہی ہوتی ہے۔ ہمارے بچے جب پڑھنے جاتے ہیں تو ہمیں ان کی فکر لاحق رہتی ہے۔ تاہم پاکستان میں کئی دوسرے رنگ بھی ہیں۔ اوکے میگزین کے ذریعے وہ پاکستان کی رنگارنگ ثقافت کی مختلف جہتوں کو سامنے لاتے ہوئے اس میگزین کا ادارتی عملہ صرف خواتین، مختلف شعبہ جات میں کارہائے نمایاں انجام دینے والے افراد کو نمایاں کریں گے جو عموماً سامنے نہیں آتے۔

ہی پر مشتمل ہے، جن کا کہنا ہے کہ یہ میگزین صرف چند نامور اور خوبصورت افراد کی زندگیوں تک ہی محدود نہیں رہے گا بلکہ پاکستان کے مختلف شعبوں سے تعلق رکھنے والے لکھاریوں، آرٹسٹ اور دیگر افراد کا بھی احاطہ کرے گا۔ اس تقریب کی میزبانی کے فرائض عائشہ عمر انجام دیے جن کے بے باک اور بے تکلف انداز کو بہت سراہا گیا۔ میگزین کی قیمت پاکستان پانچ سو روپے رکھی گئی ہے اور یہ ہر ماہ کی پہلی تاریخ کو دستیاب ہوگا۔ یاد رہے کہ دو سال پہلے دنیا کا ایک اور معروف میگزین ہیلو کا بھی پاکستان ایڈیشن شروع کیا گیا تھا۔

لاہور (جزل رپورٹر) صوبائی وزیر محنت و انسانی وسائل راجہ اشفاق سرور نے کہا ہے کہ فنون لطیفہ کے ذریعے معاشرے کے اہم اور نازک پہلوؤں کو رنگوں کے حسین امتزاج کے ذریعے اپنی سینکڑوں اجاگر کرنے والی خواتین مصور ہمارا قیمتی اثاثہ ہیں جو پنجاب کی ثقافت اور روایات کو رنگوں کے ذریعے بھرپور انداز میں زندہ رکھے ہوئے ہیں۔ انہوں نے یہ بات نیرنگ آرٹ گیلری میں جدید دور کی خاتون مصور مریم آفتاب کی بنائی سینکڑوں اور زرینہ ہارون علی کی فوٹو گرافس کی نمائش کے موقع پر کہی۔ راجہ اشفاق سرور نے مصورہ مریم آفتاب کی پینٹنگز میں جدید اسلوب اور خالوں و رنگوں کے ذریعے خوشی و غم کے جذبات اور امن و محبت کے احساسات کی عکاسی کی بے حد تعریف کی۔ انہوں نے زرینہ ہارون علی کی فوٹو گرافس میں معاشرے کے پے ہوئے طبقات کے دکھوں، معصومیت اور روزمرہ زندگی کے معاملات کو شاندار پیرائے میں اجاگر کرنے پر انہیں بے حد سراہا۔

### خواتین مصور ہمارا قیمتی اثاثہ ہیں؛

روزنامہ پاکستان  
27 مارچ 2014

### لاہور کا حلوہ پوری

آواز پاکستان  
24 مارچ 2014

لاہور اپنے کھانوں اور خاص طور پر ناشتہ کے لئے پاکستان بھر میں مشہور ہے۔ لاہور کے باسی کھانے پینے کے شوقین ہیں اور لاہور میں مخصوص کھانوں کے لئے مخصوص جگہیں ہیں۔ نان چھولے کے بعد یہ سب سے زیادہ کھایا جانے والا کھانا ہے۔ اتوار کی صبح، ہر خاص و عام کی، حلوہ پوری سے شروع ہوتی ہے۔ 23 مارچ چھٹی کا دن تھا اور پھر میرا ایک دوست بھی ہمارے ہاں ٹھہرا ہوا تھا۔ میری بہن نے صبح اٹھ کر جلدی سے ہمارے لئے حلوہ پوری اور چنے تیار کر لیے، جسے ہم نے بڑے شوق اور مزے سے کھایا۔ کہنے کو تو یہ حلوہ پوری ہے مگر اس کے ساتھ، آپ کو آلو چنے اور اچار بھی ملتا ہے۔ یوں تو لاہور میں حلوہ پوری کی ہزاروں جگہیں ہیں، ہر مین بازار اور چوک میں حلوہ پوری کی دوکانیں ہیں جہاں سے آپ حلوہ پوری صبح ۶ بجے سے لیکر ۱۰ بجے تک لے سکتے ہیں مگر اتوار کو آپ حلوہ پوری ۱۲ بجے دوپہر تک لے سکتے ہیں۔ حلوہ پوری کے مشہور مراکز گوالمنڈی، گلبرگ، شانی محلہ، بیڈن روڈ اور چوک یتیم خانہ وغیرہ ہیں۔ پوری فرائنڈز ٹی وی ہے جو کہ میدہ کے علاوہ ایتھے آٹے سے بھی بنائی جاتی ہے۔ اور حلوہ میں سوچی، گھی اور چینی بڑے اجزاء ہوتے ہیں۔ شوقین لوگ جانتے ہیں کہ بہترین حلوہ پوری کیپری ریسٹورینٹ، رائس پارک، بیڈن روڈ اور تاج محل ریسٹورنٹ سے ملتی ہے۔ لاہور میں پوری عام طور پر ۱۰ سے ۱۲ روپے فی پوری کے مل جاتے ہیں، جس میں حلوہ، چنے اور اچار شامل ہوتا ہے اور ہزاروں لوگوں کا رزق اس پیشے سے متعلق ہے۔ آپ حلوہ علیحدہ سے بھی لے سکتے ہیں۔ لوگ حلوہ پوری گھروں میں بھی بناتے ہیں۔ حلوہ پوری کا گھر میں بنانا کوئی محنت طلب یا مشکل کام نہ ہے۔ پہلے آٹا گوندہ لیں اور اس میں حسب ذائقہ نمک شامل کر لیں اور اس کے چھوٹے چھوٹے پیڑے بنا کر رکھ لیں اور ان پیڑوں پر ہلکا سا تیل لگا دیں تاکہ پیڑے خشک نہ ہو جائیں اور پھر ان پیڑوں کو تیل کر گول شکل میں تیار کر لیں اور بھر گھی میں تھل لیں۔ پوری تیار ہے۔ حلوہ بنانے کے لئے آپ کو ایک کپ سوچی درکار ہوگی، 5 یا 6 چھوٹی الائچیوں، بادام و پستہ، ایک کپ چینی، 1/4 کپ گھی یا تیل، جو بھی آپ کو پسند ہو۔ بادام اور پستہ۔ پہلے سوچی اور الائچیوں کو گھی میں اچھی طرح بھون لیں جب یہ براؤن ہو جائے اس میں چینی اور 2 کپ پانی شامل کریں اور پکینے کے لئے رکھ دیں۔ 5 سے 10 منٹ کے بعد پانی خشک ہونے پر اس میں بادام اور پستہ شامل کر لیں۔ حلوہ تیار ہے۔ یاد رہے کہ حلوہ پوری کا مزہ گرم گرم کھانے میں ہی ہوتا ہے۔

آپ میں سے کون ایسا ہے جس نے مینار پاکستان نہ دیکھا ہو۔ کچھ لوگ مینار پاکستان کی ظاہری بناوٹ، محل وقوع اور طرز تعمیر کو ہی دیکھتے ہیں ان کی نظر اس حد سے آگے بڑھنے کی سکت نہیں رکھتی۔ وہ اسے محض فن تعمیر کا ایک شاہکار کہتے ہیں اور بس۔ بقول شاعر مشرق

اے اہل نظر، ذوق نظر خوب ہے لیکن

جو شے کی حقیقت کو نہ دیکھے وہ نظر کیا

مینار پاکستان دراصل مسلمانوں کے شاندار ماضی اور تانناک مستقبل کی علامت ہے۔ یہ مینار ان لوگوں کا پر شکوہ تعارف ہے جنہوں نے مصائب اور مشکلات کے پہاڑوں کو چرتے ہوئے حصول پاکستان کی جوئے شیر نکالی ہے۔ 23 مارچ یوم پاکستان کے حوالے سے ایک ٹی وی پروگرام ریکارڈ کرنے میں چند روز پہلے جب مینار پاکستان گیا تو یہ دیکھ کر دکھ ہوا کہ مینار پاکستان پر لگائے گئے قیمتی پتھروں کی چمک مانند پڑ گئی ہے۔ اس کی وجہ لاہور شہر کی وہ آلودگی ہے جو تسلسل سے اس مینار کو گھیرے ہوئے ہے۔ مینار کی صفائی کا انتظام بھی تلی بخش نہیں۔ مینار پاکستان ایک قومی ورثہ ہے۔ اس کی حفاظت اور دیکھ بھال قومی حکومت کے ساتھ ساتھ صوبائی

### مینار پاکستان... ایک نظر ادھر بھی

کالم نگار | محمد سلیمان خان  
23 مارچ 2014



حکومت کی ذمہ داری بھی ہے۔ اگر قائد اعظم کے مزار پر کوئی واقعہ اور کوتاہی ہو تو ہم سندھ کی حکومت کو ذمہ دار ٹھہراتے ہیں اس طرح مینار پاکستان کی جانب خصوصی توجہ پنجاب حکومت کی ذمہ داری ہے۔ پنجاب حکومت نے مینار کے علاقے کو شاہی مسجد اور شاہی قلعے کے ساتھ متصل کر کے ان سب قومی اثاثوں کو مربوط بنانے کے عمل کا آغاز کر دیا ہے۔ بادشاہی مسجد اور مینار پاکستان کو تقسیم کرنے والی سڑک کی جگہ پارک بنانا بھی اپنی جگہ درست لیکن مینار پاکستان کی دیکھ بھال میں جو کوتاہی ہو رہی ہے اس کا فوری تدارک ضروری ہے۔ مینار پاکستان پر لگی ہوئی سنگ مرمر کی کچھ ٹائلیں بھی ٹوٹی ہوئی ہیں۔ مینار کے اوپر جانے والی سیڑھیوں کے دروازے مٹی اور دھول سے اٹے نظر آتے ہیں۔ لفٹ مسلسل خراب ہے۔ مینار کے حوالے سے کسی قسم کا کوئی لٹرچر مفت تو درکنار قیمت بھی دستیاب نہیں۔ فوٹو گرافی کے لیے پیشہ ور فوٹو گرافر بھی موجود نہیں۔ سیاحوں کے لیے یہاں کسی گائیڈ کا اہتمام نہیں کیا گیا۔ مجھے ایک صحافی کے طور پر ریویارک میں امریکہ کی آزادی کا مجسمہ، ٹورنٹو کے کینیڈا ٹاور، پیرس کا ایفل ٹاور، بھارت کا انڈیا گیٹ، کویت ٹاور اور کئی دوسرے ممالک کی آزادی کی یادگاروں کو دیکھنے کا موقع ملا ہے۔ وہاں سیاحوں کے لیے گائیڈز اور مثالی سہولتیں موجود ہیں۔ اس حوالے سے مینار پاکستان صرف ایک گزر گاہ لگتی ہے۔ مسلم لیگ کی حکومت سے توقع ہے کہ وہ اس جانب خصوصی توجہ دے گی۔ بقول اقبالؔ

فرد قائم ارتباط جان و تن

قوم قائم ارتباط حفظ و کھن

مینار پاکستان کے احاطے میں تحریک پاکستان کے حوالے سے تصویریں خبرنامہ تسلسل سے چلنا چاہیے۔ اس کے علاوہ علامہ اقبالؔ، قائد اعظمؒ اور 23 مارچ کی قرارداد لاہور کی گیلری کے علاوہ ایک قومی میوزیم اور آڈیٹوریم بھی بنایا جائے جہاں وقتاً فوقتاً بین الاقوامی سیمینارز کا اہتمام کیا جائے، مینار پاکستان کے احاطے کو سیاسی آماجگاہ یا کھنڈرے لوگوں کا مسکن بنے رہنے دینا ایک زندہ قوم کو زیب نہیں دیتا۔ مینار پاکستان ہماری آزادی کی علامت ہے۔ مینار پاکستان تعمیراتی اعتبار سے اسلامک، مغل اور جدید فن تعمیر کو امتزاج ہے۔ اس کا ڈیزائن ایک ترک ماہر تعمیرات نصیر الدین مرات نے تیار کیا۔ مینار کا سنگ بنیاد 23 مارچ 1960 کو رکھا گیا۔ یہ مینار 70 لاکھ 58 ہزار روپے کی لاگت سے 8 سال میں تعمیر ہوا۔ مینار کا افتتاح 31 اکتوبر 1968 کو ہوا۔ 92 میٹر کی بلندی سے بادشاہی مسجد اور شاہی قلعے کا نظارہ دیدنی ہے۔ 255 سیڑھیاں اور برقی لفٹ بھی ہے۔ مینار کی بالائی منزل پر جانے کے لیے مینار کی پہلی منزل 95 سیڑھیوں کے بعد آتی ہے۔ مینار کے چاروں اطراف خوبصورت پارک اور فوارے خوشنما منظر پیش کرتے ہیں۔ اس چوتھے کا ڈیزائن اس طرح کیا گیا ہے کہ جیسے پھول اپنی پتیوں کھولے ہوئے اور ان پتیوں سے مینار ابھر رہا ہے۔ مینار کے چار طرف خصوصی چبوترے ہیں یہ چبوترے ملک کے مختلف حصوں سے لائے گئے قیمتی پتھروں سے بنائے گئے ہیں۔ مینار جن سنگ مرمر کی پتیوں کے درمیان کھڑا ہے اس میں سے ایک پتی پر قرارداد لاہور کا متن اردو، بنگالی اور انگریزی میں کندہ ہے۔ دوسری پتیوں پر آیات قرآنی اور اللہ تعالیٰ کے 99 صفاتی نام اور قومی ترانہ نقش ہے۔ تو دوسری جانب بابائے قوم قائد اعظمؒ محمد علی جناحؒ کی تقاریر کے اقتباسات اور علامہ اقبالؔ کے منتخب اشعار درج ہیں۔ مینار پاکستان اور اس کے ملحقہ پارک میں پاکستان کی سبھی سیاسی جماعتوں نے جلسے اور اجتماع کا اہتمام کیا ہے یہ جگہ پاکستان میں اٹھنے والی تمام سیاسی اور اصلاحی تحریکوں کا کتبہ آغاز بھی رہا ہے۔ وزیر اعظم نواز شریف کے دوسرے دور حکومت میں بھارت کے وزیر اعظم اٹل بھاری واجپائی بھی مینار پاکستان آئے انہوں نے مینار پاکستان کی وزٹنگ بک میں اپنے تاریخی کلمات بھی درج کئے۔ یہ سب کچھ جن کی تفصیل اس کالم میں لکھی ہے مینار پاکستان پر عوام کو بتانے کے لیے کوئی اہتمام نہیں۔ عوام کی بڑی اکثریت مینار پاکستان کو محض ایک تفریح گاہ سمجھتی ہے۔ وقت کا تقاضہ ہے کہ ہم ایک زندہ قوم کی طرح اپنے نشان منزل کی دیکھ بھال کریں۔۔۔

## لاہور میں بسنت کے رنگ

آواز پاکستان

21 مارچ 2014

لاہور میں اس سال بھی بسنت کا ڈھائی سو سال پرانا روایتی و ثقافتی تہوار نہ منایا گیا بلکہ اس کے لئے حکومت پنجاب نے چھانگا مانگا کو منتخب کیا۔ برصغیر پاک و ہند میں موسم بہار کی آمد کے موقع پر بسنت منایا جاتا ہے، یہ ایک اظہار خوشی ہوتا ہے، جو بہار کے استقبال پر کیا جاتا ہے۔ اس موقع پر پتنگ اڑائے جاتے ہیں یا اور بھی خوشی منانے کے طریقے اپنائے جاتے ہیں۔ اس طرح آپ بسنت کو علاقائی موسمی یا کلچرل تہوار کہہ سکتے ہیں۔ لاہور کی ایک مقامی ثقافتی شخصیت میاں یوسف صلاح الدین بھی بسنت کے حامی ہیں اور ان کا کہنا ہے کہ ”اگر حکومت عوام کو روٹی، کپڑا یا مکان نہیں دے سکتی تو کم از کم ان کی زندگیوں کو ان چھوٹی چھوٹی خوشیوں سے تو محروم نہ کرے، انہوں نے کہا۔ بسنت کو محفوظ بنانا حکومت کی ذمہ داری ہے نہ کہ پتنگ بازی کی تنظیم کی۔ اور حکومت اسے یقینی بنا سکتی ہے۔ لاہور شہر کا تمدن موج میلہ ہے اور بسنت لاہور کی پہچان بن گیا ہوا ہے۔ لاہوریہ تفریح کے لئے بسنت مناتے ہیں اور اس تفریح کو کسی مذہب سے جوڑنا مناسب نہ ہے۔ ایک زمانہ میں بسنت لاہور میں اس طرح منایا جاتا تھا کہ پاکستان کے دور و نزدیک سے دوست احباب و رشتہ دار صرف بسنت منانے لاہور چلے آتے تھے۔ دنیا کے مختلف حصوں سے بھی منچلے بسنت کی نیرنگیوں سے لطف اندوز ہونے کے لئے لاہور کھینچے آتے تھے۔ شہر کے ہوٹل اس موقع پر خاص طور پر بک ہوتے تھے۔ شہر کی تمام بلندگوں کی چھتوں پر بسنت پائیوں کا اہتمام ہوتا تھا۔ لاہور شہر کا آسمان دہک و رنگ و نور کا منظر پیش کرتا تھا اور ہر سونفوں کی گونج ہوتی اور چھوٹے بڑے مختلف رنگوں کے پتنگ آسمان پر تیرتے نظر آتے تھے۔ پورا شہر رات کو جاگتا تھا موسیقی کی محفلوں اور بوکانا کی آوازیں آتی رہتی تھیں۔ بڑے بڑے لاؤڈ سپیکروں کی مدد سے وہ اودھم مچتا کہ کہ کان پڑی آواز سنائی نہ دیتی۔ منچلے چھتوں پر ڈھول پیوں کا بھی بنوبست کرتے اور بوکانا کے ساتھ رقص کرتے۔ پتنگ بازی لاہور کی ثقافت کا ہمیشہ ہی ایک اہم حصہ رہی ہے۔ پتنگ بازی کرنے والوں کے ساتھ ساتھ پتنگیں لوٹنے کے لیے گڈیاں اڑانے والے بھی اس تہوار کا اہم حصہ ہوتے۔ بچوں اور نوجوانوں کے ہاتھ میں لمبی سی چھری اور نگاہیں آسمان پر ہوتی تھیں۔ بسنت کے مقررہ دن پورے شہر میں میلہ کا سماں ہوتا تھا۔ پھر قریب و دور سے سیاح آنے لگے اور چھتوں سے بڑھ کر ہوٹلوں میں گہما گہمی نظر آنے لگی۔ پتنگ

ساز اور پتنگ باز الگ خوش-خوابچہ لگانے والے، بارہ مسالے کی چاٹ بیچنے والے۔ قلفی والے، آئس کریم والے، حلوائی، بنے بقال سب اپنی اپنی جگہ خوش کہ سب کا کاروبار چمک اٹھتا۔

**ناصر کاظمی نے بسنت کی مدح میں کیا خوبصورت غزل کہی ہے:**

کنج کنج نغمہ زن بسنت آگئی  
اب سچے گی انجمن بسنت آگئی  
اڑ رہے ہیں شہر میں پتنگ رنگ رنگ  
جگمگا اٹھا گنگن بسنت آگئی  
سبز کھیتوں پہ پھر نکھار آگیا  
لے کے زرد پیر بن بسنت آگئی  
پچھلے سال کے ملال دل سے مٹ گئے  
لے کے پھر نئی چھین بسنت آگئی

مگر اب پتنگ بازی پر پابندی کے نتیجے میں بسنت اور اس کے ساتھ ہی نائیٹ بسنت بھی ماضی کا حصہ بن چکے ہیں۔ پتنگ سازی لاہور میں اچھی خاصی صنعت کا روپ دھار چکی تھی۔ موچی دروازہ جو کبھی گدڑی ڈور کی دکانوں کے لیے مشہور تھا جہاں اب دیکھنے کو بھی نہ کوئی پتنگ نظر آتی ہے اور نہ کسی شکل میں ڈور۔ آل پاکستان کانٹ فلائنگ ایسوسی ایشن کے چیئرمین اور لاہور میں بسنت تہوار کے بانیوں میں سے ایک خواجہ ندیم سعید کے مطابق، صرف پتنگ بنانے سے لاہور اور اس کے نواحی علاقوں میں ڈیڑھ لاکھ جبکہ اس گجرانوالہ اور قصور میں ایک لاکھ اسی ہزار لوگ وابستہ تھے جن کی زندگیاں مشکلات کا شکار ہیں۔ کہ بسنت کے دوران لاہور کے کسی ہوٹل میں جگہ ملنا بھی مشکل ہوتا تھا۔ ملٹی نیشنل کمپنیاں بڑے بڑے ہوٹلوں کی چھتیں بک کروا کر غیر ملکی سفیروں کو دعوت پر بلاتی تھیں۔ بسنت ایک خاص اہمیت رکھتی تھی اور شہر کا سب سے بڑا تہوار ہوا کرتا تھا جس میں اندرون اور بیرون ملک سے لوگ شہر کا رخ کیا کرتے تھے۔ اور پھر بسنت کی موت واقع ہو گئی جس کے ذمہ دار ہم خود ہیں۔

پاکستان میں سکی بازی (سکیئنگ) کے واحد مقام مالم جبہ میں پانچ روزہ برفانی میلہ شروع ہو گیا ہے جس کا افتتاح وزیر اعلیٰ خیبر پختونخوا پرویز خٹک نے کیا۔ پاکستانی فوج کے زیر اہتمام منعقد ہونے والے اس پانچ روزہ فیسٹول میں پیرا گلائڈنگ، ٹینگ گلائڈنگ، ٹوبو گینگ اور ایرو ماڈلنگ سمیت دیگر مقابلے برف پر خوبصورت رنگ بکھیر رہے ہیں۔ برفانی تفریحی سرگرمیوں کے ساتھ ساتھ محفل موسیقی کا بھی اہتمام کیا گیا ہے جس میں ملک کے نامور فنکار اور بینڈ شرکت کر رہے ہیں۔ یہ فیسٹول ہر سال منعقد کیا جاتا ہے۔ اس فیسٹول میں مقامی لوگوں کا جوش و جذبہ نہ صرف بڑھتی ہوئی سیاحتی سرگرمیوں کی غمازی کرتا ہے بلکہ ملائڈ ڈویژن میں دیرپا اور پائیدار امن کو بھی فروغ دے سکتا ہے۔ ملائڈ ڈویژن میں فوج کے تعلقات عامہ کے ادارے کے ترجمان کرمل عقلیل ملک نے بی بی سی کو بتایا کہ سوات میں پائیدار امن کی بحالی کے بعد نہ صرف زندگی تیزی سے معمول پر آ رہی ہے بلکہ ثقافتی اور سیاحتی سرگرمیاں بھی بڑھ رہی ہے۔ انہوں نے کہا کہ اس فیسٹول کے انعقاد کا مقصد عسکریت پسندی سے متاثرہ اس علاقے کی بحالی، سیاحت کے فروغ اور علاقے کی معیشت کو بہتر بنانا ہے۔ طالبان نے دو ہزار اٹھ میں مالم جبہ میں نہ صرف پی ٹی ڈی سی ہوٹل کو نذر آتش کرنے کے بعد تباہ کر دیا تھا بلکہ سکی بازی کے اس مقام کو بھی شدید نقصان پہنچایا تھا۔ کشیدہ حالات کے دوران یہاں لگی ہوئی چیئر لفٹ بھی تباہ ہو گئی تھیں۔ سکی بازی میں شریک کھلاڑی احمد نے بتایا کہ مالم جبہ کی خوبصورت وادی میں ہونے والے سکی فیسٹول پر وہ بہت خوش ہیں مگر آٹھ سو فٹ بلند ڈھلوان پر کھلاڑیوں کو پہنچانے کے لیے چیئر لفٹ نہیں ہے۔ انہوں نے کہا کہ کھلاڑی مقابلہ شروع ہونے کے مقام تک پہنچتے پہنچتے تھک جاتے ہیں۔ پاکستان کے مختلف علاقوں سے آئے ہوئے سیاحوں کی بڑی تعداد خصوصی تفریحی سرگرمیوں سے لطف اندوز ہو رہی ہے جن میں خواتین اور بچوں کی بڑی تعداد شامل ہے۔ برفانی میلے میں شریک سیاحوں نے بتایا کہ یہاں کی خوبصورتی کو دیکھ کر وہ بہت خوش ہیں۔ انہوں نے بتایا کہ یہاں کا ماحول بہت اچھا ہے یہاں کے لوگ بہت مہمان نواز ہیں۔ مالم جبہ میں واقع دوکانوں اور چھوٹے ہوٹلوں پر سیاحوں کا کافی رش ہے۔ ایک سپر سٹور کے مالک فرمان علی نے بتایا کہ ہر سال ہونے والے اس فیسٹول کے انعقاد سے یہاں گہما گہمی شروع ہو جاتی ہے اور سیاحوں کی بڑی تعداد کی وجہ سے مقامی لوگوں کے لیے روزگار کے مواقع بڑھ جاتے ہیں اور ان کی آمدنی میں اضافہ ہو جاتا ہے۔ بمصرین کا خیال ہے کہ موسم سرما کے دوران سیاحت کو فروغ دینے کے لیے اس قسم کے فیسٹول کا انعقاد ایک مثبت قدم ہے جس سے سیاحت کی بحالی کے ساتھ ساتھ یہاں کی معیشت بھی مستحکم ہوگی۔

**کراچی:** ڈسٹرکٹ میونسپل کارپوریشن کورنگی کے زیر اہتمام تین روزہ پھول میلہ اور فیملی فیسٹول کا آغاز 6 مارچ شاہ فیصل کالونی میں ناصر حسین شہید

**مالم جبہ: برف پر بکھرے  
فیسٹول کے رنگ**

بی بی سی اردو

12 مارچ 2014

**بلدیہ کورنگی کے تحت 3 روزہ**

فیملی پارک نزد ملیر رپور برج پر ہوگا، فیٹیول کی تیاریوں کے حوالے سے بھرپور تیاریاں جاری ہیں، پھول میلے کے حوالے سے انواع اقسام کے پودے نمائش کے لئے پیش کئے جائیں گے۔ فیٹیول میں فوڈ اسٹریٹ، مینا بازار اور بچوں کی تفریحی سہولیات کے مواقع مہیا کئے جائیں گے حق پرست رکن صوبائی اسمبلی نشاط محمد ضیاء قادری نے ایڈمنسٹریٹر بلدیہ کورنگی غلام رسول اور میونسپل کمشنر طلعت محمود کے ہمراہ پھول میلہ اور فیملی فیٹیول کے حوالے سے جاری انتظامات کے معائنہ کے لئے ناصر حسین فیملی پارک کا دورہ کیا۔ اس موقع پر رکن صوبائی اسمبلی نشاط ضیاء قادری، ایڈمنسٹریٹر بلدیہ کورنگی غلام رسول نے کہا کہ پھول میلہ اور فیملی فیٹیول کے ذریعے ضلع کورنگی میں بسنے والے لوگوں کے درمیان ہم آہنگی اور بھائی چارگی کو فروغ حاصل ہوگا انہوں نے کہا کہ جب امن ہوگا تو علاقائی ترقی بھی ہوگی اور انشا اللہ فیٹیول کے انعقاد سے ضلع کورنگی میں ثقافت کو اُجاگر کرنے کے ساتھ تمام لوگ ایک پلیٹ فارم پر متحد ہوں گے۔

لاہور (خبر نگار، اے پی پی) مسلم لیگ ن کے رہنما ایم این اے حمزہ شہباز شریف نے جیلانی پارک میں رنگ لاہور کے نام سے جشن بہاراں میلے کا افتتاح کر دیا اس موقع پر آتشبازی کا خوبصورت مظاہرہ بھی کیا گیا۔ افتتاحی تقریب سے خطاب کرتے ہوئے حمزہ شہباز شریف نے کہا کہ جشن بہاراں اور پنجاب یوتھ فیٹیول کی صورت میں عوام کو بہترین تفریحی سہولیات فراہم کی گئی ہیں۔ شہریوں کو سفری سہولیات دینے کیلئے چین کے تعاون سے اورنج لائن بچھائی جارہی ہے، اس ٹریک پر چلنے والی ریل پورے شہر سے گزرے گی یہ ایک مثالی منصوبہ ہوگا۔ جیلانی پارک میں گزشتہ روز شہریوں کا بھرپور رش رہا۔ میلے میں گلوکار جواد احمد نے اپنی آواز کا جادو جگا کر شائقین کے دل جیت لیے، شہری بھگتوے بھی ڈالتے رہے۔ قبل ازیں جشن بہاراں کی تقریب میں بد نظمی بھی ہوئی جس پر پولیس کی جانب سے شرکا پر لائحہ چارج کیا گیا۔ جشن بہاراں میلہ 31 مارچ تک جاری رہے گا۔ اے پی پی کے مطابق حمزہ شہباز شریف شہید میجر عبدالواحد دانش کی رہائش گاہ پر گئے اور ان کے اہل خانہ کے ساتھ تعزیت کا اظہار کیا۔

## پھول میلہ و فیملی فیٹیول کا آغاز 6 مارچ سے ہوگا

جیوار دو

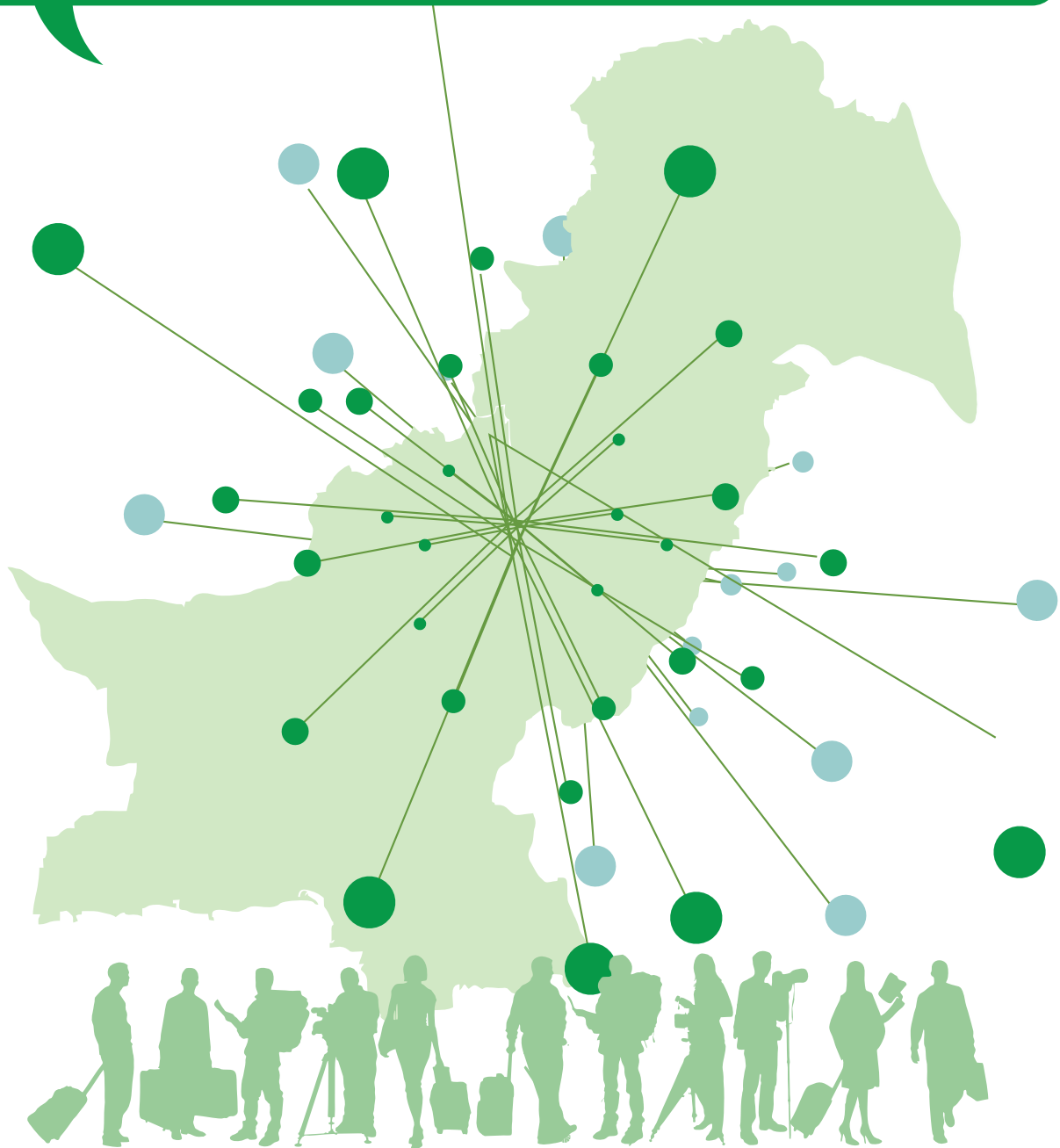
5 مارچ 2014

## حمزہ شہباز نے جشن بہاراں میلے کا افتتاح کر دیا، آتشبازی کا مظاہرہ

روزنامہ دنیا

3 مارچ 2014

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## TOURISM DIRECTORY

### GOVERNMENT DEPARTMENTS WORKING IN TOURISM SECTOR

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<p>Pakistan Institute of Tourism and Hotel Management Govt. of Pakistan Niaz Ali Malkani Director 0092-21-99251281-3 info@pithm.edu.pk Street No. 16, Block No. 4, Scheme No. 5, Clifton, Karachi www.pithm.edu.pk</p>	<p>Planning Commission Government of Pakistan Govt. of Pakistan Ahsan Iqbal Deputy Chairman 0092-51-9211147, 0092-321-5127885, 0092-51-9211147 0092-51-9202783 deputychairman@pc.gov.pk, contact@pc.gov.pk P" block Pakistan Secretariat, Islamabad., Planning Commission, Government of Pakistan, Islamabad www.pc.gov.pk</p>
<p>Tourism and Archeology of AJK Govt. of Pakistan Pirzada Irshad Ahmed Director 0092-5822- 921421 webmaster@ajk.gov.pk Directorate General Tourism Department B-14 Upper Chattar Housing Colony, Muzaffarabad AJK www.ajktourism.gov.pk</p>	<p>Tourism Development Corporation of Punjab Govt. of Pakistan Habib ur Rehman Gillani Managing Director 0092-42-99231647, 0092-42-99231646, 0092-42-99231644 0092-42-99231649 gilanihabib@hotmail.com, md@tdcp.gop.pk info@tdcp.gop.pk , tdcp@punjab.gov.pk punjabtourism@tdcp.gop.pk 151, Abubakar Block, New Garden Town, Lahore www.tdcp.gop.pk</p>
<p>Tourism Corporation Khyber Pukhtunkhwa (TCKP) Government of KPK 0092 91 9211091 , 0092 91 9213762 Head Office : 13-A New Block, khyber Road, Peshawar www.kptourism.com</p>	<p>Culture Department Government of Sindh Govt. of Pakistan Saqib Soomro Secretary 0092-21-99211478 secretaryculturesindh@yahoo.com 406, First Floor, Sindh Secretariat No. 3, Old KDA Building, Shara-e-Ata Turk, Karachi</p>

### PRIVATE HELD COMPANIES/ NGOs WORKING IN TOURISM SECTOR

<p>Nature Tourism Services Privately Held Company Muhammad Asif Managing Partner Sales and Marketing 0092-321-9816257, 0092-992-384493, 0092-300-4046557 asif@naturetourism.info info@naturetourism.info Office No.1, Ground Floor, Mubarak Plaza, Small Industry Chowk,(KKH), Abbotabad www.naturetourism.info</p>	<p>ALHASAN Systems (Pvt) Ltd Development Organization Mehdi Bokhari Founder/ Chief Executive Officer 0092.323.929.1647, 0092-51-4865064 bokhari@alhasan.com, connect@alhasan.com House No. 4, Green Sahibzada Abdul Qayyum Road, Sector: I-8/2, Islamabad www.alhasan.com</p>
<p>Shewa Educated Social Workers Association Local NGO Muhammad Faiq Chairman 0092-342 9193818 seswa@seswapk.org Parmoli Road, Mohallah Ghulam Khel,VPO Shewa, Tehsil Razzar, Shewa, Swabi, Khyber Pakhtunkhwa www.seswapk.org</p>	<p>Heritage Foundation Pakistan Local NGO Yasmeen Lari Chief Executive Officer 0092-213-5834215 , 0092-213-5837521 info@heritagefoundationpak.org E-6 Fourth Gizri Street, DHA 4, Karachi www.heritagefoundationpak.org</p>

United Nations Educational, Scientific and Cultural Organization United Nations 0092-51-111710745 islamabad@unesco.org UNESCO Office, Serena Business Complex, 7th Floor, Sector G-5, Islamabad www.unesco.org.pk	Vershegom Area Development Organization Local NGO Karamat Ullah President 0092 312 9703311 Vado.org@gmail.com 13 Latif Market Shahra-e- Quaid-i-Azam, Jatial, Gilgit www.Vado.org
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## MAJOR HOTELS

Avari Towers Hotel Fatima Jinnah Road UAN: 0092-21-111-282747 Fax: 0092-21-3568 0310 Email: towers@avari.com	Embassy Inn 100B, Main Shahrah-e-Faisal S.M.C.H.S. Nursery Phone: 0092-21-34535461-70 Fax: 0092-21-34526797 Website: www.embassyinn.com.pk E-Mail: Embassyinn@cyber.net.pk
Ramada Plaza Karachi Airport, Star Avenue Terminal 1 Jinnah International Airport Phone: 0092-21-99242600 Fax: 0092-21-9242978	Regent Plaza Hotel & Convention Center Main Shahrah-e-Faisal, Karachi Phone: 0092-21-111 111 774
Sheraton Karachi Hotel Club Road Phone: 0092-021-35633333 Website: www.sheraton.com/karachi	Marriott Hotel Karachi Marriott Hotel 9, Abdullah Haroon Road, Karachi Phone: 0092-21-111-22-33-44 Fax: 0092- 21-5680981 Email: Kmh@fascom.com
Hotel Al-Mustafa Raja Ghazanfar Ali Road, Saddar, Karachi Phone: 0092-021-35661047/021-35661053 Fax: 021-35660500	Hotel Al-Harmain tower Raja Ghazanfar Ali Khan Road, Saddar Karachi-74400, Pakistan Phone: 0092-213-5223970-82 Fax: 0092-213-5223983-84 Email: alharmaintower@gmail.com
Hotel Country inn 19-1-B, Block 6, P.E.C.H.S, Off Shahra e Faisal, Karachi Phone: 0092-21-34556814/34556861/34556881 Fax: 0092-21-34556886 Email: info@countryinn.com.pk	Hotel Crown Inn Sadler Plot no 171, Shahrah-E-iraq, Saddar, Karachi Phone: 0092-21-35622001-6 Fax: 0092-21-35622007 Website: www.hotelcrowninn.com
Hotel De Paris Plot No. 13, S-B/2, Mir Karamali Talpur Road, Saddar, Karachi, 74200 Phone: 0092-21-5214204	Excelsior hotel Inverarity road Karachi, Pakistan Phone: 0092-21-511386
Falcon Hotel Zaibunnisa Street, Saddar, Karachi, Pakistan, Pakistan Phone: 0092-21-35215933, 35677185	Gulf Hotel Gulf Hotel Daudpota Road Saddar Karachi-74400 Pakistan Phone: 00 92-21-356-61235/39 Fax No: 0092-21-356-82388 Email : Gulfhtl@gmail.com, Gulfhtl@hotmail.com Web Page: www.gulfhotelebs.com
Gillani Hotel Fatima Jinnah Road, Near Cantonment Station, Cantonment, Karachi, Pakistan. Phone: 0092-021-5383329	Hotel Jabees Abdullah Haroon Road, Saddar Phone(s) : 0092-215212015/5212011/5678471 Fax(s): 0092-21-5682354
Merry Lodge Guest House 13, Sunny Side Villas, 15-CL-8, Sunny Side Road, Civil Lines, Karachi Karachi, Sindh Phone: 0092-21-5220114 Fax: 0092-21-5220112	Paradise Hotel Abdullah Haroon Road, Saddar, Karachi, Pakistan, Pakistan 0092-92-21-35680321
Royal Inn 245-2-H BLOCK-6, P.E.C.H.S. Phone: 0092-334-3101990	Royal city Regal Chowk, Sarmad Road, Saddar, Karachi, Pakistan Phone: 0092-21-5682378
Sarah hotel 30-SB-6, Parr Street, Saddar, Karachi, Pakistan Phone: 009292-21-35211513, 35218262	Hotel Sarawan Raja Ghazanfar Ali Rd, Saddar, Karachi, Sindh, Pakistan Phone: 0092-21-5216001 9
Hotel Shams Fatima Jinnah Road, Cantonment Station, Saddar	Hotel Shaheen 44, Fatima Jinnah Road, Near Cantonment Station,

Karachi, 74200 Phone: 0092-21-5677322	Cantonment, Karachi, 74200 Phone: 0092-21-5218291
Umpire Hotel 35/36, Lilly Road, Near Cantonment Station, Cantonment, Karachi, 74200 Phone: 0092-21-5213896, 5652991, 5653270	Beach Luxury Hotel Molvi Tamizuddin Khan road, Karachi, Pakistan UAN: 111-254-111 Phone: 0092-21-3561-1031 Fax: 0092-21-3561-1625 Email: beachluxury@avari.com
Carlton Hotel Carlton Hotel Resort & Club, DC-5, off Zulfiqar Street # 1, DHA Phase VIII Karachi UAN (0092) 111 72 72 72 Phone: 0092-21-5849172-86 Fax: 0092-21-5849170-71 E-Mail: reservation@carlton.com.pk	Faran Hotel Shara-e-Faisal, Nursery, P.E.C.H.S, Karachi Phones: 0092-21-34532478-85 Fax: 0092-21-3452486-34545752 Email: hotel.faran@yahoo.com, mail@hotelfaran.com.pk, web: www.hotelfaran.com.pk
Days Inn 164, B.C.H.S., Shahrah-e-Faisal, Karachi Phone: 0092-21-34388140 Website: www.daysinn.com.pk	Hotel Metropole Club Road, 75520 Karachi, Pakistan Phone: 0092-21 512051 Fax: 0092-21-514301
Hotel Hilltop Dr. Mahmood Hussain Rd, Nr. Tariq Rd. Adj Ferozabad police Station Landmark, Karachi Phone: 0092-21-4532440, 4532441, 4532442, 4532443, 4532444, 4542648 Fax: 0092-21-4539111	Mehran Hotel Shahrah-e-Faisal, Karachi. 75530 Phone: 0092-21 3566-085
Midway house Stargate Road, Karachi Airport Karachi, Pakistan Phone: 0092-21-4570371 Fax: 0092-21-4571815	Pearl Continental hotel Club Road, PO Box# 8513, Karachi Phone: 0092-21-3568-5021 [50 lines], 111-505-505 Fax: 0092-21-3568-1835, 3568-2655 Email: pchk@hashoogroup.com

## MAJOR RESTAURANTS

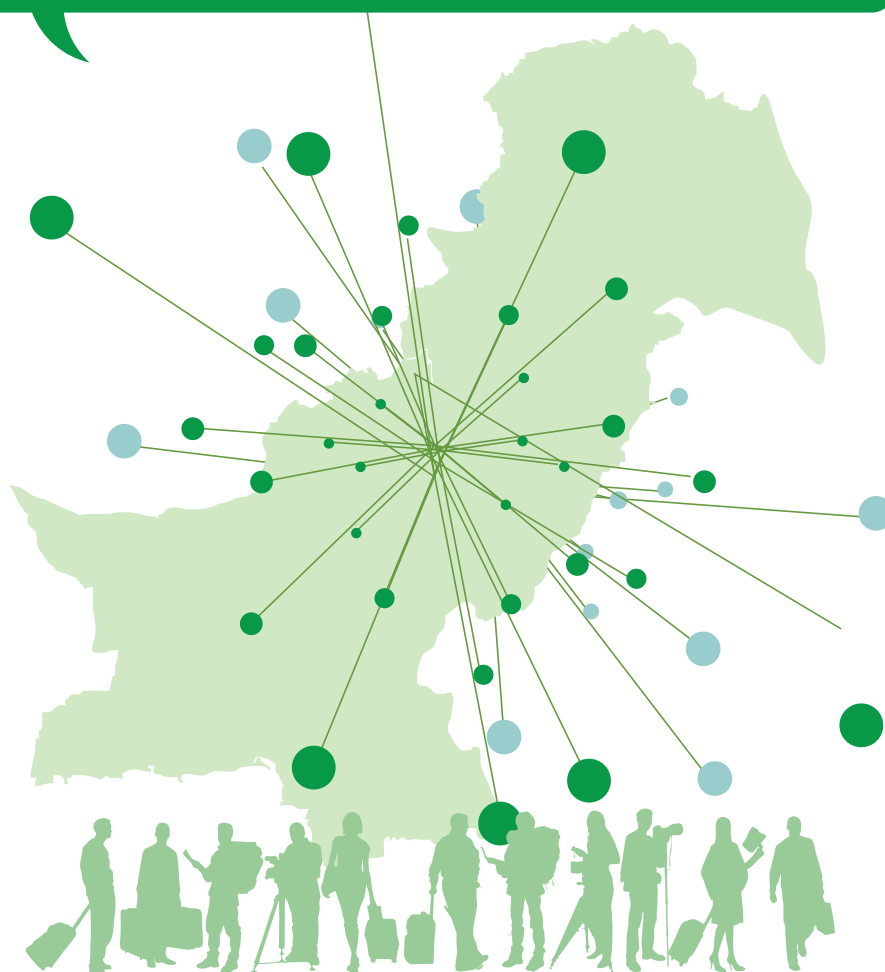
Del Frio Restaurant Karachi Atrium Mall, 249 Staff Lines, Zaibunnisa Street, Saddar Phone: 0321-8729919	Salt n Pepper Village 3-B, Beach Avenue, D.H.A, Opp: Khayaban-e Ittehad. Phone: 0092-21-35843121 Fax: 92-21-35840952 Website: <a href="http://www.saltnpepper.com.pk">http://www.saltnpepper.com.pk</a>
Port Grand Food Street Jinnah Flyover, M.T. Khan Road, Karachi, Pakistan- 7400, Karachi, Pakistan-07400 Phone: 0092-21-3586 3826 Website: <a href="http://www.portgrand.com">http://www.portgrand.com</a>	Al Haaj Bundu Khan Main M.A. Jinnah Road, near Numaish Sindhi Muslim Roundabout Phone: 0092-21 -7780612
Hardee's Restaurant Block-D, Hyderi, North Nazimabad, Karachi, Pakistan Phone: 0092-21-36633853, 36633854 Website: <a href="http://www.hardees.com">http://www.hardees.com</a>	Dilpasand Board Office Opp. Matric Board Office, Block-A, N. Nazimabad, Karachi 74700 Phone: 0092-021-36722441-7 Email: info@dilpasandsweets.com
Shan E Mughlia Dalmia Road, Old Driven-in Cinema, Karachi, Pakistan Phone: 0092-213- 4823604	Lal Qila Opposite Awami Markaz, Main Shahrah-e-Faisal, Block 7 & 8, Karachi, Pakistan Phone: 0092-21-111525745 Fax: 021-34395860 Email: marketing@lalqila.com Website: <a href="http://www.lalqila.com">http://www.lalqila.com</a>
Food Center Burns Road Food Street, Saddar, Karachi Phone: 0092-21-111-000-606	Al-Habib Restaurant Nagan Chowrangi R-76-77, Sector 15 A/4, Nagan Chowrangi Bufferzone Karachi, Pakistan Phone: 0092-21-36952567 UAN: 111-111-230
Eaton Foods 65-C, Phase 2, D.H.A. Karachi, Pakistan. Phone: 0092-21-3-779-1027, 3-779-1032 Website: <a href="http://www.theeaton.com">http://www.theeaton.com</a>	BBQ Tonight Com. 5/1, Boating Basin, Clifton, Block-5, Karachi. Phone: 0092-2135824471 Fax: 021-35376963 Email: info@bbqtonight.com.pk Website: <a href="http://www.bbqtonight.com">http://www.bbqtonight.com</a>

<b>Shaheen Shanwari</b> Rashid Minhas road, Gulshan-e-Iqbal, Karachi, Pakistan Phone: 021- 34601912	<b>Ronaq Mela</b> D-4, Block 10-A, Main Rashid Minhas Road, Near Johar Mor, Gulshan-e-Iqbal, Karachi Pakistan. Phone: Tel: 0092 21-4992620, 4811146, 4226222 Website: <a href="http://www.ronaqmelarestaurant.com">http://www.ronaqmelarestaurant.com</a>
<b>Biryani Centre</b> DHA PHASE V HEAD OFFICE - Plot No. 12-C, 26th Commercial Street, Tauheed Commercial Area, Phase V, DHA, Karachi, Pakistan Phone: 0092-21-35838582	<b>Pizza Hut</b> MCR (Pvt.) Limited Franchisee of Pizza Hut, 7th Floor, Shahnaz Arcade, Shaheed-e-Millat Road, Karachi, Pakistan. Phone: 0092-21-111-241-241 Fax: 0092-21-34916022 Email: <a href="mailto:comments@pizzahut.com.pk">comments@pizzahut.com.pk</a> Website: <a href="http://www.pizzahut.net.pk">http://www.pizzahut.net.pk</a>
<b>Premier Biryani</b> Rashid Minhas Road, Block-10, Gulshan-e-Iqbal, Karachi Phone: 0092-21-34975818	<b>Mateen Foods</b> Bhayani Cloth Market, Block M, North Nazimabad Karachi Sindh, Pakistan Phone: 0092-21-36647016
<b>Nandos</b> KDA Scheme 5 Kehkashan, Clifton, Next to The Forum, Karachi, Pakistan Phone: 0092-21-111-626-367 Website: <a href="http://www.nandos.com">http://www.nandos.com</a>	<b>Hot n Spice</b> 18 -C, Lane No. 3, Stadium Commercial Area, Khayaban-e Shamsheer, Phase V DHA, Karachi Phone: 0092-21-35347335, 35843930 Email: <a href="mailto:info@hot-nspicy.com">info@hot-nspicy.com</a>
<b>Mr Burger Karachi</b> Block 5, Service lane; Suit # 5 1st Floor Fl-4/20 block 5; Gulshan-e-iqbal Nipa Karachi, Pakistan Phone: 0092-92-21-34962830	<b>Pizza1 One</b> Shaheed-e-Millat Road, Karachi Pakistan-57600 Phone: 0092-21-34321370-74 Website: <a href="http://www.pizza1one.com/">http://www.pizza1one.com/</a>
<b>Kaybee Snacks</b> Kaybee Terrace, Stadium Market Lane No. 3 Khyaban- e-Shamsheer, D.H.A. Authority Phase V, Karachi , Pakistan Phone: 0092-215350403, 5350404, 5343120 Website: <a href="http://kaybeesnacks.com">http://kaybeesnacks.com</a>	<b>Papa Johns Pizza Karachi</b> 30-C, lane # 3, Kh-e-Rahat PH-VI, D.H.A Phone: 0092-21-35342754, 111-46-7272 Website: <a href="http://www.papajohns.com.pk">http://www.papajohns.com.pk</a>
<b>Red Apple Restaurant Karachi</b> 126-u Block 2 pechs on main Allama iqbal Road off TARIQ ROAD Phone: 0092-21-34312812-5, 021-343128125 Website: <a href="http://www.redapple.com.pk">http://www.redapple.com.pk</a>	<b>Jharoka Restaurant Karachi</b> Regent Plaza Hotel & Convention Centre Main Shahra-e- Faisal Phone: 0092-21-111-111-774
<b>Haleem Ghar</b> 1397, Block-14, Dastgir, F.B.Area Phone: 0092-21-6329197	<b>Mirage Buffet Restaurant Karachi</b> 2 Darya, Foods Street Devils Point, Phase 8 D.H.A Sea View Phone: 0092-21-32046900
<b>Karachi Haleem Restaurant</b> Pak Mansion, Burns Road, Shahrah-e-Liaquat, Saddar, Karachi Phone: 0092-21-32633659, 32633584	<b>Jan'S Broasted Chicken</b> Raja Ghazanfar Ali Road, Saddar, Karachi. Phone: 92-21-5213685 Website: <a href="http://jansbroast.com">http://jansbroast.com</a>
<b>Charcoal BBQ n Grill Restaurant Karachi</b> Beach Avenue, Phase VIII, DHA, Karachi Phone: 0323-200104547	<b>Daily Dubai Restaurant Karachi</b> Badar Commercial Street 10, DHA Phase 5 Defence Phone: 0092-21-35244018
<b>Indus Foods</b> 11-C, Stadium Lane # 2, DHA Phase 5, Opposite DHA Zamzama Stadium Phone: 0092-21-5343100-2	<b>Master Broast Restaurant Karachi</b> Boat Basin Clifton Karachi Phone: 0345-2448886, 0346-2726649
<b>Kolachi Restaurant Karachi</b> Beach View Road, Phase VIII, DHA Phone: 0092-021-36131113/32003628/36069645	<b>Arizona Grill</b> 20-C, 2nd Commercial Lane, Main Zamzama Boulevard, Ph- V, DHA, Karachi, Pakistan Phone: 0092-21-5830351
<b>Copper Kettle</b> 3rd Commercial Lane, Mall Square Zamzama, Phase 5, Defence Karachi, Pakistan Phone: 0092-021-35878886, 35878887	<b>Lavish Dine</b> Main Rashid Minhas Road, Gulshan-e-Jamal, Near Millenium mall, Karachi, Pakistan Phone: 0092-213-34601406
<b>Subway</b> FLURY'S FOOD PRODUCTS - 1st Floor, Karim Chamber, Merewether Road, Civil Lines, Karachi, Pakistan Phone: 0092-21-5682161	<b>McDonald's</b> SIZA Foods (Pvt) Ltd. Lakson Square Building # 2, Sarwar Shaheed Road, Karachi Phone: 0092-21-1112-44-622 Email: <a href="mailto:contactus@mcdonalds.com.pk">contactus@mcdonalds.com.pk</a> Website: <a href="http://www.mcdonalds.com.pk">http://www.mcdonalds.com.pk</a>
<b>Ideal Foods</b> 290/A, Al Freed Street, Garden West Karachi, 74200 Phone: 0092-21-2255079	<b>Revolving Restaurant</b> Caesars Tower 16th Floor Main Shahrah-e-Faisal Karachi, Pakistan



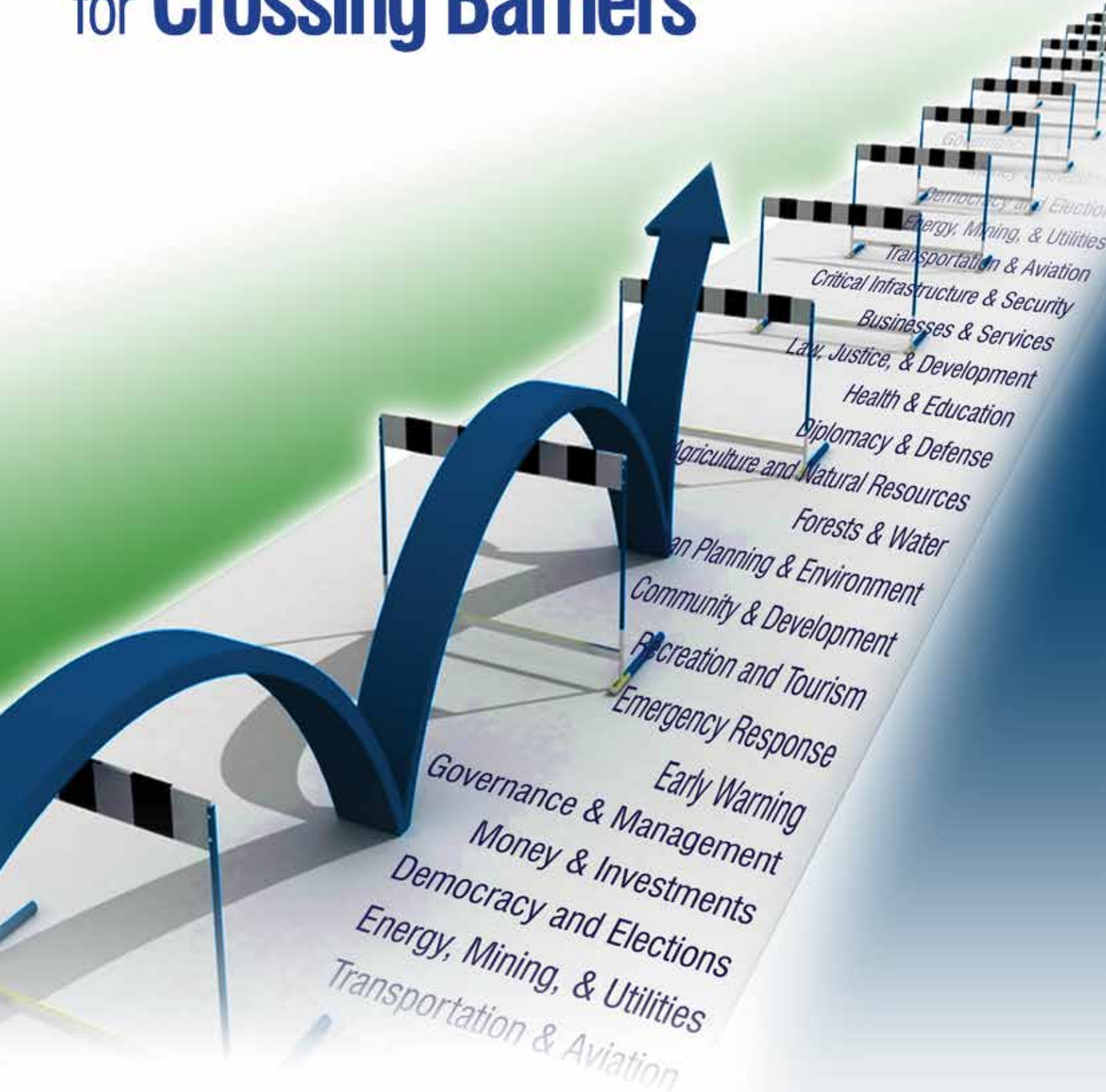
	Phone: 0092-21-32785147 Email: <a href="mailto:info@therevolvingrestaurant.com">info@therevolvingrestaurant.com</a> Website: <a href="http://therevolvingrestaurant.com">http://therevolvingrestaurant.com</a>
Jamils Foods Jameels Foods 136, C.P.Berar Society, Dhoraji Colony Karachi Phone: 0092-021-34944910, 021-34920633	Usmania University Road, Gulshan-e-Iqbal, Opposite PIA Planetarium. Phone: 0092-21-4982525
Sajjad Restaurant City Railway Colony Super Highway, Karachi, Pakistan Phone: 0092-021-8267330	Lasania D-1 Main Rashid Minhas Road, Opp: Toyota Eastern Showroom, Gulshan-e-Iqbal, Karachi, Pakistan Phone: 0092-21- 4991157-4991156 Website: <a href="http://lasania.net/home.html">http://lasania.net/home.html</a>
Cool 90s Shahrah-e-jahangir block L North Nazimabad, Karachi Pakistan Phone: 0092-321-2777668 Email: <a href="mailto:cool90srestaurant@gmail.com">cool90srestaurant@gmail.com</a>	Student Biryani ZC-57 Katrak Road Saddar, Karachi 74400, Sindh, Pakistan Phone: 0092-021-111-111-778 Fax: 0092-021-111-111-778 Email: <a href="mailto:info@studentsbiryani.com">info@studentsbiryani.com</a> Website: <a href="http://www.studentbiryani.com.pk/">http://www.studentbiryani.com.pk/</a>

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