

# TOURISM BULLETIN

September 2014 - Volume: 2, Issue: 9

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- Monthly Price Indices for October, 2013
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Both reports are available at  
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## INFOGRAPH

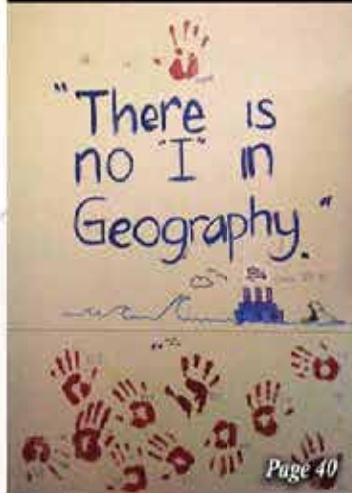
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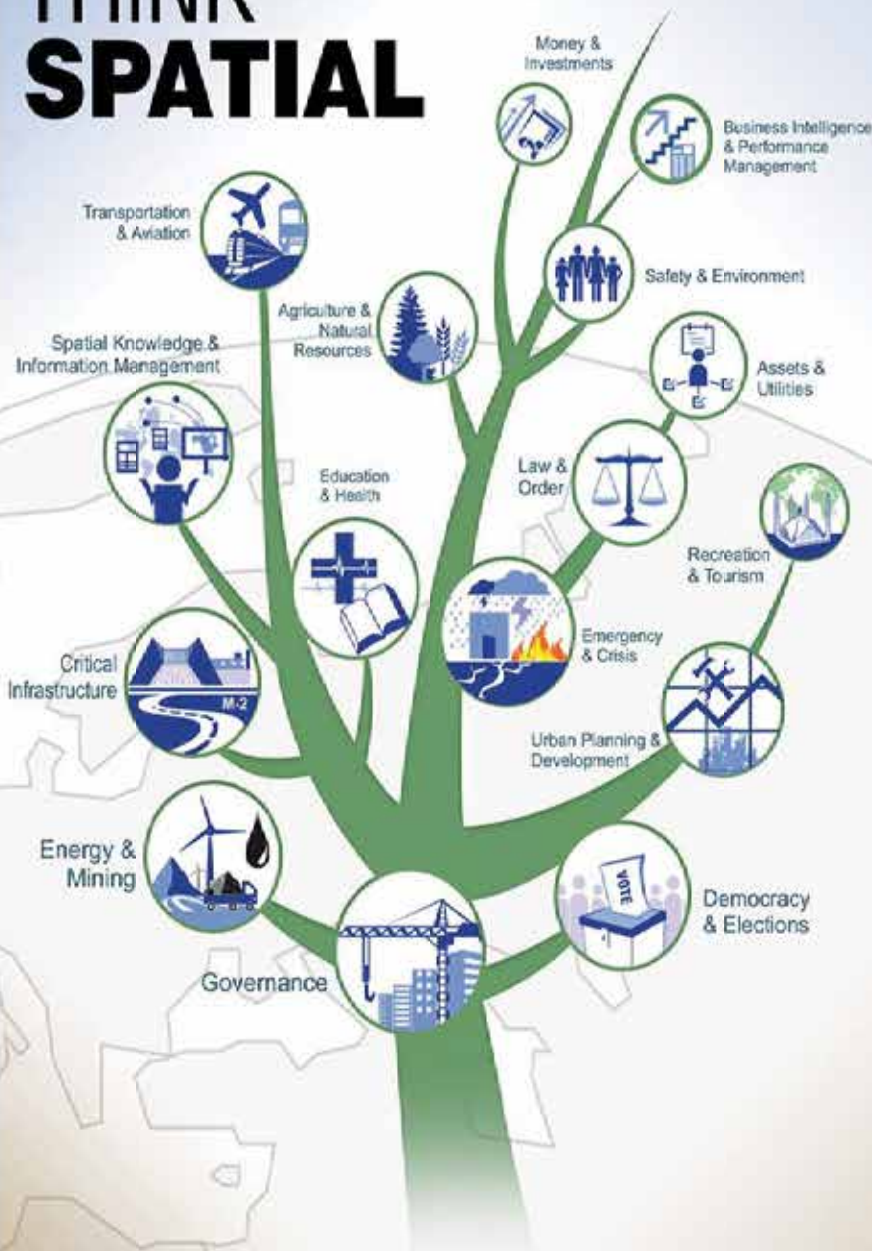
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## NEWS HEADLINES

### Preserving the cultural vibe in Lahore

*Pakistan Today, August 31, 2014*

### Catch the shot: Wiki Loves Monuments comes to Pakistan

*The Express Tribune, August 31, 2014*

### Punjab youth tourism wing to be set up

*The News International, August 29, 2014*

## DETAILS

The vibrant city of Lahore has a culturally dynamic nature which adds an alluring appeal to it. Sometimes this culture takes us on a trip down the memory lane to history while at others it lets us flourish in the lights and colors of the city. Where painters capture these moments on canvases, writers capture them through words while poets through their poems. Nevertheless they all strive to preserve the eccentric and lively culture of Lahore in the best possible way to keep it from gradually fading away. Amidst these steps, Faiz Ghar has built up a reputation of preserving the culture of Lahore for which it organises an ensemble of activities to spread an aura of art and culture. Indian laureates and performers are constant visitors at Faiz Ghar because of the similar nature of the culture of Pakistan and its neighbor country, India. For this Faiz Ghar uses literature as a primary tool to instill intellectual awareness about Lahori culture amongst the masses. Undoubtedly the reflection of one's culture is best perceived through the literature produced in that culture. Faiz Ghar covers various elements that blend in together to educate people by presenting a constructive portrayal of all literary elements. The various events conducted at Faiz Ghar involve books, literature and different forms of art. Sher ki Baat by Dr Arfa Syeda, Learning to See by Mrs Salima Hashmi and Adabi Sangat by Ms Shehnaz Muzammil are few of the examples of such events. Faiz Ghar further expands its sphere over to children and youth through events such as the Summer Cultural School.

Lahore is a city where culture can pose an exhilarating experience hence making it one of the liveliest cities of the world. But every now and then a grave concern arises regarding Lahore's diminishing cultural values. It is at those times where we need organisations such as Faiz Ghar to jump in and take potential steps to preserve our cultural heritage and literary legacies.

**LAHORE:** Wiki Loves Monuments (WLM), the world's largest online photography competition, will hold an online photography competition in September to promote Pakistan's cultural heritage. The competition Wiki Loves Monuments Pakistan is being organised by Wikimedia Community User Group Pakistan, the official affiliate of Wikimedia Foundation that runs and owns Wikipedia and sponsors Wiki Loves Monuments events. "Anyone can participate in the competition... be an amateur or a professional photographer," Saqib Qayyum, project leader of Wiki Loves Monuments Pakistan told The Express Tribune. "It is an online competition. Those who are not in Pakistan can participate too by registering an account on Wikipedia for free. The pictures should highlight Pakistani cultural heritage sites." The participants can start uploading photographs from August 31 (today) after 12pm. The competition will remain open for submissions until September 30. The results will be announced in October.

"People in Pakistan may think that Wiki Loves Monuments is just a photography competition. The fact is there's more to it that makes the event special and unique," Qayyum said. He said the competition was aimed at gathering photographs released under a free licence – a licence that enables the free re-use of photographs. "Photographs you find on the internet often have copyright. They cannot be re-used without permission of the photographer. Our goal is to make knowledge available to everyone." The competition will have two rounds of awards – Pakistani awards and international awards. For Pakistani awards, the first prize will be Rs. 20,000, second prize Rs15,000, third prize Rs10,000 and the fourth and fifth position holders will get Rs5,000 each. The Pakistani jury will nominate 10 winning photos for the international contest, which has its own jury and awards. The first prize will be a travel scholarship (with a maximum value of \$3,000) to attend the Wikipedia conference in Mexico City in 2015. "Wikipedia is the seventh most visited website in Pakistan. We are expecting thousands of contestants," said Qayyum. "Wiki Loves Monuments (WLM) is taking place every September since 2010. This is the first time Pakistan will be participating in the competition," said a statement on WLM website. The first Wiki Loves Monuments competition was held in 2010 in the Netherlands. The next year it spread to other countries in Europe and according to the Guinness Book of Records, the 2011 edition of the Wiki Loves Monuments broke the world record for the largest photography competition. In 2012, the competition was extended beyond Europe, with a total of 35 participating countries and 350,000 uploaded photographs of historic monuments. By 2013 Wiki Loves Monuments had spread to over 50 countries across six continents including Antarctica. Wiki Loves Monuments photo contest is organised in a federative manner, with participating countries organising national competitions. By entering in this year's competition, Pakistan will become the third South Asian country (after India and Nepal) to take part.

**LAHORE:** Punjab Law Minister Rana Mashhood presided over a meeting of Board of Directors on the occasion of 23rd annual general meeting of Tourism Development Corporation of Punjab at Punjab Tourism Complex Lahore. The meeting gave approval for setting up of Punjab Youth Tourism Wing. Formal approval was also granted on this occasion to the appointment of Imran Goraya as Vice Chairman Board of Directors and member Punjab Assembly Tahiya Noon as member Board of Directors and company share holder of TDCP.

According to a handout issued here on Thursday, the meeting also reviewed the annual report of the directors regarding the measures taken for the restructuring of TDCP. It was decided that Historical Clubs will be set up by TDCP in all schools of the province for providing safe travel facilities to the students to visit historical places of the province so as to gain knowledge about their historical and cultural heritage. The meeting also gave approval to the appointment of Secretary Higher Education Punjab, Secretary Schools Education, Secretary Irrigation Punjab, Secretary Women Development and Secretary Health Punjab as ex-officio members of Board of Directors of TDCP. Provincial Secretary Youth Affairs, Tourism, Sports and Archaeology Muhammad Khan, Managing Director Pakistan, Tourism Development Corporation Ch Kabir Ahmed Khan, Additional Secretary Finance Ali Ahmed Olakh, District Manager PIA, Managing Director TDCP Ahmer Malik attended the meeting while Akhtar Mamnoonka represented tour operators.

### Swat invites tourists

The News on Sunday, August 24, 2014

By organising various summer activities and festivals, the management in Swat is sending out the message that the area is peaceful again. The picturesque Kalam valley and Mahudhand lake in Upper Swat valley celebrated the Swat summer gala that attracted thousands of people from across the country for the third running year after the district was cleared of militants and peace was restored as a result of the military operation launched in the summer of 2009.

First inaugurated by the Pakistan Army in 2012 with support from the Khyber Pakhtunkhwa (KP) government, the summer festival has grown in its capacity as a genuine tourism event that offers a number of exciting adventure sports, entertainment and cultural activities. Col. Aqeel Ahmad Malik, public relations officer (PRO) for Pakistan Army in Swat, termed the summer gala an important factor in rebuilding tourism, one of the main sources of economic activities in Swat besides agriculture and foreign remittances. "Summer gala in Kalam and Mahudhand are part of many activities that we have been organising over the past three years in our efforts to revive tourism in Swat. These festivals are connected to other similar events like snow festivals in winters and sports gala," he added. Together with the Provincial Tourism and Archeology Departments, Pakistan Army has successfully attracted tourists from as far as Karachi, Lahore, Faisalabad, Gujranwala, Sialkot and Rawalpindi. Col Aqeel spoke high of the efforts of hotel associations and the archeology departments in the aforementioned cities. "Swat tourism is entirely different than other tourist spots in the country. Its tourism is not just due to its beautiful landscape, which many rightly compare with the scenic beauty of Switzerland," he pointed out. "About 40 per cent of the Swat tourism depends on archeology. It attracts national and international tourists alike. Apart from an influx of tourists from KP, we were able to motivate many tourists in different cities of Punjab and Karachi through a campaign with the help of hotel associations and archeology departments there to visit Swat," he explained. Col Aqeel quoted the media as estimating that 500,000 tourists visited different areas of Swat this summer. Many people were visiting Swat with friends and families during Eidul Fitr. A large number extended their stay to join in the festivities of the summer gala in Kalam and Mahudhand. Others went back to their cities of origin before coming back to Swat for the summer festival.

During the four-day mega event, the crowd-puller adventurous sports included para-jumping, paragliding, tent-pegging, jeep rally, archery, rock climbing, cycling and motorbike racing. Entertainment items like motorbike jumps and acrobats, trained dog and drill show, boating, fishing, remote-controlled toy thrills and kite-flying, military band display and gymnastic and judo karate also attracted the attention of visitors. Cultural displays at the gala included Khattak, Chitrali and other regional dances, folk songs, stalls of local handicrafts and calligraphy, puppet, magic and musical shows. A number of tourist information centres were established at important towns on the way to Kalam. At a security checkpoint in Dargai, the main entry point to Malakand division, separate information centres for national and foreign tourists were functioning. After thorough security checking, holiday-makers were issued a sticker for their vehicle, making it easy for them to cross all other checkpoints on their way to Kalam or other destinations. However, the office for foreign visitors often remained idle as only a few non-Pakistanis visited Swat. The reason, according to Col. Aqeel, was the lack of knowledge of people in Pakistan and abroad about peace in the area. "One of the aims of these festivals has been sending out message of peace and normalcy to national and international tourists. We want every tourist to know that Swat is peaceful and that is why such festivals could take place without any security concerns. Unfortunately, the message hasn't reached out according to our desired speed," he conceded. He added that even in remote places like Kalam, shops remained open and full of buyers as late as 2am in the morning. Hoteliers in Kalam have been full of praise for summer gala-like events as they guarantee good business for many in the high tourist season. Muhammad Amin, a hotel owner in Kalam told TNS that a large number of guests meant full occupancy for hotels. "We look towards the summers as our earning season. The arrival of guests from other parts of the country means we will have our hotels fully occupied. The hotel and food prices in Kalam are cheap compared to other tourist sites. Our people are peaceful and welcoming and we have an undisrupted supply of locally-generated electricity," he informed. Although the pleasant weather due to the high altitude, stunningly beautiful sceneries, waterfalls, the majestic river Swat with all its arteries and events like summer gala make Swat a favourite venue for many who want to escape the scorching summer heat of the plains of KP, Punjab and Sindh, the uneasy access to this unrivalled beautiful piece of earth often deters a large number of sightseers who then take to alternative hill stations in other parts of the country.

The N-95 national highway between Chakdara and Kalam is approximately 137.5 kilometres long and could take more than eight hours on a normal day. The structure is in reasonably good condition up till Madyan. However, the road is virtually non-existent beyond that town sited on the banks of river Swat. The remaining 43 kilometres stretch to Kalam usually takes up to five hours and is hard to manoeuvre at different places. A large number of tourists' complaints were related to the communication infrastructure. People often pointed out to the poor road structure in comparison to the scenic value of the area. One vacationer Najeebullah complained that he had to drive at a dead slow pace when he visited Kalam with his friends to spend the last days of Ramadan. "You have to be extremely careful while driving on this road. Dodging pits, ditches and rocks need extra care and vigilance at all times. It would be great if the government could give due attention to reconstruction of this important public road," Najeebullah demanded. The Pakistan Army has repaired the 34 kms long Bahrain-Kalam section of the road which had become a jeepable track due to lack of maintenance work over the years. However, it would take some time for the NHA to complete the reconstruction of this important highway. Muhammad Imtiaz, NHA Project Director for the Jarra- Bahrain section, told TNS the reconstruction work is going according to the plans and will take another year to complete this section. "The reconstruction work is underway in two phases, Jarra to Madyan and Madyan to Bahrain. We expect to complete work on this project by mid-September 2015," he said. Imtiaz added that the construction work often gets disrupted by landsliding and large number of commuters in summers. "Since a number of



## Protests in capital mar Galiyat tourism

*The News International, August 24, 2014*

construction activities can only be carried out in summer times, winters go without much work. We can only work on the construction of drainage system along roads during winter.” He said periodic repair work on the remaining 34 kilometres stretch of the road between Bahrain and Kalam will start soon as tenders have already been advertised. The KP Tourism Department intends to work on a number of projects in its effort to promote tourism in Swat, Naran and other tourist destinations in the province.

Zara Alam, media advisor of the Tourism Department, said such projects were on the priority list of the department. “We have many ideas in the pipeline, including establishment of training centres, tourist attractions, restoration of Malam Jabba resort and chairlifts at Naran,” she added.

Malam Jabba, Miandam, Madyan, Bahrain, Kalam, Ushu, Gabral, Mankiyal and Mahudhand are some of the important tourist locations in Swat that are known to visitors from outside the region. However, there are many more unexplored areas that need attention of the government and its tourism department. Tourism in Swat alone can considerably contribute to the strengthening of the economy, creating jobs and helping in peace-building. It could also play a vital role in highlighting the positive image of the country that often remains hidden from people outside the country for all the wrong reasons.

**NATHIAGALI:** Tourism that was in full boom in the Galiyat during Ramazan and Eidul Fitr holidays has suffered in the wake of long marches and sit-ins in Islamabad by the Pakistan Tehreek-e-Insaf (PTI) and Pakistan Awami Tehreek (PAT). Local hoteliers and shopkeepers are angry and frustrated as they always look to the summer tourism season to receive visitors and earn some money. Nathiagali, Dunga Gali, Changla Gali and Ayubia that were bustling with life due to influx of tourists before the Independence Day on August 14 now present a deserted look. The chairlift at Ayubia, a popular tourist attraction in the Galiyat is not being operated due to lack of riders. The tourist influx in the Galiyat is at its peak from June 1 to August 31 and brings good earnings for the hotel and restaurant owners and shopkeepers besides creating thousands of seasonal jobs for the locals. From horse owners to guides and waiters to taxi drivers and roadside vendors selling corncocks and pakoras they all thrive on tourism in the area.

Almost every individual dependent on tourism in the Galiyat interviewed by this scribe was unanimous in condemning the two simultaneous “dharnas” in Islamabad. All of them blamed Imran Khan and Tahirul Qadri for their economic woes.

Sardar Waqar Ahmed, an ardent supporter of PTI and a hotel owner, said that he voted for the PTI candidates in 2013 general election, but was now regretting his decision. It is worth mentioning here that PTI candidate Sardar Muhammad Idrees was elected as MPA from PK-48 falling in the Galiyat. He is presently the chairman of the district development advisory committee Abbottabad. “We voted for PTI due to its claim to usher in a change and bring prosperity. I was very happy when PTI formed the government in Khyber Pakhtunkhwa and hoped that the Galiyat will be developed as an ideal tourist place in the country,” Sardar Waqar added. “Our expectations were short lived when on the directives of Imran Khan directly, the Galiyat Development Authority (GDA) started anti-encroachment drive in Nathiagali and demolished dozens of hotels, restaurants and shops just before the advent of tourism season,” he complained. He alleged that all the influential and powerful encroachers were spared in the anti-encroachment drive.

Muhammad Fareed, owner of a tuck shop in Ayubia said that usually he witnessed traffic jams from August 13-15 every year but the call for long marches scared the tourists who avoided coming to the Galiyat owing to road blockades and shortage of fuel. “And those who were in Galiyat rushed back to their respective areas long before the Independence Day holidays. Shortage of food and other essential commodities caused by the absence of trucks from the roads and wholesale markets badly affected the local population. Prices of fruits and vegetables witnessed a hike touching 200 percent mark,” he added. “If we knew this is the change Imran Khan was talking about, we would never have voted for Sardar Yaqoob, the losing PTI candidate for the National Assembly, and Sardar Idrees, who was elected MPA from this area,” said a visibly angered Sardar Shoaib, a local roadside restaurant owner whose lone source of earning was 80 percent demolished during the anti-encroachment drive. He claimed that he managed to meet the Khyber Pakhtunkhwa Chief Minister Pervez Khattak who promised compensation but nothing materialised even after three months. “My property was legal and after seeing the papers the chief minister conceded that I had been wronged. The PTI government ruined my business and has yet to compensate me,” he maintained.

They may cross boundaries for inspiration but their final work is rooted in tradition, say the Pakistani designers who showcased their collections at the latest edition of the Lakme Fashion Week. Summer lawn suits are passé and the kameez humdrum. Pakistani fashion has now become more “global with local accents,” according to designer Riwan Beyg, who was among the designers from Pakistan, who participated in the latest edition of the Lakme Fashion Week, and demonstrated how moving away from conservative frontiers has changed the industry. Beyg belongs to a growing band of Pakistani designers endorsed by celebrities from the West. His ‘Digitruck’ defines an emerging global-local aesthetic. Inspired by the work of indigenous truck artisans famous for their signature fish, bird and floral motifs, the designer gives the collection a global spin with stylised digital prints and colour blocks. “I believe in individuality. To be fashionable is less important to me than being able to project an original sense of style.” A decade into the business, Zara Shahjahan explains that the growing market for prêt has prompted designers to create everyday clothes that are both fashionable and comfortable. “Though well-defined cultural boundaries govern our fashion, designers have to be imaginative and come up with fusion-wear — even if that means giving the kameez a modern twist. We are committed to creating fashionable everyday clothing, in sync with global trends.” Shahjahan’s ‘City of Gardens’ uses vintage floral motifs in a fusion line of bridal that’s feminine, yet edgy. The youngest of the lot, Sana Maskatiya attributes the change to fashion pageants and portals that have helped open up the retail market.

## The Hindu Global yet local

*The Hindu, August 23, 2014*

### More than neighbours: 'Some elements do not want to see a prosperous Pakistan'

*The Express Tribune, August 22,  
2014*

### Indian airlines get boost from Afghan medical tourism to India

*DigitalJournal.com, August 21,  
2014*

"Designers are now willing to experiment with new designs, cuts and inspirations," says Maskatiya, who was shortlisted for the prestigious International Woolmark Prize 2014. Her collection for LFW resonated with Japanese references. The landscape, cherry blossoms, tea houses, turtles and treasure chests occupy prime place on her design canvas. While she scales boundaries for inspiration and global appeal, the soul of the line is quintessentially Pakistani with a rich mix of print and hand embroidery techniques.

Faiza Samee is another recognisable name in Pakistan's style circuit. "Traditional craft techniques are intrinsic to the country's identity, but designers now use them to create Western and fusion wear that's becoming popular," says the designer, who couldn't make it to the LFW. Though her strength lies in traditional hand embroidery, Samee's designs are constantly evolving. The latest collection features short to mid-length tunics, some even cut on the bias. The pants are loose fitting, and the jackets cropped. The typical Pakistan touch comes from the painstaking hand embroidery and block prints. From what is shown on the global runways, it's apparent that, while Pakistani designers experiment with cut, silhouette, palette and theme, they still depend on the hand skills of artisans for that unmatched local lilt. "We are fortunate to have access to immensely talented artisans. But, of late, given the laborious nature of the job, they are frustrated and don't feel like carrying on the legacy. Hand-crafted fashion is classic and will soon become priceless, as the resource to produce it is fast diminishing," says Maskatiya.

Rizwan, who has worked with rural artisans and spurred the ethical fashion movement in Pakistan, says, "The importance of prêt is gradually limiting our crafts to bridal. But designers are making a conscious effort to preserve our signature stitches by using them subtly. A handful of designers are deeply committed to crafts, despite the harangue of the fashion press to promote prêt and garments with lower price points. Crafts are our true calling." With a 'glocal' sensibility that marries the best of home-grown crafts and globally appealing styles, Pakistani fashion seems headed for interesting times.

What they say

**RIZWAN BEYG:** We speak different fashion languages, but our goal is the same – to dress up people stylishly.

**ZARA SHAHJAHAN:** Pakistan is famous for its hand crafts. It will continue to occupy a significant place in bridal, where detail is treasured.

**SANIA MASKATIYA:** Bollywood stars do make an impact on Pakistani youth. There's a lot of aspirational value when it comes to screen style. People want to dress like the stars..

**FAIZA SAMEE:** The salwar- kameez is one of the few pieces of traditional wear that has survived change. It's amazing how tradition is refreshed within a template.

**PESHAWAR:** Iranian Consul General in Peshawar Hasan Darwish Wand has said unknown foreign elements who do not wish to see a prosperous and peaceful Pakistan are involved in terrorism in the country.

Talking during Peshawar Press Club's Guest Hour Programme on Thursday, Wand said he has spent more than three and a half years in Peshawar and found the people of Khyber-Pakhtunkhwa most respectful and hospitable. "We had only read in books about the hospitality of the Pukhtuns but after spending time in Peshawar, I am witness to the hospitality of Pukhtuns." The relationship between Pakistan and Iran is enhanced day by day and both the countries have a similar culture, civilization and religion, said Wand. The consul general said unknown foreign elements are involved in terrorist activities in Pakistan. "Both [Iran and Pakistan] have similar enemies and they should work together to end the conspiracy against the countries."

To a question about the Pak-Iran Gas Pipeline Project, Wand said, "So far Iran has invested Rs300 million on this project but Pakistan has not shown a keen interest in it." Wand said Iran wants to work on different projects for the improvement of culture activities in Pakistan. Commenting on the Afghan Presidential election, he said Iran wants a peaceful Afghanistan, and will help and support who ever emerges president.

**New Delhi:** Travelers heading to India from Afghanistan for cheap, high-quality medical treatment has been the silver lining for SpiceJet, the Indian airline that suffered a loss of INR 1.24 billion (\$20 million) in the April-June quarter. SpiceJet's data shows that about 1,000 Afghan medical tourists and their relatives fly every month from Kabul to New Delhi, earning the company about INR 156 million (\$2.6 million) a year based on average ticket prices. SpiceJet said the route is "very positive" when asked about profitability, but would not give more details. SpiceJet is the only private Indian carrier with direct flights to war-torn Afghanistan. "Demand is quite high for Delhi-Kabul flights," said Mehtab Singh, a manager at Welcome Travels in Lajpat Nagar. "We book 20-25 tickets to Kabul every day during peak season." The number of Afghans seeking treatment this year is 32,000, 21 percent more than last year, and is likely to increase now that Indian Prime Minister Narendra Modi relaxed visa rules to deepen ties. India introduced medical visas for Afghans in 2005 and Modi eased the rules on July 1, potentially allowing Afghans to stay for two years at a time and exempting medical tourists from some police registration chores.

Afghan medical tourism is part of an industry expected to be worth \$6 billion by 2018 with 400,000 arrivals. Though called tourism, medical tourism is not exactly the run of the mill tourism that most visit India for. The two-hour, 625-mile (1,005-kilometer) trip between Delhi and Kabul in Afghanistan has several risks. On July 3, the Taliban attacked the Kabul airport with rockets while a SpiceJet plane was parked there. But Afghans still travel here because it is the best bet at getting quality healthcare at a reasonable price. "There are hospitals in Afghanistan, but the quality of medicine is the biggest issue," says Sediq, who has brought his mother to Delhi for a knee-replacement surgery. "Getting Indian visas is easy. The alternative, Pakistan, is less secure and less friendly." Sediq grew up watching Bollywood films like many Afghans and speaks Hindi. He



## India, Pakistan can't live in perpetual hostility: Mehbooba

Kashmir Life, August 21, 2014

## From war zone to tourist hub, Kargil comes a long way

GreaterKashmir.com, August 21, 2014

paid \$3,700 for the surgery, which would have cost \$19,200 in Singapore and \$34,000 in the U.S., according to Patients Beyond Borders. Besides, they often combine with visits to tourist spots in North India, which shares many cultural similarities with Afghanistan.

Sediq is a student in New Delhi and stays in the city's unofficial "Little Afghanistan", Lajpat Nagar. He hopes that flights between the countries continue, since another option for medical treatment, Pakistan, is considered unsafe due to the ongoing conflict between the Afghanistan section of the Taliban and the Pakistani armed forces. "Once I was going home with my girlfriend at 2 a.m. in Delhi, and the cops gave me a lift. Can you imagine the same in Pakistan? There, they'd probably shoot me the moment they realize I'm an Afghan," he said.

**SRINAGAR:** Peoples Democratic Party (PDP) president, Mehbooba Mufti, Tuesday, said India and Pakistan can't live in perpetual hostility and there is no option other than peace in South Asia which can be achieved only through dialogue and reconciliation.

Addressing various wayside meetings in Tral constituency in South Kashmir's Pulwama district, she said the PDP having emerged as an authentic voice of peace and reconciliation will use its representative character to press for resumption of dialogue between India and Pakistan and resolution of all problems including Kashmir.

Mehbooba said dialogue process can't be held hostage to hawkish voices or unforeseen interruptions. But, it is unfortunate that the Modi government has failed to reach the visionary levels of Atal Bihari Vajpayee who has set a new course for resolving South Asia's endemic problems. She said Jammu and Kashmir has a huge stake in peace as it is this state which has suffered as a result of continuous hostility between the two countries ever since independence. Mehbooba said the political scenario of the state has undergone a complete transformation as the parties which had traditionally thrived on animosity between the two countries and consequent instability in the state have now been rejected by the people. She said aggressive posturing has never helped in sorting out matters and the futility of such hard-line stance has been established in the past as after every cancellation of talks we have had to come back to the negotiation table. Mehbooba said the alibi given out for calling off Foreign Secretary level talks is patently fake as the Hurriyat leaders have always been meeting the Pakistani diplomats on different occasions. "Visionary leaders like Atal Bihari Vajpayee had seized upon such interactions to give a new direction to Indo-Pak relations which could lead to lasting peace in the entire region," she added. "The PDP will carry forward proactively and assertively the political agenda that it had rolled out in 2003 which had impressed the then NDA government under Vajpayee and was later converted into one of the most successful peace initiatives in the region," Mehbooba said. The PDP president, who represents South Kashmir in the Lok Sabha, said her party opposes escalation along borders and the Line of Control (LoC) and wants strengthening of ceasefire along with progress on other Confidence Building Measures (CBMs). Mehbooba said people in New Delhi and Islamabad don't realize that every bullet or mortar shell fired across the border hits someone from Kathua to Karnah to Kargil in Jammu, Kashmir and Ladakh regions. "We are fed-up of this constant war which takes a heavy toll of our people and their interests and we are sure that with the support of the people PDP would strengthen the forces of peace and defeat those who thrive on human misery," she added. Mehbooba said the people living in the far-off areas like Tral have suffered immensely over last 25 years of turmoil in the state and the PDP has a comprehensive policy to boost the socio-economic condition of the people living in these areas.

Referring to the abysmal infrastructure conditions in Tral the PDP president said it will be the endeavour of her party to give special focus towards the area once it is voted to power. "Tral has an immense potential in tourism, horticulture, trout farming, agriculture and other allied activities and the PDP will harness it to the optimum levels for the betterment of the area," she added. Referring to the vast potential for tourism in Tral, Mehbooba said the area by and large is unpolluted and unaffected by the haphazard concrete constructions that have damaged many other parts of the Valley. She said the party would focus on the development of all the potential tourist destinations in the constituency which would include Shikargah, Nagbaren, Lam, Zuwistan, Narastan, Aripal and Gupkral. Mehbooba said the people of the area have suffered a systematic neglect for many decades and deserve a special economic push to upgrade the infrastructure and generate avenues of employment for the local youth. She said the PDP would take up the construction of Tral-Pahalgam road via Batnour and construction of Syedaabad-Khrew road. She said this would open up more economic and employment opportunities for the area.

**KARGIL:** The lofty and tough mountain terrains of Kargil which once echoed with the sounds of guns have become home to the bustling tourism industry. Known worldwide for never-ending range of differently colored mountains and deserted plains, this thinly populated district spread over 14036 square kilometers has returned on the radar of the tourists, not only from India but across the world. "The war left an impact on our tourism industry and it took years to bring Kargil back on the world's tourism map," said Haji Muhammad Hussain of Kargil who has served as Assistant Director in Tourism Department. Strategic mountainous peaks like Tiger Hill in Drass and Tololing in Bhimbat which caught the world attention during 1999-Kargil war and posts like Hatamata Hill on Kargil-Skardu border and Palamar hills have become major tourist attractions.

From 2010 to last year, the rush of the tourists to Kargil, both domestic and foreigners, has more than doubled from 28772 to over 64000. "Last year we received 60000 domestic tourists and over 4000 foreigners," said Assistant Director Tourism, Kargil, Syed Tahha Aga. "This year upto July 31, around 35279 tourists have already visited Kargil." From May to August, the cherished tourist season in Kargil, tourist flow remains at peak and the hotel industry thrives on visitor rush. The tourist influx has led to expansion of the infrastructure in the tourism sector and created job avenues for the educated youth of this landlocked district having a population of over 1.40 lakh. "During the past three years at least 35 new hotels have come up in Kargil," said Muhammad Murtaza, an employee at a local guest house. The educated and jobless youth of this desert district

### Canal widening likely to damage city's heritage, beauty

Daily Dawn, August 19, 2014

### Inqilaab march: Cultural, ethnic diversity on display

The Express Tribune, August 19, 2014

are finding new job avenues in the tourism sector as the tourist flow gradually picks up with each passing year. "Some youth have invested in hotel industry while others work as tourist guides. A good chunk of youth have purchased vehicles and remain busy with the tourists," said Muhammad Yaqoob Hussain, another hotelier.

Post-2010 summer unrest in Kashmir, in which 120 civilians were killed in action by police and CRPF, Kargil is witnessing pilgrims to Shri Amarnath cave in south Kashmir preferring to travel from here via Manali-Leh to reach Baltal in Sonamarg, the base camp for the cave shrine. "It will help our tourism industry grow," said Muhammad Hussain. Another advantage that Kargil thrives on is its centrality in the mountainous Ladakh, thus acting as a base camp for tourists. It is usually from the Kargil that tourists prepare themselves for trip to Leh, Zaskar and Batalik. The Garken and Darsik, the Aryan villages, are also an attraction for the tourists coming to Kargil. Michael, a tourist from Germany, had visited Leh and was preparing for another trip to Zaskar. "I will also visit the place where these people of pure Aryan race live. In Germany, people talk a lot about this place (Aryan village)," Michael said.

Kargil sits in a strategic position with Pakistan in the west. Both Leh and Kargil were opened up for tourists in early 70's and initially tourists would travel only through the Srinagar-Leh road. Later in the 90s, tourists started travelling to Ladakh via Manali road in Himachal Pradesh. Though cutting through a difficult terrain, the Manali road has become an alternative route to Kargil for many tourists. "No doubt tourists are coming to Kargil but the rush of the foreigners which this place used to witness prior to 1990 is no comparison to today's situation," said an elderly Muhammad Shafi from Drass, part of Kargil. "The Kargil war and the ongoing tension on the borders between India and Pakistan have definitely hurt Kargil's tourism industry."

**LAHORE:** "At one time, the Canal Road was so green and shady we used to make excuses just to extend our walks along it," reminisces environmentalist Eram Aftab. "Now Lahoris are facing yet another threat of losing its beauty."

Eram is an active member of the Lahore Bachao Tehreek (LBT), a group of Lahore-based activists, mostly professionals, including town planners, architects, environmentalists and lawyers – all of whom aim to conserve Lahore and its urban heritage. She expresses distress over the government's plan to chop down trees along the canal so it could be widened to accommodate more traffic. The LBT object to the presentation of an Environment Impact Assessment (EIA) by the LDA chief engineer for road widening along with a plan to build 12 U-turns and a monorail above the canal. There is also a lot of remodelling planned on Jail Road and Chobja underpass as well as restructuring of all underpasses. In his separate letters of objection to the directors general of Parks and Horticulture Authority and the Environment Protection Department, WWF-Pakistan Director General Ali Hassan Habib points out the presentation of the EIA itself is illegal. Habib says it is like challenging the writ of the Supreme Court. "It is like planning to build a casino which is illegal in Pakistan," he says. There has been no response from the government departments. In fact, he says, the government has filed an appeal in the court asking for softening of stance on the issue of construction on Canal Road. "If the road is widened, we will end up with only a temporary solution," says Habib. "The fact that Lahore happens to be one of the world's most polluted cities thanks to an increasing number of cars should be enough for the Punjab government to work on other solutions rather than allowing more cars in a specific area." He suggests introducing more buses, which will end up carrying more people per vehicle. "The more cars there are the worse the pollution and traffic will be." Eram speaks about the natural heritage that will be lost. "These trees are over a hundred years old," she claims. "They speak history; they are ancient. They cannot be replaced by saplings, and the canal will lose its beauty. Besides that, it takes almost two decades for a tree to grow fully and that is too long a time." "The Lahore canal has always been regarded by environmentalists and meteorologists as an important element in its heritage providing cool shaded relief from the sweltering summers. The oxygen and filtration that the green areas along the canal provide cannot be replaced and it is imperative the sanctity and integrity of the canal be maintained." This has been put forward in several court arguments, says LBT convener and urban planner Imrana Tiwana. "After a battle of seven years we finally won the case when the Supreme Court gave its ruling in 2011 proclaiming it a 'heritage park'. It was further protected by a Lahore Canal Heritage Act passed by parliament in 2013."

Former chief justice Iftikhar Muhammad Chaudhry had taken suo motu notice of the canal widening thrice. Even Nespak, which had presented the last EIA, did not recommend widening the Canal Road this time since the construction of four lanes on both sides of the canal will not be a solution as it will create severe traffic congestion after six years. "It is integral that the CM understands the importance of not working on the Canal Road," says Eram. "The ball is in his court now." "Our objection is mainly over the one-off projects the CM introduces rather than spending the public's money on introducing more public transport, including buses and taxis, which can be utilised by more than one passenger and on better city planning," says Habib. "Even cities like London have traffic congestion but they end up managing it not bulldozing their heritage buildings to make way for more traffic." "If the government ends up in widening the road illegally as it has been doing for the past few years, we will take a lawyer to fight the case in court once again," says Imrana. She says the Canal Road has been illegally widened at three points beyond the Dharampura underpass. Despite protests of residents of Lal Pul area, who even hired a lawyer and took the case to the high court, the road was widened. There are also plans to commercialise the Maratab Ali Road section of the canal with high-rise buildings.

**ISLAMABAD:** One major difference between participants of the Pakistan Tehreek-i-Insaf (PTI) and Pakistan Awami Tehreek (PAT) sit-ins is the high number of women who have travelled from across Punjab mainly to attend Tahirul Qadri's rally. Spending nights under the open sky and doing laundry from water containers, thousands of women participating in the PAT sit-in are also learning about politics and culture of different parts of the country through their daily interaction with fellow



## Celebrating Pakistani culture in McMurray

Fort McMurray Today, August 18, 2014

## Pakistani designs for India

Mid-Day, August 18, 2014

protesters. Traditional local embroideries on veils concealing heads of women characterise cultural diversity that is present at Qadri's 'Inqilab march'. Thousands of women sit aimlessly on tattered mats all across Khayaban-e-Suhrawardy at Aabpara. Sounds of crying children echo through the chatter of local dialects where the women rest. While they speak different languages, the common thing between them is their unflinching support for their leader, Qadri.

"I thought I was the only person suffering from poverty until I met women from other parts of the country here," said Khadija Ahmed, who came from Okara in South Punjab. "We all speak different languages but suffer from the same issues," she commented.

Samia, a 16-year-old school student from Jhelum, was reading a newspaper under a tree. "This gathering has educated me about the cultural diversity of Pakistan. It's very interesting to learn about women from other areas. Some come from rural background, while others have grown up in cities." The segregated sit-in is extremely organised. Women are provided food on time and medical facilities are available round the clock.

Sidra Batool, part of PAT's organising team, sits next to the barricade made with bamboo sticks surrounded by young girls. Wearing helmets and jackets, young girls frisk women for a security check. Once cleared, Batool lifts the stick filtering women to go through. "We have hours-long duties and have had sleepless nights, but it's all for the national interest and our leaders," said Batool.

Some women also hail from Sindh. Saima Shehzad travelled for 72 hours from interior Sindh to Islamabad. Leaving two children behind, she nestles her six-month-old baby in her arms. "I have renamed her Rabia Inqilaabi. It's our passion and love for Pakistan and Dr Tahirul Qadri that keeps us going," she says.

Tasbeeya Shafique, who had come from Karachi, said talking to women from Punjab, Azad Jammu and Kashmir and even other countries is quite an experience for her. She said some participants had flown in from Canada and the UK. She said she felt more comfortable here than at home.

Sadia Younis clings on the grill just to catch a glimpse of Qadri, as he glides in his black jeep through the crowd. "I am here just to see him. We will stay here for as long as he asks us. We are not leaving him come what may."

Fort McMurray's Pakistani community got together to celebrate multiple events Saturday. Eid-ul-Fitar marking the end of Ramadan, Pakistan's 67th Independence Day, and the Pakistan Canada Association (PCA) of Fort McMurray's fifth anniversary were on the agenda at Keyano's Sport & Wellness Centre. Hosted by the PCA, an estimated 300 people were in attendance at the event, many in green and white – Pakistan's national colours. The celebration featured performances by children who sang Pakistan's national songs, and danced to traditional music. Local, as well as provincial dignitaries brought greetings appreciating Pakistanis and PCA's contribution to the region. "I know how much Pakistanis contribute to the region. I always appreciate the support, Zaid Sulaiman, president (of the) PCA, does a lot for the community," noted MLA Don Scott. MLA Mike Allen donned Pakistani attire, a kurta, or a tunic and congratulated the PCA on celebrating five years and the group's contributions to the region.

"Pakistanis are a strong part of our region, and we thank you for the work you do," Allen said. Vying for the leadership of the Progressive Conservative Party of Alberta, Jim Prentice was in town campaigning, and in attendance. "I've always received a lot of support from the Muslim and the Pakistani community, and for this I thank everyone," Prentice said.

Annie Kashif, a newcomer to the region was impressed with the turnout. She moved to the city seven months ago from Kuwait, and said, "the strong numbers" pleasantly surprised her. "I had no idea there were so many Pakistanis in Fort McMurray. You don't see such well-organized events even in bigger cities across Alberta," said Kashif, who is originally from Lahore, Pakistan. Asma Ahmad, head secretary for the Fort McMurray Islamic School and a resident of Fort McMurray for 33 years, agrees and says the Pakistani community has grown exponentially since the 1980s when she moved to town. "I remember getting together in the basement of whoever had a house for Friday prayers and weekend afternoon prayers," Ahmed said. "When families with younger children moved here we started a weekend religion school – also in a basement, and that used to be sufficient. Now, we have a mosque which can't accommodate our growing numbers, and on top of that our Fort McMurray Islamic School, which started about ten years ago, with 30 kids, and a current population of 350 students has a waiting list. What a change!"

Four Pakistani designers will showcase their collections at the upcoming Lakme Fashion Week Winter/Festive 2014. Nikshubha Garg speaks to the quartet about their fashion ideologies, their collections and future plans. India and Pakistan share more than history. With the changing times, music and Bollywood have helped in unifying the two nations and now, with fashion weeks in India giving designers all over the world an opportunity to showcase their talent, boundaries have blurred further. Pakistani designers Sania Maskatiya, Faiza Samee, Rizwan Beyg and Zara Shahjahan, who are showcasing their collection for the first time on Indian soil, open up about the evolution of fashion in Pakistan, the influence of Bollywood, their inspirations and views on the current crop of Indian designers. [nikshubha.garg@mid-day.com](mailto:nikshubha.garg@mid-day.com)

Name: Sania Maskatiya

Age: 31

Hails from: Karachi

'Bollywood largely influences Pakistani fashion'

Sania Maskatiya started designing in 2007, and now owns a eponymous luxury prêt label. Having a degree in textile design from the Indus Valley School of Art and Architecture in Karachi, she

always knew fashion was her calling. "I wouldn't have had it any other way. I knew I would end up working with fabrics and textiles," she says. An established name in Pakistan for her unique fashion sense, Maskatiya is excited about her debut at the Lakme Fashion Week. "The collection I will showcase is called Sakura, which means cherry blossom in Japanese. The designs are inspired by Japanese culture, landscapes and treasure chests. An interesting mix of incuts, geometrics, embroidery and texture, we hope we have succeeded in creating exciting garments for the event," she adds. Given our love-hate relationship, designers from Pakistan are bound to generate curiosity. "We share similar languages and aesthetics. However, I think Pakistan is conservative when it comes to its dressing culture while India is far more westernised," believes the young designer. Elaborating further on the fashion styles in her country, the designer informs that Bollywood, too, plays a huge role in influencing fashion in Pakistan. "Youngsters want to dress up like Kareena Kapoor, Katrina Kaif and Deepika Padukone. In fact, Bollywood-style lehenga cholis are very popular here," she says. So what does Maskatiya feel about the current crop of Indian fashion designers? "I love Masaba Gupta's work. As I do a lot of prints as well, I feel that her designs are very spunky and are extremely eye-catching," says the designer.

Name: Faiza Samee

Hails from: Karachi

'My garments always have a regional connect'

Faiza Samee started designing in 1981, when there were hardly any takers for fashion studies in Pakistan, let alone a degree in the subject. Her knowledge stems from reading about old textiles and visiting museums that showcase collections from Burma, Middle-East and Turkey. So how did fashion designing happen, we ask. "It was during my brother's wedding, for which I took on the responsibility of designing the wedding outfits for family members. While working on it, I realised that the embroidery styles of 15-20 years ago had got lost along the way and their place had been taken over by brocade and polyester. Also, there were a lot of craftsmen in Pakistan who had worked with pre-partition Indian rajahs and maharajas and knew their craft well. I felt the need to revive this style as we were losing a part of our traditional embroidery patterns. It all started from there," she recalls. For a designer who has witnessed the evolution of fashion in Pakistan, the changing scenario is sure to evoke many emotions. "I believe that the nations along the Silk Route (Central Asia, China and Turkey) have a versatile culture since the beginning all trade happened here and we got access to people from various backgrounds. Hence, our traditional motifs are multi-faceted. We must use it to our strength," elaborates Samee. This, she believes, is also the reason why all her garments have a regional connect. "We are one of the few nations who can offer something contemporary, yet, stick to our roots," she adds. Getting a chance to showcase her work at Lakme Fashion Week is a huge opportunity for her. "Lakme Fashion Week serves as a global platform and helps countries understand each others' cultures better through their clothes. My collection titled Cruise 2015 is a take on classical techniques. We have used Central Asian weaves and rich Turkish motifs and fused them with silks and velvets in rich jewel tones," says the designer. Fashion diva Sonam Kapoor is her top choice when it comes to her wishlist of dressing Bollywood beauties. But what are her immediate future plans? "Oh! Hopefully get this collection in our store. After that I shall get busy with the wedding season in Karachi," she concludes.

Name: Rizwan Beyg

Age: 48

Hails from: Karachi

Being stuck in traffic inspired my collection'

Some friends bring out the best in you. Something similar happened to Rizwan Beyg, an architecture-degree holder, when his friend challenged him to create a collection for her. "I used to call her pretty, but poorly-dressed," he laughs at the memory. But now, he can only thank her, as he's not looked back at architecture ever since. Not having studied fashion, he did take training in the draping and styling to make himself aesthetically sound. In fact, his first break was when he designed for Lady Diana in 1996. "I was a close friend of Jemima Khan, Imran Khan's wife, and she asked me to design something special for her guest," he says. With the upcoming Lakme Fashion Week just a few days away, Beyg's confident of his designs. "My collection is inspired from truck art. You can never say when inspiration strikes you. I went from being irritated of being stuck in a traffic jam behind an 'arty' truck to wondering how can I translate this funky art into garments," says the designer. Beyg's collection will also provide a glimpse into the culture and heritage of the country he belongs to. "I am not interested in drawing cross-cultural references," he explains. And although the designer thinks highly of his Indian counterparts, he feels some of them could be more inspired from their own heritage, rather than cater to the Western audience. "Most designers think only in terms of western silhouettes. This makes their work generic, in my opinion," he adds. Beyg elaborates, by citing the time when he designed for Lady Diana and made a traditional achkan and salwar for her. "She wore it with great pride. The point I'm making is that in the quest of aping the west, we are losing our identity. We need to understand that the Little Black Dress (LBD) has no importance in this part of the world. It is an imported idea," adds the designer.

Name: Zara Shahjahan

Age: 34

Hails from: Lahore

The designer calls herself a true Lahori, and is quick to admit that the Pakistani fashion scenario is conservative. "Our modern wear is our traditional shalwar kameez. So in Pakistan, a woman wearing shalwar kameez is considered as fashionable as her counterparts in India who wear jeans and tees," says Shahjahan. So how experimental has she been with her collection for the LFW? "Vintage English designs have always inspired me and for my collection titled 'City of Gardens', I



## Celebrating Pakistan's Independence Day in Kyiv

*Kyiv Post, August 15, 2014*

## Green flag hoisted as Pakistanis celebrate Independence Day

*Brampton Guardian, August 15, 2014*

## PTDC celebrates

have fused Old Lahore and vintage floral prints," explains the designer. India has become a huge market for fashion designers and such fashion weeks do play an important role in giving opportunities to people all over the world to showcase what their part of the world has to offer. "I think the strength of Indian fashion lies in the fact that designers there have managed to showcase contemporary collections but with tradition at its core. My collection portrays traditional Pakistani designs with high-end fashion sensibilities," she says. So which Indian actress fits the bill of a Zara Shahjahan model? "Well, I admire both Zeenat Aman and Parveen Babi. I would have loved for them to wear my collection. From the younger generation, I think both Sonam Kapoor and Priyanka Chopra are very stylish," she says. Though LFW is an important event for her, the designer already has a packed schedule until March next year. "We have Lifestyle Pakistan coming up, which will be held in Mumbai on August 31, after which we are participating in the L'Oréal Bridal Week in Lahore. The later half of the year is the wedding season and we finally showcase at Luxury Prêt Week in March next year," she concludes.

Pakistan has several important holidays annually. One of them, national Independence Day, is celebrated on Aug. 14. Among the others are Defense Day on Sept. 6, Pakistan Day on March 23 and the birthday of the man considered to be the "father of Pakistan," Muhammad Ali Jinnah, who was born on Dec. 25, 1876 and died on Sept. 11, 1948. Several dozen members of Pakistan's small community in Ukraine took time out on the morning of Aug. 14 to celebrate Independence day. In Pakistan, celebrations last the entire month of August and include cricket games and parades.

In an interview before the ceremony, which took place at the Embassy of Pakistan in Kyiv, Ambassador Wajahat Ali Muftee gave a brief interview in which he expressed hope that Ukraine would emerge from its current troubles soon. "Pakistan's policy is one of a neutral attitude towards other countries," Muftee said, adding that differences between Ukraine and Russia "should be resolved through dialogue." The ambassador is more than a year into his posting in Ukraine. Prior to the diplomatic assignment, he served for 38 years in Pakistan's military, rising to the rank of two-star general. He speaks four languages well -- Arabic, Urdu, Malay and English. He has also learned survival Ukrainian. He had never spent any time in Ukraine before getting his current job, but says he is "very comfortable here" in Ukraine. "It's a beautiful country and people are very friendly," he said. Roughly 1,500 Pakistani nationals make their home in Ukraine. While bilateral trade is \$200 million a year, including \$110 million in Pakistan imports from Ukraine, the business community from Pakistan remains small in Ukraine. He identified Mohammad Zahoor, who owns the Kyiv Post and many other assets, as the most prominent Pakistani businessman in Ukraine. The ambassador hopes to foster a growth in trade and investment. "We are working with Ukrainians to expand and strengthen mutually beneficial cooperation in economic trade and commercial areas," Muftee said. "Both sides have a desire to deepen relationships in these areas." Pakistan has some 150 students in Ukraine, mainly studying in medical, engineering and business institutions. The ambassador is also promoting tourism to Pakistan, the sixth most populous nation in the world with more than 180 million people. He cites his nation's many tourist attractions, including numerous mountains, fortresses and ancient architecture.

**VAUGHAN:** Waving green flags, Pakistani community members from Brampton and Mississauga joined with others from around the GTA yesterday morning to celebrate the nation's 68th Independence Day at the Diplomatic Mission of Pakistan in Vaughan. The Consul General of Pakistan hoisted the national green flag in the presence of a large number of Pakistani Canadians, politicians and leaders of the community.

Pakistan came into existence on August 14, 1947, following the partition of British India into the two independent states of India and Pakistan. "On behalf of all Canadians, I am pleased to extend my best wishes to all those celebrating the anniversary of Pakistan's independence," said Prime Minister Stephen Harper in a message. "Canada and Pakistan pursue a range of interests in the context of bilateral relations. People-to-people links between Pakistan and Canada remain strong." Harper said Pakistan is among Canada's top 10 sources of immigrants, and the nation's large Pakistani-Canadian community — over 155,000 — continues to make significant contributions to the prosperity and vibrancy of Canada. Every year, millions of Pakistanis across the globe celebrate their nation's birth anniversary in August to show solidarity, unity and love for their motherland. "Happy Independence Day!" said Premier Kathleen Wynne by video. "Ontario is fortunate to be home to the largest Pakistani-Canadian community in the country. It is a community that has contributed in helping to create the Ontario we live in with such pride. "You have strengthened our connection with Pakistan and enriched our cultural landscape," said Wynne. The premier thanked the community for its contribution in Ontario's social, economic and cultural development. The celebrations started with a flag hoisting ceremony and national anthem, followed by prayers for the progress and stability of Pakistan. Rich tributes were paid also to the father of the nation, Quaid-e-Azam Mohammad Ali Jinnah, for initiating the Pakistan movement in British India, creating a new country and then changing the map of the world. "I want to congratulate you on this special occasion," said Asghar Ali Golo, Consul General of Pakistan in Toronto. "Because of your hard work and enormous contributions, you have earned a great respect in this important province of Ontario, and Canada. You have proved yourself in all fields and professions — business, arts and culture, media, education as well as politics," said Golo. Golo said Canada is one of the world's a leading multi-cultural state on the surface of the earth and Pakistanis have also played a great role in multi-cultural society. "I want you to continue to participate in the progress of Canada," said Golo.

The consul general also praised Pakistan's Toronto-based veteran musician Sohail Rana for creating history by translating O Canada into Urdu, noting it was the first known time that O Canada has been translated into any other language than English and French.

**RAWALPINDI:** Pakistan Tourism Development Corporation (PTDC) arranged number of activities

## Independence Day

*The News International, August 15, 2014*

in connection with the celebration of Independence Day. To mark the day PTDC (Flashman's Hotel) General Manager Iftikhar Hussain Satti hoisted national flag in a simple but impressive ceremony here on Thursday. Muhammad Inayat, Project Engineer, Tayyab Nisar Mir, PSO, to Managing Director, Shahid Nawaz (Manager Flashman's Hotel), Shabir Ahmed (SDO), Kabir Ahmed DM Personnel and Bilal Ahmed Naji Tourism Officer were also present besides other senior officials and employees. To commemorate this day, PTDC also arranged a number of activities including illumination on August 13 and 14, 2014 at Flashman's Hotel, all motels and Dosti Bus Service Terminal at Lahore and also organised local handicraft bazaars in its motels at Skardu, Gilgit, Chitral, Saidu Sharif and Naran.

In addition to this, group tourists, students and families were being provided special discount on PTDC tour packages for 13, 14 and 15th August 2014. Iftikhar Satti informed the newsmen that during PTDC's managing director recent meeting with prime minister, he discussed various steps being taken for the revival of tourism activities in Pakistan which would bring good and positive results. Prime minister has assured full support of the government for the promotion of tourism sector in the country. He said that domestic tourism in the country has regained momentum this year. Being the National Tourism Organisation of the country, PTDC regularly undertakes a number of activities for student and youth groups to introduce and create awareness about tourist attractions of Pakistan. With the prime objective of promotion of tourism in remote and under-developed areas, PTDC is operating hotels, motels and restaurants in far-flung areas, where private sector was shy to invest.

## Kaghan tourism business hit by road blockades

*Daily Dawn, August 15, 2014*

**MANSEHRA:** The hoteliers in Naran have held both the Pakistan Tehreek-i-Insaf and PML-N responsible for their business losses, as tourists could not visit the tourist spots because of blocked roads leading to Hazara from Punjab and other parts of the country on the Independence Day. "In the past a large number of tourists used to visit Kaghan valley on August 14, but because of the current situation triggered by Azadi March and blockade of roads the tourists remained off the valley and bazaars here are presenting a deserted look. As a result, we have suffered huge financial losses," said Mohammad Farooq, a hotelier in Naran, while speaking to mediapersons on Thursday. The hotel owners who used to charge up to Rs15, 000 for a room for a night stay are now charging as low as Rs1,000 per night because of significant drop in the number of tourists. After Eidul Fitr the hoteliers were expecting another tourist's boom on the Independence Day, but their dreams had been shattered by the current political situation in the country. "Such events and festivities are our main target to earn money and meet our expenses, but this time we have suffered a big loss because of Azadi March," said Mr Farooq. He said that the blockade of road leading to Hazara by the government had compelled the visitors to remain away from touring the valley.

Scores of hoteliers in Kaghan valley on Thursday also took out a rally to protest against the PTI and Pakistan Muslim League-Nawaz, holding them responsible for their business losses. The period from mid June to mid August is regarded as the tourism season in Kaghan. The owners of jeeps in Kaghan valley have also suffered a big loss because of the prevailing situation.

## Security plan for tourism industry

*The News International, August 14, 2014*

**ISLAMABAD:** The Pakistan Tourism Development Corporation (PTDC), on the directions of Prime Minister Nawaz Sharif, has prepared a comprehensive security policy for promoting the sense of protection among domestic and foreign tourists.

PTDC Managing Director Chaudhry Kabir Ahmad Khan while talking to this scribe on Wednesday said that PTDC on the special instructions of the prime minister have decided to initiate steps to facilitate tourism and enhance revenue generation. He said that these steps, which are being enforced, would help make PTDC a self-sustaining organisation. "A comprehensive security policy has been made to promote the sense of protection among domestic and foreign tourists," said Khan. "Apart from the unfortunate attack at Nanga Parbat base camp, more than forty per cent increase in tourism has been observed." He also stated that PTDC had re-launched its summer tour packages and revised rates for hotels, motels and resorts situation in the most visited places in the country. The current government was making earnest efforts to promote tourism sector and reinstate the soft image of Pakistan across the globe, he said. "The PTDC would also introduce Tourism Friends Club Card for overseas Pakistani tourists in the coming week. Incentives would be given through this card, like discounts on room rates, tour packages and transport services to tourists." He said the purpose of this card is to promote tourism-related activity in the country and provide better facilities to local public, as well as national and international tourists at affordable rates. "The PTDC land at Gaddani Beach and in Balochistan would be utilised for launching projects like developing a beach resort, outdoor and indoor games facilities and water-sports club which would help in generating income," the MD added. Meanwhile, Khan stated that the PTDC has not been affected by the 18th Amendment. Only tourism ministries were handed over to the provinces while this body is a federal organisation, he added.

## I am Karachi: 'Karachi's strength lies in its diversity'

*The Express Tribune, August 14, 2014*

**KARACHI:** Colourful dresses, Sindhi ajraks, Gilgiti topis and Balochi shalwar kameez were the flavours of the second day at the Youth Peace Summit being held at the Pearl Continental hotel. The festival is part of the 'I Am Karachi' campaign, being organised by the Sindh Culture Department. The second day of the three-day summit focused on the 'Cultural diversity and divide in Karachi'. The event provided a platform for the 600 youth representatives from different areas of the city to discuss their problems and concerns with legislators and policy-makers.

Speakers at the summit encouraged the youth to embrace diversity as an advantage, as this was what gave the city its unique spirit. One of the panelists, Farhat Parveen, the executive director of Now Communities, explained that Karachi's diversity was one of its biggest strengths. She added that it was up to the youth to mould it into an opportunity or disadvantage. "Our prime objective should be towards development", said Parveen. "Our education system is getting worse by each day and it is our youth that is inevitably suffering the consequences," she added. In response to a question on the inclusion of cultural diversity as a subject in schools, Parveen said, "Many



## Celebrating Pakistan culture tradition in Bolingbrook

*The Bugle, August 12, 2014*

## Gul Ahmed presents Independence Day collection

*Pakistan Today, August 12, 2014*

## Tourist gala concludes in Swat with colourful shows

*Daily Dawn, August 11, 2014*

institutions have changed their syllabus to add diversity as a course, but government schools are still far behind in this matter.” Amin Hashwani, the executive director of the Hashoo group, meanwhile had a different take on cultural diversity. “While it is good to be proud of your cultural identity, your humanity should trump everything else,” he advised the young participants. “The youth should stand united and stop fighting each other in the name of ethnicity and religion”, he said, in response to a question from the participants. He said that Pakistan’s problem was not diversity but the lack of tolerance. “Be it Pakhtuns, Sindhi, Balochi or Punjabi, everyone should be proud of who they are.”

Giving examples of the likes of Mahatma Gandhi, Mother Teresa and Nelson Mandela, Hashwani said that failure was the best way to learn. The speakers also spoke about the future of Karachi’s youth. “Karachi’s diversity was not an issue three decades ago. It is now up to you (youth) to change these sentiments and raise your voice for a better future”, said social activist, Shahnaz Wazir Ali. Criticising the education system in the country, Shahnaz said that it was chiefly responsible for the negative notions towards other religions and castes. “You are the agents of change,” said Shahnaz, pointing towards the participants. Citing the example of Dubai, where people from all ethnicities live together happily, she said that Karachi too drew its strength from the diversity of its inhabitants. Towards the end of the day, the approximately 600 participants arranged themselves in the form of a human peace symbol for the group picture as the hall echoed with cries of “I am Karachi” and “Pakistan Zindabad.”

In what has become the longest-standing celebration across the States, communities from far and near will be coming to Bolingbrook to celebrate “Taste of Pakistan,” a signature Pakistan Independence Day celebration of its 67th anniversary. Marking its 23rd year in Bolingbrook, the celebration is expected to draw thousands to a program that includes an inspirational Flag Hoisting ceremony, food, vendors, carnival, and star entertainment from noon to 11 p.m. Aug. 23 at the Town Center, 375 W. Briarcliff Road. Admission and parking is free. Kid’s carnival begins at 3 p.m.

The celebration is hosted by the Association of Pakistani Americans and the Village. Organizer Talat Rashid said the program had a rough start with naysayers claiming it would never take off, after its initial program drew a crowd of a mere twenty spectators. Thanks he says, to the support of Mayor Roger Claar and a growing population, a few tweaks along the way, and the celebration has taken on national recognition. “We have been doing this for almost a quarter of a century—that does not happen anywhere else,” said Rashid. “We are very unique in that we have been doing this in the same place with the same Mayor—this is the only village that can say that. We are so proud of our heritage and want to be able to educate the community and celebrate it.” The APA began its historic flag hoisting ceremony at Village hall in the presence of Village officials, Consul General of Pakistan and various politicians and has done so for the past 22 years. “We are very proud to say that Bolingbrook is the only community in the USA that holds such a historic ceremony where the Pakistani flag has been hoisted for 22 years and the Consulate General of Pakistan has always attended,” said Rashid. And it is a very proud moment when the Pakistan flag is risen, said Rashid. “Our flag is raised for 24 hours—it is about pride and the identity of the people of our country, it is a show of our culture,” said Rashid. “For those that were born here, it is about getting to know their heritage and passing it from one generation to the next.”

The celebration will host the leading singer of Pakistan, Shazia Manzoor, who speaks Punjabi, a common language of both Pakistan and India, drawing large crowds. The accomplishments of the Association of Pakistani Americans of Bolingbrook are driven by a strong community, explained Rashid, who said its outreach is great, striving to deliver to the needs of our community, not stopping with Pakistan Day festivities. Bolingbrook is home to two Mosques, a private Islamic school as well and a full adult and youth cricket league, attracting many to the area, said Rashid.

**KARACHI:** Pakistan’s leading textile group Gul Ahmed has introduced its limited edition Independence Day Collection to commemorate the nation’s Independence on 14th August. The special collection is an ode to the diverse culture and heritage of Pakistan and celebrates the rich history of the nation. The collection is currently available from all Gul Ahmed IDEAS stores nationwide and online through the brand’s e-store <http://www.gulahmedshop.com/>. The special capsule collection features 8 innovative designs that showcase a diversity of contemporary and traditional design elements strongly associated with Pakistani history and culture. In line with the spirit of patriotism, the collection is based in a palette largely consisting of whites and greens with blacks and accents of other colours. The collection features block prints, digital prints and screen prints on lawn and cambric kurtas, intricately embellished with thread embroidery. The special Independence Day Kurtas are available in a range of sizes from XS-XL and are priced between PKR 2,500-3,500.

Speaking about the brand’s latest collection, Ziad Bashir, Executive Director Gul Ahmed said, “As a textile concern which has been operating in Pakistan for more than 50 years, we owe a great deal to the people, culture and nation of Pakistan. To commemorate the Independence Day of the nation we are proud to present a new capsule collection which features traditional and cultural Pakistani design elements interpreted for the modern age. We hope our fellow Pakistanis will join us in celebrating this Independence Day the Gul Ahmed way!” Gul Ahmed is playing a vital role not only as a composite textile concern, but has its strong presence in the retail market as well, marked by the introduction of its flagship store – IDEAS by Gul Ahmed. More than 50 years since its inception, the name Gul Ahmed is globally synonymous with quality, innovation & reliability.

**MINGORA:** The four-day Swat Tourists Gala concluded on Sunday in Kalam valley with colourful shows and interesting stunts. The main events of the last day of the gala including paragliding, motor-gliding, motorcycle riding, Khattak and Chitrali dances and horse riding were jointly organised by the provincial government and army. Provincial Minister Mahmood Khan was chief guest on the occasion. He distributed shields and cash prizes among the participants of the mega

### PTDC plans fresh measures to encourage tourism

*The Express Tribune, August 11, 2014*

### Japanese cultural centre seal deal for research

*The Nation, August 11, 2014*

### Pakistani books, carpets showcased

*Korea Times, August 10, 2014*

### Tourists throng Swat gala

*Daily Dawn, August 10, 2014*

event, which was held to promote tourism in the scenic valley.

Speaking on the occasion, the minister said that of army men were not only protecting the boundaries of the country but they were also playing their role in rehabilitation of the restive areas and promotion of education and culture to strengthen economy of the country. Mr Khan said that tourism would not only provide opportunities of recreation to the people but it would also boost economy of the country. He added that Swat had a lot of spots that could attract tourists in a large number but better communication means were needed for the purpose. "The federal government is responsible for reconstruction of Kalam Road as National Highway Authority (NHA) is executing the project," he said and demanded of federal government to expedite work on the road to promote tourism in the area.

Earlier, army men demonstrated paragliding and horse riding while officials of military police performed motorbike stunts and received a warm appreciation from the audience. The officials of FC presented Khattak, Chitrali and other local dances on the occasion while Farooq Baloch, Sher Jan Baloch and Zubair Baloch presented different stunts.

**DENGUE CASES:** Three more dengue cases were detected on Sunday, taking the number of dengue patients to 69 during the current season in Mingora city. According to sources, three more cases of dengue were detected in Saidu Group of Teaching Hospital. They said that 54 patients had been discharged from the hospital after completion of their treatment while nine patients were under treatment in the hospital.

**ISLAMABAD:** The Pakistan Tourism Development Corporation (PTDC), on the directions of Prime Minister Nawaz Sharif, has decided to initiate steps to facilitate tourism and enhance revenue generation.

Talking to APP, PTDC Managing Director Chaudhry Kabir Ahmad Khan said that these steps will help make PTDC a self-sustaining organisation. "A comprehensive security policy has been made to promote the sense of protection among domestic and foreign tourists," said Khan. "Apart from the unfortunate attack at Nanga Parbat base camp, more than thirty per cent increase in tourism has been observed." He also stated that PTDC had re-launched its summer tour packages and revised rates for hotels, motels and resorts situation in the most visited places in the country. The current government was making earnest efforts to promote tourism sector and reinstate the soft image of Pakistan across the globe, he said. "The PTDC will introduce Tourism Friends Club Card for overseas Pakistani tourists in the coming week. Incentives will be given through this card, like discounts on room rates, tour packages and transport services to tourists." He said the purpose of this card is to promote tourism-related activity in the country and provide better facilities to local public, as well as national and international tourists at affordable rates. "The PTDC land at Gaddani Beach and in Balochistan would be utilised for launching projects like developing a beach resort, outdoor and indoor games facilities and water-sports club which would help in generating income," the MD added. Meanwhile, Khan stated that the PTDC has not been affected by the 18th Amendment. Only tourism ministries were handed over to the provinces.

**PESHAWAR:** Hazara University Mansehra and Japanese Centre for South Asian Cultural Heritage (JCSACH), Tokyo, have signed a memorandum of understanding to establish links and foster research collaboration in the fields of archaeology, culture, history and heritage management of Pakistan. Prof Dr Suhail Shehzad, Vice Chancellor Hazara University, and Atsuchi Naguchi, representative of the JCSACH, signed the MoU at Hazara University the other day. The purpose of this MoU is to develop academic and educational cooperation and promote mutual understanding between Pakistan and Japan at the respective organisational levels. Both the parties agreed to maintain close research cooperation among the scholars and affiliates of the two organisations and to develop collaborative research projects in the broad areas of culture, history and archaeology. Mutual research projects will be carried out in the fields of archaeology, conservation and heritage management and both the parties would facilitate the organisation of lectures, workshops, seminars and conferences in Pakistan and Japan. The JCSACH agreed to provide help in the establishment and facilitation of fellowships, scholarships and short visit for researchers from Hazara University. Besides, both the organisations will exchange technical, scientific, and academic information and materials to work on various projects under the MoU.

The Embassy of Pakistan hosted a week-long exhibition of Pakistani books and carpets at the Seoul Metropolitan Library in central Seoul. Nearly 50 Pakistani books, written in English and the local language Urdu, and 15 hand-made carpets were on display. Book genres included history, politics, culture and literature. There were also a few calligraphy and pictorial books. The exhibition ended Sunday.

During the reception of the opening ceremony at the library, Ambassador Zahid Nasrullah Khan said his embassy had organized the exhibition to raise awareness among Koreans about Pakistani culture. "Pakistani culture is very traditional," he told The Korea Times on Monday. "We are warm and hospitable people." The envoy said his embassy would organize more events to reach out to Koreans and foster people-to-people and cultural exchanges between the two countries. He said he would emphasize youth exchanges because young people would determine the future of bilateral relations. Tourism is another area to which the embassy has decided to devote extra attention, he said. Approximately 2,000 Koreans travel to the Southeast Asian country annually. Ambassador Khan said he hoped more Koreans would consider traveling to his country in the near future.

**MINGORA:** Traditional Khattak and Chitrali dances and stunts by motorcyclists mesmerised the audience at the Oshu ground on Saturday, the second last day of the four-day Swat tourist gala. The gala inaugurated by the provincial governor attracted large crowds of people. The chief minister is likely to attend the concluding ceremony of the gala today (Sunday) as the chief guest.

## Pakistani militants destroy tribal cultural, social institutions

Central Asia Online, August 9, 2014

On Saturday, provincial information minister Mushtaq Ghani and Khyber Pakhtunkhwa Assembly Speaker Asad Qaisar visited Kalam and attended the event. Mushtaq Ghani said the government was taking steps for promotion of tourism in Swat district. "We know there are problems for tourists here chiefly due the dilapidated condition of roads, and are taking necessary steps to address them. We've approved Rs1.5 billion for the Kalam Road, whose construction has been underway for many years," he said. The minister said they were focusing to promote tourism in Swat so that local business of people could get flourished. He said the gala would help promote tourism in the area and that the government would continue holding such activities. Also in the day, the people from different parts of the country thronged the scenic Kalam and Mahudhand valleys. The serene Mahudhand Lake known for its blue waters remained the main focus of tourists, who enjoyed water sports, boating, horse riding and hiking on the lush green mountain.

**BANNU:** Militant rule in North Waziristan destroyed tribal social and cultural institutions that functioned for centuries, tribal elders say. The elders, who fled to Bannu District when troops launched an offensive against militants in the tribal agency in June, are now able to speak freely of the terror that the extremists imposed starting in 2001. The militants destroyed or denigrated jirgas, hujras, elders and mosques, which have been keystones of the tribal areas for centuries, causing many tribes to lose their identity. Those who resisted the militants' way of life were killed, their homes and hujras bombed and families targeted by extremists. "They [militants] first created an atmosphere of fear by killing the most powerful and influential elders and maliks," Ghulam Khan Madakhel, a malik from Dathakhel sub-division, said, adding that the fear was so deeply engraved that nobody dared complain about the militants even in private.

### Crushing traditions

Extremist groups shut down various practices that made the tribal areas unique. They included music at weddings and inside hujras, Madakhel said, adding that even women singing at home faced punishment. "Waziristan is very fertile for poetry, and local poets are famous in the entire Pashtun belt, even across the border," he said. Militants were indifferent to that creativity, making it impossible for poets to recite in hujras or even in open fields. "Militants allowed writing and singing only of Na'at [poems praising the holy prophet (PBUH)] and Hamd [poems praising God]," he said. "There wasn't room for the rest." Weddings used to be grand celebrations. The Waziri, Mehsud and Dawar tribes had a reputation for lavish spending and would invite residents of Punjab and Afghanistan to their celebrations, Pir Aqil Shah, another elder, said. "Atanhr [a Pashtun folk dance] was done for days by both elders and youth alike during marriage festivities, which would go on for weeks," he said. "Such gatherings [and funerals] provide opportunities for tribal people to interact regularly, strengthening the community and keeping it united." But those elaborate ceremonies fell victim too. "I didn't attend the weddings of my own nephews," Shah said. Governing institutions removed hujras (guest houses) and jirgas no longer exist, tribesmen say. "The hujra was a place where men used to sit after finishing their daily chores and talk about various subjects," Madakhel said. Even the tribal elders, who were the hujras' custodians and served as living institutions to teach tribal youth, lost status and dignity at the militants' hands. For centuries, tribal elders held jirgas and formed lashkars to resolve local disputes and protect the honour and status of a tribe. "The jirga has existed as an institution for centuries and is highly regarded – even by the criminal elements," Madakhel said, adding that a jirga ruling would be above criticism and accepted by all. The terrorists wrecked that tradition. "There were no courts and no appeals, just beheadings over minor provocations," Razi Gul Dawar, another tribal elder, said of the militants' misrule. "The culture of hujras, mashars and jirgas has been over for more than a decade," Madakhel said. "It's impossible to restore the tradition."

### Repression led to power

"Militants targeted the social institutions and discouraged cultural activities," Gul Wali Shah Wazir, another tribal elder, said. The militants were bent on holding absolute power, elders said. "Denying the tribal people the opportunity to gather ... caused tribal society to disintegrate and weakened community bonds," Gul told Central Asia Online. "This was done ... so tribal elders could not articulate a joint approach or strategy or even debate and discuss the situation." Tribal elders and mashars ceased to exercise their authority as militants themselves started holding jirgas to settle local disputes, he said. "People accepted the decisions of jirga and elders out of respect and those of Taliban militants out of sheer fear and intimidation." "Waziristan was a graveyard of living human beings," Gul said.

**ISLAMABAD:** For the first time this September, Wiki Loves Monuments (WLM), the world's largest online photography competition is coming to Pakistan. This competition, known as Wiki Loves Monuments Pakistan (WLMP) is organised nationally by Wikimedia Community User Group Pakistan (WCUGP), the official affiliate of Wikimedia Foundation in the country. Wikimedia Foundation is the entity behind the popular online encyclopaedia, Wikipedia, amongst the top 10 most visited websites within the country. WLMP aims to generate interest in along with promote and highlight the country's tangible cultural heritage. Additionally it seeks to encourage the concept of creative commons licences by releasing all competition photographs under them so that they can be freely used by anyone across the world. All eligible sites, both protected and unprotected, including archaeological sites, monuments, buildings, shrines, places of worship and tombs listed on Wikipedia's page, List of Cultural Heritage Sites in Pakistan, are included in the competition. Participants are encouraged to start taking photographs of the sites from now, though they can only submit them during the month of September 2014, when the competition officially opens. As an online competition, entries will only be accepted directly through the Wikipedia page for each of the country's administrative units which list the various sites. Results of the competition will be announced in late October/early November 2014 with the top 5 winning entries all receiving cash prizes ranging between Rs. 5,000 to Rs. 20,000. A website accompanying this competition has already been launched and more information is available on it.

## World's Largest Online Photography Competition Comes to Pakistan

News Tribe, August 7, 2014



## The conference was aimed at promoting different disciplines of social sciences

Daily Dawn, August 7, 2014

**MINGORA:** The academicians and educationists have stressed the need for promoting social sciences in the country to strengthen social fabric of the society.

Addressing a two-day national conference on 'Emerging trends and challenges in social sciences' on Wednesday, they said that social scientists could play a vital role in building up community and boosting economy of the country. The conference was organised by the Institute of Economics, Social and Development Studies (IESDS) of the University of Swat in collaboration with Higher Education Commission (HEC), Islamabad at Bara Gali summer campus of University of Peshawar. Researchers and faculty members of various universities attended the conference, which was aimed at promoting different disciplines of social sciences and suggesting recommendations for solution of the problems being faced by the students of social sciences. The conference, inaugurated by University of Peshawar Vice-chancellor Dr Rasool Jan, was attended by Kohat University of Science and Technology Vice-chancellor Dr Nasir Jamal, Islamia College University Vice-chancellor Dr Qibla Ayaz, University of Malakand Vice-chancellor Dr Johar Ali and University of Swat Vice-chancellor Dr Mohammad Jahanzeb Khan.

Speaking on the occasion, Dr Rasool Jan said that social sciences had a lot of importance in human life. "Unfortunately this area has been neglected over the years. Most of the parents are pushing their children to study natural sciences so that they can become doctors, engineers and scientists," he added. Dr Jan said that they should build up community and strengthen economy of the country. The role of social scientists was too important in that regard, he said, adding if there would be no prediction about some of the natural disasters like flood then it would be difficult to handle those without prior preparations. "The government can make preparation on the basis of prediction, made by social scientists," he added. Dr Jan said that change had occurred as HEC was providing funds to the social sciences also. "Without giving proper attention to social sciences, a systematic society could not be established," he added.

Earlier, Dr Jahanzeb in his welcome address said that like natural sciences, they were also focusing on social sciences. "After the establishment of the University of Swat, we had just 300 students in five departments but now over 2,000 students are studying in 15 different departments," he added. Dr Jahanzeb said that they were expecting that the number of students would cross the figure of 3,000 by this year. The university would have its own campus in next five years, he added. On the first day of the conference Dr Qibla Ayaz was the key note speaker. He delivered his lecture on 'Globalisation and new roles of educational institutions/instructors and learners with special focus on social sciences'. Besides him, 14 of the 35 participating scholars presented their research papers on different fields of social sciences.

**TOURIST GALA:** A large number of tourists are expected to attend Swat Tourists Gala, which will start on Thursday (today) in Kalam valley of the district.

Addressing a press conference here on Wednesday, Deputy Commissioner Mehmood Aslam said that tourists gala was aimed at promoting tourism industry as more than 200,000 residents of Swat were associated with tourism. Flanked by Col Aqil Malak, he said that a large number of tourists from across the country were likely to participate in the event. He said that the event would revive tourism in the region. The deputy commissioner said that government decided to hold the event despite unfavourable situation in the country. He said that security arrangements were finalised to check any eventuality. Mr Aslam said that the event would continue for four days in Kalam and Maho Dhand simultaneously. He said that cycle race, motorcycle jumps, paragliding, bike riding and tent pigging would be part of the event. Musical show, fireworks, laser lights and comedy shows would be also held at night during the gala, the official said. He added that tent villages were arranged for tourists.

## Website reveals Pakistan's hidden architectural gems

The Hindu, August 6, 2014

In a sprawling metropolis synonymous with crime, political violence and creeping Talibanisation, few people are interested in wandering the streets to explore hidden heritage. Muggings and carjackings are perils of daily life, while many of the architectural gems of the city of Karachi in southern Pakistan are hidden in the roughest parts of town.

However, one enthusiastic amateur is encouraging his fellow Karachiites to ignore the dangers and explore a city full of once handsome 19th Century buildings, many in a state of advanced decay. "Karachiites are completely unaware of the heritage they have," said Farooq Soomro, a young office worker who spends his spare time leading intrepid explorers on city tours. "When visitors used to ask me what to visit, I realised I didn't know my own city." For the past few years he has helped to spark local interest in the architectural curiosities dotted around town by posting photos and stories on his Karachi Walla website. Articles on meeting houses built for the city's community of Goan Christians, masonic lodges and Sikh gurdwaras highlight the faded grandeur of the city's colonial period and the cultural diversity of what was once one of the world's great ports.

### Ignorant of heritage sites

But many of the attractions are hidden away in a city that grew rapidly from a fishing village in the 1800s into today's metropolis of 23 million. Soomro discovered that even people who are enthusiastic sightseers on their travels abroad were almost ignorant of what was available on their doorstep. "It's partly because of the infamous social divide between Clifton and Defence people and the rest of Karachi," he says, referring to the city's upmarket areas, which offer little more than miles of suburban sprawl. "Most of the history lies on the other side of the bridge." But among some university graduates attitudes are changing, Mr. Soomro says. "They have started this movement of arranging walks around their city because they realise they are missing out," he said. Even the city's handful of government-supported heritage sites is unfamiliar to many. When Soomro posted pictures online of the former residence of Pakistan's revered founder, Muhammad Ali Jinnah, he was taken aback by the level of interest in what should be one of the country's best-known sites.

Despite its well-ordered museum and location near the city's international hotels, the building

## Paintings exhibition at Aiwan-i-Quaid today

*Pakistan Observer, August 5, 2014*

## Tourism promotion in GB

*Pakistan Observer, August 4, 2014*

## Norwegian climber retracing steps back to Tirich Mir after 50 years

*Daily Dawn, August 3, 2014*

known as Flagstaff House, designed by a member of Karachi's now vanished Jewish community, attracts only a trickle of visitors. There are even fewer callers at Wazir Mansion, the single-floor flat where Jinnah's family lived when he was a child. Even though Jinnah's face appears on banknotes and his picture is displayed in public buildings, the custodian of Wazir Mansion said visitor numbers had tailed off as security declined in the city. The narrow streets of Saddar Town, the neighbourhood where Jinnah's childhood home is tucked away, are considered a no-go area for many. The once elegant commercial heart of the city gradually lost out as the well-to-do moved out. With heritage preservation a low priority, many of the old buildings are vulnerable to rapacious "land grabbers." Street crime has become rife in a city where gangs, often linked to ethnic or political groups, fight vicious turf battles. A massive influx of people from Pakistan's north-west has also attracted Taliban militants, who reportedly control neighbourhoods and mete out their brutal form of justice. But those who do venture out on Mr. Soomro's tours are often stunned by what they find. "I'm just in awe right now," said Aniya Fatima, a young executive, during a Karachi Walla tour of one of the city's churches. "I knew there were churches but I didn't know we had churches this nice."

**ISLAMABAD:** The Federal Secretary for Information & Broadcasting and Heritage Mr. Muhammad Azam will be the chief guest at the inaugural ceremony of a painting exhibition being arranged by Nazriya Pakistan Council (NPC) today at 5 pm at Aiwan-i-Quaid, Fatima Jinnah Park Islamabad. The exhibition is a part of two week activities of Nazriya Pakistan Council (NPC) to commemorate Pakistan's independence day. The painting exhibition has been arranged in collaboration with the Jharoka Art Gallery, featuring paintings of local artists portraying land scape and cultural heritage of Pakistan including AJK. The exhibition will be open for general public and art lovers till 14th August 2014.

**SKARDU:** Baltistan Tourism sector is being given priority and different development schemes are being implemented to promote the important sector, said a spokesman of Planning and Development Department told APP on Sunday. He said a mountaineering school was being constructed near Jarbaso Lake near Shiger at the cost of Rs 100 million, where local youth would be trained by master trainers from abroad and local climbers. As regard touring sites of Gilgit-Baltistan, a report published in a foreign journal reveals that Gilgit-Baltistan is a mountainous territory in the Himalayas in the far northeast corner of country. It is home to 12 of the world's 30 tallest mountain peaks, including K2 and Nanga Parbat. Pakistan considers it to be of extreme strategic importance because it borders ally China and is home to the only land route between the two countries. This route is the breathtakingly beautiful Karakorum Highway, the highest paved international road in the world. The region is also quite distinct from the rest of Pakistan, and indeed the world, in terms of its people. Additionally, the Burusho people of the Hunza Valley speak a language unrelated to any other in the world. Most of the people of Gilgit-Baltistan are Shia Muslims, unlike the rest of Pakistan.—APP

Norwegian mountaineer Ralph Hoibakk is coming to Pakistan along with four mountaineers to attempt to reach the base camp of Tirich Mir and celebrate his first scaling of this highest peak of Hindukush range some 50 years ago. In 1964, the famous Norwegian mountaineer Ralph Hoibakk had scaled Tirich Mir.

An official of the Khyber Pakhtunkhwa Tourism Department said that adviser to the chief minister on tourism, Amjad Afridi, had directed the department to make arrangements to accord a warm welcome to the mountaineers as "special guests" in Islamabad. The adviser would himself welcome them.

In a welcome letter to the Norwegian mountaineers, Mr Afridi has also assured to facilitate them during their trip. He has directed all the government departments and tourism promotion agencies of Khyber Pakhtunkhwa to fully cooperate and facilitate the visit of Mr Hoibakk, Knut Storen, Odd Eliassen, Arne Larsen and Heman Mehren to Pakistan. "The extraordinary feat by Ralph Hoibakk, 50 years ago, not only helped to imprint Tirich Mir firmly on the tourist map, but also helped to promote Pakistan internationally as a haven for high altitude mountaineering," said Mr Afridi. The government of Khyber Pakhtunkhwa will facilitate the group in their attempt to reach the base camp of Tirich Mir, said the adviser. The aged mountaineer is celebrating the golden jubilee of his scaling this peak by showing a sweet gesture of paying homage to those who helped and supported him during this expedition by visiting them. It was an email from Sirajul Mulk, a member of the Royal Family of Chitral, which urged the government not only to welcome the Norwegian mountaineers in an apt manner, but also utilise this visit to promote the soft image of Khyber Pakhtunkhwa province where many scenic and world famous peaks and mountains exist. Mr Mulk, who is coordinating this visit, wrote to the tourism authorities, "On Aug 3 Ralph Hoibakk is coming to Pakistan mainly to say farewell to the few surviving porters who accompanied him to the summit and who are all over 75 years of age." "The Ministry of Tourism, Khyber Pakhtunkhwa, must take advantage of this visit by publicising the Tirich Mir mountain and welcoming Ralph Hoibakk with our traditional hospitality," Mr Mulk further wrote asking the government to turn this visit into an opportunity to promote this province as tourism destination since its image had been tarnished due to militancy. The foreign tourists often shun when they look at adverse advisories about travel to the country. However, visits such as the one of Ralph Hoibakk's would show the world the other side of the picture. "Sadly, we in Khyber Pakhtunkhwa have not been able to market Tirich Mir, one of the highest mountains in the world, to the advantage of promoting tourism in the province," said Mr Mulk who himself is making preparations to welcome the mountaineers in Chitral by offering them traditional hospitality. Some 50 years ago, Mr Hoibakk got tremendous support from the Government of Pakistan and the district administration of Chitral during his expedition. The deputy commissioner had then opened the government's guesthouses for his group and the police helped his party to get porters at controlled government rates. However Mr Mulk regrets that now those guesthouses are all in dilapidated condition and the police are no longer interested in assisting tourists. Mr Hoibakk climbed Tirich Mir as part of the expedition,

## The News on Sunday The value of cultural heritage

*The News, August 3, 2014*

which was led by Norwegian philosopher Arne Naess in 1964. The traditional route to the peak passes through Chitral, Reshun and Khosht. Tirich Mir's main peak was climbed for the first time in 1950 also by a Norwegian expedition led by Arne Naess.

It was June 21, 2014 when the National Assembly of Pakistan approved Rs4.3 trillion federal budget for the 2014-15 fiscal year. The same day, the World Heritage Committee in its 38th session in Doha granted approval to list the China-Kazakhstan-Kyrgyzstan section of the celebrated Silk Road as a World Heritage Site.

What a remarkable achievement!

For the first time the three nations jointly applied for the prestigious nomination, which was made possible because of their consistent effort for almost seven years. CCTV, a leading Chinese channel, reported that the initial section of the ancient Silk Road declared a World Heritage Site is about 5,000 kilometres long. Other than the road, the listing also includes historical sites along the route, of which 22 sites are in China; eight in Kazakhstan; and three are in Kyrgyzstan. CCTV quoted a prominent Chinese archaeologist Liu Qingzhu as saying: "The purpose of including the Silk Road onto the World Heritage list is to let people remember it and protect it. The Silk Road is a road for exchanges. It is a road of friendship. It promoted the cultural development of mankind."

What happens when a heritage site is inscribed on the World Heritage List?

The simple answer is: the list gives immense universal value to the heritage site, which from a certain country's property ascends to the status of 'common heritage of humanity'. A highly prestigious World Heritage Committee that draws representatives from 21 countries has the final say in declaring a heritage property as a World Heritage Site. Any UN member state that is also a signatory to the 1972 World Heritage Convention can apply for nomination of its heritage sites on the World Heritage List. Inclusion on the List not only provides a way for international support to protect the site that has an "outstanding universal value" but also boosts tourism to the area.

Currently, Pakistan has six of its many hundred heritage sites acknowledged as World Heritage Sites. These include Moenjodaro, Taxila, Buddhist ruins and city at Takht-e-Bhai, Lahore Fort and Shalimar Gardens, Thatta monuments at Makli, and Rohtas Fort. A quick visit to any of these sites will reveal that most of them are steadily deteriorating due to apathy and our 'lingering perception' that heritage protection is a luxury that cannot be afforded by nations faced with challenges like energy crisis, unemployment, education and healthcare. In Pakistan, we still look at our cultural heritage as a drain on our national exchequer rather than a powerful catalyst for development. Our policy makers still seem to be far from the realisation that heritage can be a key factor in the country's social and economic development rather than a liability. We have several national level government agencies that are working on different aspects of culture and heritage. For example, Pakistan National Council of the Arts (PNCA) and National Academy of Performing Arts (NAPA) are working to promote the visual and performing arts in Pakistan. The National Institute of Folk and Traditional Heritage, popularly known as Lok Virsa, is mandated to conduct research on oral traditions, folklore, and indigenous cultural heritage. We then have the Department of Archaeology and Museums, which is responsible for preservation and conservation of historical monuments and archaeological sites. By the same token, we have several provincial government bodies entrusted with the responsibility of heritage protection. After the 18th Amendment, these agencies enjoy more power and control to manage cultural heritage in the provinces. Apart from the Punjab and Sindh, other provinces and areas are still struggling to recognize that heritage can be 'a trampoline for social and economic development', in the same way that energy, industry, agriculture and transportation systems can contribute to the country's progress.

The Federal Budget 2014-15 including the Public Sector Development Programme (PSDP) rightly focuses on the sectors that will contribute to the economic development. On the scale of priorities, the government's development agenda emphasises the development of water resources, hydropower, highways, railways and human development. Alongside PSDP, the budget also has announced special initiatives that are meant to give impetus to "sectors central to economic development". These initiatives include exports promotions, incentives packages for textile industry, agriculture and housing. The budget has set aside a huge sum of Rs370 billion under "grants and transfers to the provinces and others". These include Grants in Aid to provinces (Rs32 billion) and Grants to Others (Rs338 billion). Development loans and advances is yet another category of allocations in the budget that the federal government makes available to the provinces, special areas, various institutions, and district governments to assist in carrying out their development programs. Under this category, the federal government has allocated Rs318 billion in the 2014-15 budget.

At the federal level, the Ministry of Information, Broadcasting and National Heritage is the custodian of Pakistan's cultural heritage. The ministry has the capacity to provide leadership to its attached departments like the Department of Archaeology and Museums, Lok Virsa and PNCA to protect and promote tangible and intangible heritage assets that have national significance. The ministry can take a number of initiatives to create public awareness about our cultural heritage which is vital to our sense of identity as a nation. The ministry can lead planning and implementation of pilot projects to bring heritage and tourism together in business ventures and demonstrate how provincial and local governments can capitalise on the potential for economic benefits from heritage tourism. A closer look at the budget allocated for recreation, culture and religion shows that Rs7 billion have been budgeted under this head to meet the current or recurring expenditure. The bulk of current expenditure under this line item has been earmarked for Broadcasting and Publishing, which is 78.2 per cent of the total allocation. In the budget, Rs424 million is available for the development projects proposed by the ministry. The PSDP document shows that the Ministry of Information, Broadcasting and National Heritage has allocations approved for its 33 ongoing and two new projects. Of these 35 projects, only five are related to the documentation, preservation and restoration of cultural assets. Remaining 30 deal with the



## Govt to sell PTDC assets worth trillions of rupees

Daily Dawn, August 1, 2014

establishment of rebroadcast stations, dubbing of Pakistani dramas, and capacity-building in economic and development journalism.

Another striking feature of the Budget 2014-15 is the provision of Rs118 billion for special development programmes outside PSDP. These national programmes include the Benazir Income Support Programme and six schemes under the Prime Minister's Youth Programme. Schemes under the Prime Minister's Programme are worth Rs21 billion and range from interest free loans to educational fee reimbursement. This special programme is designed, according to Finance Minister Senator Ishaq Dar, to provide support to "our vulnerable and young people. We owe it to them; it is their own resources that we are managing in trust and making sure that in their state of vulnerability we are there to help them". Cultural heritage is largely ignored in the federal budget. No major project is envisioned under any of the budget categories including PSDP, grants, development loans, special development programmes and Prime Minister's schemes that can help turn our heritage as the vehicle for economic development — a national programme that can contribute towards making heritage a vital element of our mainstream economy. Despite the commendable work undertaken by the Department of Archaeology and Museums, most of the historical sites in Pakistan still remain un-catalogued and many of them are at the verge of extinction. Even some of our six World Heritage Sites are extremely vulnerable. In the same way, our intangible heritage is in need of immediate support. This is despite the enormous contribution Lok Virsa, PNCA and others are making in the field. There are more than two dozen Pakistani languages that are dying. Several forms of traditional dance, music, crafts and folklore are facing the threat of extinction. Can we expect another special initiative or Prime Minister's Programme to protect endangered languages or a Prime Minister's Commission on World Heritage Sites? We need a commission that not only protects the existing world heritage sites but also identifies new sites for inclusion on the World Heritage List. With a government focused on transforming Pakistan into a developed economy one is justified to expect concrete measures from the government to explore and realise the economic potential of our precious cultural heritage.

**ISLAMABAD:** The federal government has decided to sell assets of the Pakistan Tourism Development Corporation (PTDC) worth trillions of rupees under its privatisation plan. The government recently transferred the PTDC to the cabinet division from the ministry of inter-provincial cooperation (IPC), apparently to further its privatisation plan. A source in the PTDC told Dawn the other day that during a recent meeting with Prime Minister Nawaz Sharif PTDC Managing Director Chaudhry Kabir Ahmed Khan had been given the go-ahead for the privatisation of the PTDC's assets. But Mr Khan chief did not take IPC Minister Riaz Pirzada into confidence on the matter.

### PTDC put under control of cabinet division

According to the devolution plan, all PTDC hotels and motels in the country had to be handed over to the provinces, and Khyber Pakhtunkhwa could benefit the most because a majority of the assets are located in that province. Earlier, employees of the corporation had challenged the decision of the previous PPP government about liquidation of the PTDC's assets without addressing their problems. They have not received their salary for 19 months. According to an advertisement appeared in national dailies recently, the government for the first time offered private parties to buy 39 motels and hotels of the PTDC.

According to a PTDC official, the Islamabad High Court (IHC) had barred the handing over of the PTDC's motels and resorts to the provinces without carrying out a fair liquidation and evaluation of assets. The Punjab government had tried to take over Flashman Hotel in Rawalpindi a few months ago, but its management refused to hand it over because of some legal and technical constraints. It then moved the IHC.

An official of Flashman Hotel told Dawn that a major constraint in handing over the hotel was that it was not solely a government property, but its employees and private parties also owned its shares. "Over 13 per cent shares are owned by private members and 22pc belong to employees which were given to them by the PPP government," he said. It was decided earlier that PTDC's resorts and motels would be handed over to the provinces on geographical basis but after paying their cost to the federal government.

## HUMANITARIAN INTERVENTIONS IN TOURISM SECTOR IN PAKISTAN

### International Day for the Remembrance of the Slave Trade and its Abolition tomorrow

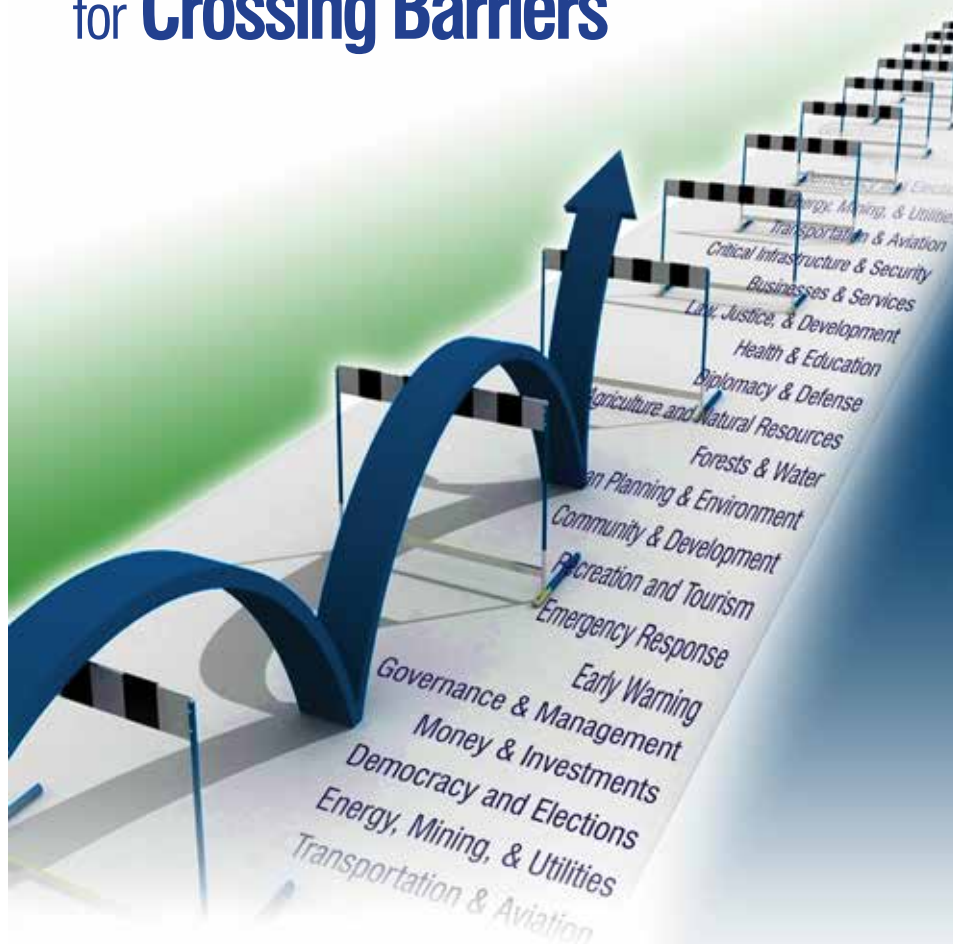
[www.aaj.tv](http://www.aaj.tv), August 22, 2014

**ISLAMABAD:** The United Nations' (UN) International Day for the Remembrance of the Slave Trade and its Abolition will be observed on August 23 to remind people of the tragedy of the transatlantic slave trade. It gives people a chance to think about the historic causes, the methods and the consequences of slave trade. Each year the UN invites people all over the world, including educators, students and artists, to organize events that center on the theme of this day. Theatre companies, cultural organizations, musicians and artists take part on this day by expressing their resistance against slavery through performances that involve music, dance and drama.

Educators promote the day by informing people about the historical events associated with slave trade, the consequences of slave trade, and to promote tolerance and human rights. Many organizations, including youth associations, government agencies, and non-governmental organizations, actively take part in the event to educate society about the negative consequences of slave trade. International Day for the Remembrance of the Slave Trade and its Abolition was first celebrated in many countries, in particular in Haiti, on August 23, 1998, and in Senegal on August 23, 1999.

Each year the United Nations Educational, Scientific and Cultural Organization (UNESCO) reminds the international community about the importance of commemorating this day. This date also pays tribute to those who worked hard to abolish slave trade and slavery throughout the world. This commitment and the actions used to fight against the system of slavery had an impact on the human rights movement.

## Information & Communication Technology for **Crossing Barriers**



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## DISTRICT GWADAR TOURISM PROFILE

### Introduction:

The word Gwadar is derived from two Balochi words "gwa" meaning wind and "dar" meaning gate thus literally meaning, the gate of wind. Gwadar district with its 600 kilometers long coastline and un-irrigated tracts of Kulanch and Dasht valleys, has always occupied prominent place in Makran's history.

### Short History:

The known history of Makran goes back to 4000 years when the area is said to have been under Iranian regimes for many centuries. However, the first reliable historical account takes us back to 2500 years when Alexander, the Great conquered this area. At that time Nearchos, the admiral of Alexander, sailed along the coast and mentioned places named Kalmat, Gwadar, Pishukan and Chahbar. According to some accounts, Arabs captured the area during the times of second caliph. Because of them mostly tribes converted to Islam. In the last quarter of sixteenth century the Portuguese landed here on their way to India and captured several places along the Makran coast. In 1581 they burnt "the rich and beautiful city of Pasni and Gwadar". However, like other invaders they did not stay here. The local rulers, including Hoats, Rinds, Maliks, Buledis and Gichkis, exercised authority in the area for centuries. Two regimes of local rulers, of Buledais and Gichkis, are worth mentioning here. The Buledais gained power with the rise of the Zikri sect in seventeenth century.

In 1783 Khan of Kalat appointed Prince Sultan Saeed bin Ahmed, the brother of ruler of Muscat, as his deputy at Gwadar. The Prince struck back by raising a naval force to attack Gwadar and pushing Meer Khan to flee up to Somiani in Lasbela area. After the death of Prince Saeed, his sons started fighting for the throne. This provided an opportunity to the British to intervene. The British signed an agreement declaring Gwadar as part of Oman. The British laid the first telegraph line between India and Europe that passed through Gwadar and Iran in 1868. Gwadar thus appeared on the strategic map of the British Raj. After the Partition, Pakistani authorities realized that Gwadar was geographically an integral part of Pakistan. They initiated talks with Sultan of Oman and in 1958; the government of President Sikandar Mirza purchased it from Oman for 10 million dollars. Gwadar was made a sub-division of Turbat district but in 1977 it was declared a separate district.<sup>1</sup>

**Spoken Languages:** Balochi, Punjabi, Sindhi, Pashto and Seraiki.

DISTRICT GWADAR AT A GLANCE		
Area		12,637 sq.km
Population – 1998		185,498
	Male	99,436 (53.60%)
	Female	86,062 (46.40%)
Population Density		14.7 per sq.km
	Urban Population	100,152 (54%)
	Rural Population	85,346 (46%)
Literacy Ratio (10 +)		25.5%
	Male	35.52%
	Female	13.81%
Sex Ratio (males per 100 females)		115.5
Average Household Size		5.5
Average Annual Growth rate (1981-98)		0.09%
Total Housing Units (1998)		33,680
	Pacca Housing Units	6,289 (18.67%)
	Housing Units having Electricity	11,716 (34.78%)
	Housing Units having Piped Water	15,300 (45.43%)
	Housing Units using Gas for Cooking	291 (0.86%)
Administrative Units		
	Sub Divisions	04
	Union Councils	13
	Mouzas	77

<sup>1</sup> Gwadar Profile with focus on livelihood related issues



# District Gwadar Tourism Infographic



## Shrines and Tombs

Bilal Masjid, Eid Gah, Jamia Masjid, Makki Masjid, Masjid-e-Bait-ul-Mukarram, Masjid Jillani, Nigor Shareef, Dargah, Shehzada Masjid

## Area

12,637 Sq. Km



## Famous Shopping Malls

Burhan Super Market, Gwadar Market.

## Population

Estimated Population 2013 269,843



## Hotel and Resturants

New Quetta, Sharjah Hotel, New Quetta Syed Babi Agha Hotel, Sahel Hotel, Gwadar Hotel, Aaskani Hotel, Sadaf Hotel, Marjan Hotel, Pearl Continental Hotel, Habib Hotel, Dam Hotel, Bismillah Hotel and Restaurant, Bakhshi Hotel, Islamabad Hotel

## Administrative Units

Sub Divisions 4

Union Councils 13

Tehsil 77



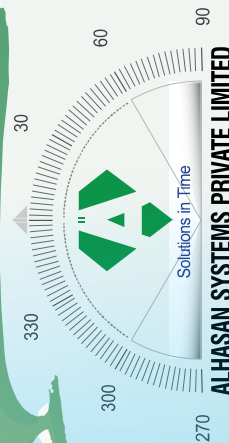
## Others

Mud Volcano near Gwadar, Gwadar Sea Port, Gwadar Western Beach, Gawar Earth Station, Gawadar Beach view, Gwadar Mosque, Earth Station Gwadar, Gwadar Port Beam, Sanghar Housing, Mohallah Band Ward

Sunstar Sub

Gwadar

Jiwani



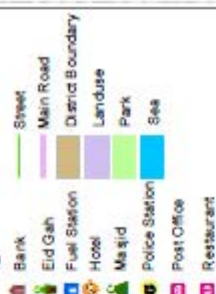
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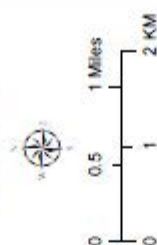
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### Legend



SCALE = 37,000



Pakistan



SCALE = 1:100,000

## DISTRICT MULTAN TOURISM PROFILE

### Introduction:

Multan City is the 3rd largest in the Province, and is located on National Highway (N- 5) leading to Bahawalpur and Muzaffargarh/Dera Ghazi Khan enroute to Karachi, passing through core of the City. The City lies east of Chenab River, more or less in the geographic centre of the Country, at a distance of about 966 km from Karachi. Multan is known as the 'City of Sufi Saints (Pirs) and Shrines'. The City has many superbly designed mosques, shrines and tombs. A network of rails, highways and air flights connect Multan to the rest of the Country. The city offers trading facilities to the entire region for vegetables, grains and agro-based products. History once called it "city of Gold" & today it is called a cotton mine with 35,000 power looms manufacturing exported cotton goods. It's extremely talented artisans are known for their handmade beautiful blue pottery, ceramics, camel skin lamps, wooden crafts, furniture, metal handicrafts, multani khussa (embroidered leather shoes) & hand embroidered cloths, which makes the strong cottage industry of Multan adding to national exchequer.<sup>1</sup>

### Short History:

Multan is an extremely old city, which has seen a lot of warfare, because of its Location on a major invasion route of India from Central Asia. Multan is an extremely old city, which has seen a lot of warfare, because of its Location on a major invasion route of India from Central Asia. The history of Multan dates back to the time of Alexander the Great. In the mid 5th century, the city was attacked by a group of nomads led by Torman. but did not stay, and the long-standing Hindu rule over the city was reestablished. In the 7th century, Multan had its first experience with Muslim armies. Armies led by Mohalib launched numerous raids from Persia into India. A few decades later, Muhammad bin Qasim would come on behalf of the Arabs, and take Multan along with Sind. The city at that time was known as the "city of gold". Following bin Qasim's conquest, the city was securely under Muslim rule, although it was in effect an independent state. With the turn of the millennium, the city was attacked twice by Mahmood of Ghazni who destroyed the Sun Mandir, but he did not stay. After Muhammad Ghor's victories in India, and his establishment of a capital in Delhi, Multan was made a part of his empire. However, the rise of the Mongols would again give it some independence, albeit requiring it to be vigilant against Mongol raids from Central Asia. Under the Mughal Empire, Multan enjoyed over 200 years of peace, and became known as Dar-ul-Aman (Abode of Peace)<sup>2</sup>.

**Spoken Languages:** Saraiki, Punjabi, Urdu, Haryanvi, and Majhi.

DISTRICT MULTAN AT A GLANCE	
Area	3,721 sq.km
Population – 2013 Estimated	4,348,191
	Male 344,614 (51%)
	Female 328,164 (49%)
Population 1998	3,117,000
	Urban Population 1,314,748 (42.18%)
	Rural Population 1,802,103 (57.82%)
Literacy Ratio (10 +)	43.4%
	Male 53.25%
	Female 32.28%
Population Density	837.9 per Sq.Km
Sex Ratio (males per 100 females)	110.4
Average Household Size	7.2
Average Annual Growth rate (1981-98)	2.73%
Total Housing Units (1998)	433,362
	Pacca Housing Units 215,429 (49.71%)
	Housing Units having Electricity 301,527 (69. 58%)
	Housing Units having Piped Water 93,825 (21.65%)
	Housing Units using Gas for Cooking 125,548 (28.97%)
Number of Health Facilities	721

<sup>1</sup> Report for Integrated Master Plane of Multan (2008-2028)

<sup>2</sup> www.citymultan.com



<b>Number of Educational Facilities</b>	1,873 <sup>3</sup>
<b>Number of Education Facilities</b>	1,908
<b>Administrative Units</b>	
	Tehsils 04
	Towns/ TMAs 6
	Union Councils 129

#### Historical and Architectural Heritage:

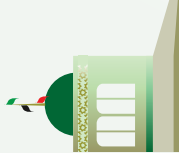
Multan Fort, Mausoleum of Sheikh Baha-ud-Din Zakariya, Mausoleum of Shah Rukn-e-Alam, Mausoleum of Musa Pak Shaheed, Mausoleum of Shah Shams Tabrez, Gardezi Shrine, Wali Muhammad Mosque, Phulhattanwali Mosque, Nawab Abdus Samad Khan Eidgah, Bakirabadi Mosque, Shrine of Baba Safra, Samadhi of Diwan Sawan Mal, The Prahladpuri Temple, Saint Mary's church, Defensive Wall, Circular Road, Lahori Gate, Haram gate, Delhi Gate, Walled City<sup>4</sup>.

<sup>3</sup> Source: Alhasan System Pvt Limitid ,Islamabad ,Pakistan

<sup>4</sup> Report for Integrated Master Plane of Multan (2008-2028)

# District Multan Tourism Profile

## Shrines and Tombs



Sakh Anwzar ul Aloom, Darbar Masoom Shah, Tomb Shah Rukne Alam, Darbar Hafiz Jamal, Inayat Wajiat, Tomb of Mosa Pak Saheed, Darbar Hazrat Qazi Mithu Sab, Khair-ul-Madani, Pak Mai Shrine, Abu Fazali Abbas, Darbar Makhdoom Abdul Rasheed Hujani, Darbar Peer Bhule Shah, Darbar Phool Shah, Sufi Baba Afzal Shah Tomb, Shrine of Baba Naang Shah, Shrine of Hazrat Shah Muraad, Tomb Khawaja Awais Kagha, Tomb of Bibi Shah Dana, Shrine Maolana, Hamid Ali Khan, Bahaudin Zakariya (R.A) Tomb, Tomb of Sher Shah, Tomb of Ali Akbar's mother, Tomb of Pakdamani, Tomb of Saeed Khan Qureshi, Shrine of Sakhi Yahya Nawab, Shrine of Hafiz Jamal, Tomb of Khawaja Awais Khagga, Tomb of Mai Meharban, Tomb of Shah Dana Saheed, Tomb of Abul Fatah Shah Hussain Abdali, Tomb of Shah Muhammad Khan Baddozai, Tomb of Sheedy Lal, Tomb of Qazi Muhammad Saeed Kazmi, Tomb of Hazrat Khawaja Ubaidullah Multani, Tomb of Pir Inayat Ullah Shah Qahiree, Tomb of Syed Ahmad Saeed Kazmi, Tomb of Hamid Ali Khan, Shrine & Mosque of Pir Gohar Sultan, Tomb Mother Shah Ali Akbar, Tomb, Mai Meharban, Tomb Shah Shams Sabzwari Tabrez, Tomb Saeed Qureshi, Tomb M. Ibrahim, Tomb of Ahmad Saeed Kazmi, Tomb of Peer Bukhari, Tomb Khwaja Jami-u-Din Sulman, Tomb Samadhi Sanwal Mal, Tomb Shah Ali Akbar, Tomb Shah, Yousaf Gardezi, Tomb Inayat Wilayat.

## Historical Places & Buildings



Multan Fort, Town Hall, Cantt. Railway Station, Railway Club Multan, Nishtar Medical College, Mausoleum of Sheikh Baha-ud-Din Zakariya, Mausoleum of Shah Rukn-e-Alam, Mausoleum of Musa Pak Saheed, Mausoleum of Shah Shams Tabrez, Gardezi Shrine, Wali Muhammad Mosque, Phulhattanwali Mosque, Nawab Abdus Samad Khan Eidgah, Bakirabadi Mosque, Shrine of Baba Safra, Samadhi of Diwan Sawan Mal, The Prahladpuri Temple, Saint Mary's church, Defensive Wall, Circular Road, Lahori Gate, Haram gate, Delhi Gate, The Walled City and its Gates.

## Famous Shopping Malls

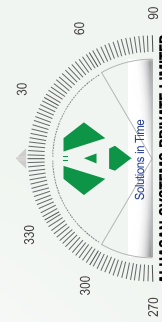
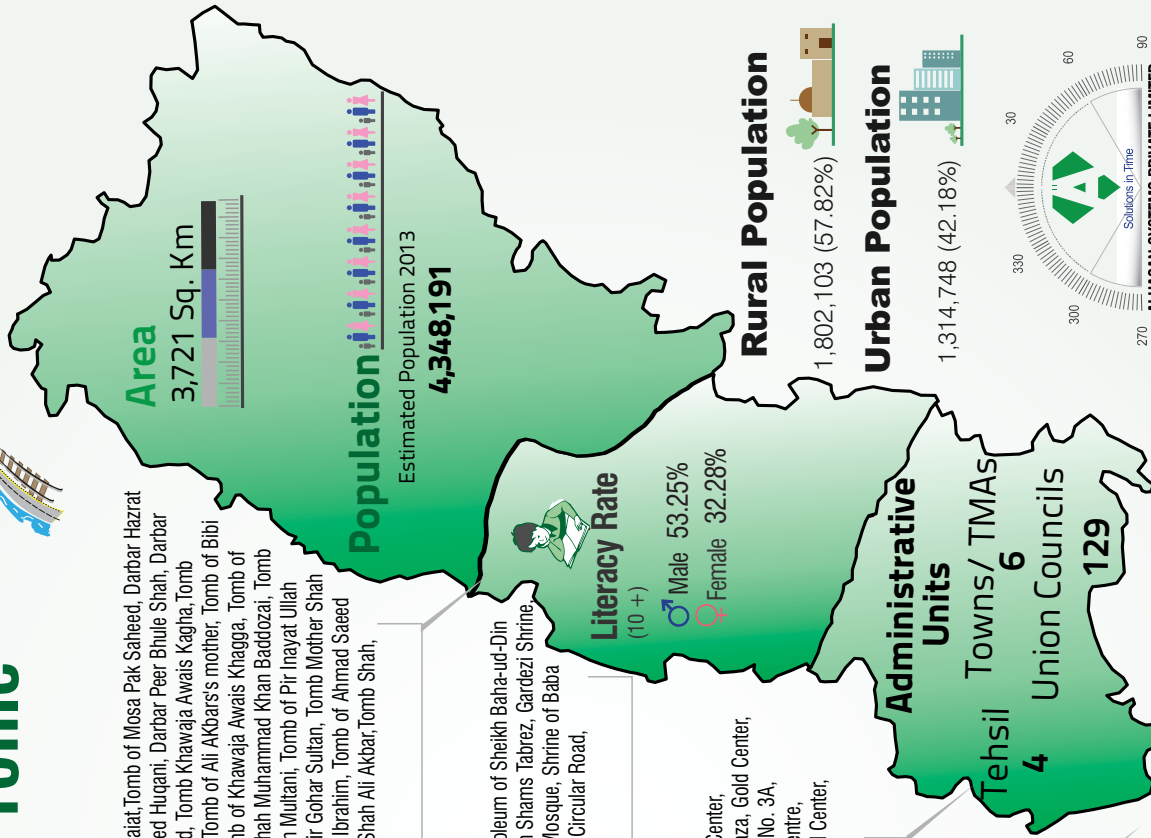


Zakriya Shopping Center, Bhatti Shopping Center, Rahim Center, Rana Shopping Center, All Shopping Center, City Plaza, Trend Shopping Center, Chen One Tower, United Shopping Mall Multan, Sharif Plaza, Mall Plaza, Gold Center, Multan Trade Center, Faisal Arcade, Pace Plaza, Abdali Arcade, Hafeez Center Multan, Shopping Center No. 3A, Shopping Center No. 2, Indus Tower, Mushtaq Market, Fatima Shopping Center, Ahmed Commercial Centre, Muhammad Arcade, Ali Arcade, Kareem Arcade, Central Mart, Khawar Center, Cloths Bara Market, Syal Center, Shopping Center, Sandeela Markets, Ahmed Shopping Mall, Al-Ghana, Nargis Center, Hussain Agahi Bazar.

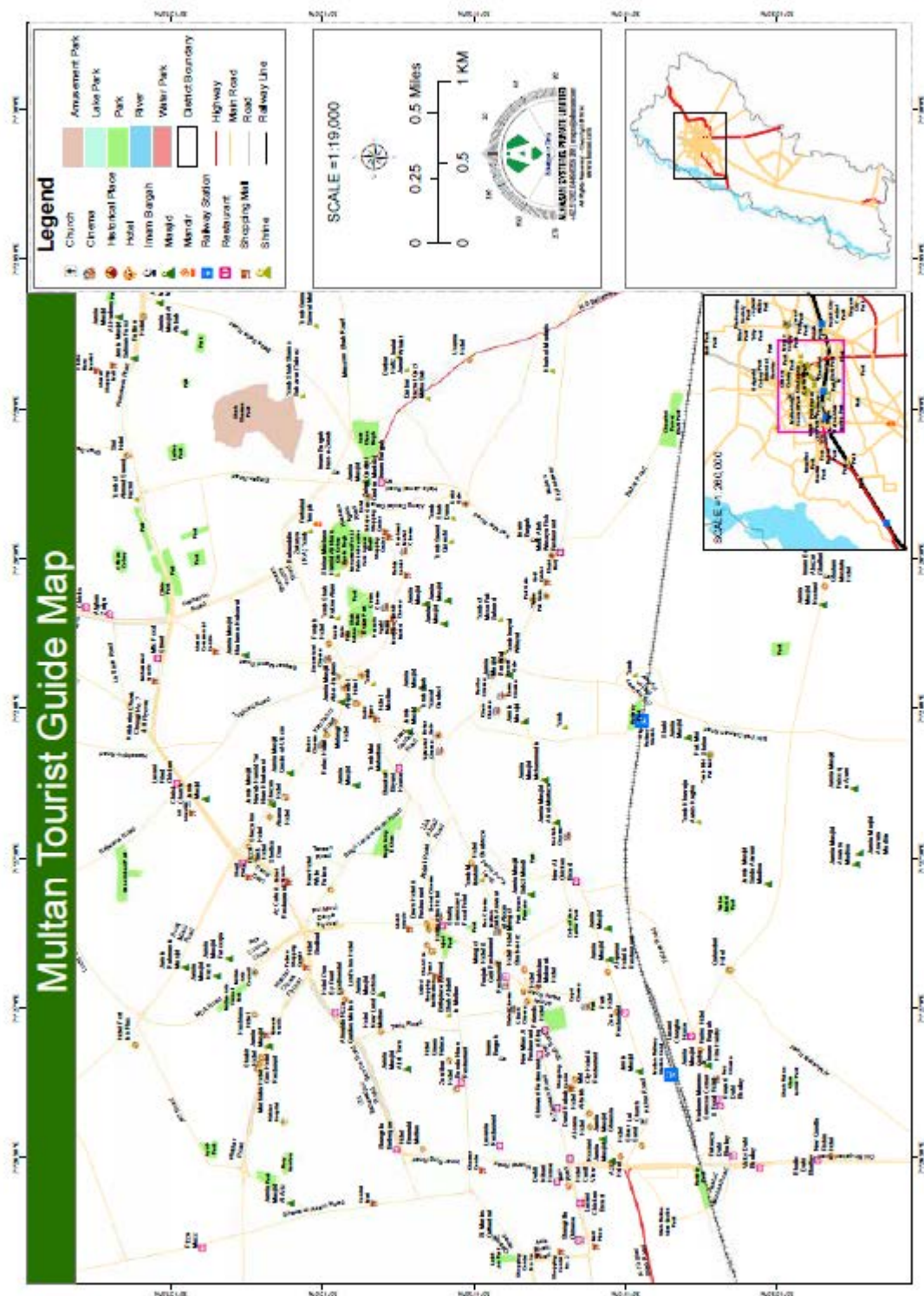
## Parks



Shah Shamas Park, Jinah Park, Chaman Zar -e- Askari Park, Joylan Water Park, Siddique Family Park.

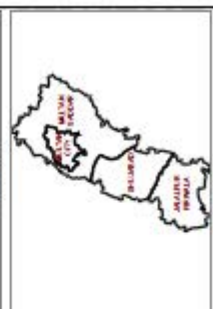
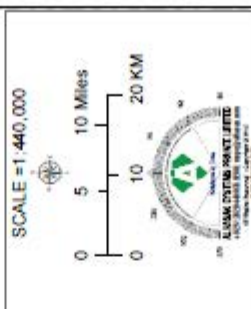
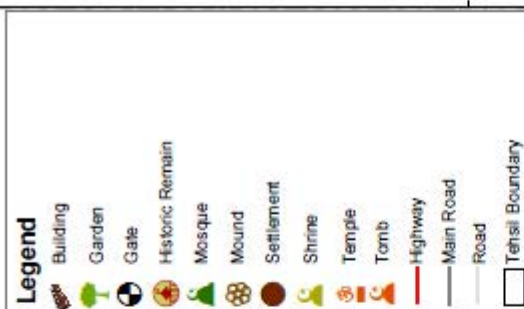
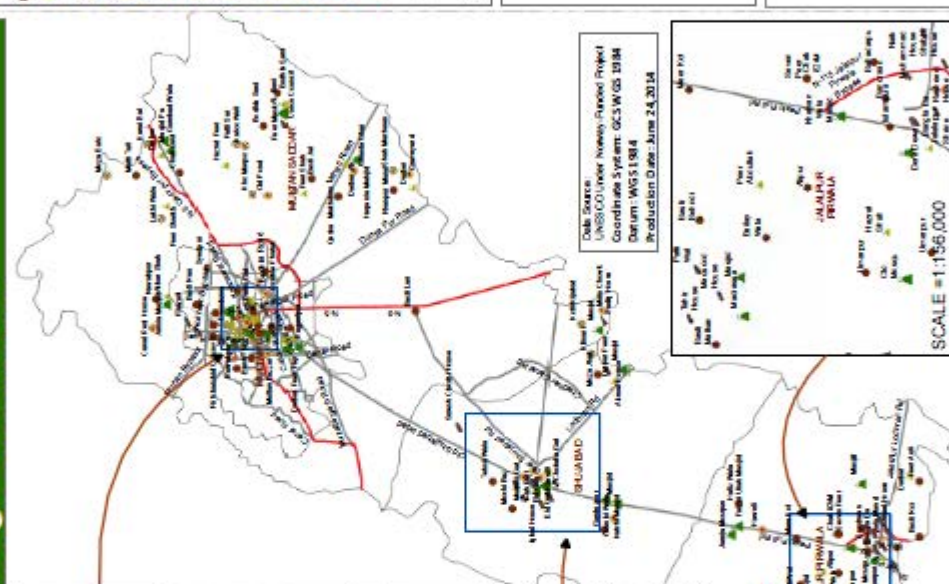
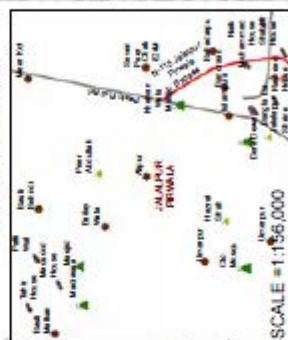
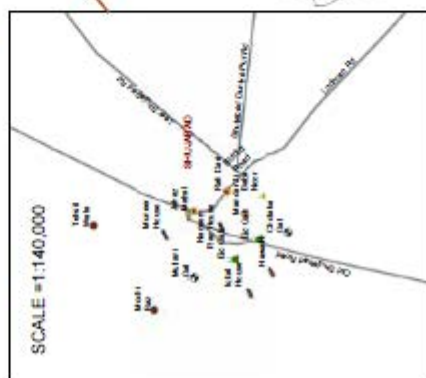
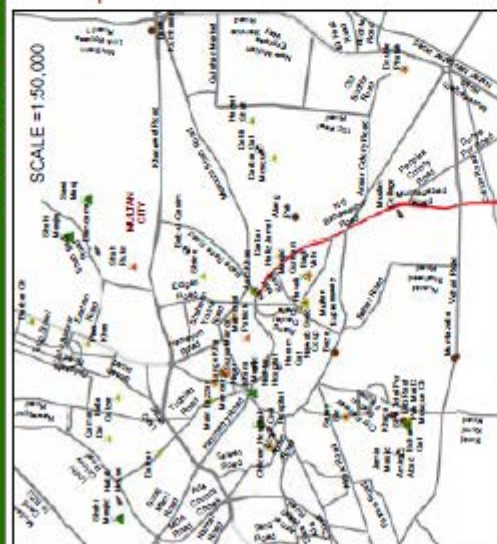


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## Cultural Heritage of Multan



## Margalla Hills Islamabad

### Legend

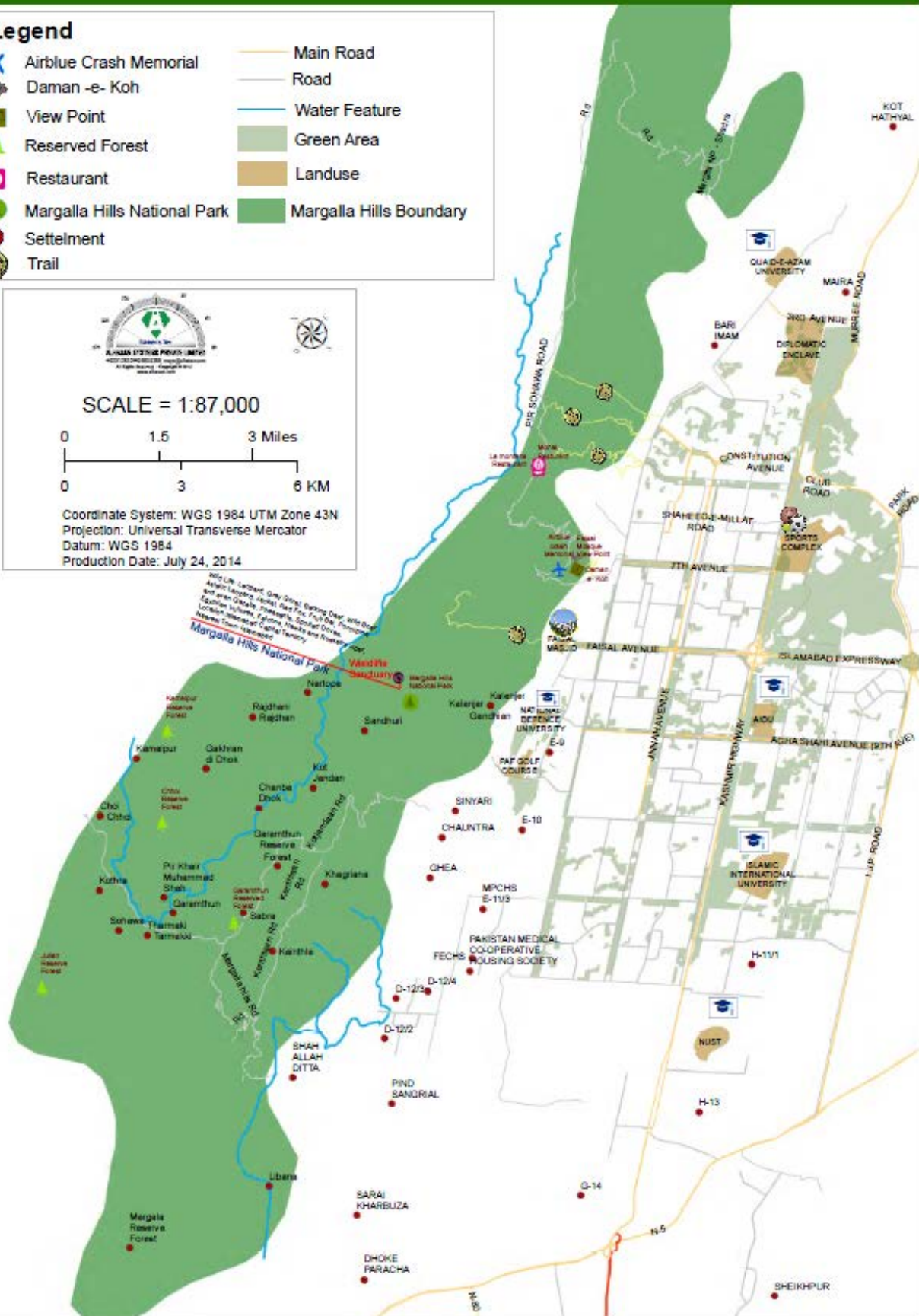
-  Airblue Crash Memorial
-  Daman-e-Koh
-  View Point
-  Reserved Forest
-  Restaurant
-  Margalla Hills National Park
-  Settlement
-  Trail
-  Main Road
-  Road
-  Water Feature
-  Green Area
-  Landuse
-  Margalla Hills Boundary



SCALE = 1:87,000

0 1.5 3 Miles  
0 3 6 KM

Coordinate System: WGS 1984 UTM Zone 43N  
Projection: Universal Transverse Mercator  
Datum: WGS 1984  
Production Date: July 24, 2014

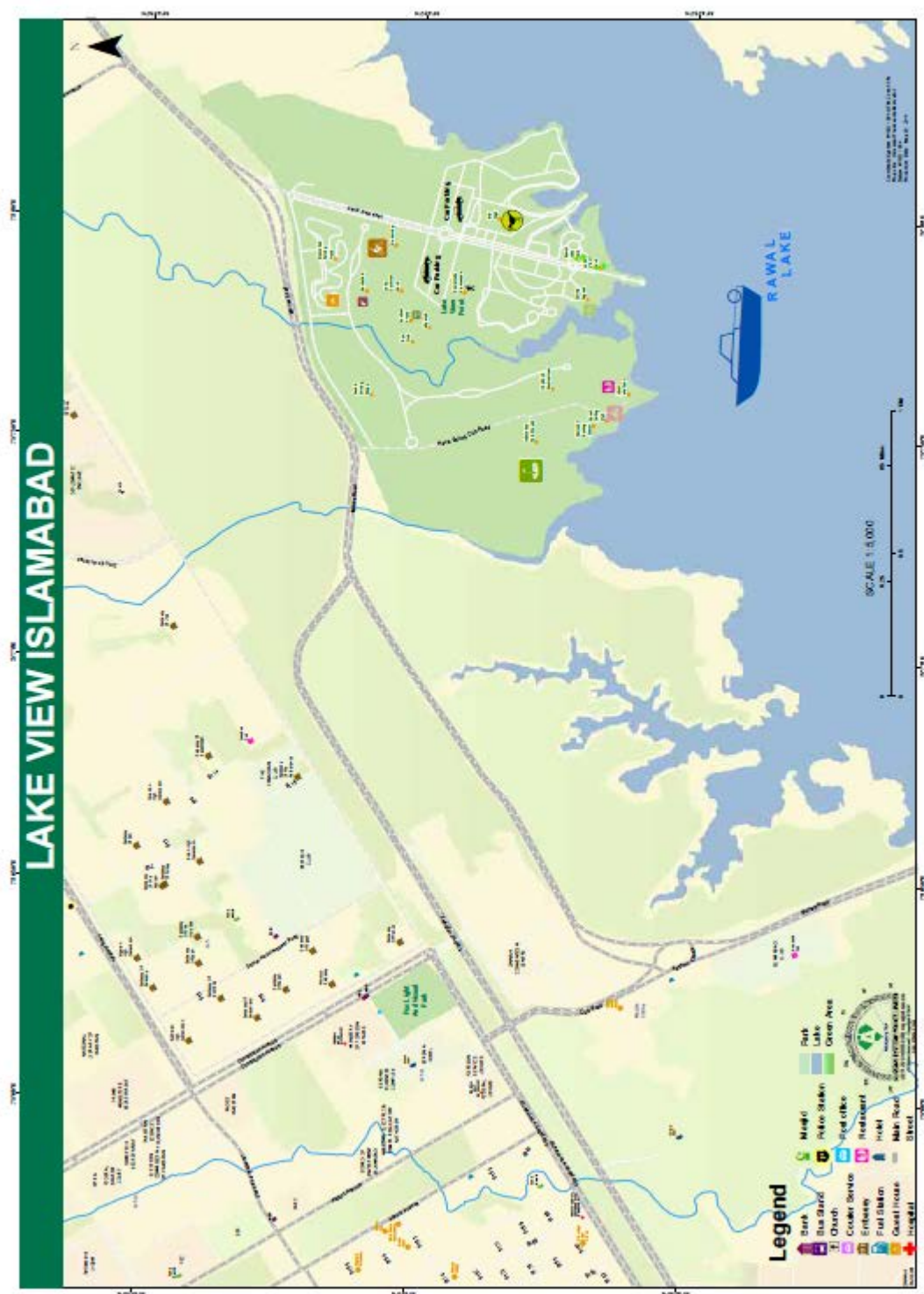










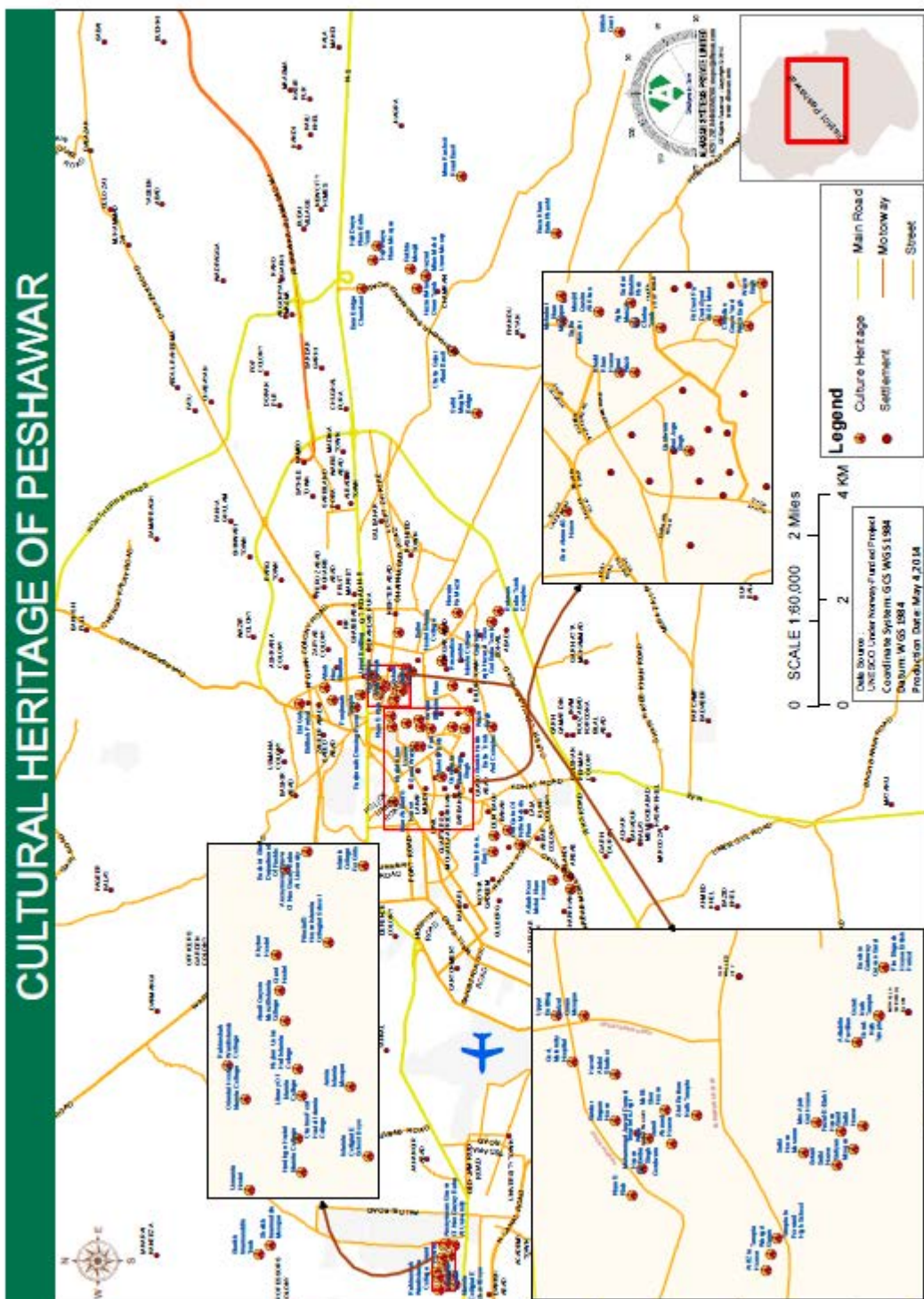








# CULTURAL HERITAGE OF PESHAWAR



## THE FALL OF OUR SPORTS CULTURE

August 11, 2014

Usman Sahi

In 1994, I was a ten year old full of sporting ambitions, and all I knew was that Pakistanis were born to win. That year was in many ways the peak of Pakistan's sporting history; a pinnacle achieved from the sweat and blood of so many heroic sportsmen.

Two years before, Pakistan had lifted the Cricket World Cup in Australia, a fitting culmination of the great cricketing career of Imran Khan. To this day, videos of post-match celebrations send shivers down my spine. Pakistan had achieved this feat in the absence of the havoc-wreaking Waqar Younis, who along with the perennial high achiever Wasim Akram, were set to form the most devastating opening duo in cricketing history. In the same year, Pakistan also lifted the Champion's Trophy in hockey.

And then came 1994. Even at the age of ten, I made an excuse for a doctor's appointment to watch the hockey world cup final, in which Pakistan triumphed over the Netherlands after a nail biting penalty shoot-out. Muhammad Yousaf won the IBSF World Snooker Championship. And to top it all off, Jansher Khan was relentlessly winning squash tournaments worldwide, carrying the baton from the man I consider to hold the greatest sporting achievement, Jahangir Khan. Undoubtedly, the future looked bright for Pakistan. But before going to the future (spoiler alert: it's not good), reminiscing on the foundations for 1994 is important.

In Pakistan's first Olympic Games in 1948, Muhammad Ali Jinnah said in his address: 'For sound minds we should have sound bodies and that is why nations the world over attach so much importance to bodybuilding and physical culture. The First Pakistan Olympic Games should act as an incentive to all Pakistan nationals to emulate the Olympic motto: "Citius, Altius, Fortius" i.e. "Faster, Higher and Stronger".' While Abdul Hafeez Kardar is recognized all over Pakistan as one of the country's first sporting heroes, much less light has been shed upon the man dubbed the 'Flying Bird of Asia', Abdul Khaliq Khan. With all due respect to Milkha Singh of India, who received recognition from India on all forums including the recent Bollywood film Bhaag Milkha Bhaag, Abdul Khaliq was in a league of his own. In his international career, Abdul Khaliq won 36 gold medals, 15 silver medals, and 12 bronze medals. In 1954, he set an Asian record of 10.6 seconds in 100 metres. Officially, his best time has been recorded at 10.3 seconds, which was merely 0.1 seconds off the world record. This record stood for over 50 years. As described by many peers and later athletes, he was a true inspiration.

For inspiration though, one needs not look any further than Jahangir Khan; world number one in squash for a record 100 months. From 1981 to 1986, Jahangir remained unbeaten. Let that sink in. That means 555 consecutive match wins, despite the physical rigours of squash, despite any niggles and injuries that may have tried to beat him down. People regard Joe DiMaggio's 56 game hitting streak in baseball as the most unbreakable record in sports history. There is also Roger Federer's record of 23 consecutive semi-finals and 36 consecutive quarter-finals. But they pale in front of Jahangir's achievements. As a side note, he

remained unbeaten for another 9 months after one loss, and in 1982, he won an entire tournament without dropping a single point! Thankfully, Jahangir was followed up by an almost equally gifted Jansher Khan, who reigned supreme till 1998. Ever since then, Pakistan has regressed, with no top players in sight.

When Pakistan won the hockey world cup in 1994, it had done so for the 4th time, which still leads the pack. 'Saleem Ullah se Kaleem Ullah' was being repeated in every street in every nook and corner of the country, and lore of Shahbaz Ahmad Sr. demolishing defences with speed and agility reached mythical heights. However, we have not smelled victory even from afar since then. In snooker, we keep hearing of victories now and then, but that is a sport which appears to have long lost its charm in Pakistan. Aisam ul Haq Qureshi has been the lone torch bearer for Pakistani tennis, but despite his achievements in doubles, Pakistan has failed to produce a tennis star.

In many ways, it seems that 1994 was the culmination of a perfect storm. In typical Pakistani fashion, we laid back, soaked up the accolades, sipped our tea and stopped trying to improve. The rest of the world adapted, and we were left cribbing about minute non-issues like rule changes in hockey affecting our free-flowing style. Cricket aside (and by 1992's standards, we have reached nowhere), our entire sports culture has been erased and decimated.

The reasons for such failure are manifold. Sports holds little importance in the national narrative, what with political unrest and terrorism highlighting peoples' daily lives.

As is with all areas of governance, rumours of corruption are plentiful. It has not helped that our main sports organizations have been under the dictatorial control of people who continue to reap personal benefit and gain at the expense of the development of sports. This is evident from Pakistan's performance (tainted by media reports and court proceedings regarding unmerited selections) in the recently concluded Commonwealth Games, where we failed to snag a single gold medal and ranked a measly 23rd out of 37 countries, despite having one of the larger contingents (inflated in number by numerous 'officials'). Additionally, infrastructural development is negligible, and we do not have access to the facilities that other countries do.

When one faces personal situations of embarrassment, one is often reminded in one's heart of the honour and dignity of one's name and family. In this new era of national shame and shaming, we better start thinking of our sporting heroes and honours soon, lest our glorious past becomes ancient history.

The writer is an Advocate of the High Courts, having been called to the Bar at Lincoln's Inn in England and Wales, and an avid golfer, cricketer and basketball player.

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## EXTENDING AN OLIVE BRANCH THROUGH LANGUAGE, CULTURE

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Thousands of stories can be written on how each of us came to know our neighbour nations. As 20-somethings, we formed our ideas from our grandparents' recollections, history books, cricket matches, poetry, music, food and so many other factors on which we share common ground.

Yet, Pakistan and Bangladesh always seemed somewhat alien – rivals, even – despite the proximity. The feeling of alienation is not without reason. We were exposed to prejudices in the atmosphere – during occasional sporting events, family meals, casual conversations and serious discussions.

Then again, there are the political initiatives and backdoor discussions that strive to flatten the uneven historic topography and convey the feel-good message that “we’re essentially the same”.

Amid the confusing signals, getting a clear picture is somewhat difficult. So, when Riti Sharma, a post-graduate student from Jadavpur University, Kolkata, visited Lahore for a conference, many surprises were in store, starting with a shopkeeper complimenting her Urdu. She was bewildered as she had been speaking in what she thought was Hindi. And Hindi and Urdu, in her mind, were always two mutually exclusive, though similar languages.

### Almost home

Recalling her experience, crossing the Wagah border, she says, “If it weren’t for the formal ambience and the BSF, I would’ve thought that I was just crossing the street in my hometown.” It is this incongruity, perhaps, that brings home starkly the sense of imposed reality we have been living with for decades.

Riti was in Lahore from April 14-16 to present a paper at the Department of English in Government College University (GCU), for its First International Conference on Language and Literature.

The University is celebrating the completion of its 150th year. She faced a volley of questions from the students there, who happened to be avid Bollywood buffs. She told them she hailed from the city depicted in Vidya Balan’s Kahaani (Kolkata) and that her mother tongue (Tamil) was that of Deepika Padukone’s character in Chennai Express.

Her puzzlement regarding Urdu and Hindi being interchangeable names for the same language was addressed at the session titled Politics of Language: The Case of Regional Languages, where Prof Tariq Ali discussed at length what went into the making of language politics and created the distinct identities of Urdu and Hindi. “I spoke to him after his paper, and he said: The two languages are the same right now.”

### Melting pot

Riti has fond memories of the warm, hospitable people of Lahore who are “so much like us,” and, made her feel like she was one of their “own.” On an IM chat with Business Line, Zain ul Abidin, a student of the Department of English, GCU, Lahore, who did a class project called What if the Partition never happened? echoes this sentiment. “Our identities are so strongly related to each other that mere political fuss cannot separate us,” he types out, adding a “:P”, which is perhaps open to further interpretation.

### Exploring ideas

The conference tackled a various topics through sessions such as Fictional Historiography and the Case of Pakistan; Language, Culture and Gender representation; Partition: Memory and Nostalgia; and Feminism. Replying to an e-mail query, Ana Ashraf, a lecturer and one of the organisers of the event, said: “More people are realising the need to focus on research. As a developing nation, we lack in latest research credentials.”

When asked if the Partition was an awkward subject to broach, given the different politically-motivated stances people across the border adopt, Ana says it was rather the other way round.

“At one session, Dr Furrugh A Khan, scholar in post-colonial studies, presented a paper on Partition fiction and played videos of Partition survivors narrating their experiences. The audience was awed by the scholar’s idea that truth might have several facets than the one presented by the State.”

Riti affirms that, placed alongside modern fiction by writers such as Saadat Hasan Manto and Bhasham Sahni, the archived voices, which are also a part of the living oral tradition, impress upon one how the shared cultural and linguistic relationships survive even after such strife. Such exchanges will only help nurture fruitful dialogue.

## 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 Pakhtunkhwa (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

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<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>



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Local NGO  
Karamat Ullah  
President  
0092 312 9703311  
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13 Latif Market Shahra-e- Quaid-i-Azam, Jatial, Gilgit  
www.Vado.org

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Fatima Jinnah Road  
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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  
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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

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19-1-B, Block 6, P.E.C.H.S, Off Shahra e Faisal, Karachi  
Phone: 0092-21-34556814/34556861/34556881  
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Email: info@countryinn.com.pk

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Website: www.hotelcrowninn.com

Hotel De Paris  
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Inverarity road Karachi, Pakistan  
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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.gulfhotel.webs.com

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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  
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Hotel Shaheen  
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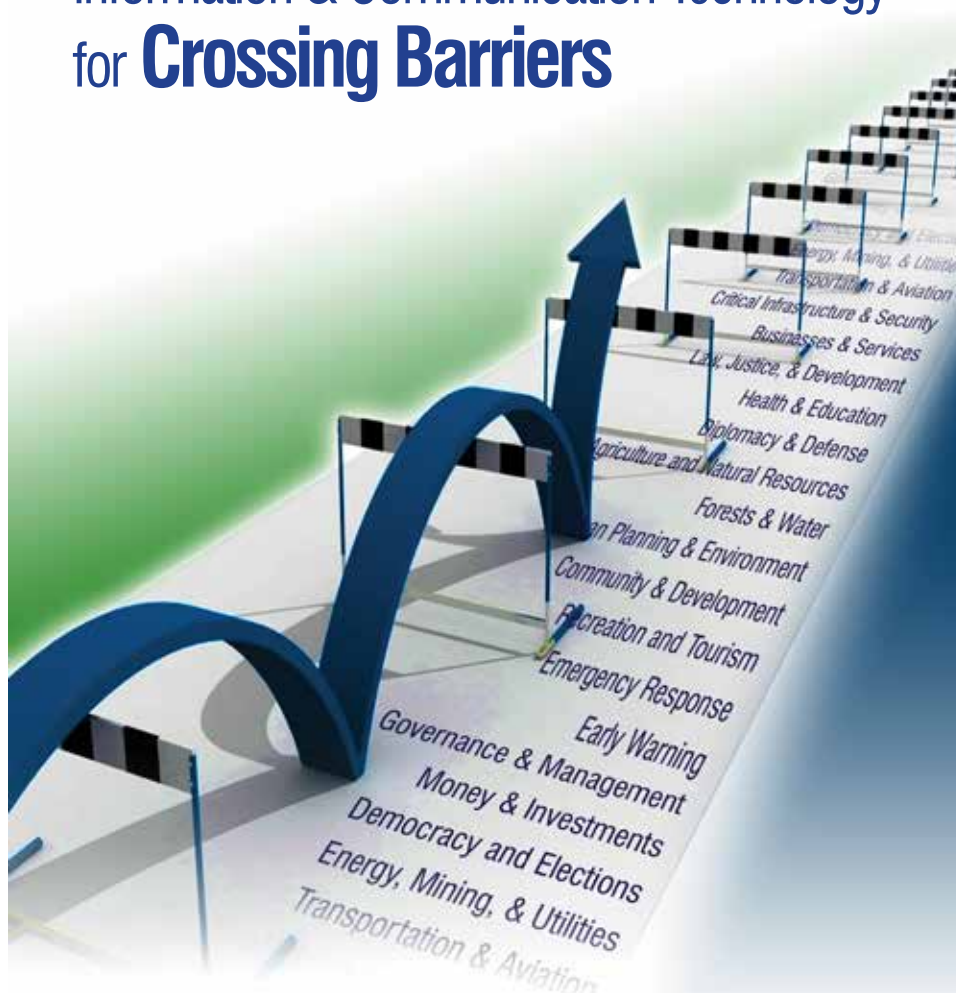
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<p>Subway FLURY'S FOOD PRODUCTS - 1st Floor, Karim Chamber, Merewether Road, Civil Lines, Karachi, Pakistan Phone: 0092-21-5682161</p>	<p>McDonald's SIZA Foods (Pvt) Ltd. Lakson Square Building # 2, Sarwar Shaheed Road, Karachi Phone: 0092-21-1112-44-622 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></p>
<p>Ideal Foods 290/A, Al Freed Street, Garden West Karachi, 74200 Phone: 0092-21-2255079</p>	<p>Revolving Restaurant Caesars Tower 16th Floor Main Shahrah-e-Faisal Karachi, Pakistan</p>



	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>

## Information & Communication Technology for **Crossing Barriers**



### **ALHASAN SYSTEMS PVT. LTD.**

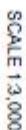
Landline: +92.51.282.0449/ +92.51.835.9288

Fax: +92.51.835.9287

Email: [connect@alhasan.com](mailto:connect@alhasan.com) Website: [www.alhasan.com](http://www.alhasan.com)

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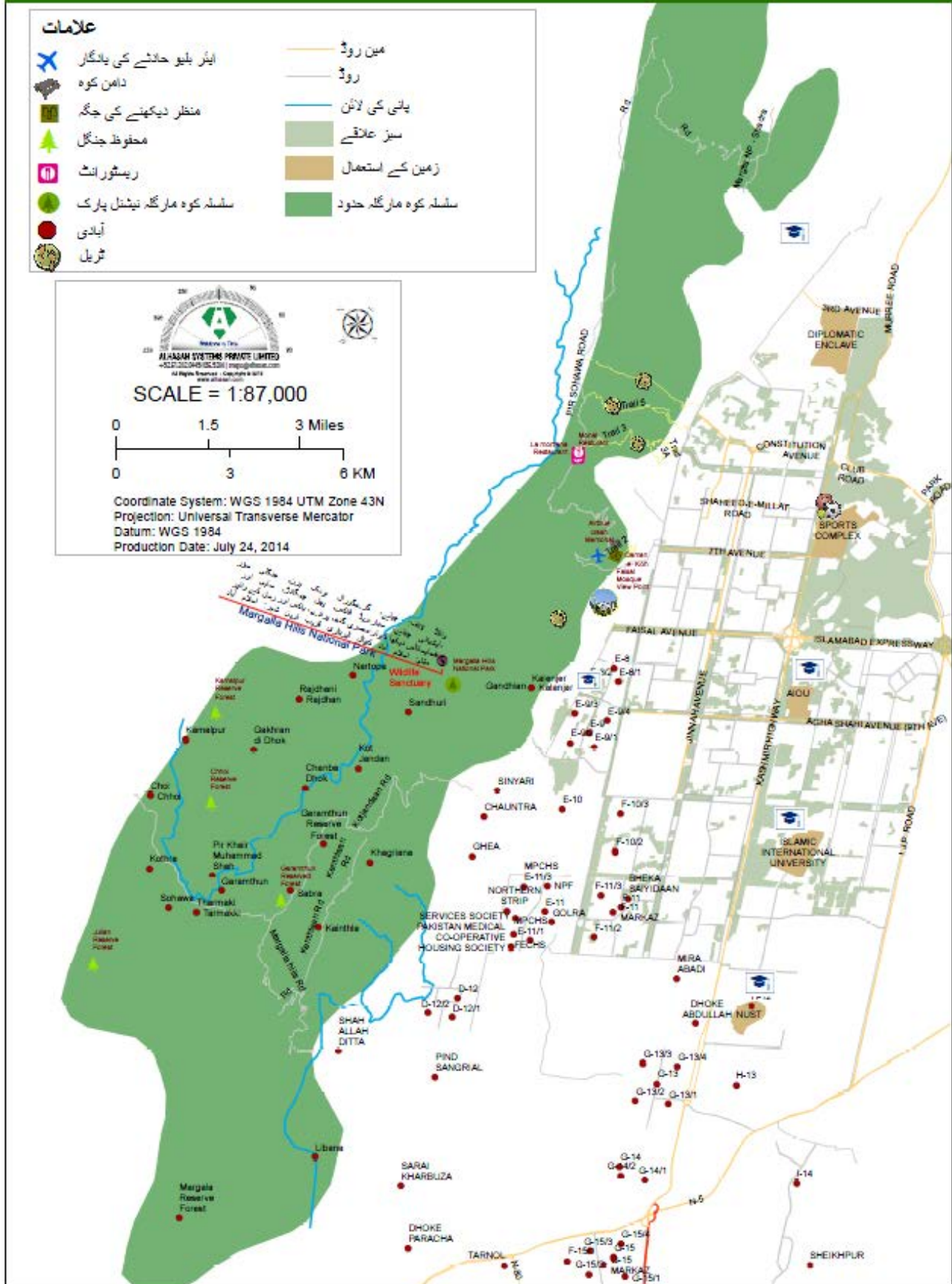
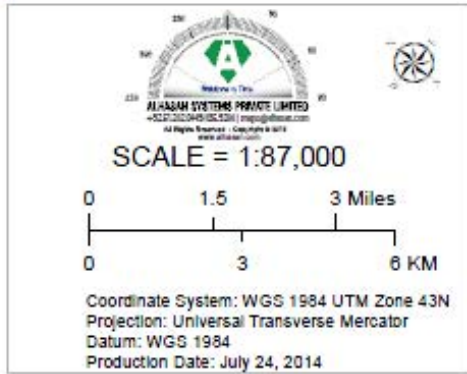




## سلسلہ کوہ مارگلہ - اسلام آباد

### علامات

- |                             |                       |
|-----------------------------|-----------------------|
| ایئر بیو حادثے کی یادگار    | مین روڈ               |
| دامن کوہ                    | روڈ                   |
| منظر دیکھنے کی جگہ          | پانی کی لائن          |
| محفوظ جنگل                  | سبز علاقے             |
| ریسٹورانٹ                   | زمین کے استعمال       |
| سلسلہ کوہ مارگلہ نیشنل پارک | سلسلہ کوہ مارگلہ حدود |
| آبادی                       |                       |
| ٹریل                        |                       |



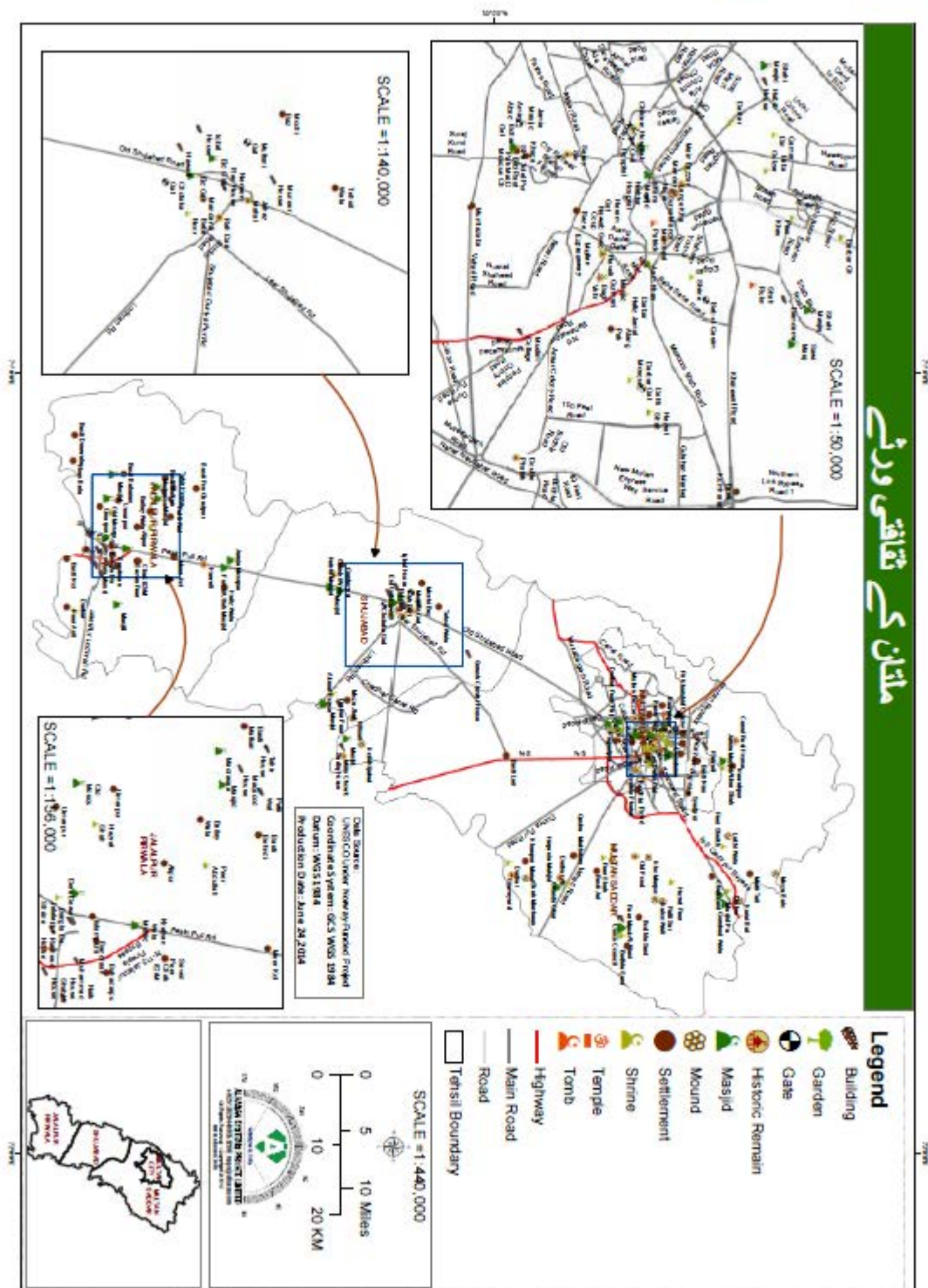




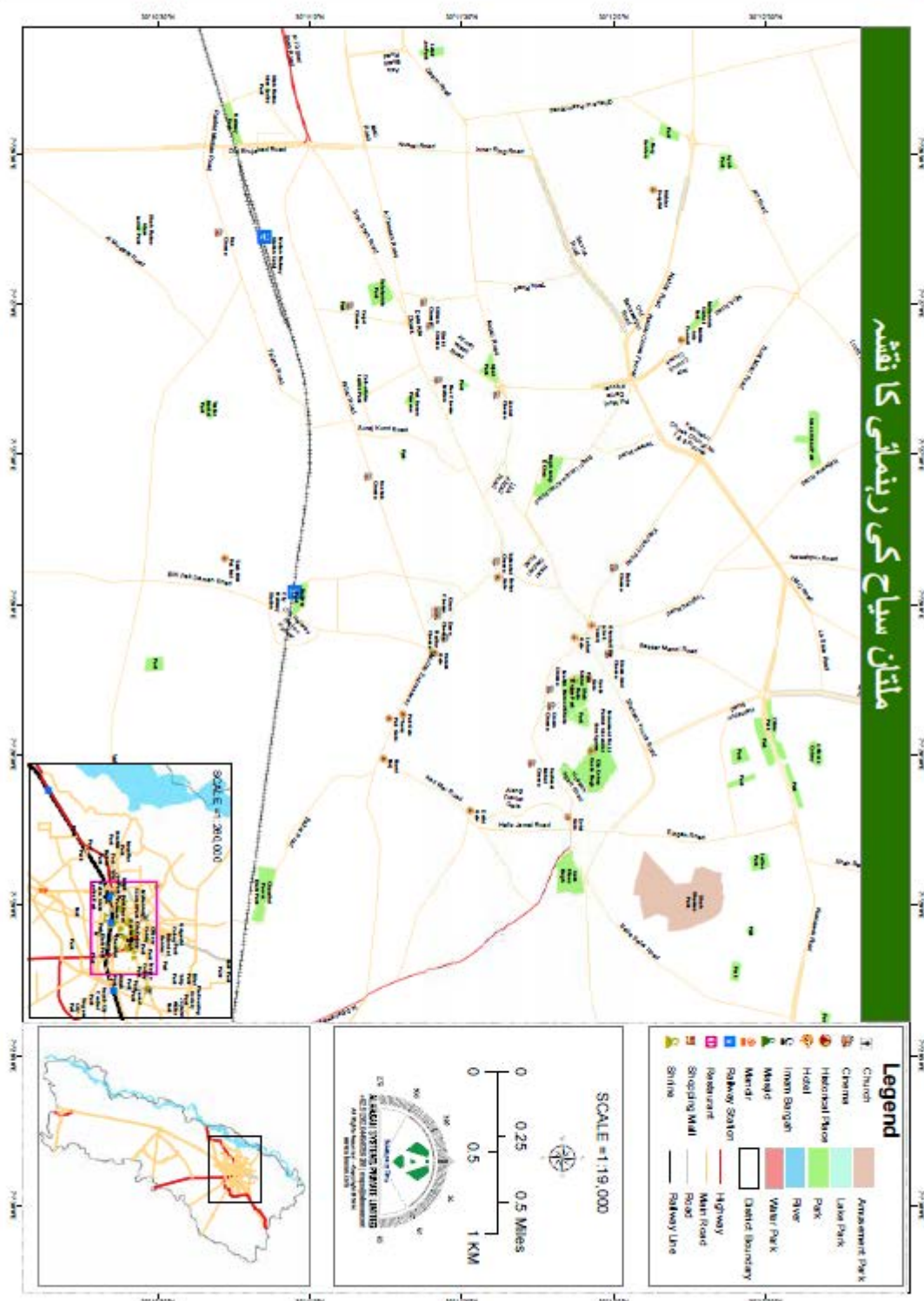




# ملتان کے ثقافتی ورثے



# ملتان سیاح کی رہنمائی کا نقشہ







امیج کو اجاگر کرنے کی حکومتی کوششیں ہیں۔ انہوں نے کہا کہ حکومت نے غیر ملکی اور مقامی سیاحوں کو حفاظت کا احساس دلانے کے لئے ایک جامع سکیورٹی منصوبہ تیار کیا ہے۔

اٹلی کے سینما گھروں میں 5 ستمبر سے ایک ایسی فلم دکھائی جائے گی، جس میں ایک امیگرنٹ پاکستانی اعجاز احمد نے اداکاری کرتے ہوئے پاکستان کو متعارف کروایا ہے۔ اعجاز احمد نے اپنے خیالات کا اظہار کرتے ہوئے کہ اس فلم میں انٹالین سیاست، کلچر اور اٹلی میں رہنے والے غیر ملکیوں کی کہانی مزاحیہ انداز میں پیش کی گئی ہے۔ میرا دل ایک فروٹ سٹال کے مالک کا ہے جو کہ اٹلی میں کافی سالوں سے آباد ہے اور اپنے خاندان کو پالنے کی خاطر دن رات کام کرتا ہے اور اسکے ساتھ ساتھ اپنے حقوق کی جنگ لڑتا ہے۔ باقی کہانی جاننے کے لیے آپ سینما گھر کا رجوع کریں تو آپ کافی لطف اندوز ہوں گے۔ یہ فلم وینس کے فلمی میلے میں بھی حصہ لے رہی ہے اور اس خاطر مجھے وینس بھی جانا ہو گا۔ اس کے ہدایتکار اٹلی کے مشہور صحافی ہیں۔

لاہور (کلچرل رپورٹر) فلم و تھیٹر کی معروف اداکارہ ور قاصہ آفرین نے کہا ہے کہ موجودہ دور کی پنجابی فلمیں پاکستانی ثقافت کی بھرپور عکاسی کرتی ہیں، دور حاضر کے ہدایتکار کم بجٹ میں انتہائی معیاری اور اصلاحی فلمیں بنا رہے ہیں۔ انہوں نے کہا کہ میں تمام سینئرز کی تہہ دل سے شکر گزار ہوں جنہوں نے میری بہت حوصلہ افزائی کی ہے۔ شوبز میں کوئی نمبر ون نہیں ہے میں سب کا احترام کرتی ہوں۔

## انٹالین فلم میں پہلی بار پاکستانی کی اداکاری

<http://www.azad.it>

03 اگست 2014

## موجودہ دور کی پنجابی فلمیں پاکستان ثقافت کی

عکاسی کرتی ہیں: اداکارہ آفرین

روزنامہ نوائے وقت

02 اگست 2014

تھے لیکن اب میں نے اپنا جادو کس پھینک دیا ہے۔ کیونکہ پاکستان سے ایک ہی طرح کی سیاسی خبریں سن کر ہم لوگ تنگ آگئے ہیں۔ ہر روز جلوس نکل رہے ہوتے ہیں۔ پاکستان کی خبریں سننا تو دور کی بات ہے پاکستان جانے کو بھی جی نہیں چاہتا۔ ویسے بھی وہاں کئی لوگ شادیوں کے پروگرام کرنے جاتے ہیں تاکہ اپنے عزیزوں کے ساتھ خوشی منائیں لیکن وہاں ہڑتالوں کی وجہ سے لوگ کسی پروگرام میں مل کر بھی نہیں بیٹھ سکتے۔ اب وہاں نیارواج چل نکلا ہے کہ باہر سے جانے والے لوگوں کے بچوں کو تالوان کے لیے اغوا کر لیا جاتا ہے۔ وہاں بڑے بڑے لوگوں کے بچوں کو اغوا کر لیا جاتا ہے۔ ایک عام پاکستانی کی تو کوئی حیثیت ہی نہیں ہے۔ بچپن میں ہم لوگ شوق سے جشن آزادی کے پروگراموں میں جاتے تھے لیکن اب وہ جذبہ اور شوق نہیں رہا۔ ویسے بھی جشن آزادی کا دن عام ورکنگ ڈے میں آ رہا ہے۔ کام کی وجہ سے ہم لوگ جشن آزادی کی تقریبات میں شرکت نہیں کر سکتے۔

**شفقتنا اردو (بین الاقوامی شیعہ خبر رساں ادارہ)۔** پاکستانی کوہ پیما بہن بھائی کی جوڑی نے دنیا کے سات براعظموں کی سات بلند ترین چوٹیاں سر کر کے ایک ریکارڈ قائم کیا ہے۔ صرف یہی نہیں بلکہ شمیمہ خیال بیگ ان چوٹیوں کو سر کرنے والی پہلی پاکستانی خاتون بھی بن گئی ہیں۔ پاکستان میں ہنزہ کی وادی سے تعلق رکھنے والے نوجوان کوہ پیما مرزا علی بیگ اور شمیمہ خیال بیگ بھائی بہن ہیں۔ اس کوہ پیما جوڑی نے گزشتہ دنوں روس کے بلند ترین پہاڑ البروز پر سبز ہلالی پرچم لہرایا۔ خاص بات یہ ہے کہ اس کارنامے کے بعد شمیمہ بیگ سات براعظموں میں سات بلند ترین چوٹیوں کو سر کرنے والی پہلی پاکستانی خاتون کوہ پیما ہونے کا اعزاز بھی اپنے نام کر گئیں ہیں۔ ڈونچے ویلے سے خصوصی گفتگو کرتے ہوئے شمیمہ بیگ نے بتایا کہ انہوں نے اٹھ ماہ کے مختصر عرصے میں سات چوٹیاں سر کرنے کا مشن مکمل کیا۔ ”ہم لوگوں کا مشن تھا ایڈونچر ڈیپلومیسی۔ اس کا پیغام تھا پاکستان میں مرد اور عورت کی برابری کے تصور کو ابھارنا اور عورت کو با اختیار بنانا۔ ہم نے سات براعظموں کی سات چوٹیاں سر کرنے کے اس مشن کا آغاز دسمبر میں کیا تھا اور ہم اپنے ٹارگٹ کو حاصل کرنے میں کامیاب رہے۔ بحیثیت پہلی پاکستانی اور پہلی مسلمان خاتون کے اس کامیابی کو حاصل کر کے مجھے بہت خوشی محسوس ہو رہی ہے۔ شمیمہ کا مزید کہنا تھا کہ اس مشن کا مقصد لوگوں کو یہ پیغام دینا تھا کہ اگر خواتین کو مواقع دیئے جائیں تو وہ بھی کئی شعبوں میں کامیابیاں حاصل کر سکتی ہیں۔ ہم یہ پیغام دینا چاہتے ہیں کہ بحیثیت پاکستانی اور مسلمان ہونے کے اگر میں سات براعظموں کے پہاڑ سر کر سکتی ہوں تو دیگر خواتین ایسا کیوں نہیں کر سکتیں۔ جس طرح مجھے میرے خاندان اور میرے بھائی نے سپورٹ کیا ہے اور مواقع دیے ہیں اسی طرح دوسری خواتین کو بھی دیے جائیں تو وہ بھی زندگی میں کامیابیوں کے ایسے پہاڑ سر کر سکتی ہیں۔ یاد رہے کہ شمیمہ بیگ نے پاکستان کے لیے یہ تاریخی کامیابی صرف 23 برس کی عمر میں حاصل کی ہے۔ اس سے قبل شمیمہ نے 19 مئی 2013ء کو دنیا کی بلند ترین چوٹی ایورسٹ سر کی تھی۔ اس طرح وہ 8848 میٹر بلند اس چوٹی پر پہنچنے والی پہلی پاکستانی خاتون اور تیسری پاکستانی شہری تھیں۔ اس کے علاوہ انہوں نے رواں برس تین جولائی کو الپا-کامیں 6168 میٹر بلند چوٹی، مکش کسلے کو بھی فتح کیا تھا، جس کے بعد انہوں نے اس چوٹی کو سر کرنے والی پہلی پاکستانی خاتون ہونے کا اعزاز بھی حاصل کیا۔ صرف یہی نہیں بلکہ مارچ میں ان دونوں نے انڈونیشیا کی 4884 میٹر بلند چوٹی، کارسٹینسنز پیراڈ اور دسمبر میں اورنگناؤن کی بلند ترین چوٹی آکوٹا گوا کو بھی سر کیا۔ شمیمہ کے ساتھ یہ چوٹیاں سر کرنے والے ان کے بھائی مرزا علی کے مطابق کوہ پیما کی اس طرح کے ایڈونچر کی بدولت ملک میں سیاحت کو بھی فروغ مل رہا ہے۔ پاکستان میں حالیہ دو تین سال میں بہت تبدیلی آئی ہے۔ ہم جو کام کر رہے ہیں، یعنی پہاڑوں پر جب چڑھتے ہیں تو اس کی فلم بنانا ہوں، ڈاکو میٹریز بھی بناتا ہوں۔ ان دستاویزی فلموں کو عالمی سطح پر پیش کرنے سے پاکستان میں سیاحت کا فروغ ہوا ہے۔ اب ہمارے نوجوان ہی نہیں بلکہ بیرون ملک سے بھی ہمارے پاس لوگ آ رہے ہیں اور سیاحت فروغ پا رہی ہے۔ اس کارنامے کے بعد کوہ پیما بھائی بہن کی یہ جوڑی جھرات 31 جولائی کو وطن واپس پہنچی ہے۔ مستقبل کے ارادوں کا ذکر کرتے ہوئے مرزا علی نے اپنے خصوصی انٹرویو میں بتایا کہ وہ اور شمیمہ چاہتے ہیں کہ ملک میں سرمائی کھیلوں یا ’ونٹر گیمز‘ کی تربیت اور انہیں فروغ دینے کے لیے ایک ادارہ قائم کریں۔ ہم پاکستان میں ونٹر ایک ایسا ادارہ بنانا ونٹر اولمپکس لیے کھلاڑی پیدا کر سکیں اور ونٹر سپورٹس کے لیے کھلاڑی تیار کر سکیں۔ کیونکہ ان مقابلوں میں پاکستان چاہتے ہیں، جس کے ذریعے ہم کی شمولیت نہ ہونے کے برابر ہے۔ ہماری کوشش ہے کہ کھیلوں کے حوالے سے پاکستان میں نوجوانوں خصوصاً خواتین کے لیے کام کریں اور ملک میں سیاحت، کھیل اور آؤٹ ڈور تعلیم کو ترقی دیں۔

**پشاور۔** گزشتہ سال پاکستان میں سیاحتی مقامات پر مقامی سیاحوں کی تعداد میں 100 فیصد اضافہ دیکھنے میں آیا۔ ڈیلی ٹائمز کی 3 ستمبر کی ایک رپورٹ کے مطابق، یہ بات پاکستان ٹورزم ڈیولپمنٹ کارپوریشن (پٹی ڈی سی) کے چیفنگ ڈائریکٹر چوہدری کبیر احمد خان نے بتائی۔ انہوں نے بتایا کہ چوٹی کے مقامات میں خیر پختہ خواہ میں ضلع سوات میں میاں ڈیم، بحرین اور وادی کلام شامل ہیں۔ انہوں نے کہا کہ سیاحت کی ترقی کی وجہ ملک کے سافٹ

نوجوان پاکستانی خاتون کوہ پیما کا ایک اور

ریکارڈ

<http://www.ur.shafaqna.com/>

12 اگست 2014

پاکستانی مقامی سیاحوں میں 100 فیصد اضافہ

<http://centralasiaonline.com>

04 اگست 2014



کے سی ایل کا برانڈ بھی حاصل کر لیا ہے۔ آج انٹالین اہم شخصیات کے اسکی کیلبر یوں کو بھی کنٹرول کریں گے۔ کیلبر کنٹرول کے لیے ہم نے علاوہ پاکستانی شخصیات نے بھی شرکت کی اور رانجھا صاحب کے بزنس کے لیے دعائے خیر کی گئی۔ سارا دن علاقے کے لوگوں کو فرائی چکن، کباب اور دوسری مصنوعات مفت تقسیم کی گئیں۔

## یوم آزادی کی اہمیت تارکین وطن پاکستانیوں کے لیے

<http://www.urdufalak.net>

15 اگست 2014

اس وقت دنیا کے ہر کونے میں پاکستانی آباد ہیں۔ پاکستانی خواہ کہیں بھی رہیں وہ اپنے مذہب اور قوم کی وجہ سے نہ صرف پہچانے جاتے ہیں بلکہ سوائے چند ایک کے وطن عزیز کو یاد بھی رکھتے ہیں۔ یہی وجہ ہے کہ مختلف ممالک میں بسنے والے تارکین وطن خاص مواقع پر مل بیٹھتے ہیں اور ہم وطنوں کے ساتھ اپنے مذہبی اور قومی تہوار مناتے ہیں۔ گو کہ آج ہمارا وطن عزیز اندرونی اور بیرونی انتشار کا شکار ہے مگر اس کے باوجود یہی ہماری پہچان ہے۔ بیرون ملک پاکستان کے یوم آزادی کا بارے میں پاکستانیوں کے خیالات معلوم کرنے کے لیے اردو فلک ڈاٹ نیٹ نے ایک سروے ترتیب دیا ہے جو قارئین کی نظر سے۔ ڈائریکٹریز اور سلسلے سے پاکستان کے قومی تہوار کی اہمیت پر اپنے خیالات کا اظہار کرتے ہوئے کہتی ہیں کہ چودہ اگست یوم آزادی دراصل جغرافیائی آزادی ہے۔ یہ سسٹم کی آزادی نہیں ہے۔ یہاں آج بھی برطانوی قوانین رائج ہیں۔ یہ ملک اسلام کے نام پر حاصل کیا گیا تھا مگر یہاں ناسلامی قوانین نہیں ہیں۔ اب اسلام پھیل رہا ہے۔ پچھلے پچاس سالوں سے جو جزییشن گئی ہے وہ ملک میں اسلامی قوانین نافذ نہیں کر سکی۔ لیکن اب جو نئی پود آرہی ہے وہ دین اسلام کو سمجھ کر اسے ملک میں نافذ کرے گی تو یہ ملک اسلامی ملک بنے گا۔ مجھے خوشی تب ہو گی جب سسٹم آزاد ہو گا۔ ملک میں اسلامی قوانین نافذ ہوں گے۔ بیرون ملک پاکستانی کمیونٹی کے ساتھ اکٹھے ہو کر یوم آزادی مناتے ہیں۔ یہ صحیح طریقہ ہے۔ ہمیں چاہیے کہ ہم جہاں بھی ہوں سب مل کر یہ دن منائیں۔ چھوٹے بچے تقریر کریں نظمیں پڑھیں۔ اس موقع پر ہمیں اپنے وطن کی تاریخ دہرائی چاہیے۔ کیونکہ اس کے معرض وجود میں آنے کی وجہ ہمارے دو نظریاتی مملکت ہے۔ ہمیں یہ معلومات جس زبان میں بھی ممکن ہو بچوں کو اردو انگلش یا نارویجی جس زبان میں بھی ہو سکے بتانی چاہیے۔ اس کے علاوہ ویو اور تصاویر کے ذریعے قومی ہیروز کے بارے میں بتائیں۔ بچوں کو پاکستان کے بارے میں مذہنی آزمائش کے کوئیز پروگراموں میں حصہ لینے کی ترغیب بھی دیں۔ محمد عابد لاہور کے بزنس میں ہیں۔ آجکل وہ ناروے آئے ہوئے ہیں۔ جشن آزادی کی اہمیت بیرون ملک پاکستانیوں کے موضوع پر بات کرتے ہوئے انہوں نے کہا کہ جشن آزادی کی اہمیت تو ہر حال میں ہے چاہے ہم ملک سے باہر ہوں یا ملک میں ہوں۔ ایک قوم کے لوگ دوسرے ملک میں پنہن رسم و رواج نہیں چھوڑتے۔ یہ ہمارے لیے ایک لمحہ فکریہ ہے کہ کیا ہمارا آزادی کا مقصد پورا ہو گیا۔ یہ ملک کس لیے بنایا گیا تھا۔ ہمیں چاہیے کہ اس دن کو کمیونٹی کے ساتھ اکٹھے ہو کر منائیں۔ چاہے کسی بھی فورم پر منائیں جو یہاں موجود ہیں۔ آج ہماری قوم پریشان ہے۔ مگر یہاں کے لوگوں کو وہ مسائل نہیں ہے جو پاکستان میں رہنے والوں کو ہیں۔ وہاں لوگ مسائل اور محرومیوں کا شکار ہیں۔ اس دن ہمیں پاکستانی قوم کی محرومیوں کے بارے میں بھی سوچنا چاہیے۔ موس کے تاجر اور اردو ٹیکسٹ بک کے مصنف خالد کھٹانہ نے کہا کہ ناروے ان چند ممالک میں سے ہے جہاں پاکستان کا یوم آزادی پاکستان سے بھی زیادہ منایا جاتا ہے۔ ان پروگراموں میں پاکستان کی اہم شخصیات حصہ لیتی ہیں۔ اس سال پاکستانی جشن سے ہزار درجہ بہتر جشن یہاں ہے۔ پاکستانی فرقہ پرستی ہمارے لیے باعث شرم ہے۔ ہم کیا بتانا چاہتے ہیں دنیا کو؟؟ شرم آتی چاہیے ہمارے سیاستدانوں کو انڈیا کو ہم کیا پیغام دینا چاہتے ہیں۔ میں اس موقع پر خون کے آنسو رو رہا ہوں۔ ہمیں ایک دوسرے کو بھائی چارے کا پیغام دینا چاہیے بلا فرقہ۔ یہ پاکستان کی تاریخ کا پہلا ڈرامہ ہے۔ ہم پہلی بار دنیا کو بتا رہے ہیں کہ ہم ایک نہیں ہیں۔ کیا اب ہم کوئی اور نظریہ بنانا چاہتے ہیں؟؟ ہمیں چاہیے کہ اپنی خامیاں دور کریں۔ ہمارے حالات سے پوری دنیا باخبر ہے۔ ہم دنیا کو کیا پیغام دے رہے ہیں؟؟ ہمارے سیاستدانوں نے دو دو آنے کی مساجد بنائی ہوئی ہیں۔ جمہوری آئین کی کوئی اہمیت ہی نہیں ہے۔ ایک بابا کینیڈا سے آیا ہے۔ جمہوری مطالبات کرنے کا ہر ایک کو حق ہے۔ لیکن یہ طریقہ نہیں ہے۔ عمران خان نے کہا کہ چھوڑو آئین کو۔ میں آئین خود لکھوا لوں گا۔ پاکستان کی بڑی اہمیت ہے۔ عمران خان کا ایک سیاسی امیج تھا لیکن اس نے چودہ اگست کا انتخاب کیا ہے کہ کینسنیز والوں کو ہم پیسٹ کر دیں گے۔ خالد کھٹانہ نے کہا کہ مجھ جیسا کوئی انقلابی نہیں جو ہر روز ایک نیا پیغام فیس بک پر لکھتا ہے۔ میرا پیغام ایک مزدور کے لیے ہوتا ہے۔ تمام ورکرز کو پاکستان میں غلاموں سے بدتر درجہ دیا گیا ہے۔ ایک مزدور کا کوئی حق نہیں ہے۔ ایک مزدور نے مینے میں گزرا کرنا ہے صرف سات ہزار روپے میں۔ اتنی کم رقم میں وہ کیسے گزارہ کرے؟ یہاں پر ہم لوگ بڑے امن سے جشن آزادی مناتے ہیں مختلف تنظیموں کے ساتھ۔ یہاں میوزک پروگرام ہوتے ہیں۔ مشاعرہ ہوتا ہے اور فیملی کے ساتھ پروگرام ہوتے ہیں۔ موجودہ حالت سے ہماری قوم کی سادہ کو دھچکا لگے۔ نارویجی وزیر اعظم پاکستانیوں پر فخر کرتے تھے۔ اب ہم انہیں کیا بتائیں؟؟ ہمارے پاس انہیں بتانے کے لیے کچھ بھی نہیں ہے۔ یہ کیا سوچیں گے کہ ہم ایک باغی قوم کے لوگ ہیں۔ موس سے غزالہ راجہ نے بتایا کہ پہلے ہم پاکستان ٹی وی چینل پر پاکستان کی خبریں سننے

## تفصیلات

## سرخیاں

بابا بلھے شاہ کا میلہ

<http://www.laaltain.com/>

26 اگست 2014

عظیم صوفی شاعر بابا بلھے شاہ کا 257 واں تین روزہ سالانہ عرس 24 اگست اور بھادوں کی 19 کو قصور میں شروع ہوا، جس میں دربار کورنگوں اور روشنیوں میں نہلا دیا گیا۔ دربار سے ملحقہ مسجد، رنگ رنگ برنگی روشنیاں بکھیرتے ہوئے۔ عرس کے دنوں میں مقبرے کے اندر داخل ہونے کے لیے ارادتمندوں کو طویل قطار سے گزرنا پڑتا ہے۔ ایک خادم، پسینے میں شرابور عقیدت مندوں پر کیوڑے کی پھوار پھیلتے ہوئے۔ درویشوں کے ایک الاپر بیٹھی ایک مقامی ملگنی نے لوگوں کو اپنی طرف راغب کیا ہوا تھا۔ ڈھول والا، میلے ٹھیلے کا قنیب سمجھا جاتا ہے۔ بلھے شاہ کے عرس میں قدم قدم پر ڈھول بجانے والوں سے سامنا ہوتا ہے۔ عرس میں ہر سال پورے ملک سے عقیدت مند آتے ہیں اور عظیم صوفی شاعر کے ساتھ عقیدت کا اظہار کرتے ہیں۔ عرس کے موقع پر چائے والے کے پاس ہر وقت بھیڑ بھاڑ رہتی ہے۔ بھادوں کے جس میں قوالی کے سامعین کو پنکھا کرتا ہوا ایک خادم جو میلے قوالی سنا رہا ہے اور لوگوں کا دل بھلاتا ہے۔ سماع صوفی محافل کا ایک اہم جزو ہے۔ صوفی شعراء کے کلام کے قبول عام میں قوالوں کا بہت نمایاں حصہ ہے۔ عرس کی پہلی شام قوالی سننے کو آئے ہوئے سامعین کیتعداد بہت زیادہ ہوتی ہے۔ ہر عرس پر ایسے بہت سے سادھو نظر آتے ہیں، جو مختلف صوفیاء کے میلوں میں شریک ہونے کے لیے سال بھر سفر میں رہتے ہیں۔ مختلف علاقوں سے آئے ارادت مند مزار پر میووں، مٹھائیوں، مہندی مساک، خوشبوؤں اور نقدی کے چڑھاوے پیش کرتے ہیں۔ میلے میں فقیر، درویش اور منچلے دور دراز کے سفر کر کے حاضری دینے آتے ہیں۔ رنگ اور روشنی کے شائقین کے لیے یہ کھلونے آتش بازی کی نسبت کہیں زیادہ محفوظ اور بے ضرر ہیں۔ انگوٹھیاں، چھلے، رنگ برنگے پراندے اور مویشیوں کی زیبائش کی چیزیں بیچتا ہوا ایک بساطی۔ انگوٹھیوں، گھوگلوں، چاول کے دانے یا اپنے بازو پر نام لکھوانے یا جسم پر نیل بوٹوں کے ٹھپے لگوانے کے شوقین لوگوں کو اپنی پسند کا بساطی صرف میلوں ٹھیلوں پر ہی مل سکتا ہے۔ بلھے شاہ کو شہر میں تدفین کی اجازت نہ ملنے پر انہیں پرانے شہر سے دور دفن کیا گیا تھا، شہر کا موجودہ بازار بلھے شاہ کے مدفن کے ساتھ ہے اور اکثر دکانوں کی شناخت عظیم صوفی شاعر کے پڑوسی ہونے سے جڑی ہوئی ہے۔ رات کی روحانی فضا کو چار چاند لگانے کے لیے جگہ جگہ اگر بتیاں اور خوشبودار تیل کے چراغ جلائے جاتے ہیں۔ میلے کی وجہ سے بازار کی اکثر دکانیں رات گئے تک کھلی رہتی ہیں۔

پاکستانی فلم ”دختر“ کینیڈا میں ہونے والے ٹورنٹو کراچی (ان لائن) پاکستانی فلم ”دختر“ کینیڈا میں ہونے والے ٹورنٹو فلمی میلے میں دکھائی جائے گی۔ فلم کا ورلڈ پریمر 5 ستمبر کو ٹورنٹو انٹرنیشنل فلم فیسٹیول میں ہو گا جبکہ پاکستان میں فلم 18 ستمبر کو ریلیز ہوگی۔ فلم فیسٹیول میں پاکستانی فلم کا انتخاب اس کے الگ موضوع کی وجہ سے کیا گیا ہے۔ فلم میں محب مرزا، سمیع ممتاز، آصف خان، عجب گل، عدنان شاہ ودیگر شامل ہیں۔ فلم کی کہانی ماں بیٹی کے مقدس رشتے، قبائلی دشمنی اور بچوں کی زبردستی شادی کے مسائل کا احاطہ کرتی ہے۔

21 اگست 2014

پاکستان ”انٹرنیشنل میلہ“ میں شرکت کرے گا

روزنامہ نوائے وقت

20 اگست 2014

راکھی کا تہوار۔

ڈان اردو

17 اگست 2014

اگست کا مہینہ ہر سال ہی آزادی کی سالگرہ کی تقریبات سے مزین رہتا ہے۔ دنیا بھر میں موجود ہندو برادری نے راکھی کا تہوار روایتی جوش و خروش سے منایا اس روز بہتیں بھگوان سے بھائیوں کی حفاظت کی دعا کرتی ہیں اور ان کی کلائیوں پر راکھی باندھتی ہیں، پاکستان میں بسنے والی ہندو برادری کے افراد بھی یہ تہوار مناتے ہیں۔

روم: آج روم کے خوبصورت اور کمرشل روڈ توریٹینا پر سیف اللہ راٹھور کے چکن ہٹ کا افتتاح کر دیا گیا ہے۔ آج دوپہر سب سے پہلے لوہنیو کے پاکستانیوں کی جانب سے قرآن خوانی کروائی گئی، جس میں بنگلہ دیش اور پاکستان کے اماموں نے شرکت۔ اسکے بعد ایک میوزک گروپ نے اپنے گیت پیش کیے۔ قومی اسمبلی کی ایم این اے کپانانے فیتا کاٹے ہوئے چکن ہٹ کھینے کا افتتاح کیا، اس موقع پر علاقے کی میونسپل کمیٹی کے صدر شہابا بھی موجود تھے۔ سیف اللہ راٹھور کی مشہور و معروف شخصیت ہیں اور ٹوگیدر ایسوسی ایشن کے صدر بھی ہیں۔ انہوں نے کہا کہ ہمارے چکن ہٹ میں تمام فوڈ حلال ہے۔ ہم ہر چیز کی گارنٹی اور کوالٹی کے لیے ڈاکٹروں کی ٹیم سے مدد حاصل کریں گے جو کہ فوڈ کی کوالٹی کنٹرول کے علاوہ

سیف اللہ راٹھور کے چکن ہٹ کا افتتاح

<http://www.azad.it/>

16 اگست 2014

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# ٹوریزم بلیٹن

ستمبر 2014، شماره 2، نمبر 9

## سُرخیاں

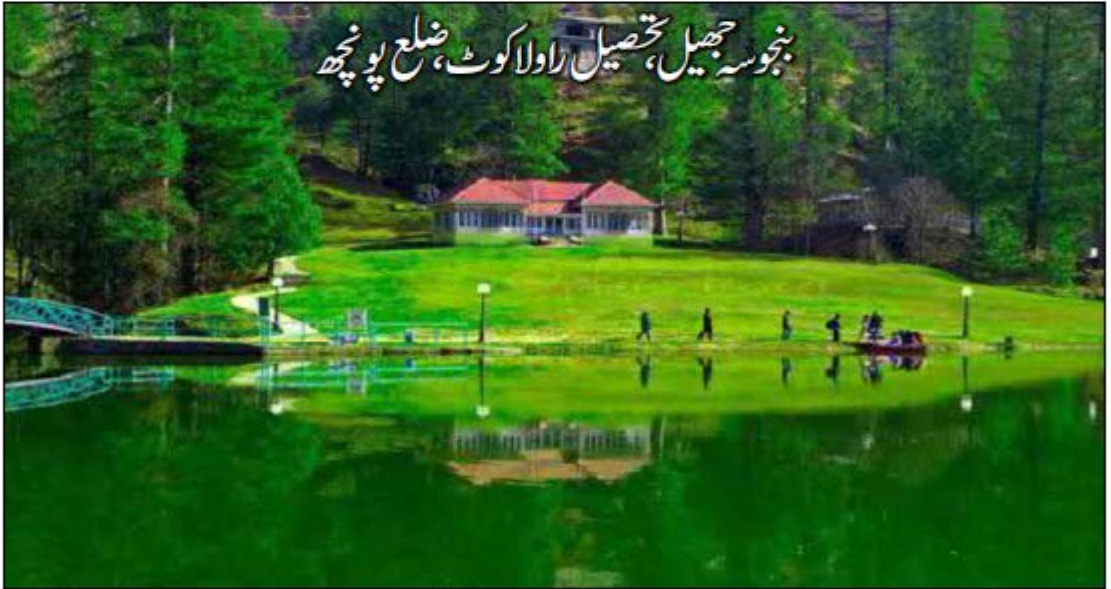
## بلیٹن میں شامل

56	بابا بلھے شاہ کا میلہ	53-50	اردو نیوز
56	پاکستانی فلم دختر کینیڈا میں ہونے والے ٹور فلمی میلے میں دکھائی جائے گی	49-41	اردو نقشہ جات
56	پاکستان انٹر ٹیکسٹائل میلہ میں شرکت کرے گا	36-40	ٹوریزم ڈائریکٹری
56	سیف اللہ رانجھا کے چکن مٹ کا افتتاح	34-35	آرٹیکلز
55	یوم آزادی کی اہمیت تارکین وطن پاکستانیوں کے لیے	22,26-33	انگریزی نقشہ جات
54	نواجوان پاکستانی خاتون کوہ پیما کا ایک اور ریکارڈ	23-25	ضلعی پروفائل - ملتان
53	پاکستانی مقامی سیاحوں میں 100 فیصد اضافہ	20-21	ضلعی پروفائل - گوادر
53	اٹالین فلم میں پہلی بار پاکستانی کی اداکاری	2-18	انگریزی نیوز
53	موجودہ دور کی پنجابی فلمیں پاکستان ثقافت کی عکاسی کرتی ہیں: اداکارہ آفرین		

- گوادر سیاح کی رہنمائی کا نقشہ ● ملتان سیاح کی رہنمائی کا نقشہ ● باغ جناح لاہور کا نقشہ
- پشاور کے ثقافتی ورثہ کا نقشہ ● ملتان کے ثقافتی ورثے
- سلسلہ کوہ مارگلہ - اسلام آباد ● لاہور تاریخی مقامات

## نقشہ جات

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