

# TOURISM BULLETIN

August 2014 - Volume: 2, Issue: 8

## IN THIS BULLETIN

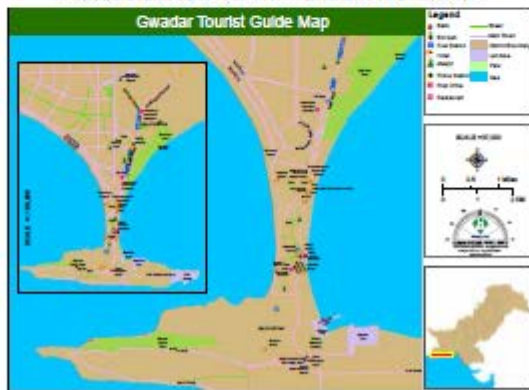
English News	2-10
Humanitarian Intervention's	11-12
Tourism Profile: District Gwadar	13-14
Tourism Profile: District Multan	16-18
Maps	15, 19-28
Articles	29-30
Tourism Directory	31-35
Urdu Maps	46-36
Urdu News	53-48

## HIGHLIGHTS:

Eid: Popalzai's on Monday; Pakistan to wait for moonsighting tomorrow	02
Art Matters: Temples in Pakistan	02
First Pakistani team of mountaineers summits K2	02
Calligraphy exhibition opens at Lok Virsa	02
Peshawaris hail move to turn Dilip Kumar's home into museum	03
Displaced by anti-Taliban military operation, Pakistani Pashtun poets revive their craft	03
Pakistan's recreational mix	03
World Bank to fund Punjab tourism	04
PTDC put under control of cabinet division	04
Tourists shying away from Taxila due to security concerns	05
Owner demands Rs. 80mn for Dilip Kumar's Pakistan home	05
Tourism to be promoted between Korea, Pakistan	05
Tourists flock to Kashmir's 'ghost valley'	06
Consul General Praises Deeply-Rooted Cultural Ties between Iran, Pakistan	06

## MAPS

- GWADAR TOURIST GUIDE MAP
- CULTURAL HERITAGE OF MULTAN
- LAHORE HISTORICAL PLACES
- LAKE VIEW ISLAMABAD
- KARACHI TOURIST GUIDE MAP
- CULTURAL HERITAGE OF PESHAWAR
- TOURISM TRAVEL & EXPENDITURE INBOUND AND OUTBOUND - 2011
- MULTAN TOURIST GUIDE MAP
- MARGALLA HILLS ISLAMABAD
- COUNTRYSIDE CHALET RESORT KARACHI
- BAGH-E-JINNAH LAHORE MAP



Solutions in Time  
www.solutionsintime.com



**USAID**  
FROM THE AMERICAN PEOPLE

PUBLISHER: ALHAGAN SYSTEMS PRIVATE LIMITED: ISSN 2512-1335  
208-G 2nd Floor, Evokee Trust Complex, Sector F-5/1, Islamabad, Pakistan, +92-31-33510390, bulletin@alhasan.com



Discover Information Matters  
www.immap.org



## NEWS HEADLINES

### Eid: Popalzai's on Monday; Pakistan to wait for moonsighting tomorrow

ARY NEWS  
July 28, 2014

### Art Matters: Temples in Pakistan

NDTV  
July 27, 2014

### First Pakistani team of mountaineers summits K2

Daily Times  
July 26, 2014

### Calligraphy exhibition opens at Lok Virsa

The News International  
July 26, 2014

## DETAILS

**PESHAWAR:** The painful tradition of celebrating two Eids will yet again be repeated in Pakistan as the famous Mufti Sahabuddin Popalzai announced sighting of Eid moon in Peshawar's Qasim Ali Khan Mosque, ARY News reported.

Interestingly this year, local and non-governmental committees in Bannu, Mardan and Lucky Marwat announced the sighting of Eid moon well before the iconic Popalzai breaking the tradition of waiting for his formal announcement for the first time and will celebrate Eid on Monday (today). After the sighting of Shawwal (Eid) moon in Saudi Arabia and other Middle Eastern countries, the Pak-Afghan bordering areas and Bajaur agency. Pakistan's official Reut-e-Hilal committee does not recognize these committees and their decisions. Chief Meteorologist Muhamad Riaz informed media that there are strong indications that the Shawwal Moon will be sighted in Pakistan today and the rest of Pakistan may celebrate Eid on Tuesday.

The book, 'Historic Temples in Pakistan: A Call to Conscience', authored by Karachi based journalist Reema Abbasi, focuses on minority Hindus who celebrate Indian festivals on the other side of the border. A result of extensive research, the book highlights around 400 photographs that cover different aspects of overlooked historical temples and shrines in Pakistan that few know about. Madiha Aijaz who teaches photography at the Indus Valley School of Architecture, does justice to the book by beautifully capturing the multi-coloured and vibrant images. "It is a subject that is just so less documented and it hasn't been talked about," she says. Reema and Madiha travelled far and wide to various pilgrimage sites like Hinglaj, the abode of goddess Durga in Balochistan; the Katas Raj temple in Punjab, one of the holiest in Hinduism and known for providing refuge to the Pandavas; the Kalka cave temple in Sindh; the Panchmukhi Hanuman Mandir in Karachi, among others. The book makes a profound remark on the exquisiteness of the Hindu culture. Reema does a feature on Parveen, a Pakistani Muslim woman who observes the Karva Chauth fast for her husband. "This was a Muslim doing the Karva Chauth...the pheras around the tree...sindur and everything," she says. The book vividly captures detailed narratives and photographs of shrines, rituals and Hindu festivals in Pakistan. The photographic element of historic temples and Hindu festivals like Diwali and Holi, is proof that faith is indestructible and religious harmony prevails. "As long as Life is infinite, faiths will be indestructible."

**ISLAMABAD:** The first-ever team of Pakistani climbers reached the top of the world's second tallest mountain, K2, marking sixty years since it was first scaled. "Six members reached the summit at 02:22 am PST today," said a local expedition company Nazir Sabir Expeditions high altitude guide Sarwar Ali, in regular contact with the climbers. Pakistan Tour Operators Association (PATO) President Amjad Ayub confirmed the summit that was made without using supplementary oxygen. "Yes! Six mountaineers from Gilgit-Baltistan have scaled K2 at 2:22 am today (09:22 pm Friday)," he added. The six climbers are Hassan Jan, Ali Durani, Rahmatullah Baig, Ghulam Mehdi, Ali and Muhammad Sadiq and with three Italians also part of the group. Unlike Mount Everest that has been scaled by nearly 3,500 young and old climbers, K2 has been a much lonelier place with roughly 300 making to its tops since it was first captured sixty years ago with many climbers dying on the descent. The 8,611-meter K2 is located on the border between Baltistan, in the Gilgit-Baltistan region of northern Pakistan and the Taxkorgan Tajik Autonomous County of Xinjiang, China. It was the country's first team effort, although individual Pakistani climbers have previously climbed the peak. The local Gilgit-Baltistan government and the Italian organisation Ev-k2CNR sponsored the expedition to mark the 60th anniversary of the first ascent of K2 by Italian climbers on July 31, 1954. Gilgit-Baltistan Information Minister Sadia Danish who also heads the tourism department of the region termed the summit as the first step to the revival of tourism in the area. "The local tourism industry had been badly affected by last year's killings on Nanga Parbat base camp, the success will help in reviving it" she said, adding, "The tourists who had omitted Gilgit-Baltistan from their destination because of last year's killings will now add it back" she said. Sadia Danish said that the local government was doing a number of efforts to boost tourism in the region. Last year, K2 denied all efforts by climbers to go beyond Camp III due to extreme snow conditions. The mountain claimed the lives of a mountaineer and his son, Denali and Marty Schmidt from New Zealand when an avalanche hit them at the camp last year.

**ISLAMABAD:** To mark the holy month of Ramazan, an exhibition featuring the calligraphic panels and paintings of six eminent calligraphists and artists was inaugurated at National Institute of Folk and Traditional Heritage (Lok Virsa). Organised under Ministry of Information, Broadcasting and National Heritage, the exhibition was inaugurated by Executive Director Lok Virsa Shahera Shahid at Pakistan National Museum of Ethnology, popularly known as Heritage Museum. The exhibition showcases almost 100 masterpieces of nationally acclaimed calligraphists and artists including Azeem Iqbal, Khawaja Muhammad Hussain, Imran Tahir, Younas Roomi, Syeda Aysha Bukhari and Sara Azeem.

Speaking on the occasion, Shahid said: "Lok Virsa is a specialised institution dealing with research, collection, documentation, preservation and dissemination of Pakistan's traditional culture. Since its inception in 1974, this institution has made landmark achievements in the field of culture not only at home but also abroad." She praised the work of eminent calligraphists whose masterpieces have been displayed in the exhibition. The ED congratulated the calligraphists for putting up such a fine display. Shahid further highlighted that Pakistan has a rich historic background of beautiful calligraphic traditions, which needs to be projected further. "Lok Virsa has already established a 3-dimensional cultural display on calligraphy at Heritage Museum focusing on its historical growth over the years," she added. She said that due to the current unfortunate wave of extremism and war against terrorism, cultural activities like this exhibition can play a vital role in educating the masses about our indigenous heritage. The exhibition will continue till July 28, 2014 at Lok Virsa Heritage Museum, Shakaparian, from 10 a.m. to 4 p.m.

## Peshawaris hail move to turn Dilip Kumar's home into museum

*Times of India*  
July 25, 2014

## Displaced by anti-Taliban military operation, Pakistani Pashtun poets revive their craft

*Washington Post*  
July 25, 2014

The residents of Peshawar have hailed Pakistani Prime Minister Nawaz Sharif's move to turn legendary actor Dilip Kumar's ancestral house here into a museum though archaeological officials regard the proposal as "unfeasible". "We greatly appreciate the announcement made by Prime Minister Nawaz Sharif regarding declaration of Dilip Kumar's house in Peshawar as 'national heritage'," said Adil Zareef, Head Sarhad Conservation Network (SCN). Adil said it is a matter of pride for the people of Pakistan that top Bollywood stars belonged to Peshawar before they migrated to India.

**BANNU, PAKISTAN:** For more than five centuries, poets in remote northwestern Pakistan have recited verses about the area's mountainous scenery, their tribal culture and love. That all changed as Islamist militants tightened their hold on Pakistan's tribal regions after the Sept. 11, 2001, terrorist attacks. The Taliban and its allies quickly crushed the poets' words and spirits. They were warned not to write phrases that referred to women or serenity and instead ordered to compose jihadist messages of war, brutality and conformity. Now, about 50 poets are part of a mass migration of more than 700,000 Pakistanis who have been displaced from the North Waziristan region as the military seeks to dislodge Islamist militants there. And amid the chaos of refu-gee life, they are restoring tradition to their verses. "It was so horrible for me, like a nightmare, when they approached me for the first time to make words about slaughtering innocent people part of my poetry," said poet Saleem Khan, 38, who fled North Waziristan for the northwestern city of Bannu. "How could a poet who has very soft feelings for his land and people become a tool to spread terror?"

Many of the refugees in this northwestern city were abruptly forced to leave their homes and now must endure rationed food, overcrowded housing and uncertainty about the fate of their livestock. Yet despite those hardships, the refugees are also rediscovering a life free from the sway of radical Islamists who effectively ruled North Waziristan for the past decade. Under the control of the Pakistani Taliban and other insurgent groups, tribal elders had to shed their colorful turbans and instead don the black ones worn by the militants. Traditionally expansive Pashtun weddings were reduced to just a few guests, because the Taliban didn't allow music and dancing. Residents who once swapped gossip outside under the stars were encouraged to remain indoors after sunset. "The Taliban's order was final and no one dared to oppose that," said Muhammad, a 36-year-old shopkeeper who, like many Pashtuns, uses only one name. "You would have been kidnapped or killed to terrorize the others." For the poets, many of whom are now living with relatives here in the dusty city of Bannu, the Taliban rules meant many long years of grief. They had been carrying out a tradition passed down through generations of their Pashtun forefathers. Pashtuns, many of whom reside in northwestern Pakistan and eastern Afghanistan, have a rich history of conveying stories through artful phrases. Initially, the refu-gee poets said, they resisted their new rulers' orders to abandon poetry by gathering in small groups inside darkened shops and homes to recite their words. "It was a revolution of thought, related to peace," said Shafiuddin, 28. Eventually, however, all but a handful gave in to the pressure to use their skills to try to advance the cause of Islamist militancy, Shafiuddin and other poets said. They were called upon to pen memorial messages to suicide bombers, record recruitment messages on audiocassettes and create slogans for Taliban commanders to recite on the battlefield. The cassettes sold briskly at local markets, in part because residents felt compelled to buy them out of fear. When a Taliban commander approached Saleem Khan and asked him to write lyrics for jihadist songs, he said his first thought was, "I can't become part of this dirty game." But "who could dare raise their voice before the Taliban?" he recalled wondering. "There was no government, no law and no court to contest the rights being kept away from me." Although poems have been recited orally in Pashtun culture for millennia, the first written Pashtun poets have been traced to about 1550, said Sarfraz Khan, an author and Central Asia expert at the University of Peshawar in northwest Pakistan. Khan said Bayazid Ansari, a 15th-century preacher and author, was an early pioneer in developing the literature and poetry of the Pashtun culture. One of his sons, Mirza Khan Ansari, also became a poet, and his work is still available in poetry magazines that have been published in North Waziristan for centuries, Khan said. "It was so great to pen down feelings," said Qalandar Khan, a 50-year-old poet from North Waziristan who wrote under the pen name Lewana e Wazir, which means "crazy guy from the Wazir tribe." "When I was a young guy, my poetry was all about the beautiful feelings that every human has in young age," he said. Now, however, Qalandar Khan is living in limbo in Bannu, in northern Khyber Pakhtunkhwa province. Many North Waziristan refugees are sleeping here in vacant schools or with relatives while they wait for Pakistan's army to conclude its operation against Taliban militants. Following a strategy similar to the one it used against the Taliban in Pakistan's Swat Valley from 2007 to 2009, the army evacuated nearly all North Waziristan residents to limit civilian casualties as they conduct a house-to-house search for militants. Military leaders say their operation is progressing, and some government leaders hope the refugees can begin returning home within a few weeks. Yet, the United Nations and some humanitarian groups fear the displacement could last for months, perhaps leading to even more instability in the country. "The success of this operation will not be on the battlefield. The success will be deciding how we handle the displaced persons issues," said Shireen M. Mazari, a member of Pakistan's Parliament. "If it's not handled well, it could blow up in our faces." Qalandar Khan and other poets are torn by competing emotions. They miss home, and like many of the refugees in Bannu, they angrily accuse the government of being ill-equipped to manage such a mass internal migration. But, at least for now, they are also free from the Taliban. So within hours of arriving in Bannu, the poets once again began writing and reciting verses. Saleem Khan used his rediscovered freedom to recount his new life as a refu-gee: "Oh my Almighty, you made me a beggar and beg before those I never wished to meet. Tell me, time, what kind of Pashtun I am that I have become so ugly," he wrote. "My dignity, don't allow me to beg. Oh my poverty, you made me fight with my soul. Tell me, time, what kind of Pashtun I am that I have become so ugly. My dignity, don't allow me to beg before anybody. Oh my poverty, you made me fight with my soul."

## Pakistan's recreational

Statistics aren't always the best way to reflect on nations recreational habits. But sometimes,



**mix Business Recorder**  
July 25, 2014

numbers offer some food for thought. The social sector statistics maintained by Pakistan Bureau of Statistics show that an increasing number of Pakistanis are now stepping out of their homes for fun. For instance, visits to archeological and heritage sites and museums have increased by 165 percent since 2008 to reach 1.97 million in the year 2013. Most of the visitors are from Punjab because of its high population and the fact that several major archeological sites are found in the province. Similarly, zoo visitors have grown 29 percent from 2008 to reach 9.8 million in 2012. With a rising urban middle class and a significant 18-35 age-group, one sees jam-packed restaurants and cafés in all major cities. However, data on restaurant visits is not available. One also sees huge traffic at cinemas, but attendance estimates are not published. One thing that we do know is that the last decade has been very harsh on cinema houses, possibly due to growing internet penetration that has brought movies to every room, or due to growing security threats or both. From 376 cinemas in 2003, only 86 were left standing in 2012, as per PBS data. Cinemas have been shut down in all provinces, with Punjab having 60 cinemas, Sindh 15, KP 10, and Balochistan just one by the end of 2012. Cinema seating capacity has accordingly gone down by 81 percent in this period to 43,300 people. No wonder the eleventh-hour bookings usually end up in disappointment. The closure of cinemas, however, also corresponds to the decline in the films released. Local film releases had nearly halved to 22 in 2012 from 43 in 2003. Interestingly, while local Urdu films have disappeared and Punjabi film releases have reduced during this period, Pushto film production has increased. Nearly two thirds of local films released in 2012 were Pushto, a number which sort of runs contrary to the perception of Talibanisation of Pashtons. Television is a source of recreation for many. But the production of TV dramas and plays has gone down in this period. The PBS data show that since 2001, new productions had gone down by 39 percent to 420 dramas and plays in 2012. Similarly, radio production had declined by 45 percent to 75 dramas and plays in this period. Viewer attention has seemingly been captured by dozens of news channels that have come on air during this period and retained eye balls through their live coverage and political talk shows. As for newspapers, there were 324 news dailies in 2012, almost double the number in 2001, thanks to strong growth in all provinces except Sindh. But "pleasure reading" is arguably much more recreational in nature. Increasingly, book stores are fetching new books from abroad sooner compared to the past, which shows rising interest in reading for fun. But, again, precise data is hard to find here. Domestic tourism is another good indicator of effectively utilising leisure time. In recent years, one notices an uptick in local trips to northern areas, mostly undertaken by young groups. A local tourism expert, however, suggests that 2013 remained a bad year for tourism in Pakistan due to macabre tales of security breakdown across the country. But, law-and-order is not the only issue. "We have not paid serious attention to facilitate our own domestic tourists. There is a large number of Pakistanis who are interested to explore their own homeland. But the dilapidated tourism infrastructure and high cost of boarding and lodging, coupled with poor standard of services at tourist spots discourage them to do so," he laments. Beyond these, there are other recreational avenues as well. But it can be said that law-and-order issues have affected the society's recreational appetite. One hopes the situation improves soon and there is resurgence in domestic tourism.

**World Bank to fund Punjab tourism**  
*TravelBiz Monitor*  
July 24, 2014

To project Punjab as a global tourist destination, The World Bank (WB) has offered to fund projects for promotion of Religious, Heritage, Health and Ethnic Tourism in the state. A team of senior WB officials met Parkash Singh Badal, Chief Minister of Punjab, in Chandigarh recently and asked the state government to work out modalities in this regard, IANS reported. The four-member team was led by Onno Ruhl, Country Director - India, The World Bank. Ruhl said that WB had already made similar offers to Pakistan's Punjab state to develop its tourism and Indian Punjab was being invited to promote tourism as both the Eastern and Western Punjab shared a common cultural affinity and glorious cultural heritage. Punjab has been asked to send a detailed proposal of different tourism projects to be developed through financial assistance from WB. Punjab gets a large number of visitors, especially devotees, annually due to its famous Sikh shrines and other heritage structures. The holiest Sikh shrine, 'Harmandir Sahib' (popularly known as Golden Temple) in Amritsar attracts millions of people every year.

**PTDC put under control of cabinet division**  
*DAWN.com*  
July 22, 2014

**ISLAMABAD:** The federal government has placed the Pakistan Tourism Development Corporation (PTDC) under the administrative control of the cabinet division and decided to reconstitute its board of directors. The new board, comprising 15 members, will be headed by Minister for Kashmir Affairs and Gilgit-Baltistan Birjees Tahir. Secretary of the Ministry of Inter-Provincial Coordination Chaudhry Ijaz told Dawn that the ministry had received a summary from the Prime Minister's Office on Monday and it would be forwarded to the cabinet division so that it could notify the decision. "The prime minister has nominated Mr Birjees Tahir as chairman of the new board," he said, adding that the ministry had also received the names of other members of the board. Centre not willing to devolve PTDC. The PTDC has become a rolling stone since the ministry of tourism was devolved to the provinces under the 18th Amendment in 2010. It has been working under the inter-provincial coordination ministry since 2011. The centre and the provincial governments have been fighting over distribution of 39 hotels, motels and resorts of the PTDC located in different parts of the country.

According to unofficial estimates, the value of the PTDC's property is said to be over Rs35 billion. The PTDC assets include a plot near the sports gymnasium at Shakkar Parian, a restaurant at Daman-i-Koh in Islamabad, a restaurant at Jaltarang and motels at Saidu Sharif, Kalam, Maindam, Chakdara, Panakot/Dir, Chitral, Chattar Plain, Besham, Barseen, Balakot, Naran, Ayubia, Gilgit, Gopis, Hunza, Phandar, Rama Lake, Sust, Astak, Khaplu, Satpara, Skardu, Taftan (Pak-Iran boarder), Ziarat, Khuzdar, Chaman, Taxila, Wagah, Bahawalpur and Moenjodaro. The former secretary of the inter-provincial coordination ministry had made an attempt last year to hand over most of the PTDC's motels located in Khyber Pakhtunkhwa to the KP government, but the federal government thwarted the move. Because of the tug of war between the centre and the provinces, more than 1,000 employees of the corporation have not received salaries for the past 19 months. It was decided earlier that the employees would be given a relief in the federal budget for 2014-15,

## Tourists shying away from Taxila due to security concerns

Gulf Times  
July 21, 2014

but they got nothing. The federal government had also agreed in principle to give the PTDC a bailout package of Rs1.5bn in the budget, but nothing happened. But a senior PTDC official expressed the hope that problems of the employees would be resolved with the change of command of the corporation.

Security concerns have adversely affected tourism in Pakistan, and one of the worst affected is Taxila, home to Buddhist sites and Gandhara Civilisation near capital Islamabad. This area was declared a Unesco World Heritage Site in 1980, and also a top tourist destination. However, a quick glance at the official data of the Department of Archaeology and Museums reveals that Pakistan is no more a favoured tourist destination for foreign tourists. Official data shows that in 2012, 3,100 foreign tourists visited Taxila Museum and the adjoining archaeological sites, especially Sirkap and Dharmarajika Stupa, located in Taxila valley. In 2013, this number was around 3,000. In 2010 and 2011, 2,434 and 2,474 foreign tourists visited these sites, respectively. The data further reveals that there has been a 33% decrease in local tourists, as 144,000 people visited Taxila in 2013, compared to 215,000 in 2012. Deputy Director Department of Archaeology and Museums Irshad Hussain said data on tourists was obtained through ticket sales at the museum and various archaeological sites. He further said official and state guests as well as educational trips were not included in the data. Asim Meer, the president of a non-government organisation The Voice, commented on the issue saying that the drastic decline in the number of tourists was linked to lack of initiative taken by the authorities. Gandhara Week Festival, which attracted religious tourists especially monks from all over the world, has not been organised since 2008 due to security reasons. A senior archaeologist at the Federal Department of Archaeology said bureaucratic attitude, poor planning, prevailing law and order situation, poor management of ancient sites and museums had all contributed to dwindling number of tourists in the area. Negative travel advisories and poor policies of the tourism ministry form a major reason for the lack of foreign visitors to these ancient sites. Another archaeologist said that internal problems, including attack on Karachi airport and killing of tourists in Gilgit-Baltistan had resulted in the perpetual postponement of the Gandhara week. The festival attracted a large number of foreign tourists from Buddhist countries, especially Japan, Korea and Thailand, he said. A visit to the archaeological site revealed that some of the locals, who depend on tourists to earn their livelihood, were forced to scale back their businesses. Hotels in the area have also suffered greatly, as tourists avoid staying overnight in the area. A local motel, which was providing quality food and accommodation to local and foreign tourists, also closed down this year. A resident, Malik Tahir Suleman, said, "For 40 years, I have seen foreign tourists visiting this place. But lately, their number has come down. I just wish the situation improves and the tourists return." Ilyas Khan, a master artisan who carved black stone, bid farewell to his work and has now opened a tea stall.

Talking to this reporter, he said that lack of tourists in the region forced him to switch his profession. Tanveer Manzoor, a local gift-shop owner, said sale at his store had declined. Foreign tourists come once in many months, he said, adding that he might switch his business just like many others who have closed down their shops. Senior information officer at the Tourism Information Centre, Taxila, Syed Arshad Shah said despite terrorists tarnishing the country's image, tourism should not be discouraged in Pakistan. "Are we the only ones facing disturbances," he asked. "India, Sri Lanka and even Thailand are facing similar problems." Shah urged that we should learn from Sri Lankan tourism industry and also pointed out lack of promotion of domestic tourism in Pakistan. Department of Archaeology and Museum Deputy Director Irshad Hussain confirmed the correlation between terrorism and lack of tourism. He, however, said that the department had enhanced security at Taxila Museum and constructed a security room and installed CCTV cameras in the complex. Curator Taxila Museum Mohamed Nasir Khan said the authorities were aware of the threats, adding that, "PC-I for the strengthening and upgradation of the existing security had been approved and was being executed." He said an eight-foot wall and fences with barbed wires have already been constructed, while walk-through gates, CCTV system and provision of high-end security staff is being carried out.

## Owner demands Rs. 80mn for Dilip Kumar's Pakistan home

Hindustan Times  
July 20, 2014

The current owner of Dilip Kumar's family house in Peshawar, Akram Ullah, has demanded for Rs. 80 million, post the four-marla house was announced as a national -heritage by Pakistan's Prime Minister Nawaz Sharif, -recently. An official of the KP Culture Department had informed that the provincial government wanted to buy and reconstruct the house, even before the Prime Minister's declaration. The official added that Ullah had initially demanded Rs. 35 million, but after the -declaration, he went for an unreasonable Rs. 80 million, at which the provincial -government, that had offered only Rs. 20 million, warned him that they could just take the -property by law as it was already declared to be a -national heritage. As per Shakeel Waheed Ullah, -secretary -general, Cultural Heritage Council, though Akram is the legal owner of the house, after the 18th Amendment, acquiring the house was the -responsibility of the -provincial government and should be taken at the earliest since the residence was in a deplorable condition and could collapse any time.

**WAH CANTT:** Korean Ambassador to Pakistan Dr Song Jong-Hwan said Korea was keen to promote tourism between the two countries.

Talking to newsmen at Taxila Museum, he said he was leading a delegation of Korean top mountaineer Park Jung Hun, and members of SBC-Korean broadcasting corporation and business icon. His visit has been arranged by Gandhara art and culture association. President Gandhara art and culture association (GAACA) Brig (retd) Bilal Ahmed Khan, Secretary General GAACA Ms Easter Park, Former Punjab education Minister Mian Imran Masood were also present on the occasion. He said the relations between Korea and the land, now Pakistan, dated back to 4th century when Maranatha, a famous Buddhist monk visited Taxila region and then introduced Buddhism to Korea and another famous Korean Monk, Hycho visited this area in 8th century and wrote a travelogue named Wang Ochenochukguk Jeon which means memoir of the pilgrimage to the five kingdoms, named now present Kashmir, Gilgit and Peshawar. He said through

## Tourism to be promoted between Korea, Pakistan

Pakistan Observer  
July 20, 2014

## Tourists flock to Kashmir's 'ghost valley'

Kashmir Times  
July 16, 2014

development and infrastructure Pakistan could be made hub of tourism for foreign tourists.

Once the scene of furious artillery shelling, Neelum Valley in Pakistan-administered Kashmir is enjoying peace dividend: A fragile peace along the de facto border between India and Pakistan in the disputed territory of Kashmir has turned this "ghost valley", once caught in the crossfire of artillery barrages, into an unlikely tourist destination. The strategic Neelum Valley, northeast of Muzaffarabad, the capital of Pakistan-administered Kashmir, is enjoying a rare peace dividend as domestic tourists flock to the picturesque region, with its scenic mountain views and rivers. But the tourism boom has not erased painful memories of the death and destruction local residents experienced during shelling up until a 2003 ceasefire. Villagers remain nervous about the implications for peace in the wake of a Hindu nationalist party's victory in recent Indian elections.

"Tourism is in full swing these days in the Neelum Valley, which has hundreds of scenic places, sky-high mountains, rivers, friendly people, and peace," said Mian Abdul Waheed, the minister for education of Pakistan-administered Kashmir, and a resident of Neelum Valley. "More than 10,000 tourists are coming to the valley every day. There is complete peace with no reports of cross-border shelling, for which the credit goes to the Pakistani army."

### Bloodier days

It is a far cry from bloodier days experienced by local people such as Shahzad Ahmed, when artillery exchanges across the Line of Control (LoC) separating Indian and Pakistan forces devastated the valley communities. Ahmed's father, Ghulam Ahmed, succumbed to injuries caused by an Indian artillery shell fired from across the LoC into the border village of Lowat Bala in 1991. Ahmed, then aged 11, said: "I wanted to go with him to hospital but was unable to lend any help moving him and unable to escape the shelling on the way to Muzaffarabad." He recounted the hardships Neelum residents faced during the India-Pakistan clashes across the LoC from 1990 through the 2003 ceasefire, and recalled 40 passengers being killed when a bus travelling at night in front of Indian positions was hit in 1996. "I am surprised why they [the Indians] used to pound the civilian population instead of the military," he said.

### Villagers displaced

While on the other side of the LoC, the population is small and dispersed, on the Pakistani side there are hundreds of villages and towns along the de facto border. This meant the artillery exchanges across the line that began in 1990 left considerable destruction on the Pakistani side - and bitter memories. "An undeclared war was declared against us for 14 years until the 2003 ceasefire, during which all kind of weaponry was used by the Indian army, killing 2,500 villagers and wounding more than 5,000 besides displacing thousands of people," Education Minister Waheed said. "The shooting spree reverted the valley into a state of backwardness, with the destruction of markets, shops, schools, hospitals, and thousands of houses." The shelling displaced half the area's 150,000 residents who fled to safer places, most to Muzaffarabad, and among them was Zia-ur-Rehman. The locals who had faced death and destruction haven't invested in any tourism activity fearing peace as short lived. All the investors are from outside Neelum. "I shifted my family here in 2000 after my house and a market in Aathmuqam, the district headquarters of Neelum Valley, had been destroyed twice [in 1991 and 1998] by heavy Indian shelling," said Rehman, 55, who now runs a pharmacy in Muzaffarabad. "We had built bunkers and dug out trenches to save ourselves in the event of shooting from across the LoC, assuming it would stop, but it got more and more fierce every day making it difficult to live under constant fear, harassment, and uncertainty." I have rebuilt my house but I don't want to live there until a permanent peace holds. I get frightened whenever I go there."

### Tourist influx

The fragile peace has begun to open the area to tourism and such has been the transformation in the valley that authorities are struggling to cope. "We are facing a challenge to manage the tourist influx into Neelum Valley these days with residential facilities running short because the number of visitors is growing immensely," said Zaheer-ud-din Qureshi, the Director General of Pakistan-administered Kashmir's tourism department. Now Pakistani soldiers welcome tourists at the checkpoint as they enter the valley. One Pakistani officer, who declined to give his name, said: "There is peace on the LoC and in the valley, and there aren't any ceasefire violations here. The tourists are pouring in to enjoy it." Dotted with the bunkers and trenches of both Indian and Pakistani armies, the flags of their respective countries flying outside, the valley is now full of colourful tents, picnic resorts, and newly established guest houses and hotels. Soldiers emerge from their foxholes to eye the tourists as they cross in front of their bunkers.

### Short-lived peace

Yet locals remain fearful that politics and nervous trigger fingers could yet destroy the fragile calm, and resist becoming dependent on the tourism boom. "The locals who had faced death and destruction haven't invested in any tourism activity fearing peace as short lived. All the investors are from outside Neelum," Shahzad Ahmed said. There have been a number of recent ceasefire violations along the LoC in Poonch and Rajouri, and India and Pakistan have both blamed each other for the incidents. Border skirmishes have been on the rise since last year and tensions escalated in August after India accused Pakistan of killing five of its soldiers. But Pakistan maintained that India had attacked a border post, prompting the suspension of trade and travel between parts of the disputed region. Waheed, who represents Neelum Valley in Pakistan's legislative assembly, stressed upon the need to maintain the peace. "God forbid, one bullet [fired across the LoC] would sabotage the entire tourism boom. We all should make efforts to maintain peace-keeping in view of the valley's strategic importance."

**TEHRAN (FNA)-** Pakistani Consul General Taher Qureishi underlined that Tehran and Islamabad enjoy intimate relations rooted in their deep cultural bonds. "Iran-Pakistan relations are deep in

**Consul General Praises Deeply-Rooted Cultural**





## Ties between Iran, Pakistan

Fars News Agency  
July 15, 2014

## Peace beckons militancy-scarred Swat Museum

The Nation  
July 11, 2014

historical and cultural terms," Qureishi said in a meeting with Iran's Sistan and Baluchestan Culture and Islamic Guidance Director General in the Southeastern Zahedan city on Tuesday. He pointed to the commonalities between Iran and Pakistan, and said, "Iran and Pakistan have age-old relations and, for instance, Pakistan's national anthem is completely Persian." Qureishi called for exchange of at least two cultural and art groups between the two countries, especially on Pakistan's national day. The two sides also exchanged views on regional and international issues. Iran and Pakistan have exchanged delegations on a regular basis and the two neighboring countries are keen to expedite expansion of their bilateral ties.

**MINGORA** - To bolster tourism and cultural activities in the militancy-hit valley, the residents of Malakand division have urged the Khyber Pakhtunkhwa government to immediately reopen Swat Archaeological Museum for visitors, especially during the ongoing peak tourist season in the area. Damaged during the militancy period of Swat (2007-09), the Swat Archaeological Museum has been reconstructed and rehabilitated with the help of Italian Archaeological Mission in Swat. Though the 'mid-term' official inauguration of Swat Museum took place on November 11, 2013, it has not yet been opened for the visitors. In the early 1960s, the building of Swat Archaeological Museum was badly affected by the earthquake of 2005 and a huge explosion near it in February 2008. However, the department of archaeology shifted all the valuable antique materials to Taxila Museum before the Taliban's arrival in Swat to save them from the militants. Following 2009 military operation against Maulana Fazlullah-led militants when the situation returned to normalcy, the Italian Archaeological Mission resumed its activities and started reconstructing the museum under a project funded by the Pakistan-Italian Debt Swap Agreement (FIDSA), implemented by Archaeology-Community-Tourism / Field School Project with the technical support of the University of Engineering and Technology, Peshawar. The civil work of the building was completed in December 2012 followed by the rehabilitation process that took another year. "Now when all the objects are back and the work is completed, the museum should be reopened for the visitors, especially when it is the peak tourist season," said Usman Ullah, executive director of Suvastu Art and Culture Association. He said the museum was an identity of Swat, which had attracted foreign and domestic tourists in the past. "I think August 14, the independence day, would be a suitable day for the reopening of the museum," he said. At the moment there are no signs of militancy in Swat and tourists, especially from Punjab, have started visiting the area. The peace festivals held at Mingora and Kalam towns were really appreciated by the locals, which gave an impression that Swat was no more a home to militants and normalcy had returned to the area. The experts are of the opinion that the reopening of museum would further discourage militancy and promote soft image of the valley. "We visited archaeological sites of Gandhara civilisation like Bhudda of Jahanabad in Swat Valley. We were interested in visiting Swat Museum, but it is not open for the visitors," said Ashfaq Ali, a tourist from the Punjab. When contacted, Faizur Rehman, curator of Swat Archaeological Museum, said everything was ready but due to the ongoing work of reconstruction of washroom block and water system, the authorities were unable to open the facility for the visitors. "Display, lighting system and all other things are ready and the museum will be reopened for the visitors after the completion of the reconstruction work of the damaged washroom block and the water storage tank," Faizur Rehman said. However, the official was not sure if the museum would be reopened during the current tourist season or not.

Some of the locals in the area complained of the slow reconstruction work of the washroom block. "It seems the reconstruction of washroom block is taking more time than the construction of the whole building. Had the work not been slow, the museum would have been opened earlier for the visitors," said Abdul Wali, a resident of Saidu Sharif. Swat Museum is located on main Mingora-Saidu Sharif Road, which has a huge collection of Gandhara sculptures from the Buddhist sites in Swat. The original museum was constructed with the contribution of the ruler of Swat, the Italian Mission and Department of Archaeology between 1958 and 1963. It was formally inaugurated by the then president General Ayub Khan in 1963 when a twin museum was inaugurated in Rome (Museo Nazionale d'Arte Orientale). Italian Archaeological Mission, established in 1955, is one of the oldest missions in South Asia and it is behind many archaeological activities in Malakand division. However, the mission abandoned its activities in September 2007 when Maulana Fazlullah-led militants emerged in the area. The mission returned and resumed its activities in Swat as the security forces cleared the valley from the militants.

After the restoration of the Swat Archaeological Museum, Italy has donated an important collection of ethnographic items that include the original jeep of (FIAT Campagnola) which was used by Professor Giuseppe Tucci in Swat in 1955. Prof Giuseppe Tucci, the head of Italian Mission in Swat, made some important discoveries in 1956, including a carved wall at Gogdara (a place in Swat). Standing tall on the road, the wall displayed carvings of the Late Bronze Age and the classical period (1600-400 BC).

**LAHORE**—University of Management and Technology and Pakistan Tourism Development Corporation have signed an Memorandum of Understanding (MOU) to promote peace and education in the country.

According to the press statement issued here on Monday before signing the MOU, the top management of PTDC discussed the matter with the Prime Minister Mian Nawaz Sharif who lauded the endeavor and showed his confidence in the MOU with UMT and later on granted permission. The Managing Director PTDC Ch. Kabeer Khan confirmed this news and further said that PM was very happy to learn that together with public-private partnership, the positive image of Pakistan could be restored. The MOU ceremony was held at UMT and the Rector UMT Dr Hassan Sohaib Murad and PTDC's Managing Director Chuadhry Kabeer Khan signed the MOU. Ch. Kabeer Khan said that UMT is a great institution and by this MOU not only tourism but also education will be promoted. Expressing his views Rector UMT, Dr. Hassan said it is due to top quality education that now government institutions too are showing their confidence in UMT. He said that MOU will bring improvements in linkage between public-private sector partnerships and also tourism would get

## UMT-PTDC sign MoU for promotion of education

July 9, 2014  
Pakistan Observer



## Khanpur Lake to be developed as int'l tourism site

The Nation  
July 7, 2014

confidence. He also said that UMT was already offering various degree programs in hospitality management, the whole world aspires to see Pakistan but law and order situation is a great hurdle in this regard. Together with PTDC, efforts will be made to present positive image of the country.

**PESHAWAR** - Adviser to Chief Minister on Tourism, Sports and Archeology Amjad Khan Afridi Sunday visited Khanpur Dam, known as Pakistan's first water sport resort, situated in district Haripur.

Talking to APP, during his visit to the site, Amjad Afridi said that Pakistan is blessed with marvelous sites and centuries old civilisations like Monjo Daro, Gandhara, and Indus. He said Pakistanis are friendly and hospitable people, blessed with variety of seasons and places that offer much for the tourist. He said, Pakistan is a land of diversity and has been blessed with an abundance of natural beauty. From the spoilt golden beaches of the Makran Coast, across the desolate deserts of Balochistan, Sindh and through the fertile plains of the Punjab. We have world's four greatest mountain ranges (Himalayas, Karakorams, Hindukush and Pamirs) converge, he added. The minister observed that Pakistan has a tremendous potential to boost tourism on a sustainable basis because of its landscapes and diverse culture, which is on display from Khyber to Karachi. Pakistan is the land of 5000 year old Indus valley civilisation, has rich traditions of art and architecture and its people are hard working and talented, he further said. He said, despite having enormous potential to become a sustainable and income generating sector, tourism and related fields have, unfortunately, not received the appropriate attention and dedicated resources. He termed Pakistan a paradise for tourism and enjoyment. He said Pakistan is one of the world's most beautiful countries with varied cultural and scenic beauty and visitors can enjoy fully archaeological tourism.

Khanpur Lake is located on Taxila bypass road at an hour's distance from Islamabad-Rawalpindi and is about 2 hours drive from Peshawar. The beautiful Khanpur Lake in Khyber Pakhtunkhwa is fed by Haro River. It forms Khanpur Lake, a reservoir which supplies drinking water to Islamabad and Rawalpindi and irrigation water to many of the agricultural and industrial areas surrounding the cities. The dam was named from the former Khanpur village, which was submerged by the reservoir, so a new Khanpur town has been built downstream of the Dam. The dam was completed in 1983 after a 15 year construction period believed to have cost Rs. 1,352 million. It is 167 feet (51 m) high and stores 110,000 acre feet (140,000,000 m<sup>3</sup>) of water. He said Rehan Dam in Haripur would also be developed as tourist spot for families and directed the concerned quarters to prepare a PC-1. He said a museum would be developed in historical Nikra Bungalow near Taxila. He said the PTI government is very keen to utilize the tourism potential for this purpose millions of funds has been allocated to explore that potential. He said this year two new museums would be developed, one each at Kohat and Dera Ismail Khan while extension would be made in Abbottabad Museum.

## Record number of Pakistanis visited India last year

Times of India  
July 5, 2014

**NEW DELHI:** In a year where India-Pak relations nose-dived because of frequent LoC skirmishes and the beheading of two Indian soldiers, tourists from Pakistan appeared undeterred. Travel from Pakistan rose to a six-year high, touching 1.11 lakh tourists in 2013. This is the highest since 2007 when India received 1.06 lakh tourists from Pakistan. Latest data on foreign tourist arrivals from the tourism ministry reveals that arrivals from Pakistan registered a 86.80% growth since 2012, increasing from 59,846 to 1.11 lakh in 2013. This is the highest growth among the top 45 source countries for India. Incidentally, there has been no promotion or liberalization of visa norms with Pakistan. In fact, in 2012, the two countries had signed a liberalized visa agreement but it was not rolled out because of ceasefire violations across the LoC and killings on the border. Industry sources said expanding business opportunities and better healthcare facilities in the country drew Pakistani nationals to India. There has been a recent thaw between the two countries after PM Narendra Modi invited Pakistani PM Nawaz Sharif for his swearing-in ceremony at Rashtrapati Bhavan. Other high growth countries include the Russian Federation where the number of tourists increased from 1.77 lakh in 2012 to 2.59 lakh in 2013, recording a 45.96% growth. Countries in the West Asia region including Kuwait and Saudi Arabia also registered growth. Tourists from Kuwait increased by 60% from 5,256 in 2012 to 8,461 last year while travelers from Saudi showed an increase of 33.5% from 32,127 tourists in 2012 to 42,892 in 2013. The top 10 source countries for India remained constant including the US, UK, Bangladesh, Sri Lanka, Russian Federation, Canada, Germany, France, Malaysia and Japan. About 10.08 lakh tourists from the US came to India in 2013 as compared to 10.03 lakh while UK was a distant second with 8.09 lakh tourists last year compared to 7.88 lakh in 2012. Travelers from Bangladesh increased by 7.70% from 4.8 lakh in 2012 to 5.2 lakh in 2013.

Year....Tourists from Pakistan

2007....1.06 lakh

2008...85,529

2009...53,137

2010...58,152

2011...48,640

2012...59,846

2013...1.11 lakh

## One year after shocking terrorist attack, Pakistan's peaks bereft of foreign climbers

Santa Fe New Mexican.com  
July 3, 2014

**FAIRY MEADOWS, Pakistan** — For more than five decades, locals have called it "Killer Mountain," a reminder of the risks of trying to scale beautiful, snow-topped Nanga Parbat. More than 100 climbers and porters have died on the steep, rocky ascent up the world's ninth-highest mountain — a fact Pakistan once touted in a bid to lure thrill-seekers. Now, however, local residents are frantically trying to scrub the word "killer" from a mountain that has become a symbol of the threat posed by the Pakistani Taliban. One year ago this month, about a dozen heavily armed Pakistani Taliban militants executed 10 foreign mountain climbers, including a U.S. citizen, at the base of the

mountain. It was one of the worst acts of violence to strike the international climbing community. Terrorism is hardly unusual in Pakistan; at least 3,000 people died last year alone in the country in violence attributed to Islamic extremists. But the attack at Nanga Parbat was a major blow, horrifying citizens who view the majestic northern mountains as a source of national pride. "As a Pakistani, I look at it as our Sept. 11," said Nazir Sabir, who in 2000 became the first Pakistani to climb Mount Everest in Nepal. He now operates an Islamabad-based tour company. "We never, never, ever thought that this could happen." The attack also crushed the remnants of Pakistan's international tourism industry, creating new hardship in a part of the country known for its tolerance and hospitality. The loss of foreign climbers was so distressing that Prime Minister Nawaz Sharif cited it as one reason he ordered a military offensive against the Pakistani Taliban in North Waziristan this month. Pakistan is home to five of the world's 14 highest peaks, including K2, the second-highest mountain in the world. Nanga Parbat, at 26,660 feet, is Pakistan's second-highest mountain. After the attack, the number of foreign mountain climbers collapsed. "It may take years and years before they will consider going back to a place like Pakistan," said Steve Swenson, past president of the American Alpine Club, who has been on 11 climbing expeditions in Pakistan over the past three decades. "I talked to a lot of people, even fairly knowledgeable people, about going there again, and their immediate response is: Is it safe? And then a not-unusual response is: Are you crazy?"

According to local officials and residents, the Pakistani Taliban attackers hiked through the wilderness for three days to reach the base camp on the western side of the mountain, known as the Diamir Face, late on June 22, 2013. "Taliban! Al-Qaida! Surrender!" the militants shouted as they marched into the camp, where the climbers and about three dozen porters slept. The assailants went looking for foreigners, slashing more than 40 tents with knives. They yanked people from their tents — one Lithuanian, three Ukrainians, two Slovaks, two Chinese, one American and one Nepali — tied their hands behind their backs and made them kneel in a row in the moonlight. "Then, suddenly, we heard a shot," said one 31-year-old Pakistani climber, who was tied up by the militants nearby. He spoke on the condition of anonymity because he continues to fear for his safety. "Then we heard hundreds of 'brrr, brrr, brrr' sounds," like an automatic weapon might make, he said. "Then a leader of the group came and shot all the dead bodies one by one again." One militant then shouted, "This is the day we take revenge for Osama bin Laden," the man recounted — an apparent reference to the United States' killing of the al-Qaida leader in Pakistan two years earlier. Only one foreign climber — a Chinese man who hid in a steep trench clutching a pickaxe — survived. The attackers also killed a Pakistani cook, apparently because he was Shiite. Pakistani police later arrested six people who reportedly confessed to the crime. Before the Sept. 11, 2001, terrorist attacks, hundreds of thousands of tourists traveled each year to Pakistan's Gilgit-Baltistan district, where the Himalayan, Karakoram and Hindu Kush mountain ranges meet. There were 20,000 tourists in northern Pakistan on the day of the attacks on New York and Washington alone, but afterward the country was lucky to attract half that number in an entire year, said Tayyab Nisar Mir, a manager at the Pakistan Tourism Development Corporation. Those who did come were almost exclusively mountain climbers and long-distance backpackers determined to explore some of the world's most picturesque scenery. Although there were about 150 climbing expeditions a year in the country in the 1980s and 1990s, and about 75 annually after 9/11, only about 30 are likely to occur this year, officials said. And no climbers are expected this summer at Nanga Parbat. (At least two climbers made an unsuccessful attempt this past winter; no one has made it to the peak of Nanga Parbat or K2 in the winter). The number of backpackers has declined even more dramatically, Mir said. "Nanga Parbat was the last nail in the coffin of tourism in Pakistan," he said, adding that the loss of tourism is costing the country \$100 million annually.

Officials in Gilgit-Baltistan stress that the massacre was an isolated tragedy. They have been going to great lengths to reassure visitors that the region is safe. On a pull-off spot overlooking Nanga Parbat on the Karakoram Highway, a sign once read, "Look to your Left: Killer Mountain." But Qaria Amin, 33, who operates a gem store at the spot, said that a month after the massacre, a police officer made him paint over the word "killer." The sign now reads, "Look to your Left: Mountain." Amin says he is lucky if he makes a \$100 a week now, compared with the \$100 a day he used to bring in selling rubies, topazes and emeralds collected from the nearby hills.

At Fairy Meadows, a village that overlooks the northwest face of Nanga Parbat and the Raikot glacier, the tourism industry has "collapsed, causing hopelessness," said Raji Rehmal, a resident. The village of about 50 extended families is so remote that there are few other economic opportunities. To get there, visitors travel an hour by jeep up what locals call "the world's most dangerous road," a lane so narrow that vehicles' tires are inches from the ledge. The road ends at an elevation of about 8,200 feet, and visitors then must hike to the village, elevation 11,154 feet. Rehmal, who estimates that he is 50 years old, says he has walked at least 13,000 miles working as a guide or porter for foreigners. His work helped pay for the construction of a school for the village. A foreign climber came up with the name Fairy Meadows in the 1950s because the grassy plateau reminded him of a fairy tale, according to tour operators. "In the good days, there were doctors who used to bring medicine, and Westerners who used to linger longer just to teach the local kids," Rehmal said. "We would never, ever think of harming any tourist, any foreigner." Pakistani hikers in the area also said they miss the foreign visitors. "We have so little to be proud of, so if there is something as impressive as this, and foreigners come praise it, it's a psychological lift," said Nashreem Ghori, a 41-year-old Karachi native who was hiking near Fairy Meadows.

Authorities now assign an armed police officer to any foreigner who wants to go hiking near Nanga Parbat. Pakistanis are hopeful that such measures, and the stunning scenery, will eventually draw back tourists. "Those mountains are not going anywhere," said Iqbal Walji, a Pakistani tour operator. "Sooner or later the people will come back, because it's one of the most beautiful places on Earth."

## LCCI trade team returns

**LAHORE:** A delegation of Lahore Chamber of Commerce and Industry (LCCI) during visit to

## from EU with trade deals

Daily Times  
July 1, 2014

## Lok Virsa explores culture of Gilgit-Baltistan

DAWN.com  
July 1, 2014

## Radius Travel added partners in Ghana, Pakistan, Paraguay, Uruguay and Yemen.

Business Travel News  
July 1, 2014

France, Germany, Belgium and Bosnia held business meetings with their counterparts and with other trade bodies. The LCCI trade mission after brokering business deals worth millions of rupees in plastic, granite, used machinery, steel scrap, citrus fruit and hotel and tourism sectors was confident foreign investors would avail the investment opportunities available in various sectors of Pakistan including energy and tourism. LCCI team met President of Amusement Park Rides Manufacturers Association Schwarzkopf, held B2B meetings with their counterparts arranged by the Pakistan Commercial Counsellor Frankfurt. The LCCI delegation met European Commission DG Entrepreneur Services and also visited Eurochamber. LCCI also had presentations at Foreign Trade Chamber of Commerce and Industry of Bosnia from Foreign Investment Promotion Agency and had plenary session at Bank of Bosnia. At a meeting with Bosnian Federal Energy Minister and the LCCI discussed the possibilities of joint ventures in various areas of mutual interest. President LCCI Sohail Lashari with his team carried out market study in the light of Generalised System of Preferences plus status by European Union to Pakistan. They learned much more with holding meetings that helped them understand foreign markets through sector specialists. Mian Misbah-ur-Rehman, Sheikh Muhammad Tariq, Chaudhry Iftikhar Bashir, Talha Tayyab Butt, Muhammad Aslam Chaudhry, Muhammad Asif Ibrahim, Iqbal Nazir, Tariq Mahmood, Khalid Mehmood, Khizar Hayat, Khurram Iftikhar, Chaudhry Muhammad Shafique, Zeeshan Sultan and Rizwan Sadiq were among the members of the visiting team.

**ISLAMABAD:** The National Institute of Folk and Traditional Heritage (Lok Virsa) carried out an extensive research fieldwork in Gilgit-Baltistan to document and promote its indigenous folk culture and craft heritage. Executive Director Lok Virsa Shahera Shahid stated that in pursuance of Lok Virsa Ordinance promulgated by the government of Pakistan in 2002, the major responsibility assigned to the institute was research, collection, documentation, preservation and dissemination of Pakistan's traditional culture. It includes both tangible and intangible cultural heritage, said a press release issued here on Monday.

Recognising the need, the new management of Lok Virsa deputed a five-member team of professionals, headed by Anwaarul Haq, the deputy director (museum), on a museum-related research field tour of Gilgit-Baltistan in June. The team was assigned the task to authenticate the data of craftspeople already registered with Lok Virsa to identify new unexplored talent of master artisans, folk artists, folk musicians and folk dance groups as well as to make ethnological/craft collections from craftspeople for the Pakistan National Museum of Ethnology, popularly known as the Heritage Museum, at Shakarparian in Islamabad. The team undertook the assignment between June 19 and June 29 by adopting the mechanism of interviews of traditional practitioners, on-location visits to workplaces in their hometowns, making audio visual and photographic documentation of relevant crafts, craftspeople, folk artists and musicians. The team covered six districts of Gilgit-Baltistan: Gilgit, Hunza-Nagar, Ghizer, Skardu, Gaunche and Astor, including their remotest villages and far-flung areas. As many as 50 master artisans and 25 folk artists and musicians have been authenticated and identified along with their detailed documentations.

During the visit, the team also enlisted 15 special persons in Karimabad, Hunza, who have been practicing the dying craft of Sharma weaving. Sharma is a traditional floor rug of Gilgit-Baltistan made from the hair of yak, goat and sheep wool. It is a time-consuming craft and requires a lot of hard work and dedication. The team also recorded an artist, Niaz Hunzai, in Karimabad, who beautifully plays the traditional flute (Surnai) and imparting the skill to the younger generation. The important craft areas focused in the tour included embroidery, Sharma/carpet weaving, traditional musical instruments making, basket weaving, stone carving, woodwork, jewellery, traditional embroidered dresses/costumes, etc. Lok Virsa team also collected a number of important artifacts/crafts/ethnological material from artisans for the Heritage Museum. The team also documented a typical/traditional Gilgit-Baltistan house in a remote village of Ghizer. Before starting their field work, the team held a meeting with Saadia Danish, the minister/adviser for information, culture, tourism and youth affairs, and sought the cooperation of her department in implementation of the task. The team held interactions/consultations with the representatives of GB culture department and office-bearers of the Gilgit Arts Council, Hunza Arts Council, Ghizer Arts Council, the Aga Khan Rural Support Programme (AKRSP) and Karakorum Area Development Foundation (KADO) wherein certain matters relating to cooperation between Lok Virsa and the community-based cultural bodies came under discussions. Based on the report of the field work, Lok Virsa is planning to nominate local voluntary research coordinators in major districts of Gilgit-Baltistan for undertaking a series of activities, hold art and craft festivals in collaboration with the GB culture department and arts councils in major cities and create a new three dimensional display on "Traditional house of GB" at the heritage museum in Islamabad.

The new travel management network members are Continent Tours Limited (Ghana), Bonds Travel Bureau (Pakistan), Seven's Travel (Paraguay and Uruguay) and Arabian Peninsula Travel & Tourism (Yemen).

## HUMANITARIAN INTERVENTIONS IN TOURISM SECTOR IN PAKISTAN

### Contributing To A Culture Of Mutual Peace And Understanding : Zindagi Channel

[www.countercurrents.org](http://www.countercurrents.org)

10 July, 2014

The Zee network has recently launched a new channel by the name of Zindagi. With the theme of "Vasudeva Kutumbkam" or "The whole world is my family", Zindagi channel promises to bring in stories from around the world. The channel theme and the tag line "Jodey Dilon ko" or "to connect hearts" clearly indicates that this channel has a clear mission. It is trying to use the medium of television to create a culture of peace. The channel was launched on 23rd June and is initially bringing in Pakistani content. The channel has selected some famous serials from Pakistan and is now broadcasting them in India. In this article, I will attempt to analyse the mission of this channel in the context of Indo-Pak relations.

The Indo-Pak relations doesn't need an introduction. Even those who may not belong to either of the countries may know about the fluctuating relations that the two countries have. The Indo-Pak relations is characterized by love and hatred, peace and war. An important element of the Indo-Pak relations is that of "curiosity". Both sides are ever curious about each other. Even if one may hate Pakistan, one will still be curious about it and any mention of Pakistan will definitely evoke an interest. This is another interesting bond that India and Pakistan shares and this is because both countries have very limited means of communication or knowing each other. There are severe visa issues. Other means of communication are also bound with several restrictions. Because of this, people in both countries do not know each other and have painted an opposing picture of the other. Both have constructed stereotypes for each other. But as I had previously said, even with hatred and suspicion, they remain ever curious and interested to know about the other.

Now what happened when Zindagi channel was launched? Indian channels and serials have been broadcasted both legally and illegally in Pakistan. The Pakistan Electric Media Regulatory Authority (PEMRA) has from time to time tried to enforce strict restrictions on the telecast of Indian serials because of several reasons including the petitions by local channel producers but they have met with little success. According to a Times of India report dated 19 November 2013, a no. of channels in Pakistan were fined for airing too much of "Indian content". The people of Pakistan have also resisted these restrictions by shifting to DTH cable system or by watching them online. In contrast to this, India has had few such opportunities to access Pakistani channels and serials.

So while people in Pakistan had a sense of what India was like, what Indians think, people in India were largely clueless. And so with this initiative of Zee, with this opportunity to know the "other", their enthusiasm seems to have crossed the boundaries. There was a huge enthusiasm from people of India for this new channel. This can be inferred from the response that can be seen on social networking sites and ofcourse, the TRPs. A Times of India report dated 1 July 2014 had argued that not only the channel has received good response from the public but even Bollywood and television celebrities are welcoming the new channel.

Saying so, the first step towards the mission of the channel seems to have been completed. It has established itself to become the platform through which people will know about the other side of the border. Now comes the second and more important step. What is the content?

Zindagi channel is currently running 4 shows – Zindagi Gulzar Hai, Aunni Zara, Kitni Girhain Baaki Hai and Kaash Main Teri Beti Na Hoti. All the four serials given an insight into the everyday life and struggles that people in Pakistan go through. It presents the problems existing there. It is presenting the extreme rich and poor divide, the problem of polygamy and the problems faced by women. Why did the channel pick on these shows? What is the relevance?

By picking up these shows, the channel is doing something more important. By presenting the everyday struggles, the everyday stories of pain, the Zindagi channel is able to show that we, Indians and Pakistanis, are not only similar in our language, culture, values but also in our problems. These problems are relatable. We are also struggling with them here. There is an extreme level of rich and poor divide in our country as well. The problems of marriage are also as relevant here. There is a serial by the name of "Kitni Girhain Baaki Hai". The stories in this serial are as relevant to Indian audience. The stories presented in this serial pertain to the struggle of women, the changing society and human nature.

This representation of struggle has another element to it. It breaks the image of Pakistan that has been painted by our biased media. Pakistan has been painted as a Muslim conservative country. It is being seen as riddled with severe problems which people in Pakistan have accepted and glorified. This image of Pakistan is quite problematic. While Pakistan has its problems, the people of Pakistan have not accepted it and are struggling to change it. There does exist a counter culture in Pakistan that is trying to oppose the forces of religious fundamentalism and intolerance. These serials are also representing this counter culture. It is breaking several myths about Pakistan. While polygamy is prevalent in Pakistan, there are voices against it. People are struggling against it. It is being popularly rejected. Same goes for women's rights. In all the four serials, women are not being shown as passive and submissive.

Thus, this representation of women in sarees will also have another important connect. It will break the stereotype that Muslims are "conservative". One of the most common stereotypes about Muslims is that Muslim women would always wear a burqa or at least a hijab. It must be noted that while considering burqa and hijab as a sign of "conservatism" is a debatable issue but popularly it is seen as "conservative". This stereotype is also very apparent in the representation of Muslims in Indian electronic media. The representation of women in sarees breaks this popularly-held stereotype. It also again shows that how Indians and Pakistanis share a similar culture even in terms of their dress.

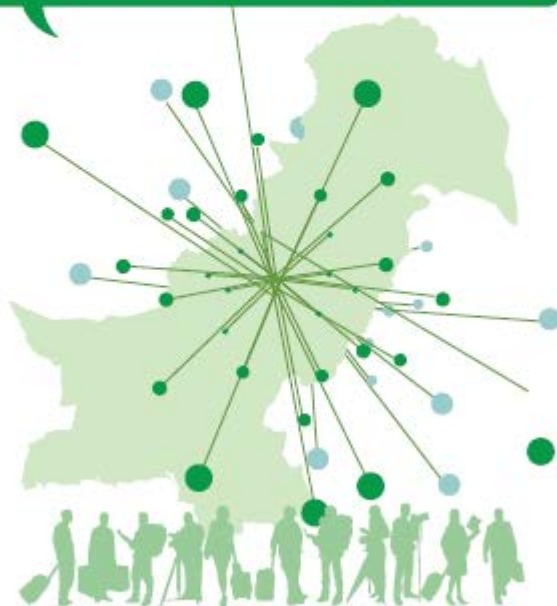
The representation of the counter voices and elements of cultural similarities like the saree are extremely important details that are breaking the popularly held views about Pakistan and Pakistanis. In one of our aman chaupal sessions in which we tell Indian students about Pakistan,



when asked about the official language of Pakistan, several students were confident that it is Arabic. With this and some other views expressed, it was clear that how they had stereotyped Pakistan to be a "conservative" country with one religion and one language (Arabic). They had a completely opposing picture of Pakistan. For them, Pakistan was completely different from India and there were no similarities. This was also not just an experience of one school but in all the other schools that we have done sessions, students had more or less the same views. Their views reflect the popular conceptions.

Thus, I feel that Zindagi Channel is a great and an important initiative that has been taken by the Zee network. By breaking these stereotypes and emphasizing on similarities in terms of language, culture and challenges that people of India and Pakistan share, it will become an important contribution to creating a culture of mutual peace and understanding among the people of India and Pakistan.

## SPONSOR'S MESSAGE



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

## 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 Kalamat, 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-Mulkarram, Masjid Jilani, Ngor Shareef, Uargah, Shehzada Masjid



## Famous Shopping Malls

Burhan Super Market, Gawadar Market



## Hotel and Resturants

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



## Others

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

**Area**  
12,637 Sq. Km



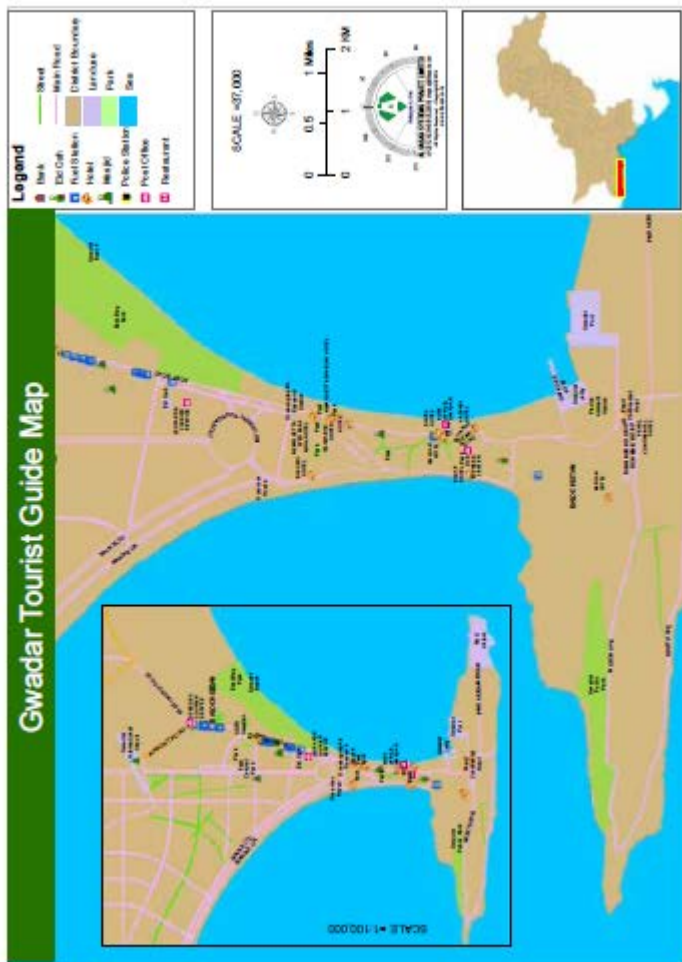
**Population**  
Estimated Population 2013 269,843



**Administrative Units**  
Sub Divisions 4  
Union Councils 13  
Tehsil 77



**ALHASAN SYSTEMS PRIVATE LIMITED**  
+92 51 262 0448/055 3244 | Email: info@alhasan.com  
All Rights Reserved - Copyright © 2014  
www.alhasan.com





## 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

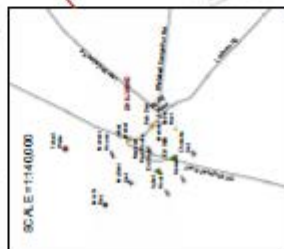
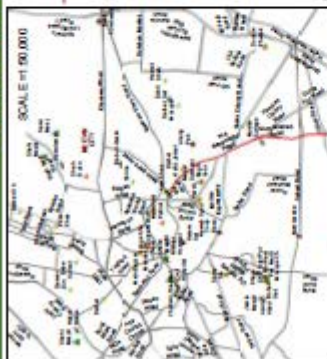
<sup>4</sup> Report for Integrated Master Plane of Multan (2008-2028)



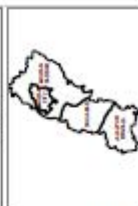
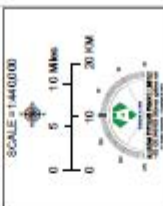
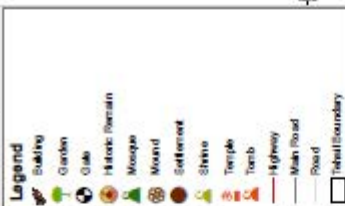
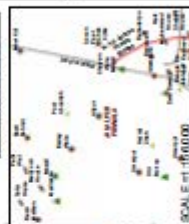




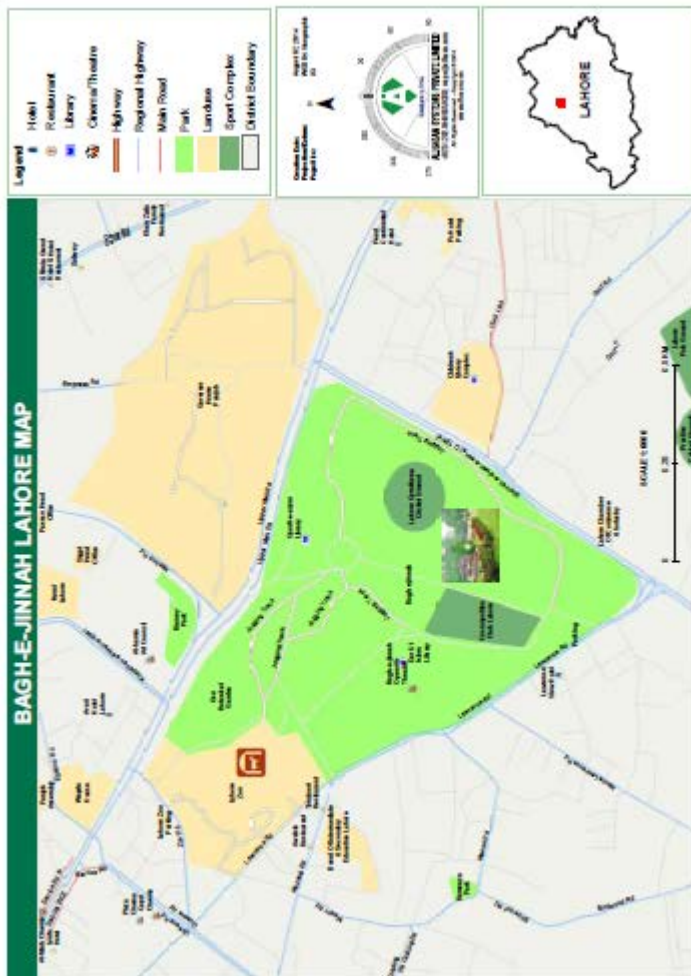
# Cultural Heritage of Multan



Scale 1:50,000  
 1 inch = 1.25 miles  
 1 centimeter = 0.39 inches  
 1 mile = 1.61 kilometers  
 1 kilometer = 0.62 miles





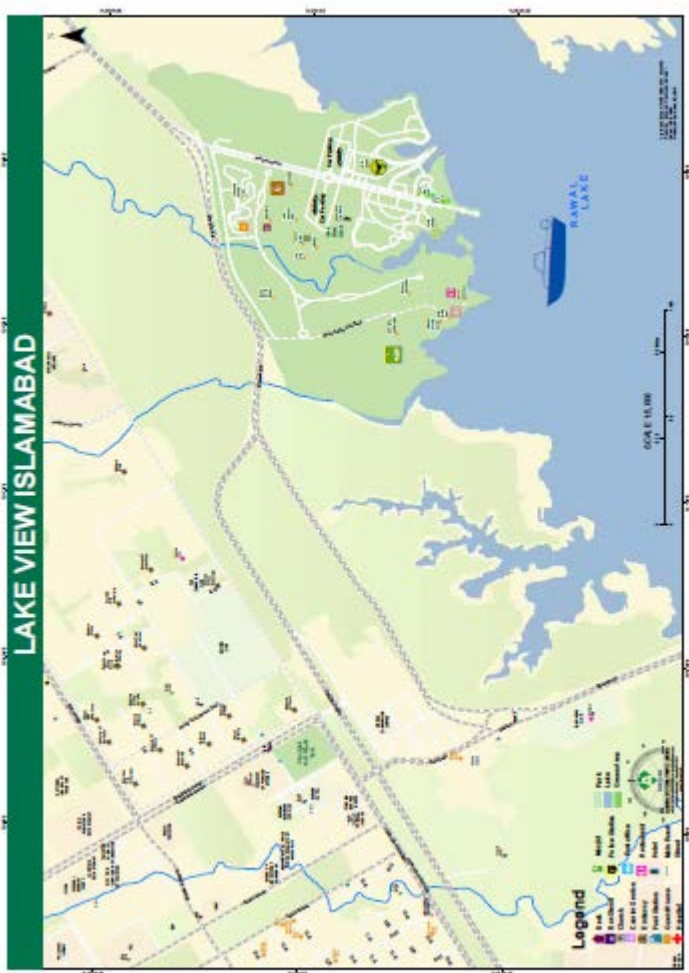


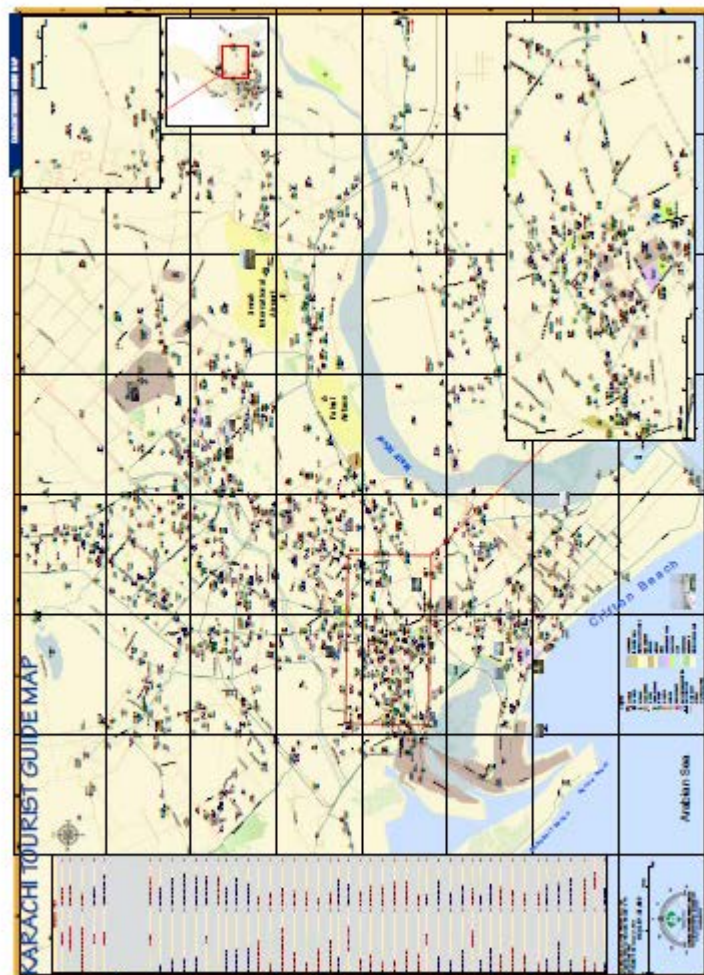




# Margalla Hills Islamabad













## For Punjab

Tridivesh Singh Maini  
July 21, 2014

Punjabi language, culture and heritage have been neglected for long in (Pakistani) Punjab. The reasons for this are many. The one most often cited is that Punjab is the most influential state in Pakistan, and promotion of the Punjabi language would be viewed with suspicion by other provinces which have often accused Punjab of running rough shod over other provinces.

The second reason given is the fact that the Punjabi elite in Pakistan view Urdu as a superior language – and Punjabi is not considered refined or sophisticated. Both these points have been made by Alyssa Ayres in an article titled, 'Language, the Nation and Symbol Capital: The Case of Punjab' published by the Journal of Asian Studies in 2008. It has also been stated that Punjabi was never a medium of instruction in Punjab – the official language during Sikh ruler Maharaja Ranjit Singh's rule was Persian.

The neglect of the Punjabi language is clearly evident in the fact that Punjab happens to be the only province in Pakistan where the mother tongue is not taught in schools, and even in colleges there is very little emphasis on the teaching of the language.

A number of publications and works have put forward the historical reasons for the neglect of the Punjabi language in Pakistan, and the annihilation of Punjabi literature and culture in the country. The most prominent amongst these was 'Punjab ka muqaddamah' (case of Punjab) written by the late Mohammad Hanif Ramay, a senior politician, in 1985. Activists like Fakhra Zaman, a former minister, who set up an organisation by the name of World Punjabi Congress have also been valiantly fighting for giving greater importance to the Punjabi language.

Over the past decade, however, things have begun to change with an increase in the number of interactions at both the official and non-official levels between the two Punjabs (India and Pakistan).

Engagement between the two Punjabs, at the official level, began in January 2004, when former chief minister of Punjab (India) Amarinder Singh visited Lahore in connection with a function

organised by the World Punjabi Conference. During his visit, Captain Singh established contact with his counterpart Chaudhry Pervaiz Elahi, then chief minister of Punjab (Pakistan). During Elahi's tenure the Punjab Institute of Language Art and Culture was set up in September 2004, with the aim of promoting Punjabi language, heritage and culture. Pressure and continuous lobbying by Fakhra Zaman also played a pivotal role in the setting up of this centre.

During a recent visit to Lahore, I was pleasantly surprised to find that the Punjab Centre for Language and Culture is actually quite active in promoting Punjabi. Not only does the centre showcase Punjabi culture, it also runs a radio channel that is extremely popular, and which has listeners on the other side of the border as well. Indian folk singer Hans Raj Hans has also visited the centre.

Significantly all functions held at the centre are carried out in Punjabi. The centre displays paintings of prominent figures of Punjab, as well as artefacts and items from rural areas including the 'charkha'.

I was fortunate enough to meet Rana Muhammad Arshad who is the parliamentary secretary of culture and language and also a member of the provincial assembly from Nankana Sahib. While in the past, political parties including the PML-N have been accused of being opposed towards the promotion of the Punjabi language, the current government of Shahbaz Sharif has been supportive of the Punjabi centre and its activities.

While initiatives such as the setting up of a Punjabi centre and cultural and sports exchanges between the two Punjabs may not have any immediate bearing on the relationship between both countries, it is important since it will help bring to the fore commonalities between the Punjabs, and play a role in strengthening the Punjabi identity, which has been overshadowed by religious frictions and jingoism on both sides.

The writer is a New Delhi..

## Formation of the Central Asian Tourism Board is the need of the day

By Agha Iqrar Haroon  
July 13, 2014

Central Asian Republics are one of the best possible tourism destinations of the world and they have played very good in tourism arena during the last 2 decades after their independence from former Soviet Russia.

These countries have everything to offer including ecotourism, natural beauty, hospitable and friendly people, good services and infrastructure. The impediment for further tourism development in this region is absence of strong interaction among tourism authorities of all these countries and friendly visa regime.

International tourists face serious problems when they wish to cross the border of one Central Asian Republic and wish to enter the other. One Visa Regime for North Americans, Australians and Europeans can boost Central Asian tourism and multiply its tourism revenue. This is possible if there is strong connectivity among tourism ministries of all these countries.

This can be achieved by setting up Central Asian Tourism Board (CATB) comprising of tourism authorities of all Central Asian countries. Such Board will also play a positive role for more friendly relations of all these countries in future.

Tourism is one of the most effective tools for revenue generation and establishing Peace that can be achieved through tourism and tourism should be considered not only a revenue provider but harmony and peace generator. Some unpleasant events in past not effected tourism of one or two countries rather whole Central Asia because conflicts always flash negative image of a country or region and Pakistan is an example that lost complete tourism industry just because of unrest and conflicts and situation in Afghanistan strongly effected tourism industries of Pakistan and even India although India is a peaceful place but unrest in Indian held Kashmir played havoc with Indian tourism industry.

The priorities of governments are sometime contrary to needs and demands of tourism industry.

In South Asia, governments of Pakistan, India, Sri Lanka, Nepal and Afghanistan have different political and diplomatic conflicts and this is the lead reason that South Asian Association for Regional Cooperation (SAARC) has failed to establish interaction and strong networking in the field of tourism because SAARC did not setup any tourism board to deal with this issue.

There are also certain conflicts among Central Asian republics and also in Eastern European countries. Therefore there is a need for a solid networking and connection among tourism ministries of these countries.

I believe that UNWTO Silk Road Plan can only achieve when more government and non-government actors and stakeholders of Silk Road countries come forward and establish strong networking and connect products and markets of all these countries as One Entity and One Product instead every country compete with each other because such competition sometimes create problems for cross border tourism.

I believe that South Asia, Central Asia and Eastern Europe are facing similar threats, challenges and having similar opportunities

in the field of tourism operations, planning and practices. Strong tourism networking and direct contact among practitioners of the tourism industry is the only way to develop broad-based industry in Central Asia.

This proposed Central Asian Tourism Board (CATB) can look in following demands of tourism industry of the region that are directly related with government policies:

- 1: The Governments should support the establishment of Community Based Organisations (CBO) and assist them in developing Community Based Tourism (CBT) projects in remote and fragile areas to avoid mass tourism.
- 2: Governments should support small stakeholders of tourism sector.
- 3: The Governments should include Tourism as subject in the curriculum of secondary education.
- 4: UNWTO should share the reports of Ministerial meetings of Silk Road project to other stakeholders of tourism industry of these countries so private sector can know what are major impediments on the way of tourist friendly visa regimes among these countries and may discuss such issues with their respective Governments.
- 5: The Governments should encourage and ensure employment for women in the tourism sector through legislation.
- 6: The Governments should enact legislation that should accord tourism the full status of an industry, and that all facilities would be treated as industrial concerns and would qualify for the same benefits, interest rates, concessions and treatment as is extended to other industries.
- 7: Visa at Cross Border check posts should be provided to foreigners while travelling to and from in whole south Asia, Central Asia and Eastern Europe if one visa regime is not possible due to political and security reasons. All Governments can follow UNWTO recommendations regarding Visa issues in Central Asia as their guidelines.
- 8: The Governments should allow easier visa requirements with automatic issue of 30 day tourist visas with double entry to bona fide tourists when they are travelling in Central Asian Republics to boost tourism in countries like Tajikistan and Kyrgyzstan that do not have appropriate international connectivity with important airports. If Uzbekistan and Kazakhstan provide double entry visa to tourists, there are chances that tourists also travel to neighbouring countries and back to home from Uzbek and Kazakh airports that are effectively linked with international flight routes.
- 9: The Governments should establish a 'one window' system of formalities for international and domestic tourism investors.
- 10: The Governments should provide the mechanisms for a portion of the taxes levied on the tourism sector to be reinvested for the marketing and promotion of tourism and environmental protection.

## TOURISM DIRECTORY

### GOVERNMENT DEPARTMENTS WORKING IN TOURISM SECTOR

<p>Pakistan Tourism Development Corporation Govt. of Pakistan Mr. Iftikhar Hussain Satti General Manager (Hotel) 051-9272013, 0092-51-9271591-92 info@tourism.gov.pk, support@tourism.gov.pk Flashman's Hotel, The Mall, Rawalpindi www.tourism.gov.pk</p>	<p>Gilgit Baltistan Tourism Department Govt. of Pakistan Syed Akhtar Hussain Secretary akhter@visitgilgitbaltistan.gov.pk 0092-5811-920690-1, 0092-5811-920690-1, 0092-5811-920573 info@visitgilgitbaltistan.gov.pk Khomeer Chowk, Shahrah-e-Qaid-e-Azam, Near Rupal Inn, Khomeer, Gilgit www.visitgilgitbaltistan.gov.pk</p>
<p>Pakistan Institute of Tourism and Hotel Management Govt. of Pakistan Niaz Ali Malkani Director 0092-21-99251281-3 info@pithm.edu.pk Street No. 16, Block No. 4, Scheme No. 5, Clifton, Karachi www.pithm.edu.pk</p>	<p>Planning Commission Government of Pakistan Govt. of Pakistan Ahsan Iqbal Deputy Chairman 0092-51-9211147, 0092-321-5127885, 0092-51-9211147 0092-51-9202783 deputychairman@pc.gov.pk, contact@pc.gov.pk P block Pakistan Secretariat, Islamabad., Planning Commission, Government of Pakistan, Islamabad www.pc.gov.pk</p>
<p>Tourism and Archeology of AJK Govt. of Pakistan Pirzada Irshad Ahmed Director 0092-5822- 921421 webmaster@ajk.gov.pk Directorate General Tourism Department B-14 Upper Chattar Housing Colony, Muzaffarabad AJK www.ajktourism.gov.pk</p>	<p>Tourism Development Corporation of Punjab Govt. of Pakistan Habib ur Rehman Gillani Managing Director 0092-42-99231647, 0092-42-99231646, 0092-42-99231644 0092-42-99231649 gilanihabib@hotmail.com, md@tdcp.gop.pk info@tdcp.gop.pk , tdcp@punjab.gov.pk punjabtourism@tdcp.gop.pk 151, Abubakar Block, New Garden Town, Lahore www.tdcp.gop.pk</p>
<p>Tourism Corporation Khyber Pukhtunkhwa (TCKP) Government of KPK 0092 91 9211091 , 0092 91 9213762 Head Office : 13-A New Block, khyber Road, Peshawar www.kptourism.com</p>	<p>Culture Department Government of Sindh Govt. of Pakistan Saqib Soomro Secretary 0092-21-99211478 secretaryculturesindh@yahoo.com 406, First Floor, Sindh Secretariat No. 3, Old KDA Building, Shara-e-Ata Turk, Karachi</p>

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

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

United Nations Educational, Scientific and Cultural Organization  
United Nations  
0092-51-111710745  
islamabad@unesco.org  
UNESCO Office, Serena Business Complex, 7th Floor,  
Sector G-5, Islamabad  
www.unesco.org.pk

Vershegom Area Development Organization  
Local NGO  
Karamat Ullah  
President  
0092 312 9703311  
Vado.org@gmail.com  
13 Latif Market Shahra-e- Quaid-i-Azam, Jatial, Gilgit  
www.Vado.org

## MAJOR HOTELS

Avari Towers Hotel  
Fatima Jinnah Road  
UAN: 0092-21-111-282747  
Fax: 0092-21-3568 0310  
Email: towers@avari.com

Embassy Inn  
100B, Main Shahrah-e-Faisal S.M.C.H.S. Nursery  
Phone: 0092-21-34535461-70  
Fax: 0092-21-34526797  
Website: www.embassyinn.com.pk  
E-Mail: Embassyinn@cyber.net.pk

Ramada Plaza  
Karachi Airport, Star Avenue Terminal 1  
Jinnah International Airport  
Phone: 0092-21-99242600  
Fax: 0092-21-9242978

Regent Plaza Hotel & Convention Center  
Main Shahrah-e-Faisal, Karachi  
Phone: 0092-21-111 111 774

Sheraton Karachi Hotel  
Club Road  
Phone: 0092-021-35633333  
Website: www.sheraton.com/karachi

Marriott Hotel  
Karachi Marriott Hotel 9, Abdullah Haroon Road, Karachi  
Phone: 0092-21-111-22-33-44  
Fax: 0092- 21-5680981  
Email: Kmh@fascom.com

Hotel Al-Mustafa  
Raja Ghazanfar Ali Road, Saddar, Karachi  
Phone: 0092-021-35661047/021-35661053  
Fax: 021-35660500

Hotel Al-Harmain tower  
Raja Ghazanfar Ali Khan Road, Saddar Karachi-74400, Pakistan  
Phone: 0092-213-5223970-82  
Fax: 0092-213-5223983-84  
Email: alharmaintower@gmail.com

Hotel Country inn  
19-1-B, Block 6, P.E.C.H.S, Off Shahra e Faisal, Karachi  
Phone: 0092-21-34556814/34556861/34556881  
Fax: 0092-21-34556886  
Email: info@countryinn.com.pk

Hotel Crown Inn Sadder  
Plot no 171, Shahrah-E-iraq, Saddar, Karachi  
Phone: 0092-21-35622001-6  
Fax: 0092-21-35622007  
Website: www.hotelcrowninn.com

Hotel De Paris  
Plot No. 13, S-B/2, Mir Karamali Talpur Road, Saddar, Karachi, 74200  
Phone: 0092-21-5214204

Excelsior hotel  
Inverarity road Karachi, Pakistan  
Phone: 0092-21-511386

Falcon Hotel  
Zaibunnisa Street, Saddar, Karachi, Pakistan, Pakistan  
Phone: 0092-21-35215933, 35677185

Gulf Hotel  
Gulf Hotel Daudpota Road Saddar Karachi-74400 Pakistan  
Phone: 00 92-21-356-61235/39  
Fax No: 0092-21-356-82388  
Email : Gulfhtl@gmail.com, Gulfhtl@hotmail.com  
Web Page: www.gulfhotel.webs.com

Gillani Hotel  
Fatima Jinnah Road, Near Cantonment Station, Cantonment, Karachi, Pakistan.  
Phone: 0092-021-5383329

Hotel Jabees  
Abdullah Haroon Road, Saddar  
Phone(s) : 0092-215212015/5212011/5678471  
Fax(s): 0092-21-5682354

Merry Lodge Guest House  
13, Sunny Side Villas, 15-CL-8, Sunny Side Road, Civil Lines, Karachi  
Karachi, Sindh  
Phone: 0092-21-5220114  
Fax: 0092-21-5220112

Paradise Hotel  
Abdullah Haroon Road, Saddar, Karachi, Pakistan, Pakistan  
0092-92-21-35680321

Royal Inn  
245-2-H BLOCK-6, P.E.C.H.S.  
Phone: 0092-334-3101990

Royal city  
Regal Chowk, Sarmad Road, Saddar, Karachi, Pakistan  
Phone: 0092-21-5682378

Sarah hotel  
30-SB-6, Parr Street, Saddar, Karachi, Pakistan  
Phone: 009292-21-35211513, 35218262

Hotel Sarawan  
Raja Ghazanfar Ali Rd, Saddar, Karachi, Sindh, Pakistan  
Phone: 0092-21-5216001 9

Hotel Shams  
Fatima Jinnah Road, Cantonment Station, Saddar

Hotel Shaheen  
44, Fatima Jinnah Road, Near Cantonment Station,

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

## MAJOR RESTAURANTS

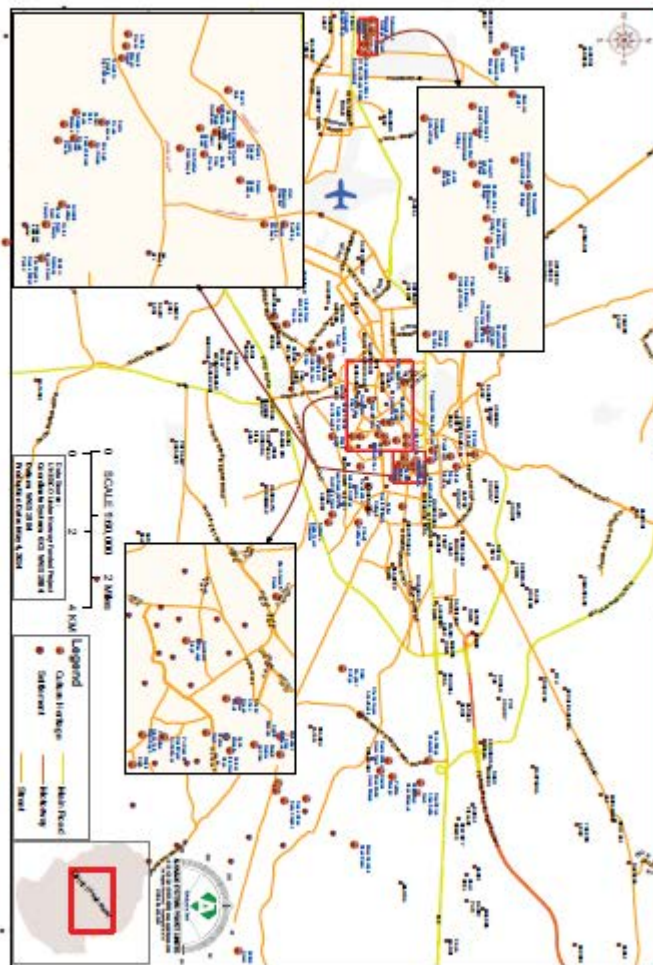
Del Frio Restaurant Karachi Atrium Mall, 249 Staff Lines, Zaibunnisa Street, Saddar Phone: 0321-8729919	Salt n Pepper Village 3-B, Beach Avenue, D.H.A, Opp: Khayaban-e Ittehad. Phone: 0092-21-35843121 Fax: 92-21-35840952 Website: <a href="http://www.saltnpepper.com.pk">http://www.saltnpepper.com.pk</a>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



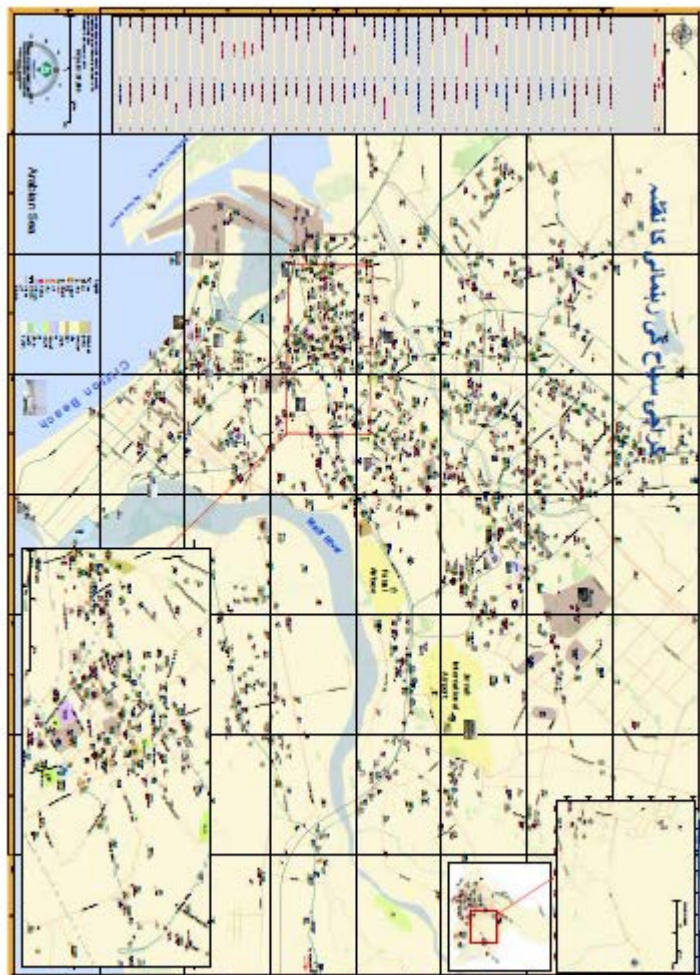
<p><b>Shaheen Shanwari</b> Rashid Minhas road, Gulshan-e-Iqbal, Karachi, Pakistan Phone: 021- 34601912</p>	<p><b>Ronaq Mela</b> D-4, Block 10-A, Main Rashid Minhas Road, Near Johar Mor, Gulshan-e-Iqbal, Karachi Pakistan. Phone: Tel: 0092 21-4992620, 4811146, 4226222 Website: <a href="http://www.ronaqmelarestaurant.com">http://www.ronaqmelarestaurant.com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

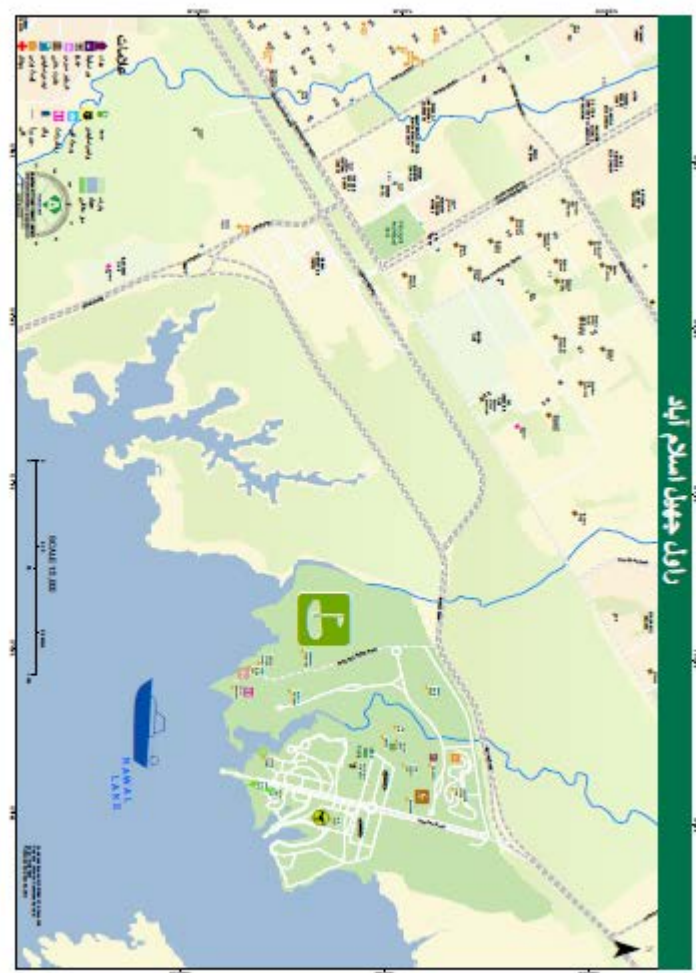
# پشاور کے ثقافتی ورثہ کا نقشہ

















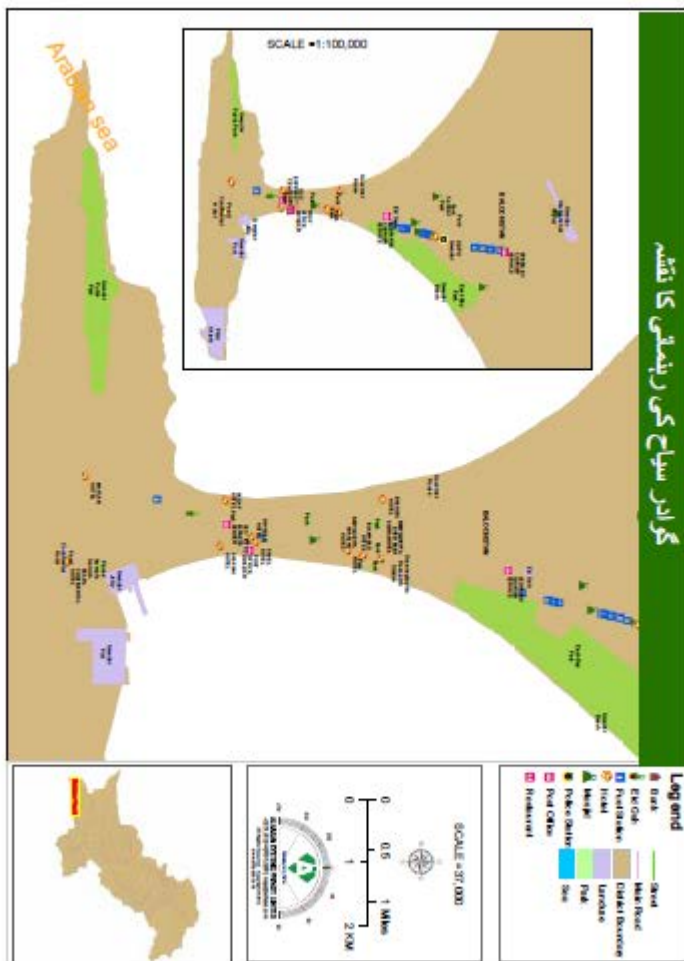




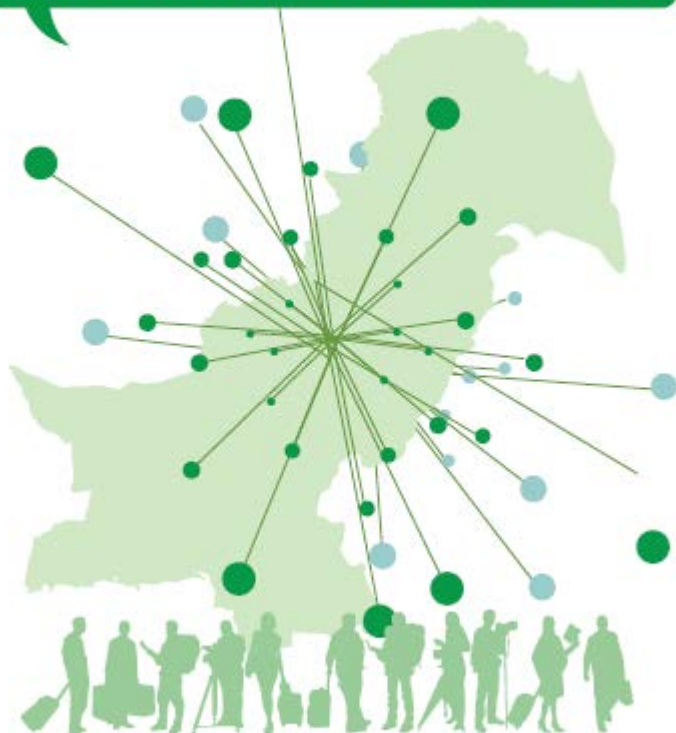




# گوار سیاح کی رہنمائی کا نقشہ



# SPONSOR'S MESSAGE



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

ملبوسات اور کھانوں میں بھی اس کا سراغ نہیں ملتا۔ یہاں لگ بھگ ستر ہزار افراد رہائش پذیر ہیں۔ یہ وادی پاکستان کی خفیہ ترین وادی سمجھی جاسکتی ہے اور دیکھنے میں تو یہ ملک کا محفوظ ترین مقام بھی ہے، یعنی نہ طالبان ہیں نہ ڈرون، نہ ہی موبائل چھیننے والے اور نہ بھتہ خور۔ ایسی جگہ جہاں خواتین دن کے کسی بھی وقت تنہا چہل قدمی کر سکتی ہیں اور بغیر کسی تکلیف یا ہراساں ہوئے بغیر گھر پہنچ سکتی ہیں۔

اسلام آباد (اے پی پی) پاکستان ٹورازم اینڈ ڈویلپمنٹ کارپوریشن (پی ٹی ڈی سی) نے سیاحوں کی سہولت کے لئے رمضان پیکیج پر عمل درآمد شروع کر دیا ہے۔ پی ٹی ڈی سی نے رمضان المبارک کے دوران سیاحوں کو ملک کے شمالی اور سرد مقامات میں سہولت فراہم کرنے کے لئے رمضان پیکیج کا اعلان کیا جس میں ان کے لئے مختلف مراعات شامل ہیں۔ پی ٹی ڈی سی کے مطابق شمالی علاقہ جات میں قائم پی ٹی ڈی سی کے ہوٹلوں و موٹلوں میں سیاحوں کو 50 فیصد جبکہ نارائن اور ایوبیہ میں قائم پی ٹی ڈی سی ہوٹلوں و موٹلوں میں 30 فیصد رعایت دی جائے گی۔ پی ٹی ڈی سی نے سیاحوں کی سہولت کے لئے راولپنڈی سے نارائن کے لئے بس سروس بھی شروع کی ہے جو ہر روز صبح 8 بجے راولپنڈی فلیش مین ہوٹل سے نارائن کے لئے روانہ ہوتی ہے۔ نارائن میں جدید سہولیات کا حامل پی ٹی ڈی سی کا 50 کروں پر مشتمل ہوٹل ان سیاحوں کا منتظر ہوتا ہے۔

## پی ٹی ڈی سی نے رمضان پیکیج پر عمل

درآمد شروع کر دیا

روزنامہ پاکستان

01 جولائی 2014



http://www.azad.it/

13 جولائی 2014

مصوروں کے شاہکار بھی رکھے گئے ہیں اور 10 جولائی کو اس نمائش کا افتتاح پاکستانی سفارتکارہ تہینہ جمجوعہ نے کر دیا ہے۔ اس نمائش کے دوران آتری گاؤں میں ہمارے پاکستانی مصور مختلف دنوں میں تشریف لائیں گے اور باہمی ثقافتی تعلقات کو فروغ ملے گا۔ 18 جولائی 2014 کے روز کیلاش تہذیب پر روشنی ڈالنے کے لیے شام 6 بجے آتری گاؤں میں ایک کانفرنس کا انعقاد کیا جا رہا ہے جس میں مشہور پروفیسر البیر توکا کوپاردو اور بقلم خود اعجاز احمد کیلاش قوم کی تاریخ، تمدن، روایات، مذہب اور زبان پر بحث کریں گے۔ اٹلی میں موجود پاکستانیوں کو عام دعوت دی جاتی ہے اور خاص طور پر مار کے اور پیکارا شہر کے قریب رہنے والے ہم وطنوں سے اپیل کی جاتی ہے کہ وہ ضرور تشریف لائیں اور محفل کو بارونق بنانے میں اہم کردار ادا کریں۔ نمائش میں تشریف لانے کے لیے آپ ایڈریس نوٹ فرمائیں۔ پیکارا کے نواح میں گاؤں آتری ہے اور یہاں یہ نمائش اور کانفرنس منعقد کی جا رہی ہے۔ اسی گاؤں میں 6 ستمبر کے روز پروفیسر اولی ویری وادی سوات کی تہذیب پر روشنی ڈالیں گے اور اپنے منصوبے کے بارے میں معلومات فراہم کریں گے۔ پروفیسر اولی ویری بلونیو نیورسٹی کے پروفیسر ہیں اور پاکستان میں سوات ویلی میں کھائی کا کام کر رہے ہیں۔ انہوں نے بتایا کہ اس وادی میں سقندرا عظم کے آثار ملے ہیں اور یہاں بدھ مت تہذیب کے علاوہ ایسی قبریں بھی تلاش کی گئی ہیں، جو کہ دنیا کی تاریخ سمجھنے کے لیے کافی مددگار ثابت ہوں گی۔ اسی گاؤں میں 10 ستمبر کے روز شام 6 بجے کیلاش تہذیب اور وادی کی تصویریں نمائش کا انعقاد کیا جا رہا ہے، جس میں فوٹو گرافر فریسیو اپنے شاہکار پیش کریں گے اور اپنے منصوبے کے بارے میں اور کیلاش وادی کے بارے میں اپنے خیالات پر روشنی ڈالیں گے۔ مزید معلومات کے لیے آپ میزبان فاؤنڈیشن کے ایڈریس کو نوٹ فرمائیں۔

یونیورسٹی آف مینجمنٹ اینڈ ٹیکنالوجی

اور پاکستان ٹورازم کے مابین مفاہمت کی

یادداشت کا معاہدہ

روزنامہ پاکستان

08 جولائی 2014

لاہور (ایجوکیشن رپورٹر) یونیورسٹی آف مینجمنٹ اینڈ ٹیکنالوجی اور پاکستان ٹورازم ڈیولپمنٹ کارپوریشن میں ”امن اور ٹورازم“ کے سلوگن کے ساتھ باہمی مفاہمت کی یادداشت کا معاہدہ طے پا گیا ذرائع کے مطابق پی ٹی ڈی سی کی ٹیم نے میجنگ ڈائریکٹر چودھری کبیر خان کی قیادت میں وزیراعظم پاکستان سے ایک بریفنگ کے دوران ملاقات کی اور ان کو یو ایم ٹی کے ساتھ ایم او یو کرنے کا بتایا جس پر وزیراعظم بہت خوش ہوئے اور ایم او یو کرنے کی منظوری دی یہ بات چودھری کبیر خان نے یو ایم ٹی کے دورہ کے موقع پر ایم او یو دستخط کرنے کی تقریب کے دوران بتائی انہوں نے کہا کہ یو ایم ٹی ایک بڑا ادارہ ہے جس کے ساتھ ایم او یو کرنے سے نہ صرف سیاحت بلکہ ایجوکیشن کو بھی فروغ ملے گا انہوں نے کہا کہ پی ٹی ڈی سی نے ٹورازم ممبر شپ کلب بنایا ہے جس میں لوگوں کو ڈسکاونٹ دیں گے تاکہ زیادہ سے زیادہ لوگ ٹورازم کے لے آئیں ایم او یو پر ریگسٹر یو ایم ٹی ڈاکٹر حسن صہیب مراد اور پی ٹی ڈی سی کے میجنگ ڈائریکٹر چودھری کبیر خان نے دستخط کئے اس موقع پر ڈائریکٹر جنرل یو ایم ٹی عابد ایچ کے شیروانی، کرنل ظفر، چودھری زاہد ورائج، اود دیگر ذمہ داران موجود تھے ریگسٹر یو ایم ٹی ڈاکٹر حسن صہیب مراد نے کہا کہ کوالٹی ایجوکیشن کی وجہ سے اب سرکاری ادارے بھی یو ایم ٹی کے ساتھ مختلف شعبوں میں اشتراک کر رہے ہیں، پاکستان ٹورازم کے ساتھ ایم او یو سائن کرنے سے پبلک اور پرائیویٹ سیکٹر میں بہتری آئے گی۔ انہوں نے کہا کہ یو ایم ٹی پہلے ہی ہو سسٹیمیٹی مینجمنٹ میں ڈگری کورسز کو رارہی ہے۔ انہوں نے کہا کہ پوری دنیا پاکستان کو دیکھنا چاہتی ہے لیکن امن وامان نہ ہونے کی وجہ سے ٹورازم آگے نہیں بڑھ رہا۔ یو ایم ٹی اور پی ٹی ڈی سی مل کر پاکستان کا مثبت امیج پیش کرنے کے لے جہد و جہد کریں گے۔

پاکستان ٹورازم ڈیولپمنٹ کارپوریشن اور یو

ایم ٹی میں ”امن اور ٹورازم“ کے

سلوگن کے ساتھ ایم او یو پر دستخط

روزنامہ نوائے وقت

08 جولائی 2014

لاہور (پ) یونیورسٹی آف مینجمنٹ اینڈ ٹیکنالوجی اور پاکستان ٹورازم ڈیولپمنٹ کارپوریشن میں ”امن اور ٹورازم“ کے سلوگن کے ساتھ باہمی مفاہمت کی یادداشت کا معاہدہ طے پا گیا۔ ذرائع کے مطابق پی ٹی ڈی سی کی ٹیم نے میجنگ ڈائریکٹر چودھری کبیر خان کی قیادت میں وزیراعظم پاکستان سے ایک بریفنگ کے دوران ملاقات کی اور ان کو یو ایم ٹی کے ساتھ ایم او یو کرنے کا بتایا جس پر وزیراعظم بہت خوش ہوئے اور ایم او یو کرنے کی منظوری دی۔ یہ بات چودھری کبیر خان نے یو ایم ٹی کے دورہ کے موقع پر ایم او یو دستخط کرنے کی تقریب کے دوران بتائی۔ ایم او یو پر ریگسٹر یو ایم ٹی ڈاکٹر حسن صہیب اور پی ٹی ڈی سی کے میجنگ ڈائریکٹر چودھری کبیر خان نے دستخط کیے۔

کیا تعطیلات کیلئے جگہیں ختم ہو گئیں؟ اگر ہاں تو شمالی علاقہ جات کا یہ خوبصورت ترین کونہ ہو سکتا ہے کہ آپ کی نظروں میں اب تک نہ آیا ہو، یہ ہے شکر گلگت بلتستان کا ایک مقام ہے جہاں آپ ریت کے ٹیلوں سے سجھر اٹھی ڈھونڈ سکتے ہیں، جبکہ اس کے ساتھ ساتھ دریا اور جھاڑیاں بھی یہاں عام ہیں۔ سطح سمندر سے اٹھائیس سو میٹر بلندی پر واقع یہ وادی برف سے ڈھکی چوٹیوں کے درمیان گھری ہوئی ہے اور اس کے ساتھ میدان، سبزہ زار، جنگلات، چیری، سیب، لوکاٹ اور شہتوت سے لدے درختوں سمیت ٹھنڈے تازہ پانی کے چشمے یہاں ہر کونے میں موجود ہیں۔ ریکارڈز سے معلوم ہوتا ہے کہ یہ علاقہ چھوٹا بت کے نام سے بھی جانا جاتا تھا، مگر آج یہاں بدھ ثقافت کی ایک کڑی بھی نظر نہیں آتی، یہاں تک کہ مقامی

پاکستان کی خوبصورت مگر خفیہ وادی

ڈان نیوز

02 جولائی 2014

ہر سال کی طرح اس سال بھی ناروے کے دارالحکومت اوسلو میں دنیا کا سب سے بڑا فٹبال ٹورنامنٹ ناروے کپ منعقد ہو گا۔ یہ تو تھ ٹورنامنٹ ہر سال اگست کے پہلے ہفتے منعقد ہوتا ہے۔ اور اس میں 10 سے 19 سال کی عمر کے نوجوان حصہ لیتے ہیں۔ ناروے بھر سے اور دنیا کے تقریباً پچاس یا ساٹھ ممالک کے نوجوان جولائی کے آخری ہفتے میں اوسلو پہنچ جاتے ہیں۔ ان دنوں اوسلو کے ہوٹلوں اور شہر کے تمام اسکولوں میں نوجوانوں کی رہائش کا انتظام کیا جاتا ہے۔ دنیا کے اس سب سے بڑے تو تھ فٹبال ٹورنامنٹ کو ناروے کپ کے نام سے جانا جاتا ہے۔ ناروے کے نوجوان سارا سال اس کا شدت سے انتظار کرتے ہیں۔ ناروے کپ کا پہلی دفعہ انعقاد 1972 میں ہوا تھا۔ اس میں ہر سال 1400 سے لے کر 1600 ٹیمیں حصہ لیتی ہیں۔ ان دو ہفتوں میں اوسلو پبلک ٹرانسپورٹ میں تل دھرنے کی جگہ نہیں اور اضافی ٹرانسپورٹ چلائی جاتی ہے۔ سال 2014 میں منعقد ہونے والے اس فٹبال میلے کی خاص بات یہ ہے کہ اس میں پہلی بار پاکستان کی بھی نمائندگی ہوگی۔ کراچی سے تعلق رکھنے والے اسٹریٹ چلڈرن کی فٹبال ٹیم پاکستان کی نمائندگی کرے گی۔ یاد رہے کہ یہ وہ پہلے ہیں جو برازیل میں منعقد ہونے والے سٹریٹ چائلڈ ورلڈ کپ میں تیسری پوزیشن لے کر پاکستان کا نام روشن کر چکے ہیں۔ ان بچوں کی شمولیت کو ممکن بنانے کا تمام کریڈٹ نارویجن پاکستانی ڈاکٹر ٹیٹا شکفتہ کو جاتا ہے جنہوں نے شب و روز محنت سے ذاتی وسائل استعمال کر کے ان لاوارث بچوں کی شمولیت اور پاکستان کی نمائندگی کو ممکن بنایا۔ ناروے میں پاکستانی کمیونٹی کے دینی سماجی اور سیاسی حلقوں میں ڈاکٹر شکفتہ کی اس کاوش کو بہت سراہا گیا ہے۔ اور بہت سے حلقوں نے ہر ممکن تعاون اور مبارک باد اور خرچ تحسین کے پیغامات بھیجے ہیں۔ ڈاکٹر شکفتہ کا کہنا ہے کہ ان بے سہارا بچوں کی مدد کے لیے پاکستانی اور نارویجن کمیونٹی سے بھرپور تعاون پا کر مجھے بہت خوشی ہو رہی ہے۔ دوسری پاکستانی تنظیموں کے علاوہ اسلام آباد، راولپنڈی، ویلفیئر سوسائٹی ناروے نے بھی ان بچوں کے لیے ڈنر، ٹرائی اور تحائف کا اعلان کیا ہے۔ سوسائٹی کے صدر مرزا نور بیگ نے کہا ہے کہ یہ اہم ہے کہ یہ پاکستانی ٹیم بیچ بارے یا جیتے اہم ہے کہ ان کی شمولیت سے ان جیسے دوسرے بچوں کو حوصلہ ملے گا۔ پاکستان پیپلز پارٹی ناروے کے صدر چوہدری زمان نائب صدر اصغر شاہد، جنرل سیکرٹری مری ژا ذوالفقار نے بھی خوشی کا اظہار کرتے ہوئے یہ ممکن تعاون کا یقین دلایا ہے۔ ناروے کپ کی افتتاحی اور اختتامی تقریبات میں نارویجن حکومتی وزرا اور شاہی خاندان کی نمائندگی بھرپور طریقے سے ہوتی ہے۔ دنیا بھر سے آئے ہر رنگ ہر نسل کے بچے اور بڑے جب اس فٹبال میلے کا خوبصورت گیت دی لووی لیو مل کر گاتے ہیں تو نفرتوں کی دیواریں گرنے لگتی ہیں۔

عید کے بعد فنکاروں کا گریڈ ٹائٹل کے لیے فارم کریگا، فلم، ٹی وی اور تھیٹر کے بڑے فنکار شامل ہونگے، محبوب احمد لاہور (این این آئی) جیبر مین وی بی میڈیا لنڈن کے روح رواں معروف پرموٹر محبوب احمد نے کہا کہ پاکستانی ثقافت اور میوزک کو پوری دنیا میں متعارف کروانا میرا اولین مشن ہے، لنڈن سمیت پوری دنیا میں سینکڑوں میوزیکل شووز اور تھیٹر ڈرامے آرگنائز کر چکا ہوں میرا مقصد پاکستانی فنکاروں اور گلوکاروں کو دیار غیر میں متعارف کروانا ہے۔ لنڈن سے ٹیلی فون ”این این آئی“ سے خصوصی گفتگو کرتے ہوئے انہوں نے کہا کہ پاکستان کے تمام چوٹی کے فنکار میرے ساتھ کام کر چکے ہیں سینئرز کے ساتھ جونیئرز فنکاروں کو بھی وی بی میڈیا کی خصوصی اہمیت دیتا ہے مگر جونیئرز اور نئے فنکاروں کے کاغذات مکمل نہیں ہوتے جس کی وجہ سے نیو ٹیلنٹ بیرون ممالک میں اکثر ویزہ لینے میں ناکام رہتے ہیں۔ میوزک کے حوالے سے میرے ادارے ساؤنڈ ماسٹر نے میوزک کی بڑی خدمت کی ہے۔ محبوب احمد نے کہا کہ بڑے اداکاروں کو دیکھ کر عوام اور شائقین ڈرامہ تھک چکے ہیں نئے فنکاروں کو میدان میں آنا ہو گا۔ کمپیوٹر پر کام کرنے والے گلوکاروں کی عمر تھوڑی ہوتی ہے سچے اور خالص لائیو گانے والے فنکاروں کی قدر پوری دنیا میں ہے۔ ورشائل گلوکار سجاد علی میرے پسندیدہ گلوکار ہیں عید کے بعد فنکاروں کا گریڈ ٹائٹل کے لیے فارم کریگا جس میں فلم، ٹی وی اور تھیٹر کے بڑے فنکار شامل ہونگے۔

سٹاک ہوم (عارف کسانہ) سالانہ پاکستان میلہ مورخہ 2 اگست بروز ہفتہ کو حبسی کرکٹ گراؤنڈ سٹاک ہوم میں منعقد ہو رہا ہے۔ یہ سالانہ میلہ سویڈن میں پاکستانی ثقافت اور اتحاد کی علامت کے طور پر سامنے آیا ہے جو پانچ سال سے جاری ہے۔ میلہ میں پاکستانی کھانوں، کپڑوں، خواتین کے لیے جیولری اور مہندی لگانے کے سٹال اور دیگر سرگرمیاں شامل ہیں۔ اس موقع پر موسیقی، پاکستان کے مختلف علاقائی رقص، اسٹیج شو اور کئی دوسری سرگرمیاں شامل ہونے کے ساتھ داخلہ مفت ہو گا۔ میلہ انتظامیہ کمیٹی کے رکن زمان خان نے سویڈن کی پاکستانی کمیونٹی سے اپیل کی ہے کہ وہ اپنے سویڈش اور دیگر ممالک کے دوستوں کے ساتھ شرکت کریں۔

اٹلی کے ریجن ابروسو میں پسکارا شہر کے نواح اتری میں کیلاش تہذیب کی نمائش کا اہتمام کیا جا رہا ہے۔ اس نمائش میں کیلاش کلچر کے علاوہ پاکستانی

دنیا کا سب سے بڑا فٹبال میلہ۔ ناروے کپ اور پاکستان کی نمائندگی۔

<http://rawalnews.net/>

20 جولائی 2014

پاکستانی کلچر اور ثقافت کو پوری دنیا میں متعارف کروانا میرا مشن ہے، جیبر مین وی بی میڈیا لنڈن

<http://www.naikhabar.com.pk/>

19 جولائی 2014

سویڈن میں سالانہ پاکستان میلہ 2 اگست کو سٹاک ہوم کے علاقہ حبسی میں ہو گا۔

<http://www.urdufalak.net>

17 جولائی 2014

پسکارا میں کیلاش تہذیب کی نمائش کا اہتمام

کو بھی اس بارے میں آگاہی دی جائے تاکہ وہ ان علاقوں میں جانے سے احتیاط برتیں اور چند شہروں کیلئے توانہائی آگہی ہے کہ وہ ہرگز وہاں نہ جائیں۔ بد قسمتی سے ان شہروں میں تیسرا نمبر ہمارے ملک کے شہر پشاور کا ہے۔ دنیا کے ان شہروں میں سب سے پہلا نمبر لاطینی امریکہ کے ملک کولمبیا کے شہر کالی کا ہے۔ یہ ملک اور شہر جو شروع ہی سے سیاحوں کیلئے خطرناک ہو کر تاتھا اب خطرناک ترین ہو چکا ہے۔ یہاں کسی کی بھی جان محفوظ نہیں رہی، حتیٰ کہ خود وہاں کے باشندے بھی محفوظ نہیں رہے۔ اس ملک سے امریکہ کو ہر قسم کی ڈرگ سپلائی کی جاتی ہے اور وہاں ہزاروں لوگ اس کاروبار سے منسلک ہیں۔ ہر علاقے کی الگ مافیاں ہیں جو اس کو کنٹرول کرتی ہیں یہ لوگ آپس میں بھی ایک دوسرے کے رقیب بھی ہوتے ہیں۔ مرنامارنا تو ان کے بایں ہاتھ کا کھیل ہے۔ خود اس میں بڑے بڑے سرکاری افسران بشمول پولیس والے ان گروہوں کے سرپرست بن چکے ہیں۔ اربوں کھربوں ڈالر کی منشیات کا کاروبار ہوتا ہے۔ امریکہ اپنی ایجنسیوں کی مدد سے اس کاروبار کو ختم کرنا چاہتا ہے مگر آج تک اسے اس میں کامیابی نہیں ہو سکی۔ ایسا دوسرا بڑا میکسیکو کا شہر اکاپولکو ہے۔ یہ امریکہ کے سمندری ساحلوں سے ملتا ہوا ہے۔ بہت ہی خوبصورت سمندری ساحلوں کی وجہ سے اس ملک میں لاکھوں سیاح آیا کرتے تھے خصوصاً امریکہ اور کینیڈا کی سردیوں سے بچنے کیلئے یہاں کی دھوپ اور آب و ہوا بہترین ماحول سے بھرپور ہوتی تھی۔ آہستہ آہستہ اس شہر کو بھی میکسیکو کی دوسری ریاستوں کی طرح ڈرگ اور جوئے کی دکانیں گھیر لیا۔ یہاں بھی پولیس کی سرپرستی میں مافیائوں نے اس کاروبار کو وسعت دی۔ ایک طرف وہ کشتیوں کے ذریعے انسانوں کی کھپ امریکہ پہنچاتے تھے کیونکہ میکسیکو میں غربت بہت ہے۔ امریکہ کا شمار امیر ترین ممالک میں ہوتا ہے۔ نوکری اور کاروبار کی خاطر میکسیکو کے لاکھوں باشندے غیر قانونی طور پر امریکہ کی نزدیکی ریاستوں میں اسمگل ہوتے ہیں۔ الغرض اب امریکیوں کو میکسیکو کے اس ساحل پر جانے کی ممانعت ہو چکی ہے۔ کیونکہ وہاں سیاحوں کو آسانی سے نوجوان لڑکیوں کے جال میں پھنسا کر لوٹا جاتا ہے اور اکثر لوگ اس کاروبار میں ملوث لوگوں کی آپس کی لڑائی میں بے موت بھی مارے جاتے ہیں۔ پولیس بھی بے بس ہے یہاں پولیس والوں کو اتنی تنخواہیں نہیں ملتیں جتنی غیر قانونی کاروبار کرنے والے انہیں رشوت دیتے اور بچ جاتے ہیں۔ تیسرا خطرناک شہر پشاور کو قرار دیا گیا ہے جس کا تعلق پاکستان سے ہے جس کے متعلق سیاحوں کو آگاہ کیا گیا ہے کہ یہاں کے باشندے اگرچہ بہت مہمان نواز ہیں مگر یہاں دہشت گرد خود کش حملہ کرتے ہیں جس کی لپیٹ میں معصوم شہری اور سیاح بھی آ جاتے ہیں۔ طالبان غیر ملکی سیاحوں سے نفرت کرتے ہیں۔ وہ ہر سفید فام کو امریکن یعنی اپنا دشمن سمجھتے ہیں اور جان سے مارنے سے بھی باز نہیں آتے۔ اغواء برائے تاوان بھی یہاں عام ہے۔ پورے شہر میں ڈر اور دہشت کا راج ہے۔ حکومت اس کا خود نشانہ ہے اور لاچار ہے۔ شہر اکثر دھماکوں سے گونجتا رہتا ہے۔ اب یہ سیاحوں کی جنت نہیں رہا۔ چوتھا بڑا شہر ویزویلا کا دارالحکومت ہے جہاں لا تعداد یونیورسٹیاں ہیں۔ ایک زمانے میں دنیا بھر سے طلباء اس پڑھ لکھے شہر میں تعلیم حاصل کرنے آتے تھے اور یہ سیاحوں سے بھی بھرا ہوا تھا۔ ویزویلا کے سابق صدر کے جانشین ہو گونڈواویز کی موت کے بعد لاء اینڈ آرڈر کنٹرول کرنے میں بری طرح ناکام رہے۔ وہ سابق امریکی صدر بش کے شدید ترین ناقد تھے اور انہیں ہر جگہ برا بھلا سنانے سے بھی باز نہیں آتے تھے۔ بد قسمتی سے وہ نوجوانی میں کینسر سے فوت ہو گئے۔ اب ان کے جانشین دہشت گرد دی، سیاحوں کو لوٹ کر جان سے مارنے سے بھی باز نہیں آتے، لہذا اب سیاحوں کو اس شہر سے بھی دور رہنے کا مشورہ دیا جاتا ہے۔ پانچویں ملک کا تعلق بھی لاطینی امریکہ کے ہنڈارس کے شہر ڈسٹرکٹ ٹوسنٹرل سے ہے۔ یہ تین شہروں کو ملا کر بنایا گیا ایک بڑا شہر ہے۔ بہت چھوٹا ملک غربت اور تعلیمی طور پر جہالت کا شکار ہے۔ یہاں بھی ڈرگ کے علاوہ ہر طرح کا غیر قانونی کاروبار عام ہے اور سیاحوں کی جانوں سے کھیل کر انہیں دن دھاڑے لوٹا عام سی بات ہے۔ لہذا قانون بے بس ہے۔ اس لیے سیاحوں کو منع کیا جاتا ہے۔ چھٹا شہر صنعاء ہے جس کا تعلق ملک یمن سے ہے۔ یہ افریقہ اور خلیجی ممالک کے درمیان ہے۔ اس شہر کی خوبصورتی کی وجہ اس کی پرانی دلکش عمارتیں تھیں۔ جن کو دیکھنے دور دور سے سیاح آتے تھے۔ اب یہ شہر آپس میں متحارب گروپوں کی جنگ کی وجہ سے غیر محفوظ ہو چکا ہے۔ خصوصی طور پر امریکہ نے بہت کوشش کی کہ اس شہر کو لا قانونیت اور قتل و خون سے بچانے کی مگر حکومت دشمن عناصر بے لگام ہو کر قتل و غارت گری سے باز نہیں آتے۔ اس لئے سیاحوں کو غیر محفوظ سمجھ کر انہیں وہاں جانے سے منع کیا جا رہا ہے تاکہ وہاں دوبارہ امن و امان بحال نہ ہو جائے۔ ساتواں ملک برازیل کے شہر میکاؤ ہے۔ یہ دنیا کے چودہ خطرناک شہروں میں شمار ہوتا ہے۔ جس کی آبادی کے ہر لاکھ باشندوں میں سے 135 افراد ہر سال موت کے منہ میں چلے جاتے ہیں۔ اور سیاحوں کا تو یہاں زندہ بچنا بھی معجزہ ہوتا ہے۔ یاد رہے برازیل وہی ملک ہے جہاں اس سال فٹ بال کا ورلڈ کپ کھیلا گیا ہے اور بد قسمتی سے خود برازیل فٹ بال کاسب پر اناریکارڈ ہولڈر ہونے کے باوجود دسات گول کا خرم دوبارہ کھا کر ورلڈ کپ سے باہر ہو گیا۔ باقی 3 ممالک میں سے صومالیہ کے شہر موگادیشو، لبنان کا شہر بیروت اور کینیا کے شہر نیروبی بھی آپس کی خانہ جنگی کی وجہ سے غیر محفوظ ہو چکے ہیں۔ یہاں بھی سیاحوں کو جانے سے منع کیا جاتا ہے۔

میں منائی ہے۔ پاکستان میں اقلیتوں کے لیے اس مرتبہ عید کا دن کوئی اچھی خبریں نہیں لے کر آیا۔ اتوار کے روز گوجرانوالہ میں مبینہ طور پر فیس بک پر توہین آمیز مواد شائع کرنے کے الزام کے بعد احمدی کمیونٹی کے متعدد گھروں کو نذر آتش کر دیا گیا تھا۔ اس واقعے میں ہلاک ہونے والے تین افراد کو منگل کے روز چناب نگر کے علاقے میں سپرد خاک کر دیا گیا۔ اپنی والدہ اور دو بیٹیوں کی تدفین کے بعد احمدی شہری محمد یونس نے بتایا کہ اس عید پر وہ اپنی بیٹیوں اور والدہ سے محروم ہو گیا ہے، ”تمام احمدی لوگ گوجرانوالہ کے متاثرہ علاقوں کو چھوڑ چکے ہیں، وہاں پولیس کا پیرا ہے، چھ نامزد ملزمان سمیت سینکڑوں افراد کے خلاف دہشت گردی اور قتل کی دفعات کے تحت مقدمہ درج کر کے دو افراد کو حراست میں لیا جا چکا ہے۔ ہم نے زخیب کو بھی گوجرانوالہ سے چناب نگر شفٹ کر دیا ہے، جہاں میری بہن کی حالت کافی تشویشناک ہے۔ پاکستان میں انسانی حقوق کے کمیشن کے سابق سربراہ اور تجزیہ نگار ڈاکٹر مہدی حسن نے کو بتایا کہ پاکستان میں شدت پسندی کے بڑھتے ہوئے اثرات کی وجہ سے اقلیتیں اپنے آپ کو محفوظ نہیں سمجھتی ہیں۔ ان کے بقول پاکستانی میڈیا ایک مخصوص ذہنیت اور بعض اوقات خوف کی وجہ سے اقلیتوں کو درپیش صورتحال کو درست طریقے سے سامنے نہیں لاتا۔ ان کے بقول ماضی میں اقلیتی عبادت گاہوں پر حملوں کے واقعات کی انکوائریوں کے نتائج بھی عوام کے سامنے نہیں لائے گئے۔ پاکستان کے پہلے سکھ پارلیمنٹیرین اور حکمران جماعت کی طرف سے رکن پنجاب اسمبلی سردار رمیش سنگھ اروڑہ نے گوجرانوالہ کے واقعے کی شدید مذمت کی تاہم ان کا کہنا تھا کہ اس ایک واقعے کی وجہ سے پورے ملک کے بارے میں منفی رائے قائم کرنا درست نہیں ہو گا۔ ان کے بقول پنجاب کے چیف منسٹر اس واقعے کا نوٹس لے چکے ہیں اور قومی امکان ہے کہ قصور واروں کو سزا ضرور ملے گی۔ ان کے خیال میں اس واقعے کے بعد عالمی سطح پر پاکستان کے حوالے سے اچھا پیغام نہیں گیا۔ انہوں نے ایسے واقعات سے بچنے کے لیے بین المذاہب مکالموں کے انعقاد کی ضرورت پر زور دیا۔

### پروفیشنل کبڈی لیگ کے اس میلے میں آٹھ ٹیموں کے درمیان مقابلوں کا آغاز 26 جولائی سے ہو رہا ہے

لاہور (آن لائن) بھارت میں ہونیوالی پروفیشنل کبڈی لیگ میں شرکت کے لیے پاکستانی کھلاڑیوں کو ویزے ملنے کے بعد کھلاڑی واپس کے راستے بھارت روانہ۔ انڈین پریمیر لیگ کی طرز پر شروع ہونیوالی کبڈی لیگ میں پاکستانی پہلوان بھی اپنی صلاحیتوں کے جوہر دکھائیں گے۔ پروفیشنل کبڈی لیگ کے اس میلے میں آٹھ ٹیموں کے درمیان مقابلوں کا آغاز 26 جولائی سے ہو رہا ہے۔ جس کے لیے قومی کھلاڑی براستہ واپس بارڈر بھارت روانہ ہوں گے۔ لیگ میں پاکستان کی جانب سے چھ کھلاڑی نمائندگی کر رہے ہیں۔ ٹورنامنٹ میں ناصر علی بالی ووڈ اداکار اہیشک بچن کی ٹیم سے پورپنک پینتھرز میں شامل ہیں و سیم سجاد کو پٹنی پائریٹس کی ٹیم کا حصہ بنایا گیا ہے۔ پروفیشنل کبڈی لیگ کی فریجنز ٹیلگو ٹائٹنز میں دو پاکستانی پلیئرز کو شامل کیا گیا ہے۔ عاطف وحید اور واجد علی ٹورنامنٹ میں جوڑ توڑ دکھائیں گے۔ کبڈی لیگ میں کاشف رزاق اور حسن رضا بھی بہترین پرفارمنس دکھانے کے لیے پرعزم ہیں۔

موجودہ صورتحال کی وجہ سے اب دنیا بھر کے باشندے دہشت گردی کی لپیٹ میں آچکے ہیں۔ شاید ہی کوئی ملک اب بچا ہو جہاں یہ دہشت گرد اپنی کارروائیاں نہ کر رہے ہوں۔ کہیں کم اور کہیں بہت زیادہ۔ حتیٰ کہ اب تو وہ ممالک بھی سرفہرست ہیں جہاں 30، 40 سالہ تک برسر اقتدار حکمرانوں سے نجات پانے والے باشندے اب آپس میں لڑ بھر رہے ہیں اور معصوم عوام ان کا نشانہ بن رہے ہیں۔ اس میں سرفہرست عراق، شام، لیبیا، مصر، صومالیہ، اور سوڈان ہیں اور یہ تمام مسلمان ممالک ہیں۔ عراق میں صدام حسین نے ایک عرصہ تک طاقت کے زور پر عوام کو قابو کر رکھا مگر زوال آیا تو بے بسی کے عالم میں انہیں پھانسی دے دی گئی۔ جس کے بعد امریکہ نے اپنے من پسند افراد کو اقتدار کی مسند پر بٹھادیا، مگر اس کے بعد سے عراق بم دھماکوں، کشت و خون میں آج تک ڈوبا ہوا ہے۔ اب تشدد کی ایک نئی لہر شام سے نکل کر اب عراق کی سرحدوں کو عبور کر چکی ہے اور ایسا کرنے والے خلافت کے نام پر اب ہر مسلمان ملک کو اپنی لپیٹ میں لینے کا اعلان کر چکے ہیں۔ ان ملکوں میں پاکستان بھی شامل ہے۔ ہماری افواج ملک میں دہشت گردوں کے خلاف وزیرستان میں ملک کی سلامتی کی جنگ لڑ رہی ہیں مگر حالات کس نہج تک جاتے ہیں کچھ پتہ نہیں۔ سوچنے کی بات یہ ہے کہ کون ان تنظیموں کے لئے اسلحہ اور دولت کے انبار لگا رہا ہے۔ انٹرنیٹ پر خبروں کی تلاش کے دوران میں نے سیاحوں کے لئے اطلاع کے حوالے سے ایک چونکا دینے والی خبر پڑھی کہ سیاح دنیا کے ان 10 شہروں میں جانے سے گریز کریں۔ سیاحت کے حوالے سے مختلف ملکوں کے ادارے اپنے سیاحوں کو دہشت گردی سے بچانے کیلئے مختلف ذرائع سے آگاہی دیتے رہتے ہیں۔ یہ ہدایت امریکہ اور کینیڈا کے ٹورزم کی طرف سے تھی۔ تو میں نے سوچا ہمارے پاکستانی باشندے بھی روزگار کی تلاش میں دنیا میں ہر جگہ پھیلے ہوئے ہیں اس لئے یہ مناسب ہو گا۔ پاکستان سے باہر جانے والوں

بھارت میں ہونیوالی پروفیشنل کبڈی لیگ میں شرکت کے لیے پاکستانی کھلاڑیوں کو ویزے ملنے کے بعد کھلاڑی واپس کے

راستے بھارت روانہ

<http://www.naikhbar.com.pk/>

26 جولائی 2014

سیاحوں کیلئے دنیا کے 10 خطرناک اور غیر محفوظ شہر

<http://urdu.alarabiya.net/>

20 جولائی 2014



## سرخیاں

## تفصیلات

نوجوان پاکستانی خاتون کو وہیپا کا ایک اور ریکارڈ

<http://www.dw.de/>

31 جولائی 2014

پاکستانی کو وہیپا 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 ثمنینہ 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 کو وہیپا مرزا علی بیگ اور ثمنینہ خیال بیگ بھائی بہن ہیں۔ اس کو وہیپا جوڑی نے گزشتہ دنوں روس کے بلند ترین پہاڑ البروز پر سبز ہلالی پرچم لہرایا۔ خاص بات یہ ہے کہ اس کارنامے کے بعد ثمنینہ بیگ سات براعظموں میں سات بلند ترین چوٹیوں کو سر کرنے والی پہلی پاکستانی خاتون کو وہیپا ہونے کا اعزاز بھی اپنے نام کر گئیں ہیں۔ ڈوبے چلے سے خصوصی گفتگو کرتے ہوئے ثمنینہ بیگ نے بتایا کہ انہوں نے آٹھ ماہ کے مختصر عرصے میں سات چوٹیاں سر کرنے کا مشن مکمل کیا۔ ہم لوگوں کا مشن تھا ایڈوینچر ڈیپو میسی۔ 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۔ ثمنینہ 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 دیئے ہیں اسی طرح دوسری خواتین کو بھی دیئے جائیں تو وہ بھی زندگی میں کامیابیوں کے ایسے پہاڑ سر کر سکتی ہیں۔ یاد رہے کہ ثمنینہ بیگ نے پاکستان کے لیے یہ تاریخی کامیابی صرف 23 برس کی عمر میں حاصل کی ہے۔ اس سے قبل ثمنینہ 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 الاسکا میں 6168 میٹر بلند چوٹی، مکس 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، کارمشینسیر پیراڈ اور دسمبر میں ارجنٹائن کی بلند ترین چوٹی آکوٹکا کو بھی سر کیا۔ ثمنینہ کے ساتھ یہ چوٹیاں سر کرنے والے ان کے بھائی مرزا علی کے مطابق کو وہیپائی کے اس طرح کے ایڈوینچر 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 میں اس کی فلم بناتا 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 آرہے ہیں اور سیاحت فروغ پا رہی ہے۔ اس کارنامے کے بعد کو وہیپا بھائی بہن کی یہ جوڑی جھڑت 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 ثمنینہ چاہتے ہیں کہ ملک میں سرمائی کھیلوں یا ”ونٹر گیمرز“ کی تربیت اور انہیں فروغ دینے کے لیے ایک ادارہ قائم کریں۔ ہم پاکستان میں ایک ایسا ادارہ بنانا چاہتے ہیں جس کے ذریعے ہم ونٹر سپورٹس کے لیے کھلاڑی پیدا کر سکیں اور ونٹر اولمپکس کے لیے کھلاڑی تیار کر سکیں۔ کیونکہ ان مقابلوں میں پاکستان 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۔

پاکستانی عید: خوشی اور غم۔

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

29 جولائی 2014

پاکستان میں آج سرکاری طور پر عید الفطر منائی گئی۔ اس حوالے سے ملک بھر میں عید کے بڑے بڑے اجتماعات ہوئے لیکن اس کے ساتھ ہی احمدی کمیونٹی اور وزیرستان آپریشن کی وجہ سے نقل مکانی کرنے والے لاکھوں افراد رنجیدہ نظر آئے۔ عید الفطر کے موقع پر ملک کے مختلف حصوں میں متفرق قسم کے جذبات دیکھنے میں آئے۔ بیشتر علاقوں میں مسلمان شہریوں نے خوشیاں منائیں، انہوں نے عید کا دن دعوتوں میں شرکت کرنے، تفریحی مقامات کی سیر کرنے، دوستوں اور رشتہ داروں سے میل ملاقاتوں میں گزارا۔ صوبہ خیبر پختونخوا کے کئی علاقوں میں گزشتہ روز عید منانے والے لوگوں کے لیے منگل ٹروکادان تھا۔ اس مرتبہ عید کے موقع پر ملک کے قبائلی علاقوں میں عسکریت پسندوں کے خلاف کیے جانے والے آپریشن کے اثرات بڑے نمایاں تھے، تقریباً دس لاکھ آئی ڈی بیزن نے اپنے گھروں سے دور عید منائی۔ ان کے ساتھ عید منانے کے لئے پاکستان تحریک انصاف کے سربراہ عمران خان خاص طور پر بنوں گئے تھے۔ پاکستانی فوج کے سربراہ جنرل راجیل شریف نے بھی منگل کا دن شمالی وزیرستان میں گزارا اور آپریشن میں شریک جوانوں کے ساتھ عید منائی۔ یہ بات بھی قابل ذکر ہے کہ پاکستان کے وزیر اعظم نے عید سعودی عرب



# COMMON OPERATING PICTURE FOR DISASTER MANAGEMENT

[www.immap.org](http://www.immap.org)



Humanitarian Informatics, Training, Information Management, GIS,  
Disaster Management, Coordination, Communications &  
Reporting, Information Analysis



[www.dhrpakistan.pk](http://www.dhrpakistan.pk)   [www.srfpakistan.pk](http://www.srfpakistan.pk)   [www.nocpakistan.pk](http://www.nocpakistan.pk)   [www.geopakistan.pk](http://www.geopakistan.pk)   [www.ossispakistan.pk](http://www.ossispakistan.pk)  
[www.himpakistan.pk](http://www.himpakistan.pk)   [www.dearsir.pk](http://www.dearsir.pk)

<http://www.facebook.com/immap.org>

# ٹوریزم بلیٹن

اگست 2014ء، شماره 2، نمبر 8

## بلیٹن میں شامل سرخیاں

53	نوجوان پاکستانی خاتون کوہ پیما کا ایک اور ریکارڈ	53-48	اردو نیوز
53	پاکستانی عید خوشی اور خم	46-36	اردو نقشہ جات
53	بھارت میں ہونے والی پروفیشنل کبڈی لیگ میں شرکت کے لیے پاکستانی	31-35	ٹوریزم ڈائریکٹری
52	کھلاڑیوں کو ویزے ملنے کے بعد کھلاڑی واہگہ کے راستے بھارت روانہ	29-30	آرٹیکلز
52	سیاحوں کیلئے دنیا کے 10 خطرناک اور غیر محفوظ شہر	15,19-28	انگریزی نقشہ جات
50	دنیا کا سب سے بڑا اظہال میلہ - داروے کپ اور پاکستان کی نمائندگی	16-18	ضلعی پروفائلز - ملتان
50	پاکستانی کلچر اور ثقافت کو پوری دنیا میں متعارف کروانا میرا مشن ہے، چیلر مین وی بی میڈیالینڈن	13-14	ضلعی پروفائلز - گواندر
50	سوئٹن میں سالانہ پاکستان میلہ 2 اگست کو سٹاک ہوم کے علاقہ حسینی میں ہوگا	2-10	انگریزی نیوز
50	پسکارامیں کیلاش تہذیب کی نشاں کا اہتمام		

• گواندر سیاح کی رہنمائی کا نقشہ • ملتان سیاح کی رہنمائی کا نقشہ • ملتان کے ثقافتی ورثے  
• باغ جناح لاہور کا نقشہ • لاہور تاریخی مقامات • سلسلہ کوہ مارگلہ اسلام آباد  
• راول جھیل - اسلام آباد • کراچی سیاح کی رہنمائی کا نقشہ • پشاور کے ثقافتی ورثہ کا نقشہ

## نقشہ جات



Solutions in Time  
www.solutionsintime.com



USAID  
FROM THE AMERICAN PEOPLE

طائر اس پانچ سالہ

ISSN 2323-1335  
b:info@news.com, +9221-3515108



www.immap.org