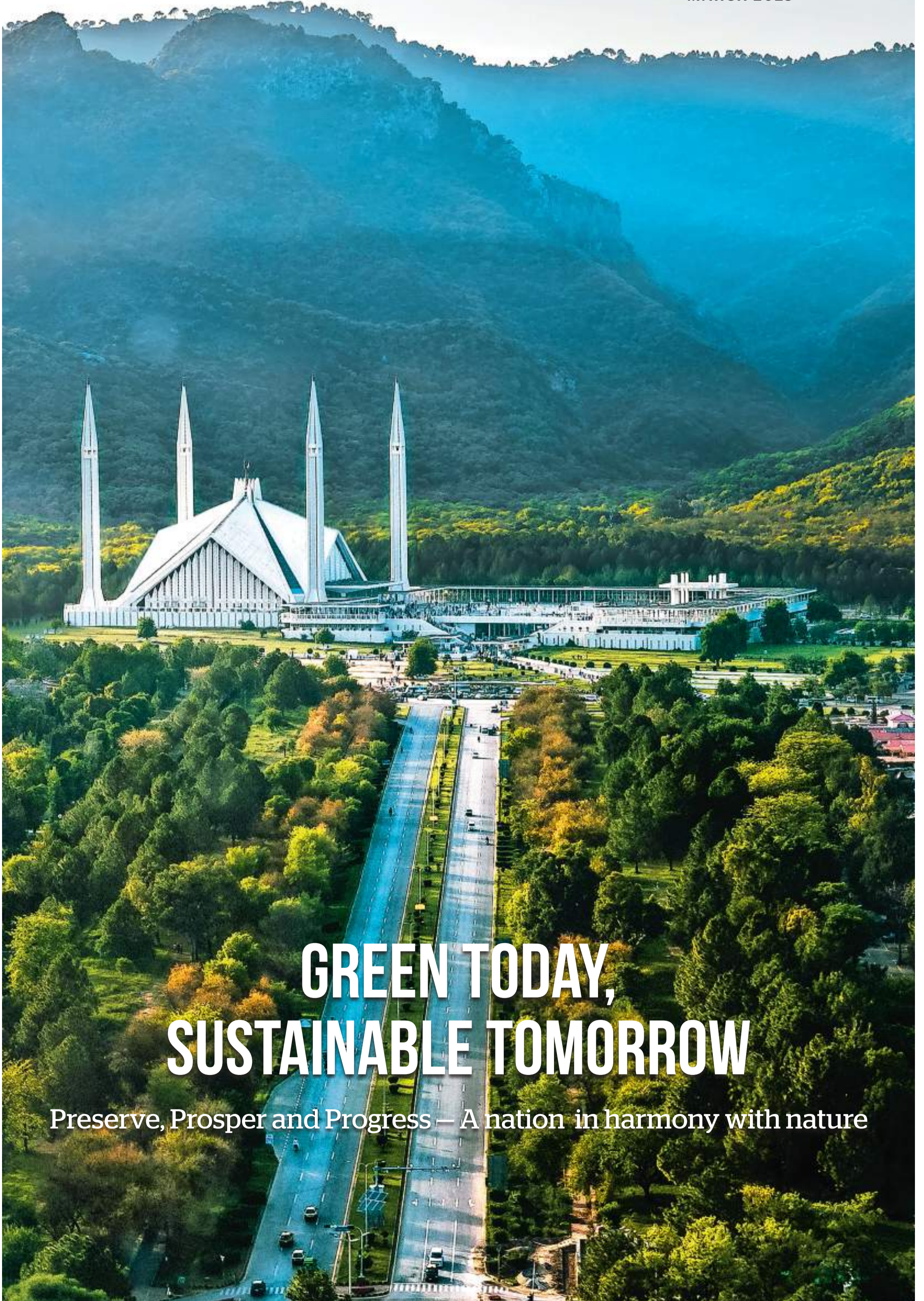


RESOLUTION DAY OF **Pakistan**

MARCH 2025



GREEN TODAY, SUSTAINABLE TOMORROW

Preserve, Prosper and Progress – A nation in harmony with nature

MESSAGES



Asif Ali Zardari
President
Islamic Republic of Pakistan

well as the global community, based on mutual respect and shared prosperity. At the same time, we remain steadfast in defending our sovereignty and territorial integrity. Our armed forces and law enforcement agencies have made immense sacrifices to protect our homeland, and we salute their bravery and dedication.

On this day, we reaffirm our steadfast support for the people of Jammu and Kashmir and Palestine, who continue their struggle for self-determination. Pakistan urges the international community to take immediate and decisive steps to ensure the implementation of UN Security Council resolutions, allowing the people of Kashmir and Palestine to decide their future.

The road ahead is challenging, but not impossible. The same spirit that led to the creation of Pakistan can propel us toward a brighter tomorrow. The true strength of Pakistan lies in its people — their resilience, hard work, and patriotism have carried this nation through the toughest of times. I urge every Pakistani to rise above differences, reject division and negativity, and work together to build a prosperous, inclusive, and just Pakistan.

Let us honour the sacrifices of our heroes by shaping a strong, united, and prosperous Pakistan.

I congratulate the entire nation on Pakistan Day. Pakistan has been established after great sacrifices and untiring efforts of our founding fathers and workers of the Pakistan Movement.

Today, we face significant political, economic, and security challenges. In today's world, Pakistan must navigate complex realities, tackle economic pressures, and pursue sustainable development. At the same time, we continue to confront the menace of terrorism and our brave Armed Forces are making immense sacrifices to safeguard our homeland.

Yet, we also possess the potential to overcome these challenges and emerge stronger. The spirit of the Pakistan Resolution reminds us that Unity, Faith, and Discipline should be our guiding principles for success. We should focus on strengthening national security, revitalising the economy, advancing agriculture, ensuring energy security, and creating opportunities for our youth. We must invest in healthcare and social welfare to ensure no Pakistani is left behind.

Following a foreign policy under the guidelines given by the Father of the Nation, Pakistan continues to advocate for peaceful coexistence, regional stability and mutual cooperation. We are determined to build stronger relationships with our neighbours as



Muhammad Shehbaz Sharif
Prime Minister
Islamic Republic of Pakistan

turnaround. Our armed forces, law enforcement agencies, and security personnel continue to safeguard Pakistan's sovereignty and stability with great valour. We salute our martyrs who laid down their lives in the line of duty, embodying the spirit of sacrifice to ensure that our nation remains strong, united, and prepared for any challenge. This year, Pakistan Day falls in Ramadan, a month of deep spiritual reflection, self-discipline, and renewed commitment to faith. It is a time that reinforces our collective will and serves as a powerful reminder of the values of sacrifice and perseverance — principles embedded in our nation's very foundation.

Our nation has been blessed with immense potential, and with the right policies, dedicated efforts, and national unity, we can achieve economic prosperity, uphold social justice, and secure our rightful place among the nations of the world.

No challenge is insurmountable, no adversity too great, if we stand united in our purpose and committed to our ideals. With determination, hard work, and a shared vision, we will continue to build a stronger, more prosperous, and progressive Pakistan.

Pakistan Paindabad!

Heartfelt greetings to all Pakistanis on this momentous day of national celebration!

This day stands as a defining moment in the history of South Asia's Muslims. Eighty-five years ago, on March 23rd, the visionary Muslim leadership of the subcontinent united with an unwavering resolve to lay the foundation for an independent homeland. Guided by the inspiring leadership of Quaid-e-Azam Muhammad Ali Jinnah, they envisioned a state where Muslims could live with dignity, freedom, and self-respect—a land shaped by their aspirations and values.

On this landmark day in 1940, the Lahore Resolution set the course for that vision. Just seven years later, on August 14, 1947, Pakistan emerged as an independent nation, a testament to the unyielding spirit, perseverance, and sacrifices of our forefathers.

Over the decades, Pakistan has shown extraordinary strength. From an emerging nation to a nuclear power, our journey has been shaped by perseverance and unwavering determination. Yet, this is not where we stop. It will take steadfast will, tireless effort, and a collective vision to transform Pakistan into the nation envisioned by our founding father, Muhammad Ali Jinnah.

This past one year, we have set Pakistan's economy on a path to sustained growth, driven by bold reforms, prudent policies, and the resilience of our people. With inflation steadily declining, investor confidence rising, and key economic indicators improving, we have strengthened our macroeconomic fundamentals and are now aiming for a higher growth trajectory. Global financial institutions and rating agencies recognise this

Pakistan and UAE Unlock New Business, Investment Opportunities

Both nations share a robust and multifaceted relationship, spanning diplomatic, economic, and cultural ties

■ **Muzaffar Rizvi**

PAKISTAN and the UAE continue to deepen their economic partnership through enhanced collaboration in key sectors, including banking, mining, infrastructure development, and logistics, with growing interest in renewable energy, hospitality, and tourism, says a top diplomat.

Pakistan Ambassador to UAE Faisal Niaz Tirmizi said both countries aim to diversify trade and investment avenues, foster business partnerships, and leverage strategic complementarities to achieve sustainable economic growth and mutual prosperity.

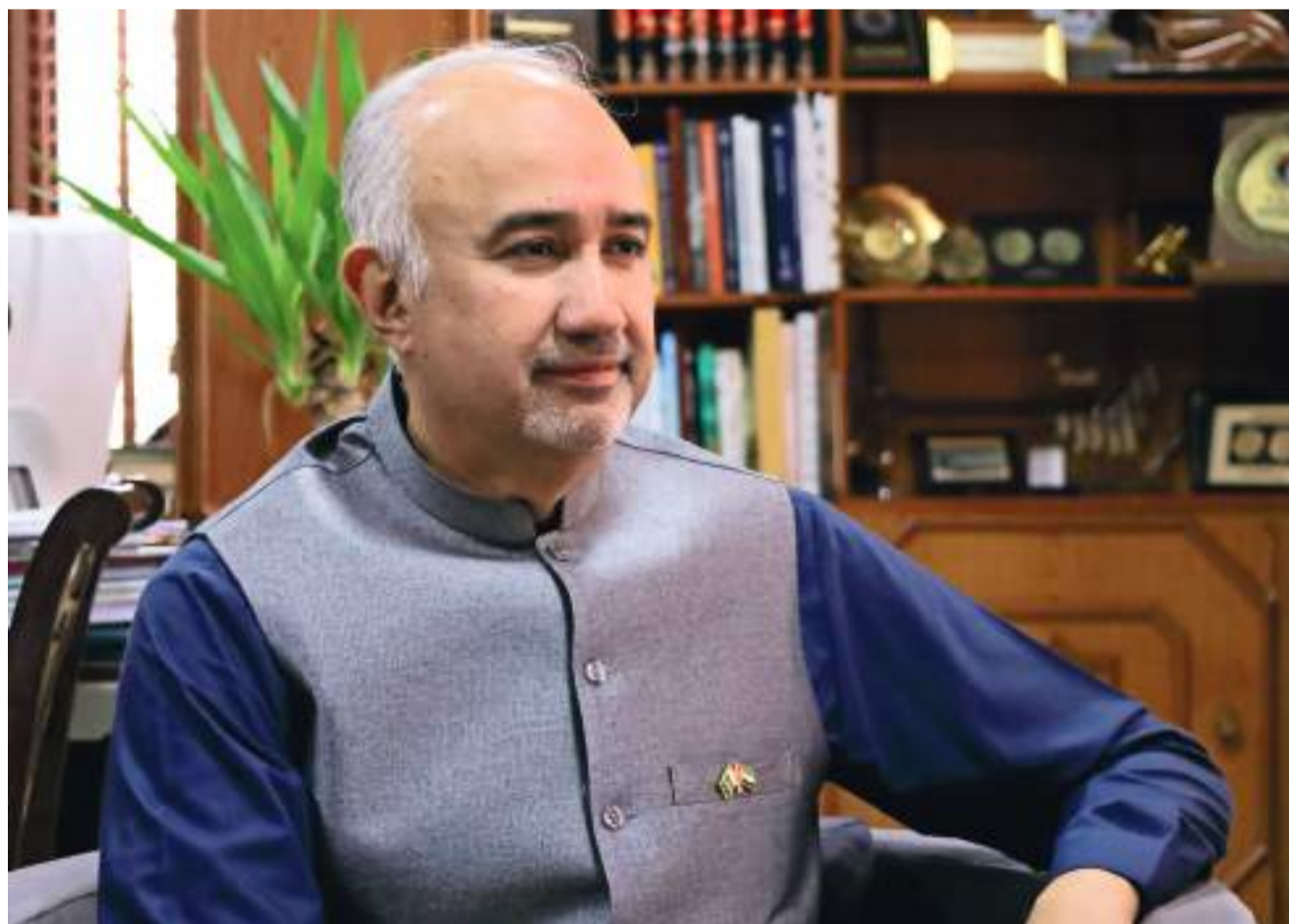
"Both nations have signed multiple agreements to bolster cooperation in banking, mining, infrastructure development, and railways. Several Memoranda of Understanding (MoUs) are in the pipeline, covering multiple areas such as food security, science and technology, artificial intelligence (AI), tourism and culture. These agreements aim to deepen collaboration in emerging sectors and foster innovation-driven partnerships between Pakistan and the UAE," Tirmizi told Khaleej Times during an exclusive interview.

The ambassador said Pakistan and the UAE share a robust and multifaceted relationship, spanning diplomatic, economic, and cultural ties. He noted that the UAE is Pakistan's largest trading partner in the Middle East and the third largest globally, reflecting the depth of our economic engagement. Additionally, the UAE is a vital source of remittances, thanks to the significant Pakistani expatriate community residing there.

He also observed that the recent exchange of high-level delegations underscores the commitment of both nations to strengthening bilateral relations. Prime Minister Shehbaz Sharif's participation in the World Governments Summit in February 2025, followed by the visit of Sheikh Khaled bin Mohamed Al Nahyan, Crown Prince of Abu Dhabi, along with a high-level delegation, highlights the mutual focus on enhancing economic cooperation and investment opportunities.

"As a result of these engagements, bilateral trade has grown by 28 per cent during the first eight months of the current financial year compared to the same period last year. This growth reflects expanding collaboration in key sectors such as infrastructure development, mining technology, and banking and finance," he said.

During the visit of Sheikh Khaled bin Mohamed bin Zayed Al Nahyan on February 27, 2025, both countries signed multiple MoUs to bolster cooperation in banking, mining, infrastructure development, and railways. This follows an earlier milestone on November 8, 2024, when four MoUs were signed between



Faisal Niaz Tirmizi
Pakistan Ambassador to the UAE

VISITING THE UAE: MUST THINGS TO DO

Pakistan Ambassador to UAE Faisal Niaz Tirmizi has advised Pakistanis to do their research work before visiting the UAE to explore job or business opportunities or to enjoy the emirate's hospitality and tourism sites.

The ambassador suggested a comprehensive guidelines to facilitate the countrymen planning to visit the UAE.

■ **RESEARCH THOROUGHLY:** Job seekers should research their desired roles, skill requirements, and market trends. Upskilling is essential to meet the demands of the UAE job market.

■ **VERIFY CREDENTIALS:** Ensure the authenticity of visas, employers, and job offers through relevant authorities and Pakistan's Mission in the UAE.

■ **UNDERSTAND LOCAL LAWS:** Familiarise yourself with UAE's labour, immigration, civil, and business laws, as well as cultural norms and sensitivities.

STAY INFORMED: Be aware of cyber laws and social media regulations to avoid unintended violations.

"It is important to mention here that we have developed a 14-minute comprehensive tutorial video to help Pakistani expatriates living in UAE or intending to come here for employment or visit. This video has all the requisite information and details including Dos and Donts," Tirmizi said.
<https://www.facebook.com/share/v/1Qdax7Av/?mibextid=wwXifr>

Abu Dhabi Ports Group and Pakistan's Ministries of Maritime Affairs, Aviation, Railways, and the Federal Board of Revenue. These agreements focus on enhancing collaboration in customs operations, rail connectivity, airport infrastructure, maritime shipping, and logistics.

Further strengthening logistics ties, DP World and Pakistan's National Logistics Corporation (NLC) launched the first feeder shipping service between Dubai's Jebel Ali Port and Karachi in January

2025, streamlining trade and cargo movement between the two countries.

The ambassador said several sectors hold significant potential for boosting UAE-Pakistan trade and investment:

■ **Shipping and Logistics:** Leveraging the strategic locations of both countries as regional trade hubs.

■ **Banking and Financial Services:** Expanding collaboration in fintech, Islamic banking, and investment financing.

■ **Mining:** Tapping into Pakistan's vast untapped mineral resources.

■ **Healthcare:** Exploring joint ventures in hospital management, pharmaceuticals, and medical tourism.

■ **Railways and Aviation:** Enhancing infrastructure development and operational efficiencies.

"By strengthening partnerships in these areas, Pakistan and the UAE can unlock new avenues for mutual growth and prosperity," he said.

OVERSEAS PAKISTANIS ROLE Tirmizi, an experienced diplomat, said the Pakistani community in the UAE plays a pivotal role in Pakistan's economy, with remittances exceeding \$5 billion last year.

"We anticipate this figure will reach \$6 billion this year. To send remittances through official channels, the Pakistani Missions in the UAE, in collaboration with the State Bank of Pakistan, National Bank of Pakistan, and exchange companies, regularly conduct awareness sessions," he said.

The government has also launched the Sohni Dharti Remittance Programme, a point-based loyalty initiative offering incentives such as duty payments, fee waivers for passport/NICOP, school fee payments at OPF schools, and discounts on PIA air tickets and extra luggage charges. These measures are expected to further increase remittance inflows in the coming years.

About the pension scheme for Pakistanis working abroad, the ambassador said the State Bank of Pakistan (SBP), in

Both nations have signed multiple agreements to bolster cooperation in banking, mining, infrastructure development, and railways. Several MoUs are in the pipeline, covering multiple areas such as food security, science and technology, artificial intelligence, tourism and culture."

collaboration with Roshan Digital Account (RDA) banks, has introduced the Roshan Pension Plan (RPP), a voluntary pension scheme tailored for overseas Pakistanis. The RPP offers a range of investment options, including equity-based, debt-based, money market-based, and hybrid funds, allowing individuals to choose long-term financial goals.

Key features of the RPP include:

■ **Eligibility:** Open to employed or self-employed individuals above 18 years of age with a valid CNIC/NICOP and an RDA account.

■ **Contributions:** Participants can start with as little as PKR 10,000.

■ **Additional Benefits:** Insurance/takaful protection and tax benefits as per Pakistani laws.

The RPP enables overseas Pakistanis to plan for their retirement conveniently from anywhere in the world, ensuring financial security in their later years.

RDA: A GAME-CHANGER

The Roshan Digital Account (RDA) has been a game-changer in formalising remittance flows and boosting Pakistan's economy, according to the ambassador.

"Pakistan has received the highest inflows of from the UAE under the Roshan Digital Account (RDA). To further enhance its appeal, the State Bank of Pakistan could consider adding features such as National Savings plans and prize bonds, which are highly trusted by overseas Pakistanis. These additions would provide more investment options and strengthen the RDA's value proposition," he said.

In reply to a question about some Pakistanis facing visa issues, the UAE remains a prime destination for expatriate workers, tourists, and investors, thanks to its diversified economy.

"While challenges exist, the future looks promising, particularly for skilled professionals in emerging sectors such as information technology, healthcare, renewable energy, and financial services," Tirmizi said.

"The Government of Pakistan is actively addressing visa-related challenges through governance reforms and human resource development initiatives. With the UAE's growing demand for skilled labour and Pakistan's efforts to streamline manpower movement, we are optimistic about improved visa facilitation soon," he said.

— muzaffarrizvi@khaleejtimes.com

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Mustafa Hemani
Chief Executive Officer



Zohair Hemani
Director

the forefront of introducing the potent benefits of diverse natural ingredients to a global audience, in forms such as black seed oil, coconut products, food supplements, and herbal and natural products. The aim is to facilitate positive lifestyle changes through natural products, recognizing that health should be a paramount priority in today's fast-paced world.

The product range extends beyond traditional remedies, encompassing beauty, skincare, haircare, perfumes, and home fragrances, all formulated with a dedication to natural way of living.

With a rich heritage of quality and innovation, the Hemani legacy seamlessly transitions into its third generation. Zohair Hemani, Ali Abbas, and Syed Hasnain, under the guidance of Mustafa, are committed to forging a bold new path, propelling the business forward with vision and enthusiasm.

Mustafa Hemani's legacy extends beyond his business accomplishments. He is a philanthropist and a supporter of various social causes, particularly in the fields of education and healthcare. His commitment to giving back to the community is a testament to his character and values.

The company's commitment to quality and innovation has earned it a reputation as a trusted partner in the herbal and natural products industry. As the nation commemorates its National Day, Hemani Group of Companies, headquartered in the UAE, is a shining example of Pakistani entrepreneurship and excellence. With its global presence, Hemani continues to make Pakistan proud, showcasing the country's potential for innovation, quality, and leadership on the world stage.

HEMANI Group of Companies, a Pakistani-born business, has made significant contributions to both the UAE and Pakistan within the beauty, health, and wellness industry.

As Pakistan celebrates its National Day on March 23rd, it's fitting to recognise Hemani's achievements. Founded in 1949, Hemani has grown into a global leader, and now one of the largest manufacturers of herbal and natural products, offering a portfolio of 2500+ products, available across 85+ countries.

Under the leadership of CEO Mustafa Hemani, the company has expanded its product line, developed new markets, and built strong relationships with customers and suppliers worldwide. Mustafa Hemani's visionary leadership and commitment to quality have been instrumental to Hemani's success. His dedication to innovation and customer satisfaction has earned him numerous accolades, including the prestigious Government of Paki-

Mustafa Hemani's visionary leadership and commitment to quality have been instrumental to Hemani's success. His dedication to innovation and customer satisfaction has earned him numerous accolades, including the prestigious Government of Pakistan President's Businessman of the Year Award.

stan President's Businessman of the Year Award.

Recognised for its contributions through awards like the Brand of the Year, and Best Exporter Awards from the Government of Pakistan, Hemani is at

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Shazil Merchant
Director



Shabbir Merchant
Founder and Chairman



Shoaib Merchant
Director

PIONEERS in signage and graphic solutions with over 48 years of industry experience, Champion Group has established itself as an industry leader, providing innovative and effective visual communication solutions to businesses across various sectors. Under the visionary leadership of the Group Chairman, Shabbir Merchant, Champion's commitment to excellence, client satisfaction, and innovation are the cornerstones of its success.

"We have collaborated with esteemed clients across the UAE to add value to their advertising requirements and I am proud of the solid partnerships we've built with leading brands across all industries. There are many players in the game but only one is the Champion," said Shabbir Merchant, Chairman of Champion Group.

"Since its inception in 1989, Champion Neon, a member of Champion Group, has been at the forefront of the signage industry, delivering high-quality solutions

“ We have collaborated with esteemed clients across the UAE to add value to their advertising requirements and I am proud of the solid partnerships we've built with leading brands across all industries. There are many players in the game but only one is the Champion.”

Shabbir Merchant
Founder and Chairman of Champion Group

that exceed client expectations. Our team of experts have a deep understanding of the importance of signage in shaping brand identity, enhancing customer experience, and driving business growth," said Shoaib Merchant, Director of Champion Group.

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Champion Neon offers a comprehensive range of turnkey advertising solutions, including retail signage, wayfinding signage, architectural signage, safety signage and large format UV print applications.

Champion Digital and Champion Advertising are the specialised divisions providing innovative digital signage and joinery solutions for fixed and rental applications such as events and exhibitions. "We help our valued clients stand out from their competition by offering turnkey solutions from concept development to fabrication and installation for all applications," said Shazil Merchant, Director of Champion Group.

As the legacy continues, the latest addition to the Group's portfolio is Champion Outdoor, specialising in out-of-home media solutions for short and long-term campaigns for maximum brand visibility.

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PAKISTAN
RESOLUTION DAY | 23rd MARCH

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HONORING THE ESSENCE OF PAKISTAN'S RESILIENCE AND UNITY





WASEEM SAWANI
CEO, Sawani Properties Investment Co.

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RESIDENTS WITNESSING HISTORY AND REFLECTING PROGRESS



■ Ghazala Tikki Zaman

Ghazala Zaman and Tabassum Vally, long-time residents of the UAE, have witnessed the nation's remarkable transformation into a thriving and culturally rich country. Both Zaman and Vally share a longstanding association, with Vally bringing extensive experience in banking and media, while Zaman has built her career in education and writing. "We consider ourselves fortunate to have seen the UAE evolve over the years. It has been an incredible journey, and we always look forward to the country's continued growth and dynamism," they said. Dubai has welcomed people from diverse nationalities, with Pakistanis among those who have made significant contributions across various fields. From doctors and engineers to entrepreneurs and professionals — including bankers, lawyers, marketers, media experts, artists, and chefs — Pakistanis have found their niche in Dubai and flourished.



■ Tabassum Vally

The UAE Excels in Diversity

Some of the leading Pakistanis serving in the emirate's financial sector believe that the banking system in the UAE and Pakistan is resilient and adaptive, offering more personalised services



“I believe Dubai is the safest place for families. Compared to other places I have lived, the UAE excels in diversity and offers a multicultural lifestyle. There is always a festival to enjoy, and life here is enriching, with friends from various backgrounds.”

Iqbal Noor
Emirates NBD Group

WITH EXTENSIVE cross-industry experience in finance, Iqbal Noor has developed a deep understanding of business operations and the key drivers behind individual success.

His journey in the UAE began with setting up his business in Abu Dhabi before he joined Mashreq Bank, where he took on a role in corporate training. Over the years, he has held multiple positions across banking, asset management, telecommunications, and the healthcare sector.

Currently, Iqbal leads the learning and development programme for Emirates NBD Group. He

credits much of his success to the high standard of education he received at the Institute of Business Administration, Karachi, and the unwavering support of his colleagues.

"I believe Dubai is the safest place for families. Compared to other places I have lived, the UAE excels in diversity and offers a multicultural lifestyle. There is always a festival to enjoy, and life here is enriching, with friends from various backgrounds," he says.

Iqbal and his family enjoy Dubai's desert landscape, often camping under the stars. A lover of Urdu literature, he has written around 60 poems and hopes to publish them as a collection one day.

His advice to young graduates starting their careers is to focus on developing the right skills.

"A deep understanding of principles at school is crucial in adapting to professional practices. To lead others, you must first be a great team player. There are numerous learning opportunities readily available for anyone who wants to upskill or reskill - most of them free," he says.

Iqbal also highlights the importance of mentorship for new employees and graduates. "Great mentors share their experiences and provide valuable insights to help you improve and make wise career choices."



“Compared to other countries in the region, the UAE's banking sector stands out for its advanced regulatory framework, robust capital markets, and high levels of foreign investment. This environment fosters innovation and customer centric services.”

Zya Islam
Emirates Islamic Bank

Life in the UAE is Dynamic and Enriching

A LONGTIME resident of the UAE, Zya Islam describes life in the country as dynamic and enriching. The multicultural environment, combined with a high standard of living and professional growth opportunities, makes it an exciting place to work.

Having worked for Citi Bank in Pakistan, Zya moved to Dubai in 1996 as the head of branch operations at Mashreq Bank.

After working for almost six years with Mashreq Bank, Zya moved to the world's first Islamic bank as the head of digital and process engineering.

His role here allowed him to blend his passion for technology with banking. Zya thoroughly enjoyed driving digital transformation for six impactful years.

Later, after serving at Dubai Islamic Bank Zya transitioned in 2008, to the Islamic subsidiary of Emirates NBD — Islamic Bank.

Here he took on the role of Head of Digital Banking. In his role he focused on enhancing the digital customer experience and implementing cutting edge banking solutions and cater to the needs of the bank's clients.

Currently Zya is serving as the Executive Director and Head of Retail Governance.

Having worked in both Pakistan and the UAE, Zya has witnessed the evolution of the banking industry in both markets.

"Pakistan's banking sector is evolving with increased digitalisation and a focus on financial inclusion. However, it also faces economic fluctuations and regulatory hurdles. In contrast Dubai is a vibrant financial hub with a highly competitive banking sector, characterised by the presence of global banks and a strong emphasis on fintech."

Discussing the UAE's exceptional economic growth, he attributes this to its strategic location and diversification.

"The UAE's economic success is due to its strategic location, diversification away from oil, and significant investments in infrastructure and technology."

For young graduates entering the work force, Zya stresses the importance of continuous learning and adaptability.

"It is crucial to stay informed about industry trends, actively network, and develop expertise in technology and customer service. These skills are essential for long term success in the banking sector."

With almost 16 years of experience at the bank Zya aspires to leverage his extensive knowledge and experience to ensure compliance, enhance operational efficiency, and foster a customer centric approach within the retail banking.

Ideal Place for Professionals and Families



“The UAE's banking sector is more developed than others in the region. With over 50 banks catering to a population of around 10 million, there is significant room for innovation, niche services, and impactful work.”

Khadija Hashimi
Standard Chartered Bank

ment from the London School of Economics and Political Science, followed by an MS in Mass Communication from Boston University.

Khadija joined Standard Chartered Bank in 1997, straight out of university, and has remained with the organisation ever since. She attributes her long-standing career to a strong family support system and the encouragement of senior leaders within the bank.

"Over the years, the bank has gone from strength to strength. I've had the opportunity to work across different departments and multiple markets. Standard Chartered nurtures talent, enabling employees to develop their strengths and explore innovative avenues — I have done exactly that, and it has helped me grow within the organisation."

Commenting on the UAE's economic success, she says the UAE has created the right environment to attract global talent and thought leaders. "Its

business-friendly laws, ease of doing business, and strong infrastructure have made it an ideal place for professionals and families alike."

For many Muslims, including herself, the UAE is particularly attractive as it blends modern advancements with a safe and nurturing environment for the Muslim community.

Having worked in both Pakistan and the UAE, Khadija believes that the banking sectors in both markets are resilient and adaptive. "Customers now demand more bespoke solutions, pushing banks to offer more personalised services. Differentiation is key for survival, and there are many niche areas banks can explore today. The rise of AI and fintech has intensified competition, compelling traditional banks to seek partnerships or new avenues to stay relevant."

Beyond financial growth, she emphasises the need for organisations to give back to the communities they serve. "I am particularly proud of Standard Chartered's initiatives to support young people and women, such as our Women in Tech programme. Running successfully for six years in Pakistan and the UAE, the programme empowers women-led startups by providing essential skills, financing, and networks to drive long-term impact. It truly creates a level playing field for women in entrepreneurship and economic growth."

Her advice to young professionals is to embrace innovation and curiosity. "To stay relevant, graduates need to bring fresh perspectives, a strong grasp of new technologies, and an eagerness to learn."

Evolving Strategies for Risk Management, Fraud Detection

“The UAE is exceptional in integrating many cultures and in keeping its residents happy, safe and progressive. The rulers of UAE are visionary and they are examples in bringing the country to exalted heights.”

Muhammed Khalid Iqtidar
Ajman Bank

MOHAMMAD KHALID IQTIDAR came to UAE in 2006, and ever since then UAE has been his home. He is currently working at Ajman bank and speaks highly of his life in UAE.

"The UAE has given me the opportunity to excel in my career. I have learnt that hard work and discipline are the mantras for success. The UAE provides a platform to those who have the zeal to move forward in life."

It is no surprise that we are seeing more and more young graduates returning to UAE and are seeking jobs locally.

The world class infrastructure, the safety, and ease of establishing oneself are hugely contributing towards making UAE much sought after place for jobs and living.

Compared to many countries UAE is a tax haven. With almost zero taxes it has become very attractive and lucrative for young graduates looking for jobs and startups.

Muhammed is the Head of Compliance at Ajman Bank. He is a highly experienced and versatile senior executive with over 25 years of expertise in internal audit, risk management, and compliance within the banking sector.



Muhammed's core competencies are deeply rooted in establishing and re-engineering processes for audit divisions, developing and executing robust audit strategies, and leading operations in compliance and risk management.

At Ajman Bank, he has played pivotal roles, leading the creation and implementation of comprehen-

sive compliance works in line with Central Bank of the UAE regulations, focusing on Anti Money Laundering (AML), Know Your Customer (KYC), and Sanctions.

His tenure as Vice-President and Head of Operational, BCM & Fraud Risk Management at Ajman Bank involved developing and implementing enterprise-wide strategies for operational risk, fraud, and business continuity management. He has a track record of managing and maintaining effective work in line with regulatory guidelines and best practices.

Previously, as vice-president and head of operational & financial audit at Ajman Bank, Muhammed demonstrated his expertise in auditing, compliance, FCC, AML/Sanctions, credit/market risk management, investment & private banking, and corporate governance.

Prior to joining Ajman Bank Muhammed held senior roles at Commercial Bank International, Habib Bank AG Zurich — United Arab Emirates.

Muhammed holds an array of professional qualifications and his skillset is further enhanced by numerous certifications in areas like GRC, accounting and internal auditing, financial modelling, information security, risk management & control, identity management, data privacy, and governance.

His academic credentials include an MBA from the University of Northampton, UK, and a Bachelor of Commerce from the University of Karachi, along with several other prestigious certifications and diplomas in strategic management, leadership, and banking.

He is a speaker / panelist in several conferences and awarded with some awards and accolades recent one is the outstanding leader in the field of Compliance, Audit, Risk and Governance.

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Junaid Iqbal's expertise in startup financing has supported numerous young entrepreneurs across Pakistan, the Middle East, and Saudi Arabia.

Venture Capital and Startups in the UAE's Thriving Economy

Junaid gained regional recognition as an investor panellist on Shark Tank Pakistan

JUNAID Iqbal, a long-time resident of Dubai, has played an active role in shaping the professional and economic landscape of the region. With extensive experience in venture capital, he is currently the Founder and CEO of Salt Ventures, a UAE-based firm dedicated to investing in innovative startups.

Junaid's expertise in startup financing has supported numerous young entrepreneurs across Pakistan, the Middle East, and Saudi Arabia. He is particularly optimistic about the UAE's economic environment, praising its business-friendly policies and forward-thinking leadership.

"With its world-class infrastructure and ability to anticipate the future, the UAE has firmly established itself on the global economic stage. The country's prosperity has grown exponentially, driven by the vision of its rulers, who continuously integrate new ideas, technology, and cultural advancements," he said.

A KEY PLAYER IN VENTURE CAPITAL AND MEDIA

Recently, Junaid gained regional recognition as an investor panellist on Shark Tank Pakistan, a widely acclaimed business reality show. The programme, televised across the region, provided a groundbreaking platform for Pakistani entrepreneurs to pitch their ideas. Junaid described the experience as "incredible," as it was Pakistan's first major initiative of its kind. "Many participants presented innovative ideas, and beyond being an educational experience, the show helped young entrepreneurs secure crucial funding to bring their visions to life," he added.

He firmly believes in the potential of young entrepreneurs, observing a global trend of individuals eager to launch their own startups. As an entrepreneur himself, Junaid understands the challenges that come with building a business and is committed to supporting emerging founders.

Currently, Junaid is leading two major ventures:

■ **Salt Ventures:** A startup investment firm that focuses on sectors such as fintech, agritech, and healthtech.

■ **Caravan Media:** A digital media company specialising in business and economic content, catering to an audience seeking expert insights on regional industries.

Through Caravan Media, Junaid aims to highlight the vast opportunities in emerging sectors like mergers and acquisitions, blockchain, artificial intelligence, and finance. His goal is to create functional media products that inform and empower professionals across industries.

With a deep understanding of venture capital and media, Junaid continues to contribute to the region's startup ecosystem, helping businesses scale and thrive in an ever-evolving economic landscape.

— Ghazala Tikki Zaman and Tabassum Vally

TV Series Resonate Modernity and Tradition

Mir became a household name, captivating audiences with his natural talent and charismatic persona

■ Ghazala Tikki Zaman and Tabassum Vally

THERE has been a marked interest in Pakistani plays in recent years. The new production channels such as Green and the veteran channels such as Hum, Geo and ARY are all producing plays which are being viewed all over the world including middle east.

The Middle East in particular has a high demand and viewership for Pakistani plays as they resonate a culture similar to the region. Most plays revolve around family life that depict the challenges of modern life.

As every year new talent is discovered, there are many seasoned actors who are occasionally seen in new productions.

Legends like Jawaid Sheikh, Bushra Ansari and Asif Raza Mir, continue to play their roles with utmost skill and their presence in any play draws the attention of viewers. We are also seeing the next generation of the legendary actors in many productions.

A recent play being aired and extremely popular in UAE has an impressive cast of Asif Raza Mir and his son Ahad Raza Mir. Asif Raza Mir and Ahad Raza Mir are the first father and son duo to receive an award at the Lux Style awards.

Asif Raza Mir known for his mesmerising looks is a legendary tv and film artist who has played many diverse roles in the past. Currently he is being featured in a popular tv serial *Meem se Mohabbat*. However, what makes the play different from others is that he is being cast here with his son Ahad Raza Mir a rarity to see a father and son duo in a play.

Mir has a long stint with the Pakistani dramas. His career as an actor started in 1976, when he appeared in *Aik Mohabbat Sau Afsaney*. In a very short time, he became an iconic heart throb amongst his audience.



Asif Raza Mir known for his mesmerising looks is a legendary tv and film artist.

Mir confessed that he has never been to an acting school, hence he is naturally gifted in terms of his talent and acting.

Be it any role Mir executes it brilliantly and perhaps his good looks, charm and a very deep voice all win the hearts of his viewers.

Mir's journey in the entertainment industry is not limited to dramas. His dynamic skills at acting were soon recognised by film producers. His debut in the film industry was in 1978. Mir has acted in many movies which have left a mark on the audience. Those of us who were fortunate to view *Parwaaz Hai Junoon* in 2018, and *London Nahi Jaunga* in 2022 will recall his diverse roles in both movies. A versatile actor Mir is known for doing justice to any role given to him.

In 2024 at the 9th Hum award Mir was nominated for the most impactful character and won the best supporting actor for the famous and popular play

Jhok Sarkar.

Mir's role in a British serial *Gang of London* has been applauded internationally. A dark role executed brilliantly by Mir has shown him with a very different skill set.

Without a doubt Pakistan continues to revere and learn from legends like Mir.

Mir feels that today the art of acting is very different and challenging. Most of the young actors are getting training on the set during rehearsals. This can be challenging and by no means easy.

The talent we saw in the Pakistani plays in 1980s, 1990s and the talent we see today are very different. The roles are now changing and the Genre and plots of plays have certainly changed. There is no dearth of talent in Pakistan and every year we see a new face that leaves its mark in the television plays. However, the seasoned actors still manage to hold the center stage.



Asif Raza Mir and his son Ahad Mir are being featured in a popular tv serial *Meem se Mohabbat*.

The Glassworker: Pakistan's first hand-drawn animated film

To refine his techniques, Riaz travelled to Japan, immersing himself in the art of hand-drawn animation

USMAN Riaz, a young and dynamic artist, has turned his dream into reality by creating *The Glassworker*, Pakistan's first-ever hand-drawn animated film. A decade in the making, the film is a groundbreaking achievement, earning Pakistan's nomination for the Oscars and setting a new standard for animation in the country.

A haunting and compelling story, *The Glassworker* captivates audiences with its breathtaking visuals and thought-provoking narrative. Every frame, meticulously hand-drawn, breathes life into the characters, pulling viewers into an emotionally rich experience. The film's exquisite cinematography, coupled with a deeply moving script, showcases the dedication and skill poured into its creation.

A JOURNEY OF PASSION AND PERSEVERANCE

From an early age, Riaz displayed an innate talent for drawing and music. At just 21, he was invited to the TED conference in Edinburgh as the youngest participant, later earning a scholarship at Berklee College of Music. Despite opportunities abroad, Riaz returned to Pakistan, determined to pursue his passion for animation and storytelling.

"There were many challenges as Pakistan is still raw when it comes to film production. Though recent hits like *Maula Jatt* have been produced, the industry still lacks financial support, technical



“The beauty of frames painted and drawn by human hands has a timeless quality to them. All I wanted to do was make a film that would move people.”

— Usman Riaz

expertise, and production skills. The government needs to step in to help the industry grow.”

Undeterred by these obstacles, Riaz built Mano Animation Studios, bringing together like-minded artists who believed in his vision. Key collaborators, including Maryam Paracha and Khizer Riaz, stood by him, sharing his passion despite skepticism from many in the industry.

A DECADE OF HARD WORK

To refine his animation techniques, Riaz travelled to Japan, immersing himself in the art of hand-drawn animation. Once Mano Animation Studios was estab-



lished, the real work began — relentless hours of drawing, refining, and perfecting each frame. Over time, talented artists from Japan, Thailand, Korea, and Spain joined his ambitious project, adding a

global touch to the film.

The film's carefully crafted dialogues, soul-stirring music, and beautifully detailed scenes came together after ten years of dedication and passion. The final product is not just a movie — it's a work of art.

"No one has ever attempted a film like *The Glassworker* in Pakistan. A fully hand-drawn feature film is a rarity, and I have poured my heart and soul into it for almost a decade."

A NEW ERA FOR PAKISTANI ANIMATION

Beyond its artistic brilliance, *The Glassworker* carries a powerful message:

"Bloom wherever you are planted." This philosophy reflects Riaz's own journey — overcoming challenges, defying expectations, and creating something truly extraordinary.

With *The Glassworker*, Pakistan has taken its first step into the world of hand-drawn animation. The film's international recognition proves that, with the right support and investment, the country has the potential to thrive in the animation industry. Usman's journey is a testament to perseverance and artistic passion, inspiring a new generation of Pakistani filmmakers to dream big and push creative boundaries.

— Ghazala Tikki Zaman and Tabassum Vally



HISTORY IN THE MAKING: Pakistan's Largest Free-of-cost Hospital Revolutionising Healthcare

IHHN has grown into a pillar of support for millions and stands as one of the most impactful healthcare networks

■ Shameen Mehta

FOR decades, Pakistan's healthcare system has continuously struggled to provide adequate care, with an alarming 60 per cent of the population lacking access to essential health services. With insufficient funding, inefficient resource allocation, and a shortage of healthcare professionals, the country's healthcare infrastructure is highly underdeveloped. The lack of access to basic healthcare services, particularly in rural areas, has resulted in poor health outcomes, high expenditures, and a significant burden on the country's economy. Pakistan's healthcare expenditure accounts for less than three per cent of the country's GDP and has a shortage of 50,000 doctors and 100,000 nurses. Hence, providing quality care to a massive population of over 280 million people has become an almost insurmountable task.

The healthcare system in Pakistan is in dire need of reform, needing strict implementations of new healthcare facilities to alleviate the suffering of millions of its citizens. Basic Health Units (BHUs) and Rural Health Centres (RHCs) are one of the scarce facilities that provide basic healthcare, but unfortunately they are heavily underutilised due to lack of human capital, lack of education, and limited transportation options. People in rural villages cannot afford to walk miles and miles to visit a primary-care doctor, and instead suffer from preventable diseases for years.

Amidst these disheartening conditions, Indus Hospital & Health Network (IHHN) is a leading force in addressing systemic healthcare challenges, providing comprehensive, Free healthcare services across Pakistan and bringing positive change in the lives of millions. Offering services such as family medicine, paediatric cancer treatment, and surgeries, this modest hospital was the catalyst for a far-reaching impact, spark-



ing a chain reaction of compassion that resonates across the country.

Beginning as a single 150-bed hospital in 2007, it was born out of a vision to address the urgent need for quality healthcare. Today, IHHN has grown into a pillar of support for millions and stands as one of Pakistan's largest and most impactful healthcare networks, embodying the ethos of compassion, excellence, and inclusivity. But the journey is far from over; despite treating six million people annually, a staggering number of individuals remain in desperate need of care. Hence, the expansion project came to life to meet the demands of a nation in need.

IHHN is in the process of constructing a state-of-the-art 1,350-bed facility in Karachi, significantly increasing its healthcare capacity and providing free-of-cost, high-quality services to thousands. The new hospital will serve an estimated 1.2 million outpatients, 500,000 ER patients, and 100,000 inpatients annually. This would be a 176

per cent increase in patient volume, underscoring the dire healthcare crisis gripping the nation's people.

For the past four years, the expansion phase has seen significant milestones, with the structures of key buildings completed in 2023. Operationalisation of critical facilities has progressed steadily, including the relocation of the Blood Center, Emergency Room, Resuscitation Bays, Operation Theatres, Tele Emergency Services, and Family Medicine Clinics. Notably, the Emergency Room is now operational with 84 beds and eight clinics, while 44 Filter Clinics and 28 OPD Clinics are set up and running.

From paperless facilities to electronic medical records to centralised monitoring systems, the new building's incredibly sophisticated and modern technology is finally accessible to the underprivileged, who rarely have access to such services. This long-standing disparity is now being bridged, with the fundamental right to quality healthcare being upheld

that ensures essential needs are met with dignity and compassion.

Additionally, IHHN's new building aims to resolve Pakistan's perennial struggle with a shortage of skilled medical professionals through the Indus University of Health Sciences (IUHS), a pioneering institution that trains healthcare professionals. IUHS will scale its programmes, introducing seven new colleges and accommodating 3,000 students (projected). This strategic initiative ensures a continuous and robust pipeline of healthcare providers, thereby fortifying the country's healthcare infrastructure.

IHHN has grown exponentially, now boasting an impressive network of 12 hospitals, four regional blood centres,

three physical rehabilitation centres, and over 100 primary care sites. The new building will be Pakistan's largest free-of-cost hospital, showcasing the unwavering commitment and support of thousands of individuals across the globe.

This monumental accomplishment is paving the way for a brighter, healthier future for generations to come. Beyond bricks and mortar, it's a better tomorrow for Pakistan — a sustainable ecosystem that is creating a more compassionate equitable future. With your support, the hospital is poised for further growth and development in the coming years, solidifying its position as a lifeline for the most vulnerable populations and being a national asset for generations to come.

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Ali Al Najjar
Chief Operation Officer
Al Ansari Exchange

SERVING A VIBRANT COMMUNITY

ON THE occasion of Pakistan Resolution Day, Al Ansari Exchange would like to extend its heartfelt wishes to every Pakistani celebrating their country's remarkable progress and rich heritage.

We take this moment to recognise the immense contributions of the Pakistani community to the global society. Today, they comprise the second largest expat community in the UAE, making our country their second home and playing a significant role in its growth and prosperity.

The deep-rooted ties between the UAE and Pakistan are built on strong historical, cultural, religious, and economic foundations. Pakistan is among the UAE's top 25 strategic global trade partners and one of its top five busiest remittance corridors.

Al Ansari Exchange reiterates its dedication to serving the vibrant Pakistani expat community through its secure digital channels and extensive network of branches across the UAE. We remain committed to offering reliable financial services and exciting promotions that truly make a difference in the lives of our valued Pakistani customers. The continued success of many Pakistanis in our regular offers and promotions is a testament to the support and loyalty bestowed upon us by this community.

Remarkable Turnaround

The success of these structural reforms, backed by a strong political consensus and private sector engagement, is pivotal in mitigating risks, enhancing private-led growth, and reducing poverty

■ Ghulam Haider

PAKISTAN has implemented decisive reforms to build a robust foundation for sustainable and inclusive development despite confronting formidable challenges. These include reforming an inequitable and distortive tax system, reducing inefficient expenditures and untargeted subsidies, lessening the large state presence in the economy, reducing barriers to trade and investment, and reducing losses in the energy sector. Implementation of planned structural policy reforms, supported by a strong national political consensus and increased private sector participation, is critical to mitigate risks, support stronger private-led growth and poverty reduction. Today, the results of these efforts are becoming evident, with the economy demonstrating resilience and renewed potential.

Pakistan's approach to economic stabilisation offers valuable insights for other developing nations. The government's commitment to reform has paved the way for a transformative journey toward sustainable growth. Central to these efforts is 'Uraan Pakistan', an economic transformation initiative launched in 2024. This programme targets a six per cent GDP growth by 2028 through public-private partnerships, enhancing export competitiveness, and optimising public finances. Priority sectors under this initiative include agriculture, energy, textiles, pharmaceuticals, and information technology.



Pakistan's economic recovery is evident in the stabilisation of its economy. — Photo courtesy by KR Waleed

A cornerstone of *Uraan Pakistan* is a **\$20 billion** collaboration with the World Bank, focusing on health, education, poverty alleviation, investment, and climate resilience.

A cornerstone of *Uraan Pakistan* is a \$20 billion collaboration with the World Bank, focusing on health, education, poverty alleviation, investment, and climate resilience. This partnership addresses critical issues like child malnutrition, educational outcomes, and clean energy adoption. By integrating sustainability into its develop-

ment agenda, Pakistan is aligning with global efforts to achieve the United Nations Sustainable Development Goals. The fiscal year 2023-24 was particularly challenging for Pakistan, with inflation soaring to a record 38 per cent and foreign exchange reserves depleting to levels sufficient to cover only two weeks of essential imports. These conditions strained households, eroded purchasing power, and hindered economic activity. The compounded effects of Covid and devastating floods, which caused over \$30 billion in damages, further tested the nation's resilience.

Recognising the urgency, the government implemented a series of necessary reforms, stabilising the exchange rate, tightening fiscal policies, and curbing inflation through targeted monetary interventions. With support from the IMF's \$7 billion Extended Fund Facility (EFF), Pakistan initiated structural re-

forms in energy and taxation sectors. In July 2024, a reform-oriented budget was introduced, aiming to raise Rs13 trillion in revenue — a 40 per cent increase from the previous year. These reforms focused on broadening the tax base by targeting under-taxed sectors such as agriculture, real estate, and trade, while leveraging technology to enhance compliance and transparency. Modernisation of the Federal Board of Revenue (FBR) has been instrumental in streamlining tax administration.

The results of these reforms are evident. The current account has been in surplus for consecutive months, and investor confidence is at a two-year high. Foreign Direct Investment (FDI) has increased by 20 per cent in the first half of the fiscal year 2024-25, reflecting renewed trust in Pakistan's economic trajectory.



BUILDING BRIDGES: A MOSQUE AND COMMUNITY CENTRE

FARHAN IKRAM, Principal Architect at Faisal Associates and Design Studio, proposed a contemporary mosque design in one of the biggest textile industries of Pakistan (Sapphire Textile Mills in Faisalabad) to provide a space for the community to perform spiritual and cultural impact of Islam. The mosque, which took 18 months for completion, was inaugurated in the Holy Month of Ramadan 2025 by the directors and senior management with a covered area of 800 square metres. It can accommodate up to 800 Muslims.



Hamdard Pakistan: A Vision Inspired by the Pakistan Resolution



Ms Sadia Rashid has carried forward the legacy of her father, Shaheed Hakim Mohammed Said, who envisioned Hamdard Pakistan as a welfare-driven institution

MARCH 23 holds immense significance in the history of the Muslims of the subcontinent. On this historic day, under the inspiring leadership of Quaid-e-Azam Muhammad Ali Jinnah, the Muslims unanimously resolved to establish a separate state, Pakistan. This resolution marked the beginning of a new chapter in history, leaving an indelible mark on the hearts of millions.

The Pakistan Resolution deeply influenced the youth of that era. Among them was a quiet yet visionary intellectual, an exceptional physician, and a dedicated social reformer Shaheed Hakim Mohammed Said. He wholeheartedly embraced this historic decision and made a principled commitment to the Pakistan Movement. It was at this moment that he envisioned Hamdard Pakistan, making the life-changing decision to migrate to Pakistan and turn his dream into reality. For Hamdard Pakistan, this day holds dual significance; both as Pakistan Day and as Hamdard Pakistan's Day.

Pakistan came into existence on August 14, 1947, corresponding to the 27th of Ramadan. Shaheed Hakim Mohammed Said migrated to Pakistan on January 9, 1948, with unwavering determination to serve the nation. Under his visionary leadership and exceptional entrepreneurship, Hamdard Pakistan began its journey from a small rented shop in Karachi's Arambagh area, eventually becoming the country's largest producer of herbal products. Today, Hamdard manufactures over 500 products and is a leading exporter of herbal medicines and natural wellness solutions. Among its most iconic products is *Rooh Afza*, globally recognised as Pakistan's signature beverage.

COMMITMENT TO QUALITY AND INNOVATION

With an unwavering dedication to quality, Hamdard Pakistan has earned the trust of consumers worldwide. Since its inception, the organisation has prioritised research and development, setting new benchmarks in traditional medicine and holistic wellness.

PIONEERING RESEARCH AND DEVELOPMENT

As a leader in the herbal medicine industry, Hamdard Pakistan has set an example for fast-growing companies by integrating innovation and technological advancements into its operations. Headquartered in Karachi, the largest city in Pakistan, Hamdard Laboratories has been at the forefront of modernising traditional medicine. Shaheed Hakim Mohammed Said devoted his life to researching medicinal herbs, applying innovative methodologies to enhance their efficacy. His commitment to elevating Tibb-e-Unani to International standards remains a core principle of Hamdard Pakistan. Through continuous R&D, Hamdard has expanded its product range, reinforcing its legacy of excellence in herbal and prescribed medicines.

EXPANDING THE PRODUCT RANGE

In recent years, Hamdard Pakistan has significantly expanded its portfolio. The launch of *Rooh Subz*, with a unique flavour profile, has been a major milestone. The Naunehal line now offers a full range of baby care products, including nappy rash cream, colic drops, chest and foot rubs, baby soap and toothpaste.

Additionally, Safi, a household name in skincare, has extended its offerings with *Safi Facial Mask* and *Safi Face Wash* (Aloe Vera, Neem). On the pharmaceutical front, after a decade of research, Hamdard introduced *Sualin Lozenges*, a 100 per cent herbal remedy effective in relieving throat pain, inflammation, and cough. These products have quickly gained consumer trust, further cementing Hamdard's reputation for quality and efficacy.

A NATIONWIDE NETWORK OF MEDICAL SERVICES AND HERBAL CLINICS (MATABS)

Under the leadership of Ms Sadia Rashid, Hamdard Pakistan has been proactively running a large network of healthcare across Pakistan. Naimat Begum Hamdard University Hospital in Karachi has been



Ms Sadia Rashid
President
Hamdard Group

Hamdard Pakistan's Message to Fellow Pakistanis

On this historic occasion — March 23, 2025 — let us commemorate the day with National Pride and deep gratitude. Pakistan was built on the great sacrifices of our forefathers, and it serves as an inspiration for future generations. It is a sacred trust (Amanat), and we are its guardians (Ameen), responsible for carrying its legacy forward.

InshaAllah, together, we will achieve this.

Pakistan Zindabad!

providing affordable advanced medical services to the local population. This hospital has a unique distinction of being the first in the country where a special designated ward is established for the transgender community. Besides, Shifaul-Mulk is providing free healthcare to the villages and small towns around Madinat al-Hikmah. The Hamdard Mobile Dispensaries equipped with state-of-the-art medical facilities, serve lower-middle and low-income households in major cities of the country.

Beyond mobile services, Hamdard operates 43 *Matabs* (clinics) across Paki-

stan, where experienced Hakims offer expert consultations. As a leading traditional pharmaceutical company, Hamdard Pakistan produces over 450 medicinal products, many of which are prescription-based.

Ethical integrity is central to Hamdard's operations. In fact, all of Hamdard's marketing initiatives are self-regulated. Despite her demanding schedule, Ms Sadia Rashid personally oversees Hamdard's publications and promotional materials, ensuring they contribute to the intellectual growth of the nation.

SOCIAL WELFARE INITIATIVES

Ms Sadia Rashid has carried forward the legacy of her father, Shaheed Hakim Mohammed Said, who envisioned Hamdard Pakistan as a welfare-driven institution. Under her leadership, Hamdard's revenue is reinvested into nation-building projects, reaffirming its commitment to serving society. With the sole purpose of serving humanity, Shaheed Hakim Mohammed Said dedicated Hamdard as a Waqf and established the Hamdard Foundation Pakistan (HFP) to support various welfare initiatives. The revenue of Hamdard Pakistan is transferred to this foundation. HFP actively engages in charitable efforts across the country, including healthcare, education, public welfare, financial assistance for the underprivileged, rations distribution, providing blankets in winter for the desperate communities, self-employment technical courses/trainings and means such as providing sewing machines and auto rickshaws, and extending aid and relief efforts during natural disasters.

Besides its vast range of philanthropic activities, HFP manages a vast network of schools, colleges, along with Hamdard University, Pakistan's largest private-sector university, located in Madinat al-Hikmah (City of Education, Science, and Culture). HFP channels its funds into education, healthcare, and social upliftment. Each year, HFP awards scholarships to the deserving and bright students, organises monthly student meetings and conferences under the umbrella of Hamdard Naunehal Assembly, holds monthly Hamdard Shura meetings where intellectuals discuss the issues faced by the country. HFP also organises annual international children's health conference on behalf of World Health Organisation.

These efforts embody Hamdard Pakistan's unwavering commitment to the nation's progress.



REPRESENTING PAKISTAN ON THE GLOBAL STAGE

Hamdard Pakistan proudly represents Pakistan internationally. Both Shaheed Hakim Mohammed Said and his daughter, Ms Sadia Rashid, have played pivotal roles in strengthening Pakistan's global relations.

In recognition of her contributions to cultural diplomacy, the Government of Japan awarded Ms Sadia Rashid the prestigious Order of the Rising Sun, Gold Rays with Neck Ribbon. As President of the Pakistan-Japan Cultural Association (PJCA), she has actively fostered mutual understanding between the two countries.

Ms Sadia Rashid is also set to receive Pakistan's Award, Hilal-e-Imtiaz, in 2025 from the Honourable President of Pakistan, Asif Ali Zardari, in recognition of her outstanding contributions to education.

Forests are Not Just Resources but Lifelines

Ali Amin Khan Gandapur, Chief Minister, Khyber Pakhtunkhwa, shares details of Rs7.5 billion Billion Trees Plus project in the province and sheds light on KP's vision for a greener future

■ Muzaffar Rizvi

KHYBER Pakhtunkhwa (KP) has long been at the forefront of Pakistan's environmental conservation efforts, recognising that forests are not just resources but lifelines for our people, biodiversity, and the planet, its top official says.

Ali Amin Khan Gandapur, Chief Minister, Khyber Pakhtunkhwa, said KP stands as Pakistan's Carbon Sink, with 37 per cent of its land is reserved for forests and national parks, removing 50 per cent of the nation's carbon emissions.

"With 40 per cent to 45 per cent of Pakistan's total forest cover, KP plays a crucial role in climate mitigation. However, conservation comes at a cost, with Rs3 billion spent annually on deforestation control and equivalent of Rs319 billion required for protection efforts — directly or indirectly into protecting and maintaining the forest of the size of the one that KP has," Gandapur told *Khaleej Times* during an exclusive interview.

Khyber Pakhtunkhwa, the third-largest province of Pakistan by population and the smallest province by area, has a varied geography of rugged mountain ranges, valleys, rolling foothills, and dense agricultural farms. It is bordered by Balochistan to the south; Punjab, Islamabad Capital Territory, and Azad Kashmir to the east; and Gilgit-Baltistan to the north and northeast. It shares an international border with Afghanistan to the west.

INVESTING IN GREEN ENERGY
Since 2017, the Chief Minister said KP has allocated Rs675 billion for development projects that support forestation and afforestation efforts — directly or indirectly, yet sustainable funding remains essential. To maintain this momentum, the Chief Minister of KP advocates for a 10 per cent share of the National Finance Commission (NFC) award for forest conservation, following the successful model of India, where allocations increased from 7.5 per cent to 10 per cent.

"Our forests hold the potential to gen-



erate approximately Rs38 billion in voluntary carbon credits and approximately Rs115 billion in compliance markets, reinforcing the need for national and international support. By rewarding provinces for conservation efforts, we can ensure long-term ecological and economic benefits," Gandapur said.

"In our first year in government, we have launched another ambitious project, Billion Trees Plus at an estimated cost of Rs7.5 billion to enhance KP's forest cover beyond 26 per cent. At the same time, we are investing in green energy through investments in hydropower and shifting our government institutes on solar power, including schools, colleges, universities, hospitals as well as

other facilities," the Chief Minister said.

Billion Trees Tsunami project was originally launched by former Prime Minister Imran Khan in 2015 to turn the tide on land degradation and loss in the mountainous, formerly forested KP province in the Hindu Kush Mountain range. The then provincial government of PTI had claimed that one billion trees were planted.

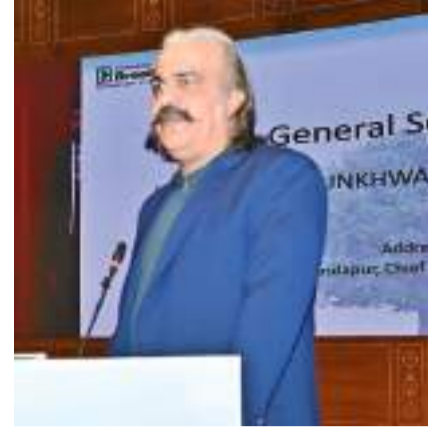
The 'Billion Trees Plus' campaign is in full swing with senior officials of the district administration distributing saplings among departments in the district. According to the district administration, the drive has been launched in line with provincial government directives to increase forest cover and ensure a clean and healthy environment for citizens.

"This ambitious project aims to not only plant trees but also protect and restore entire ecosystems, while creating green jobs and improving livelihoods in the region," according to an official.

Gandapur said KP's vision for a greener future includes incentivising forest budgets, promoting reforestation, compensating conservation trade-offs, and supporting local communities with healthcare, education, and employment.

"With collaborative efforts, we can protect our forests, strengthen Pakistan's resilience to climate change, and build a more sustainable future for generations to come," the Chief Minister said.

—muzaffarrizvi@khaleejtimes.com



“Our forests hold the potential to generate approximately Rs38 billion in voluntary carbon credits and approximately Rs115 billion in compliance markets, reinforcing the need for national and international support. By rewarding provinces for conservation efforts, we can ensure long-term ecological and economic benefits.”

Ali Amin Khan Gandapur, Chief Minister, Khyber Pakhtunkhwa



“With Billion Trees Plus and forest management, the provincial government has created more than 175,000 jobs. All the forests under Billion Trees project are not developed on state land as majority of the area is private where forests have planted.”

Muzammil Aslam, Advisor Finance, Khyber Pakhtunkhwa

Billion Trees Plus Project Set to Promote Green Tourism

THE Billion Trees Plus project is an important programme of Khyber Pakhtunkhwa's vision for a greener future and it strengthen Pakistan's resilience to climate change and generates thousands of jobs in the province, says a government official.

Muzammil Aslam, Advisor Finance, Khyber Pakhtunkhwa (KP), said the ambitious Billion Trees Plus project will also promote green tourism in the province as the KP Government has also introduced home stay project to encourage locals to build their home suitable for tourist stay.

"With Billion Trees Plus and forest management, the provincial government has created more than 175,000 jobs. All the forests under Billion Trees project are not developed on state land as majority of the area is private where forests have planted. It will give them ideal opportunity in revenue sharing in forest related output and carbon credits. With the scientific management of forest, it is estimated that Pakistan can generate up to \$7 billion dollar worth of timber," Aslam told *Khaleej Times*.

In reply to a question, he said this environment-friendly project is also

helpful in promoting sustainable tourism in the province.

"Obviously, Khyber Pakhtunkhwa is tourism hub of Pakistan. It attracted over 20 million tourists in 2024-25 from across Pakistan.

He said Khyber Pakhtunkhwa is currently working on four new tourism sites in the province. "Already, the Billion Trees Plus project is underway and the KP gov't has also introduced a home stay project to encourage locals to build their home suitable for tourist stay," Aslam said.

—muzaffarrizvi@khaleejtimes.com

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DURRANI'S PAINTINGS ARE COMPELLING, STRIKING WORKS OF ART.

NIGAAH
Arts, Culture, & Heritage

Interview: Masfioor Raza

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November 8, 1949: NBP Founded to Drive Pakistan's Economic Growth

The vision behind this historic step was to support the nation's trade needs and contribute to its economic progress and prosperity.

1950s: National Bank took over Government Treasury Operations

Established international branches in Saudi Arabia and the United Kingdom.

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Established international branches in Saudi Arabia and the United Kingdom.

1960s: NBP Launched School and College Schemes, Boosted Deposits

Inaugurated branches in the USA and Hong Kong.

1970s: Launched the Agricultural Credit Program to foster agricultural growth

NBP was nationalized in 1974. Bank of Bahawalpur amalgamated with NBP. Expanded international presence to West Germany, Bahrain, Egypt, and Tokyo.

1980s: Introduced a comprehensive procedure for Islamic economic systems

Extended its international network to friendly country China (Beijing) and South Korea.

1990s: National Bank's Market Share Reached 22%

Incorporated innovative technologies in banking operations. Celebrated its 50th anniversary. Expanded overseas branch network to Bangladesh, Turkmenistan, Kyrgyzstan, Kazakhstan, Azerbaijan, and Uzbekistan.

2000s: NBP Earned Over 30 International Awards, Cementing Its Excellence

Opened branches in Afghanistan. Issued 23.2% of its shares at domestic stock exchanges.

2010s: NBP's Balance Sheet Surpassed PKR 3 Trillion Milestone

Became the largest bank providing loans to farmers. Opened a subsidiary in Tajikistan. Launched Islamic banking. Set a Guinness World Record by opening the world's highest ATM near Khamjerab Pass.

2024: NBP marks its Diamond Jubilee with grand celebrations

NBP's Assets Reached PKR 6.7 Trillion, Achieving 27% YoY Growth

The celebrations highlight its pivotal role in raising industry standards. Through its extensive network and digital services, NBP has expanded banking access to every corner of the country to realize the vision of financial inclusion.

NBP National Bank of Pakistan

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Generaltec Rise: Khawar Hussain's Vision for Affordable Luxury and Innovation



Khawar Hussain has transformed Generaltec into a fast-growing global brand, focused on product excellence and customer satisfaction

In today's competitive home appliances market, where price often dictates consumer choices, Khawar Hussain, CEO of Generaltec, is redefining industry standards by offering luxury at an affordable price. Through a combination of high-quality engineering, a commitment to customer care, and a keen understanding of local market needs, Hussain has transformed Generaltec into a fast-growing global brand, focused on product excellence and customer satisfaction.

AFFORDABLE LUXURY

When founding Generaltec, Khawar Hussain had a clear mission — to establish a brand based on two simple yet powerful words: "affordable luxury." His vision was straightforward: why should consumers have to choose between quality and affordability?

Generaltec's product range is a direct reflection of this philosophy. From refrigerators and washing machines to air conditioners and cookers, each appliance is designed with cutting-edge technology and sleek, modern aesthetics that



Khawar Hussain
CEO of Generaltec

enhance the user experience — without the hefty price tag.

A key factor in the brand's success is its rigorous quality control process. Every Generaltec appliance undergoes stringent testing to ensure durability, efficiency, and longevity. Whether it's energy-saving technology or resilience in extreme climates, Generaltec's products are designed to stand the test of time. Hussain is clear in his belief: Generaltec is not just a purchase — it's a long-term investment in comfort and peace of mind.

TAILORED FOR LOCAL MARKETS
What sets Generaltec apart from other global brands is its commitment to de-

signing appliances tailored to local consumer needs. Under Hussain's leadership, the company prioritises understanding regional challenges and adapting its products accordingly.

For instance, in countries with extreme temperature fluctuations, Generaltec's air conditioners are built to withstand intense heat and cold, ensuring consistent performance. Similarly, in regions where water conservation is a concern, its washing machines and dishwashers are equipped with specialised water-saving technology.

This localised approach ensures that every Generaltec product delivers real, tangible value — from reducing energy bills to enhancing everyday efficiency. Consumers don't just buy Generaltec appliances; they experience their lasting benefits.

LEADING THE FUTURE OF CUSTOMER CARE

Beyond product innovation, customer service remains a key pillar of Generaltec's success. For Hussain, true customer satisfaction is about building relationships that extend beyond the initial sale.

"Customer satisfaction isn't just about making a sale — it's about building a relationship that lasts long after the purchase," says Hussain.

This philosophy is reflected in Generaltec's comprehensive after-sales service, industry-leading warranties, and expanding customer care network. Under Hussain's leadership, the company has introduced a warranty programme that surpasses industry standards, offering customers extended coverage and a simplified claims process.

Additionally, Generaltec is investing in customer care training programmes, ensuring that support teams offer fast,



friendly, and expert assistance — reinforcing the brand's commitment to long-term customer satisfaction.

Hussain's vision for the future is bold — he aims to make Generaltec a global leader in eco-friendly appliances, continually developing innovative solutions that benefit both consumers and the planet.

SUSTAINABILITY AND INNOVATION: A GREENER TOMORROW

As the world shifts towards sustainability, Hussain is ensuring that Generaltec plays its part in creating an environmentally responsible future. His commitment to eco-friendly innovation goes beyond just energy-efficient appliances — it extends to the entire lifecycle of Generaltec products.

Generaltec has already taken steps towards reducing its carbon footprint, incorporating recyclable materials and energy-saving technology into its product designs.

The company's inverter refrigerators and air conditioning systems are engineered to consume less power, making them a smarter and more sustainable choice for environmentally conscious consumers.

THE ROAD AHEAD

Looking forward, Hussain has ambitious plans for Generaltec. As the company continues its global expansion, its core mission remains unchanged — to offer luxury, affordability, and world-class customer care. As the company grows into a global powerhouse, it will remain steadfast in its values — providing affordable luxury, ensuring customer satisfaction, and driving environmental responsibility.

With Hussain at the helm, the future of Generaltec is brighter than ever. The home appliances industry is evolving, and with Generaltec leading the way, consumers can expect nothing less than exceptional quality at prices they can afford.

For more details, please visit: <https://generaltec.com>

Pakistan's Giant Leap into Space: The EO-1 Satellite and a Renewed Vision

Designed with advanced electro-optical sensors, the Electro-Optical-1 home-made observation satellite will enable Pakistan to collect critical data about the Earth's surface, aiding efforts in urban planning, disaster management, and environmental conservation



■ Ghulam Haider

PAKISTAN, a nation celebrated for its strategic geopolitical position, rich historical tapestry, and diverse cultural heritage, has achieved a ground-breaking milestone and technological excellence in space exploration. The successful launch of the Electro-Optical-1 (EO-1) observation satellite is more than a technical feat; it is a symbol of the country's aspirations to embrace innovation and harness advanced technologies for sustainable development and national progress.

On January 17, Pakistan reached new heights by launching its first domestically developed EO-1 satellite from China's Jiuquan Satellite Launch Centre. This historic event, broadcast live from Pakistan's Space and Upper Atmosphere Research Commission (SUPARCO) Karachi complex, filled Pakistanis with pride as they witnessed their nation take a bold step toward space exploration. The achievement also highlighted the deepening cooperation between Islamabad and Beijing, underscoring the strategic partnership's significance in advancing space technology.

The EO-1 satellite, developed entirely by Pakistani engineers under the guidance of the SUPARCO, marks a pivotal moment in Pakistan's scientific journey. Its successful deployment aboard China's Long March 2D (LM-2D) rocket represents a quantum leap in Pakistan's space programme. Designed to bolster Earth observation capabilities, EO-1 aims to support critical areas such as agriculture, urban planning, disaster management, and environmental monitoring. This

China to Welcome First Pakistani Astronaut

By offering access to its space programme, China strengthens its ties with Pakistan while positioning itself as a champion of technological inclusivity for the Global South

■ Ghulam Haider

CHINA'S Tiangong space station is on the verge of a historic milestone, as it prepares to host its first foreign visitor — a Pakistani astronaut. This unprecedented collaboration, cemented through a high-level agreement, will mark Pakistan's entry into human spaceflight and further solidify the strategic partnership between Beijing and Islamabad. The "Agreement on the Selection and Training of Pakistani Astronauts and Their Participation in China's Space Station Missions" was signed earlier this March between the China Manned Space Engineering Office

achievement showcases Pakistan's growing technical expertise and commitment to self-reliance in cutting-edge scientific endeavours. As the nation embarks on this ambitious path, it signals a brighter future where science and technology drive development and innovation.

Prime Minister Shehbaz Sharif aptly captured the significance of this achievement, stating: "This historic milestone demonstrates our nation's growing capabilities in space science and technology."

Deputy Prime Minister and Foreign Minister Ishaq Dar termed the successful launch a "significant achievement" in Pakistan's space journey. "Launch of in-

dependently manufactured EO satellite is a testament to Suparco's expertise and government of Pakistan's commitment to pursue space technology for peaceful purposes," he said in a post on X.

Designed with advanced electro-optical sensors, the EO-1 satellite will enable Pakistan to collect critical data about Earth's surface, aiding efforts in urban planning, disaster management, and environmental conservation.

The satellite is poised to play a transformative role in precision agriculture, allowing farmers to optimise irrigation, forecast crop yields, and boost agricultural productivity. Additionally, it will help monitor in-

frastructure development and manage urban sprawl, contributing to sustainable growth in rapidly expanding urban centres.

Environmental monitoring is another key focus of the EO-1 mission. The satellite's sensors are capable of tracking deforestation, glacier retreat, and water resources, offering invaluable data to mitigate the effects of climate change. Moreover, the EO-1 will be instrumental in disaster management, providing real-time updates during natural calamities such as floods, landslides, and earthquakes. This capability will ensure faster and more effective responses to emergencies, potentially saving countless lives and reducing economic

WILL A PAKISTANI ASTRONAUT SET FOOT ON THE MOON?

THE idea of a Pakistani astronaut reaching the Moon may sound ambitious, but it does not look beyond the realm of possibility. As global space exploration accelerates, Pakistan is making slow but steady progress in its space endeavors. In a landmark development underscoring the deepening collaboration, Pakistan and China have signed an agreement to send the first Pakistani astronaut into space. This historic accord not only signifies Pakistan's inaugural human spaceflight but also marks a significant milestone in the nation's space endeavours. If this mission succeeds, it could pave the way for more ambitious ventures, including lunar exploration. With China-Pakistan collaborations, the dream of a Pakistani astronaut stepping onto the lunar surface may not remain a distant fantasy.

Pakistan has historically relied on China for its space-related advancements. The 2019 launch of the Pakistan Remote Sensing Satellite from China was a significant milestone. Given China's ambitious lunar programmes, there is potential for Pakistani astronauts to be trained under China's space programme. However, if Pakistan strategically collaborates with global space agencies and prioritises long-term investment, a Pakistani astronaut may one day set foot on the Moon. While this might not happen in the immediate future, it is a goal that could be realised in the coming decades.

Policymakers must prioritise space sciences alongside natural sciences and engineering to foster progress. A robust space programme can serve as a catalyst for technological advancement and socio-economic growth, ultimately positioning Pakistan as a key player in the global space industry.

losses. The satellite's ability to monitor vital natural resources, including minerals, oil, and gas reserves, further strengthens its role in fostering sustainable development. By equipping policymakers with precise data, EO-1 represents a crucial tool in Pakistan's journey toward environmental stewardship and resource conservation. The capabilities make the satellite a vital tool for sustainable development and informed decision-making.

Globally, the earth observation satellite industry is experiencing exponential growth. Valued at \$5 billion in 2023, the market is projected to exceed \$8 billion by 2033, according to Novaspace.

Leading a Sustainable Change in Hospitality with Innovative CSR Initiatives

Also strengthens community ties with sustainability and social support initiatives

■ Muzaffar Rizvi

IFTIKHAR Hamdani, Area General Manager - Norther Emirates, Bahi Ajman Palace Hotel and Coral Beach Resort Sharjah, continues to drive impactful Corporate Social Responsibility (CSR) initiatives, setting new industry benchmarks for environmental conservation.

Hamdani, a trailblazer in sustainable hospitality, has achieved a major milestone by installing two advanced onsite water bottling plants, each utilising a different process but sharing the same mission — reducing single-use plastic bottles. With this initiative, Coral Beach Resort Sharjah and Bahi Ajman Palace Hotel are leading the way in eco-friendly water solutions in the Northern Emirates.

Hamdani has further strengthened his environmental initiatives with the introduction of compost machine at Coral Beach Resort Sharjah in 2025, reinforcing his long-standing commitment to waste reduction. The compost machine efficiently processes organic waste, including food scraps, converting them into nutrient-rich compost.

Excerpts from the interview:

You are an industry veteran with experience of over two decades. Please describe your corporate journey and contributions to society.

With over 20 years of experience in the hospitality industry, my journey has been shaped by diverse experiences across front office, sales and marketing, reservations and general management. From delivering exceptional guest experiences to driving revenue growth, I have played a key role in enhancing hotel operations and brand positioning.

My career began with a deep-rooted interest in hospitality, leading me to work in various roles. Starting in the front office, I gained a deep understanding of guest service and operational efficiency. Transitioning into sales and marketing, I successfully positioned brands for growth, expanded market reach, and drove revenue. While in reservations, I implemented strategic booking solutions to maximise occupancy and profitability.



My experience in hotel development allowed me to oversee property launches, create brand identities and establish strong market presence. Climbing the leadership ladder to Executive Assistant Manager to General Manager position for a decade and half. I have led teams, improved operational efficiencies, and ensured top-tier guest experiences.

Beyond corporate success, I have mentored young professionals, supported hospitality education initiatives through trainings and championed sustainability in hotel operations. Moreover, on the CSR initiatives, I have focused on community engagement, environmental responsibility and promoting ethical tourism practices.

“ I have played a key role in transforming the hospitality industry with groundbreaking sustainability initiatives, particularly compost machines, advanced water filtration technology and air-to-water technology.”

Iftikhar Hamdani, Area General Manager - Norther Emirates, Bahi Ajman Palace Hotel and Coral Beach Resort Sharjah

You have played a significant role in sustainability and environmental protection in the UAE. What do you have in the pipeline to further intensify this campaign?

The UAE has made remarkable progress in sustainability and environmental protection, especially within the hospitality sector. Looking ahead, the focus is on intensifying green initiatives through innovative solutions, stricter regulations, and industry-wide collaborations.

I have played a key role in transforming the hospitality industry with groundbreaking sustainability initiatives, particularly compost machines, advanced water filtration technology and air-to-water technology. The recent compost machine has been installed in Coral Beach Resort Sharjah early 2025, this follows my first sustainability project launched in 2012, marking over a decade of leadership in eco-friendly hotel operations. The compost machine efficiently processes organic waste, including food scraps, convert-



Iftikhar Hamdani receiving an award from Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Tolerance and Coexistence.

ing them into nutrient-rich compost.

I achieved a major milestone by installing two advanced onsite water bottling plants, each utilising a different process but sharing the same mission - reducing single-use plastic bottles. Such are the advanced water filtration technology, significantly reducing plastic waste by providing reusable glass bottles, preventing approximately 300,672 plastic bottles from entering the environment annually. Second is the integration of air-to-water technology, extracting moisture from the air and converting it into clean drinking water. The state-of-the-art bottling plant produces an impressive 365,000 litres of pure drinking water annually by harnessing atmospheric moisture and eliminat-

ing 431,304 plastic bottles.

To further intensify the environmental and sustainability campaign with initiatives like compost machines and advanced onsite water bottling plants, a multi-faceted approach is the key. Collaborating with local governments, industry players and environmental organizations to create a unified green strategy will facilitate the widespread implementation of these initiatives.

Additionally, incorporating ISO 14001:2015 into the environmental and sustainability campaign is a strategic move to intensify and formalise efforts which are on our pipeline.

What do you say on the eve of Pakistan Resolution Day? Any message for strengthening the UAE-Pakistan bilateral relations?

On the eve of Pakistan Resolution Day, we celebrate the spirit of determination and unity that shaped a nation. The UAE and Pakistan share deep-rooted ties built on mutual respect, economic cooperation, and cultural affinity.

The UAE stands as a beacon of safety, opportunity, and prosperity, welcoming people from all backgrounds to thrive. A nation that fosters dreams, rewards hard work and champions a sustainable future for all.

May this bond continue to strengthen, fostering new opportunities for collaboration and prosperity. Wishing our Pakistani friends a day filled with pride and progress.

— muzaffarrizvi@khaleetimes.com

Hospitality Industry to Thrive Despite Challenges

IFTIKHAR HAMDANI, Area General Manager - Norther Emirates, Bahi Ajman Palace Hotel and Coral Beach Resort Sharjah, said the UAE's hospitality industry is set for significant growth over the next five years, driven by increasing tourism, luxury and experiential travel, sustainability initiatives, and smart hotel technology.

“The UAE continues to attract millions of visitors with world-class attractions, luxury shopping and cultural landmarks, while emerging eco-tourism and adventure travel,” he said.

The UAE's goal of welcoming 40 mil-

lion guests by 2031 is supported by visa reforms, increased airline connectivity, and major events such as Expo City Dubai, a global hub for sports and global conferences. Additionally, the rise of smart tourism - powered by AI, digital concierge services which intelligently communicate with guests over a communication platform such as a website chat window, mobile app, or text messaging; and immersive experiences - is enhancing visitor engagement.

“Sustainability is also at the forefront, with hotels, resorts and tourism operators adopting green initiatives to

align with global environmental goals. As we promote the UAE as a global destination, our commitment to the CSR initiative remains in the lead, driving sustainability growth.”

Hamdani, a pioneer in sustainable hospitality, said the global hospitality industry faces several challenges, including economic uncertainty and sustainability pressures. Fluctuations in inflation and interest rates may impact travel demand. “Growing regulatory and consumer expectations for sustainability push hotels to adopt eco-friendly practices, often at a high cost.”

From Resolution to Reality

PAKISTAN ZINDABAD!

On this day, the foundation of Pakistan was laid under the visionary leadership of Quaid-e-Azam Muhammad Ali Jinnah. Within just seven years, the dream of a separate homeland for the Muslims of the subcontinent was realized, and Pakistan emerged as a sovereign country.

Sharjeel Inam Memon
SENIOR MINISTER FOR INFORMATION & TRANSPORT
Sindh, Pakistan

23 MARCH 2025

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Shameen Mehta

The Indus Hospital Youth Ambassadors: Empowering a New Generation of Change-Makers

THE youth of today are redefining the fabric of our society, harnessing their energy, passion, and dedication to drive transformative change.

Recognising their potential, Indus Hospital & Health Network (IHNN) is dedicated to empowering its youth ambassadors to become pioneers of a better future. They are tackling pressing healthcare disparities through awareness, education, advocacy, and community engagement to shape a brighter future for thousands.

The Indus Hospital launched the Indus Youth Ambassador Programme (IYAP) in 2021, equipping these brilliant children to address the most pressing healthcare challenges on both local and global scales. Starting with 15 trailblazing young minds, IYAP has now grown to almost 200 dedicated individuals committed to saving lives. Thanks to their efforts, hundreds of fundraising campaigns have successfully resulted in millions of patients receiving free-of-cost, quality healthcare. They have worked tirelessly to raise funds for vital causes, ranging from nourishing mothers and their newborn babies, to supporting primary care initiatives to supporting children battling cancer.

Since its inception in 2007, Indus Hospital & Health Network (IHNN) has touched the lives of over six million patients annually in Pakistan. Under the inspired leadership of Dr Abdul Bari Khan, IHNN has grown into a robust healthcare ecosystem, comprising a network of hospitals, regional blood centres, physical rehabilitation centres, and primary care sites. Driven by an unwavering commitment to compassion and care, IHNN has consistently pushed the boundaries of healthcare accessibility, providing a safety net for the most vulnerable populations and illuminating a brighter future for millions. It is a true testament of the power of mobilisation and compassion.

Our youth ambassadors initiated the Childhood Cancer campaign on the online platform called Yallagive (with IAC-AD Permit No. PRHCE - 003622765) between September 2024 and February 2025. Their efforts facilitated comprehensive high-quality, free-of-cost healthcare services for children battling cancer. They raised awareness about healthcare challenges faced by these young warriors,



highlighting the impact of IHNN's paediatric cancer programme. The programme is one of South Asia's largest and most advanced paediatric oncology units, offering comprehensive care that includes both curative and palliative treatments.

Childhood cancer poses a critical health challenge in Pakistan, with approximately 10,000-12,000 new cases reported annually. Despite the increasing burden, several factors contribute to the alarmingly low survival rates, which currently stand at 20-30 per cent, compared to 80 per cent in more developed nations. The root of the problem lies in the scarcity of specialised centres for diagnosis and treatment, particularly in rural areas, leaving many children without access to timely medical care.

IHNN's paediatric oncology ward has treated more than 14,000 children since its inception and performs over 150 che-

motherapy sessions every day. It has facilitated over 350 Tele-clinic consultations, empowered 250+ graduates through Indus Kay Sitaray (in-house school), and provided essential medical care to 27,612+ outpatients, 2,994+ inpatients, and 10,966+ paediatric oncology consultations. The efforts of our youth ambassadors ensured an investment in the future and well-being of children battling cancer.

The enthusiasm and commitment of our young ambassadors have raised a remarkable number of donations. Their initiatives have facilitated access to quality medical treatment, empowered marginalised communities, and changed the lives of millions.

Our devoted youth ambassadors included Aariz Rafique Raza, Simone Ramchandani and Eimaan Irfan from Jumeirah College; Abdullah Minai from Jess Jumeirah;

Amna Mahmood and Moza Al Abbar from Repton School Dubai; Anisa Hussain and Enaya Alavi from Dubai British School Emirates Hills; Aaliya Masood, Disari Kulasoorya, and Rumaysa Farhan from Pristine Private School; Aryaan Tiwana, Sulaiman Habib, and Zaid Ahmad Khawaja from Dubai American Academy; Dhruv Gehani from Millennium School; Ebrahim Jalil, Rayyan Sidat, Sakina Syed, and Mina Asjad from GEMS Jumeirah Primary School; Eeshaal Ul Haq, Myra Shamim Maqbool, Aleeza Ahmed, and Nyla Sheikh from American School of Dubai; Fatyma Maleeka Jafferi from Sunmarke School; Hussain Ahmad from Gems Metropole; Wafia Wasif from Nord Anglia International School Abu Dhabi; Pim Wattanaverachai from Gems Wellington International School; Sanvi Agarwal from Dubai International Academy Emirates Hills; Zoya Omer from Nord Anglia Dubai.

Indus Youth Mentors included Kinaan Syed from Dubai College; Haider Afzal from Dubai International Academy; Emaan Asjad, Vivaan Shahani, Mohammad Daniyal Khan, Aiza Baig, and Saif Seer from Jumeirah College; Saif Shariff from Gems Dubai American Academy; and Eshal Alavi from Dubai British School Emirates Hills.

Indus Leaders included Sofia Omer from Dubai College; Eimaan Irfan from Jumeirah College; Hannah Kashief from Pristine Private School; Iman Riaz and Airah Rana from Dubai International Academy Emirates Hills and Zoya Lakhani from Gems Wellington International School.

The enthusiasm and commitment of our young ambassadors have raised a remarkable **Dh164,000**. Their initiatives have facilitated access to quality healthcare, empowered marginalised communities, and changed the lives of millions.

Sakina and Kinaan had the unique opportunity to visit IHNN's Korangi campus in Karachi and toured the hospital building. They visited the paediatric ward, engaged with key leaders, and gained valuable insights into the operational framework of the hospital. This was a moving experience for them that fostered a deeper sense of purpose and connection to the mission, instilling an appreciation of the monumental work being carried out.

Fatyma Maleeka participated in an entrepreneurship extracurricular activity at her school, demonstrating her creativity by selling stationary packets. She was successfully able to sell her products for profit, and through her kindness and generosity, she donated all her earnings to IHNN.

Enaya demonstrated her dedication to IHNN by spearheading awareness efforts at her school. She took the initiative to organise presentations for Key Stage 3 students, educating her peers about the hospital's mission and impact. Through her efforts, she inspired her fellow students to learn more about IHNN's vital work and the importance of giving back to the community.

The unwavering dedication shown by our youth ambassadors serves as a powerful reminder that young people can lead impactful change when motivated by a noble cause. As pioneers, they have channelled their collective passion, creativity, and commitment to make a significant difference. Indus is truly blessed to have the support of these young superheroes as they continue to aid this incredible humanitarian mission.

Driving Future: Punjab's Bold Leap Towards Green, Smart Transport

From metros to electric buses and breathtaking glass train - Punjab is redefining public transport for a sustainable connected future

Sana Eqbal

AS THE country marks Pakistan Day, Punjab is on the cusp of a transformative era in public transport. With a forward-looking five-year plan, the province is set to redefine urban mobility, embracing modern infrastructure, eco-friendly solutions, and enhanced road safety. From expanding Lahore's metro network to introducing electric buses and launching a first-of-its-kind glass train from Islamabad to Murree, the government is laying the groundwork for a sustainable, efficient, and inclusive transport system.

"Public transport is not just about mobility; it's about progress," says Imran Sikandar Baloch, Secretary Transport Department, Punjab. "We are committed to building a world-class, eco-friendly transit system that meets the needs of our growing urban population while aligning with global sustainability goals."

LAHORE'S METRO EXPANSION: A GAME-CHANGER MOVE

Lahore's metro system, already serving thousands daily through the Orange and Green Lines, is set to expand with three new metro routes:

Blue Line: A 27-kilometre metro from Valencia Town to Babu Sabu Chowk, designed to cater to over 250,000 daily passengers. The billions worth project is expected to be completed within three years, reducing congestion and providing a faster, more efficient travel option.

Purple Line: A new corridor running along Canal Road, connecting Allama Iqbal International Airport to the city's heart, ensuring smooth connectivity for residents and visitors alike.

Yellow Line: Another proposed route along Canal Road from Thokar Niaz Baig, reinforcing Lahore's public transport network.

"These three lines are a major milestone," Baloch explains. "It will not only cut travel time but also reduce urban congestion."

To support these projects, the Punjab Transport Department is conducting feasibility studies and design planning, ensuring state-of-the-art technology is incorporated to enhance commuter experience.



ELECTRIFYING THE FUTURE: A MOVE TOWARDS CLEAN TRANSPORT

With the global push to reduce carbon emissions by 45 per cent by 2030, Punjab aims to cut its transport-related emissions by 15 per cent. A key part of this shift is the transition to electric buses and reducing reliance on fuel-powered vehicles.

Lahore has launched first electric bus service with 27 buses, offering a highly affordable fare. Additionally, 500 more electric buses are set to be introduced by August, marking a significant expansion of eco-friendly transport options. Also, mass transit for Faisalabad and Gujranwala are underway to extend Metrobus services to these cities, tackling congestion and pollution. Furthermore, electric vehicles (EVs) rollout in key cities like Rahim Yar Khan, DG Khan, Jhelum, and Sargodha to receive electric buses, furthering Punjab's green transport agenda.

"The shift to EVs is a priority," says Baloch. "By moving towards electric public transport, we are significantly cutting emissions while providing people with affordable and efficient mobility options."

Additionally, the government's EV policy is aimed at phasing out traditional rickshaws and bikes, replacing them with clean energy vehicles.

EXPANDING MASS TRANSIT ACROSS PUNJAB

Beyond Lahore, Punjab is scaling up its public transport network in Faisalabad

and Gujranwala, where mass transit feasibility studies are underway.

However, due to the land acquisition process and infrastructure development, officials estimate the timeline for completion to be between 1.5 and 3 years.

"Building modern transit systems is a complex but necessary challenge," Baloch acknowledges. "These projects will not only make commuting easier but also stimulate economic growth and job creation in the region."

A SPECTACULAR VISION: THE ISLAMABAD-MURREE GLASS TRAIN

While Punjab's urban transit plans focus on efficiency, the Glass Train project from Islamabad to Murree aims to offer a unique travel experience, reports local media. Currently in the pre-feasibility stage, this scenic railway route will provide passengers with unmatched panoramic views of the lush hills and valleys.

Unlike conventional trains, the Glass Train will feature transparent, reinforced glass coaches, allowing passengers to immerse themselves in the natural beauty of Murree as they travel. The project, once greenlit, will offer a safe, scenic, and eco-friendly alternative to road travel along

with reduced road congestion in peak tourist seasons and boosted local tourism and economic activity.

The feasibility study is currently assessing railway tracks, station locations, geological risks, and environmental impact to ensure the train operates safely and sustainably. Given Murree's protected ecosystem, authorities are conducting environmental impact assessments to minimise disruption to the natural landscape.

Once operational, the Glass Train is expected to revolutionise travel to Murree, offering a quicker, safer, and more visually stunning journey compared to conventional road transport.

BEYOND TRANSPORT: STRENGTHENING INSTITUTIONS & ROAD SAFETY

While infrastructure development is crucial, Punjab's transport vision also focuses on improving Road Safety through better traffic management systems and enhanced enforcement of regulations, leveraging Technology to enhance real-time traffic monitoring, ensuring smoother city-wide transit operations and building institutional capacity to ensure public

transport projects are efficiently managed, sustained, and continuously improved.

"Strong institutions and road safety measures are just as important as the transport networks themselves," notes Baloch. "We are ensuring that Punjab's transport future is built on a foundation of efficiency, sustainability, and safety."

A BOLD STEP TOWARDS THE FUTURE

As Pakistan moves towards a more urbanised future, Punjab's transport transformation sets the stage for a cleaner, more connected province. With ambitious metro expansions, mass transit plans, electric vehicle adoption, and the spectacular Glass Train project, the province is steering towards a future where public transport is not just a necessity, but a symbol of progress.

"These projects will define the next chapter of Punjab's development," concludes Baloch. "We are not just improving transportation - we are shaping the future of how people live, work, and move across the province."

With vision and commitment, Punjab's transport revolution is well underway - bringing a cleaner, smarter, and more connected tomorrow for millions.

- sana@khaleejtimes.com

CELEBRATING



PAKISTAN

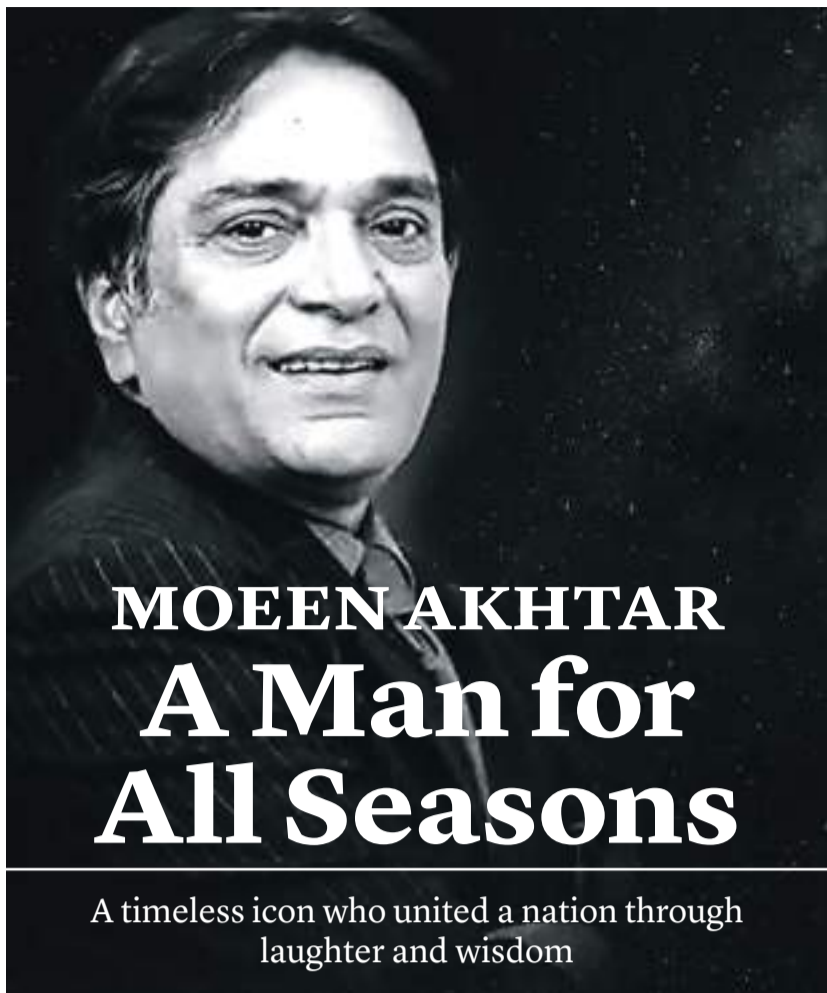


RESOLUTION DAY



 GALADARI

Inspiring Pioneers



MOEEN AKHTAR A Man for All Seasons

A timeless icon who united a nation through laughter and wisdom

MOEEN Akhtar was more than just an entertainer — he was a voice of reason, a mirror to society, and a man who brought people together through humour and empathy. His wit made us laugh, his wisdom made us think, and his kindness touched countless lives.

Emerging in the 1970s, Moeen Akhtar captivated audiences from his very first performance alongside Zia Mohyeddin. With his signature charm and charisma, he left an unforgettable mark on Pakistan's entertainment industry. Under Mohyeddin's mentorship, he refined his skills in acting and hosting, eventually becoming one of the most versatile artists the country has ever seen. Legends like Anwar Maqsood recognised his unmatched talent, contributing to a career that remains unparalleled.

Dressed impeccably and always eloquent, Moeen Akhtar was not just an artist but an institution. His performances were more than just comedy; they carried social messages that resonated deeply with audiences. Through his satirical sketches, he highlighted societal challenges, making people laugh while also prompting them to think. His remarkable ability to impersonate people from all walks of life — whether a street vendor, a film actress, or a businessman — made him a household name.

Dressed impeccably and always eloquent, Moeen Akhtar was not just an artist but an institution. His performances were more than just comedy; they carried social messages that resonated deeply with audiences.

lanthropy, often helping the less privileged without seeking recognition. Many stories of his generosity and kindness surfaced after his passing, further solidifying his status as a beloved national figure.

His autobiography, *One Man Show*, written by Moeen Akhtar himself provides an intimate glimpse into his life and career. Through its pages, readers embark on a journey through his struggles, triumphs, and the relationships that shaped him. The book is not just a reflection of his personal story but also a tribute to Pakistan's evolving entertainment landscape. Through his comedy he brought forward many serious issues and though we laughed, we also thought of many perilous issues faced by society.

As we celebrate Pakistan Day, Moeen Akhtar's legacy reminds us of the power of unity, laughter, and storytelling. He was more than an entertainer — he was a national treasure who brought people together, inspiring generations with his humour, humility, and heart. His influence continues to live on, proving that legends never truly fade.

Moeen Akhtar was, and will always be, a man for all seasons.

— Ghazala Tikki Zaman and Tabassum Vally

The World of Contemporary Art: A NEW ERA OF EXPRESSION

A picture says a thousand words

■ Ghazala Tikki Zaman and Tabassum Vally

ART, in all its forms — whether through the strokes of a brush or captured through the lens of a camera — continues to captivate audiences worldwide. From exhibitions to sales, the ever-evolving world of contemporary art is drawing more and more viewers into its realm. A key element of this transformation has been the rise of contemporary photography, where technology, culture, and creativity come together to redefine what it means to capture a moment.



Tiny feet by Wajiha

THE EVOLVING ART OF PHOTOGRAPHY

As the saying goes, "A picture says a thousand words." But in today's digital age, photographs are telling new kinds of stories. Wajiha Khan, a talented and aspiring photographer, explains, "Photography has evolved dramatically, driven by technological advancements, cultural shifts, and changing artistic trends." She further elaborates that social media, technology, and evolving attitudes towards creativity have led to a preference for highly edited content, shifting from raw, unfiltered images.

WAJIHA KHAN'S JOURNEY IN PHOTOGRAPHY

Wajiha's journey as a photographer began in 2011, starting as a freelance photographer and later pursuing formal training at the International School of Arts and Photography. Her quest for excellence took her to Sheridan College in Toronto, where she specialised in wedding photography. Throughout her career, she has "captured" the essence of wedding using natural light, creating emotional and authentic portraits.

Wajiha gained recognition as one of the finest photographers in the UAE, where she worked with celebrities, TV channels like ARY, and on prestigious events such as fashion shows and formal gatherings. According to her, photography is not merely about "capturing" people, but also about freezing the vibes, feelings, and emotions of a moment.

With the rise of mobile phones as tools for photography, Wajiha acknowledges that the quality of modern smartphones, with their advanced sensors and AI features, is rivaling traditional DSLRs and mirrorless cameras. This shift, she notes, is reshaping the way people create and consume visual content, but professional photographers still hold the importance of



Wedding by Wajiha

using specialised equipment. "AI-generated content is on the rise, raising questions about authenticity and ethics in photography," she adds, highlighting the ongoing debate surrounding the evolving medium.



Eman - Barcelona

EMAN KHOKHAR: EXPLORING THE WORLD OF CONTEMPORARY ART

In the contemporary art scene, Eman Khokhar, a visionary curator and the founder of EKHO, a prominent online art gallery, is making waves. Born in Lahore, Pakistan, and raised in Dubai, Eman has a unique blend of cultural experiences that are central to her work. Through EKHO, she aims to provide emerging artists with a platform to showcase their talents and gain recognition.

A JOURNEY ACROSS CULTURES AND MEDIUMS

Eman's academic journey is as dynamic as her work. After completing her high

school in Dubai, she pursued a BA (Hons) in Fine Arts at Oxford Brookes University and later earned a master's degree at the Royal College of Art in London. Her art is deeply influenced by the exploration of culture and self-identity, reflecting both Pakistani and UAE influences.

One of the central themes in her art is the concept of the veil and the philosophical dimensions of a woman's gaze. Eman also tackles complex topics, such as the relationship between mothers and daughters, examining the emotional depth and intricacies of this bond.

At EKHO, Eman is dedicated to showcasing young Pakistani artists on the international stage, while also featuring artists from across the MENA region. In addition to her online platform, she has participated in group exhibitions at notable art galleries in Dubai, such as The Sconci Gallery and Cave DXB, and her work has been displayed at prestigious venues in London, Luxembourg, and Barcelona.

"At EKHO, we aim to educate the public about artists from our region and beyond," says Eman. Through this platform, she ensures that contemporary artists working in diverse mediums such as photography, graphic design, and film are recognised and celebrated.

A VISION FOR THE FUTURE

Eman's vision for EKHO goes beyond just promoting artists — it is about offering global exposure to talented individuals, ensuring their work reaches art enthusiasts and collectors around the world. Recently, EKHO showcased Adeen Habib, a contemporary impressionist from Pakistan, whose work delves into the societal nuances of modern life.

Through EKHO, Eman continues to pave the way for young artists to make their mark on the global art scene, offering them the chance to be seen, heard, and appreciated on an international stage.

From Dubai to Paris Olympics



Durrani's journey has just begun, and the world eagerly awaits to see what he accomplishes next

WHEN Ahmed Durrani first stepped into a swimming pool at the age of three, little did he know that one day he would be competing at the Paris 2024 Olympics. Today, he stands as a beacon of inspiration for young athletes, proving that with dedication, hard work, and resilience, dreams can become reality.

A PASSIONATE SWIMMER FROM A YOUNG AGE

Growing up in Dubai, far from his Pakistani roots, Durrani frequently visited Pakistan and felt a strong passion for inspiring the youth there. His goal was simple — to encourage them to dream big, work hard, and break barriers despite challenges.

Durrani's relentless hard work and discipline placed him among UAE's top swimmers at a young age. As a student at the Dubai English Speaking College, balancing academics with intense swimming training was no easy task. However, his belief in time management and perseverance helped him stay on top of both.

"If you manage your time properly, nothing can stop you from achieving your goals," Durrani says.

Swimming for nearly three hours daily, he pushed himself to the limits. His talent was evident as he progressed from school competitions to national-level tournaments in Pakistan, earning recognition for his Olympic potential at just twelve years old.

**A DREAM REALISED:
COMPETING AT THE OLYMPICS**
Durrani knew that physical and mental strength were equally crucial for success



“The amount of discipline and training required for competitive swimming is immense, but the results are worth it.”

Ahmed Durrani

in swimming. With the unwavering support of his school, trainers, and parents, he dedicated himself entirely to preparing for the Paris Olympics.

"The amount of discipline and training required for competitive swimming is immense, but the results are worth it," he says.

Arriving in Paris for the Olympic Games was nothing short of a dream come true for Durrani. The sheer grandeur of the Olympics, walking alongside world-class athletes, and sharing experiences with his sports heroes were unforgettable moments.

Standing at the Olympic podium, he thought of only one thing — making his people proud. As Pakistan's youngest swimming representative, he brought joy and hope to a nation that celebrated his incredible achievement.

AN INSPIRATION FOR FUTURE GENERATIONS

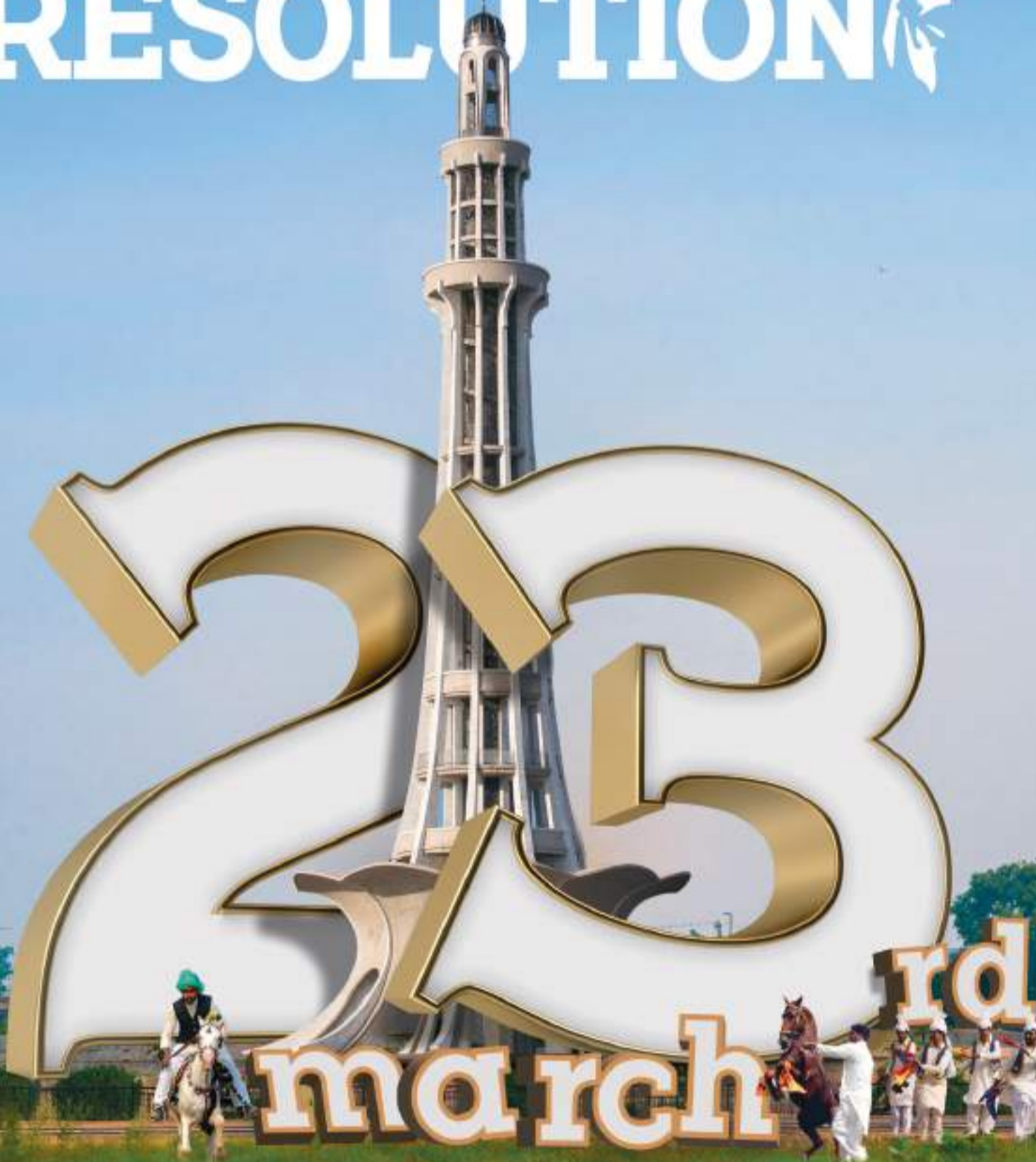
Durrani's journey is not just about his Olympic participation — it's about inspiring young athletes to push beyond their limits. His message is clear: "The only thing that can hold you back from achieving your dreams is your own self-doubt. Overcome your fears, stay focused, and work hard. Your dreams will come true."

With his unwavering determination and Olympic spirit, Ahmed Durrani is more than just a swimmer — he is a role model for aspiring athletes across Pakistan and beyond. His journey has just begun, and the world eagerly awaits to see what he accomplishes next.

— Ghazala Tikki Zaman and Tabassum Vally

Hamdard
Pakistan
WELLNESS TO
WELBEING

RELIVING THE RESOLUTION



23rd March – Pakistan Day is of great significance for the people of Pakistan. It is a day when we remember the great sacrifices made by our forefathers for an independent homeland and renew our commitment to the progress and prosperity of Pakistan.

On this momentous occasion, let's savour the essence of Pakistan with Rooh Afza, a drink loved by millions globally for its unique and refreshing flavour. We invite you to celebrate with us and embrace the rich heritage of our beloved country.

As one of Pakistan's leading brands, Hamdard is proud to be a part of the cultural fabric of our nation.



The Evolving Fashion World: A Medley of Tradition and Innovation

World of fashion is ever-evolving, seamlessly blending the creativity of seasoned designers with the fresh perspectives of emerging talent

■ Ghazala Tikki Zaman and Tabassum Vally

EACH year, under the mentorship of industry veterans, young designers showcase their work, earning recognition on both local and international platforms. In Pakistan, the fashion industry continues to thrive, celebrating a fusion of heritage and modernity.



ZAIN HASHMI: REDEFINING MODERN ELEGANCE

Pakistani fashion is undergoing a dynamic transformation, where designers are curating elegant pieces that reflect a contemporary yet culturally rich aesthetic. Fusion trends dominate the landscape, with designers drawing inspiration from global influences to merge Eastern traditions with Western innovation.

"Every collection, every design, and every bridal experience is a new opportunity to reach new heights in creativity. As my brand evolves, I find that my vision continues to expand, and with every new step, I discover new expectations for my-



Designed by Zain Hashmi

self—both in creativity and professionalism," says Zain Hashmi.

A graduate of the prestigious Pakistan Institute of Fashion and Design (PIDF), Lahore, with additional training from the London College of Fashion, Hashmi has established himself as a prominent name in the industry. He launched his career in 2017, but it was in 2020 that he truly made his mark among fashion connoisseurs. His dedication to craftsmanship and innovative designs led him to open his own studio, where he continues to push creative boundaries.

Hashmi releases six collections annually, each with its own unique identity. In 2024, he expanded his brand by launching Shah, a prêt-à-porter label designed for the bold and fashion-forward. With plans to introduce exclusive Ramadan and Eid collections, Hashmi continues to embrace diversity in fashion.

"Meeting my own expectations is something I continually strive for. When I first started, I set goals to create designs that not only reflect haute couture but also resonate with clients on a per-



Designed by Sherish Haider

sonal level. Looking back, I feel I have achieved many of my aspirations, but there is always room for innovation."

Blending intricate embroidery with contemporary silhouettes, his designs capture the spirit of modern women while preserving Pakistan's rich heritage of craftsmanship.

DANEEN ATELIER: SUSTAINABILITY MEETS LUXURY
For designer Sehrish Haider, fashion is not just about aesthetics - it's about sustainability, craftsmanship, and empowerment. As the founder of Daneen Atelier, she has created a brand that blends traditional South Asian embroidery with the sophistication of Middle Eastern fashion.

"Our Dubai exhibition has been a fantastic platform, allowing us to connect with an international audience that values artisanal craftsmanship. The response has been incredible, reinforcing the demand for sustainable, handmade luxury fashion."

Sehrish Haider

"Our Dubai exhibition has been a fantastic platform, allowing us to connect with an international audience that values artisanal craftsmanship. The response has been incredible, reinforcing the demand for sustainable, handmade luxury fashion," says Sehrish.

Founded in 2019, Daneen Atelier quickly gained recognition for its exquisitely embroidered prêt-à-porter collections. In 2024, Sehrish expanded her brand with a line of intricately designed abayas, seamlessly blending modesty with modern luxury.

A philanthropist at heart, Sehrish travels to remote villages in Pakistan to preserve the dying art of hand embroidery. By engaging women from underprivi-

leged backgrounds, she provides employment opportunities while keeping age-old craftsmanship alive.

"Fashion in the Middle East is deeply rooted in tradition while embracing modernity in a unique way. There is a strong focus on modesty, luxury, and intricate detailing, which aligns perfectly with my handcrafted designs. It's a market where cultural values meet contemporary preferences, creating space for brands like ours that celebrate both."

As Pakistani fashion evolves, designers like Zain Hashmi and Sehrish Haider continue to push the boundaries, ensuring that tradition and innovation coexist beautifully on the global stage.

Diamonds, Gems, and Gold: A Joy Forever

Jewellery is no longer merely a status symbol or accessory, but rather a statement of personal identity

THE world is experiencing a notable shift in the realm of accessories. The art of immaculate dressing is now complemented by jewellery and accessories, which are becoming increasingly important across all age groups. While younger generations are drawn to fashion jewellery, gold and diamonds remain highly sought after by true jewellery enthusiasts. In the UAE, with its style-conscious demographics, there has been a surge in jewelry craftsmanship, especially in both fashion jewelry and precious gems, diamonds, and gold.



Arshia's creation



Arshia's designs often incorporate elements of nature, including representations of birds, bees, and delicate flowers. Each piece is a work of art, handcrafted by skilled craftsmen from Thailand, Italy, and India, countries known for their high-quality craftsmanship.

This surge in interest reflects an evolving appreciation for fine craftsmanship and unique designs. Jewellery is no longer merely a status symbol or accessory, but rather a statement of personal identity. The modern trend blends tradition with innovation, as fashion jewellery continues to hold appeal for younger buyers while timeless gold and diamond pieces remain staples in the world of fine jewelry.

MOISEAU, THE MURMUR OF THE HUMMINGBIRD BY ARSHIA
For Arshia, nature and art are seamlessly intertwined in her jewelry creations. "As a nature lover, I incorporate many elements of nature into my jewellery," she says, emphasising the deep connection

between jewellery and the world around her. Her jewellery line, Moiseau, is named after the "murmur of the hummingbird" — a symbol of grace, freedom, and beauty that is inherent in every piece she creates.

Since 2017, Moiseau has been adorning women with timeless jewels. Arshia's impeccable attention to detail and her passion for elegant, wearable jewellery has allowed her to establish herself as a prominent name in the jewelry world. Initially, her journey began with a boutique in Karachi, where she showcased global jewelry designs alongside cocktail dresses for young women attending special events like proms and evening parties. However, upon moving to the UAE, Arshia realised the immense potential for accessories in the fashion industry, which helped her expand her brand internationally.

Inspired by nature, Moiseau offers two distinct jewellery lines, one featuring precious uncut diamonds and the other focusing on semi-precious stones. The pieces are beautifully crafted into designs that are timeless and unique. Whether it's simple strands of glossy pearls or intricately designed wedding jewellery, Moiseau continues to dazzle with its elegant creations.

Arshia's designs often incorporate elements of nature, including representations of birds, bees, and delicate flowers.

Each piece is a work of art, handcrafted by skilled craftsmen from Thailand, Italy, and India, countries known for their high-quality craftsmanship. Arshia herself can often be found in her studio in Dubai, where she works closely with her craftsmen to bring her sketches to life, ensuring that every piece carries with it the beauty of nature and the soul of her vision.

JARKAN: A BLEND OF CULTURES AND TRADITIONS
Jarkan was founded in 2019 by Kiran Feroz, Maryam Feroz, and Hassana Reza, a trio with a vision to redefine jewellery by crafting exceptional, high-quality pieces. The name "Jarkan" is derived from zirconia, a gemstone symbolising elegance and brilliance. The jewelry brand blends influence from various cultures and traditions, creating pieces that are both globally inspired and uniquely crafted.

The inception of Jarkan Jewellery was humble, with the brand initially producing only five pieces. However, the overwhelming appreciation from friends and family led to their first exhibition in Karachi, which was met with great success. The demand for their jewelry quickly grew, and Jarkan expanded its presence to prestigious boutiques in Karachi and Lahore. Soon after, they began showcasing their collections at international exhibitions in Dubai, Doha, Riyadh, and London.

Jarkan's designs are a beautiful fusion of traditional art forms and contemporary aesthetics. Their collections are made up of precious diamonds, semi-precious stones, and intricate gold settings, all carefully crafted to create statement pieces. One of their standout collections, "The Sakura", was inspired by Japanese art, and its stunning pieces have resonated deeply with clients. As Jarkan continues to grow, the brand has seen success in both the world of real jewelry and fashion jewelry. While the timeless appeal of gold and diamonds remains ever-present, there is a noticeable shift toward more accessible, fashion-forward pieces. As Kiran Feroz explains, "Real jewellery will always hold its value as a timeless investment, while costume jewelry is evolving into a dynamic category that allows for experimentation and self-expression."

BEAUTY AND SUSTAINABILITY WITH SUU DESIGN

Susan Mahmood, the creative mind behind Suu Design, brings together poise, elegance, and sustainability in her handmade jewelry. With a background in commerce and years of working in the financial sector, Susan's love for jewellery began at an early age when she would visit jewellers in Pakistan and marvel at the intricate pieces they created. Her passion for jewellery was reignited when, in 2018, she began transforming old costume jewelry into new, innovative pieces.

Susan believes that every piece of jewellery has its own story and potential. "After a few years of being worn, a piece of jewellery has the potential to be transformed into something new," she says. This belief



Jarkan's exhibition in Dubai

led her to start designing her own pieces, beginning with costume jewellery before moving on to semi-precious stones. With courses in jewelry design from London, Susan's creations quickly garnered attention for their intrinsic finesse and elegance.

Suu Design continues to focus on sustainability, offering reworked jewelry that allows customers to give old pieces new life. This approach not only offers a unique, eco-conscious alternative to traditional jewellery but also ensures that each piece tells a personal story. Susan's work has become increasingly popular, as people look for ways to repurpose their

Suu Design continues to focus on sustainability, offering reworked jewellery that allows customers to give old pieces new life. This approach not only offers a unique and eco-conscious alternative to traditional jewellery but also ensures that each piece tells a personal story.

Jarkan's designs are a beautiful fusion of traditional art forms and contemporary aesthetics. Their collections are made up of precious diamonds, semi-precious stones, and intricate gold settings, all carefully crafted to create statement pieces.

old jewellery and turn it into something fresh and meaningful.

The world of jewellery is evolving, with increasing interest in both fine jewellery and fashion accessories. While classic pieces like gold, diamonds, and precious gems will always hold their value, contemporary designers like Arshia, Kiran, and Susan are showing that jewelry can be both timeless and innovative. These designers are not just creating beautiful pieces; they are telling stories, embracing cultural influences, and crafting pieces that resonate with today's globalised world.

— Ghazala Tikki Zaman and Tabassum Vally



Designed & Handcrafted by Susan



engro

bringing engro's story to the GCC

From its roots as Pakistan's first urea production facility established by Esso (later Exxon Chemical Pakistan), Engro has grown into a diversified conglomerate. Today, Engro operates across multiple sectors, including **petrochemicals, telecommunication infrastructure, food and agriculture, energy and related infrastructure, trading, and engineering services.**

At its core, Engro enables growth through impactful infrastructure. Engro's businesses are designed to address critical national needs — providing the essential resources that enable communities and countries to thrive. As a diversified conglomerate, Engro has set up businesses in areas that are key enablers of growing economies and built core competence in operations, manufacturing, and services around them.

Engro is writing the next chapter of its story in the GCC, especially through Engro Eximp FZE, Engro's trading arm, and Engrotech Ventures, an engineering services and solutions company. As Engro expands its footprint, it remains focused on the industries that shape daily life — connecting people, securing food supplies, strengthening energy resilience, and building industrial capacity.

Connecting people by bridging the digital divide

In an increasingly digital world, Engro is striving to make sure no one is left behind. Engro Enfrashare was set up in 2019 to leverage the power of shared telecommunication infrastructure to drive affordable access to connectivity. Last year, Engro deepened its role in Pakistan's digital economy through a strategic partnership with Veon to acquire its subsidiary's telecommunication infrastructure assets in Pakistan. Engro is now positioned to support digital expansion and strengthen connectivity across the world to bring everyone into the digital age affordably.



Enhancing food security for over 240 million people

In a world of climate change and weather patterns disrupting agricultural produce, Engro Fertilizers is resolute in its mission to ensure food is put on the table in households across the country. Launched in 2010, Engro Fertilizers has one of the world's most advanced ammonia-urea fertilizer facilities. By providing high-quality fertilizers, it supports agricultural productivity, helping Pakistan's farmers secure the nation's food supply, while working ambitiously to ensure that farmer livelihoods are protected.



Nourishing families with safe dairy

In 2005, Engro Foods set new standards in the dairy sector, focused on safe and affordable milk products, especially in a country with nearly 40% of its population under the age of 15. Its commitment to excellence and value creation led to Royal FrieslandCampina acquiring a majority stake in 2016, highlighting Engro's ability to attract leading global partners and create sustainable businesses. Today, FrieslandCampina Engro Pakistan's products are household brands, synonymous with quality and safety.

Beyond business

Engro's nearly 3,000 employees are driven by a shared commitment to building businesses that create meaningful impact, significant proceeds of which go to Engro Foundation. Through the Foundation, Engro actively invests in initiatives that drive inclusive growth, including agriculture, vocational training, education and healthcare. These efforts reflect Engro's belief that sustainable business success is intertwined with social progress.

A new chapter in Engro's story: the UAE

The UAE is rapidly emerging as an industrial and trade hub, and Engro is ready to contribute. Engro Eximp FZE is already strengthening regional supply chains in petrochemicals and commodities, while Engrotech Ventures is bringing world-class engineering solutions to the region. With a strong foundation built on global partnerships, operational excellence, and character in business, Engro is here to serve, build, and enable growth.

engro.com

Engro Holdings | Engro Corporation | Engro Fertilizers | Engro Vopak Terminal | Engro Elengy Terminal | Engro Polymer & Chemicals
FrieslandCampina Engro | Engro Energy | Engro Enfrashare | Engro Eximp FZE | Engrotech Ventures



Keeping Pakistan running through energy security

Amid volatility in global energy markets and depleting reserves, since 2015, Engro Elengy Terminal has played a critical role as Pakistan's leading Liquefied Natural Gas (LNG) import facility, supplying 15% of the country's total gas needs. A strategic investment by Royal Vopak further strengthened their infrastructure, while Engro Energy's ventures into indigenous resources, including Thar coal and permeate gas, are aimed at securing Pakistan's energy future.



Petrochemicals that build the nation

Engro Polymer & Chemicals, Pakistan's sole PVC resin producer as well as a producer of caustic soda and hydrogen peroxide, is a cornerstone of the construction and manufacturing sectors, which are core to its industrial growth as an emerging economy. Its commitment to operational excellence and sustainability has ensured supply resilience for key industries. Additionally, the Engro Vopak Terminal, operational since 1997 in partnership with the Royal Vopak of the Netherlands, now handles approximately 1.5 million tons of bulk chemicals and LPG annually, playing a vital role in Pakistan's industrial ecosystem.



Building a culture of character

Engro has cultivated a culture of building character — in businesses and people — to contribute to human prosperity. This culture is underpinned by a belief that long-term value can only be created on a solid foundation of values. These values define decision-making and have helped build credibility that has enabled Engro to partner with global organizations, including Royal Vopak of the Netherlands, Mitsubishi Corporation, Royal FrieslandCampina and Veon. These partnerships reinforce Engro's standing as a company that operates with excellence in character — going from values to value.



Recounting the Years: Saadat Hussein's Journey in the UAE Since 1979

Despite Dubai's small size at the time healthcare services were always of a high standard

■ Ghazala Tikki Zaman and Tabassum Vally

SAADAT Hussein moved to Dubai in 1979, and since then, the city has been his home. He began his career as a marketing executive at Al-Futtaim Motors - Toyota before transitioning to banking, joining Mashreq Bank (then known as Oman Bank). Over the next 32 years, Hussein held various positions at the bank, ultimately retiring in 2017 as regional head for Asia in the financial institution's division. With over three decades of service, he is regarded as one of the most experienced members of Dubai's banking community.

Now working as a financial consultant in Dubai, Hussein reflects on the city's remarkable transformation in the business sector as well as the ever-growing Pakistani community.



A DIFFERENT DUBAI
"When I first arrived, Dubai was very different and sparsely populated," he recalls. "There were only two main districts — Deira and Bur Dubai — where most commercial activities took place. Expats preferred to live in these areas to be close to their workplaces."

At the time, key projects such as Al Ghurair Centre, Deira Tower, Mansoor Tower, Hyatt Regency and Galleria were under construction, while landmarks like the Dubai World Trade Centre and Dubai Municipality building were completed and awaiting their inauguration by Queen Elizabeth II in February 1979.

"There were only two five-star hotels in the city, and Dubai did not have a single shopping mall until 1981, when Al Ghurair Centre opened. It quickly became a central hub for shoppers," he says.

In those early days, all major banks, government offices and multinational companies were concentrated in Deira. Most prominent UAE nationals, businessmen and expatriates also lived in Deira and Bur Dubai, making them the most sought-after localities.

HEALTHCARE, TRANSPORT AND EDUCATION
Despite Dubai's small size at the time, Hussein notes that healthcare services were always of a high standard. "Medical facilities in the UAE were excellent, and healthcare was free for all residents, including expatriates." Public transport was reliable and affordable, with people commuting across the city and to other emirates via taxis and buses. However, international schools were limited.

"Until the early 1990s, expatriate families struggled with schooling options," he says. "Some of the well-known schools at the time included the American School, Dubai College, Emirates International, Indian High School, Pakistan School, Our Own English High School and Choueifat. Many expats sent their children back to their home countries for education due to the lack of schools."

Today, the UAE offers world-class education at all levels, with a wide range of international curricula available.

A GLOBAL HUB
Until the mid-1990s, more than 75 per cent of residents and tourists in the UAE were from Asia, the Middle East and Africa. However, the demographics changed rapidly in the late 1990s as more people recognised the UAE's potential.

"The UAE became an attractive destination for professionals due to its global connectivity, safety, security, modern infrastructure and tax-free working environment," Hussein says.

Today, the country stands as a global business and tourism hub, with a diversified economy and cutting-edge infrastructure.

LAND OF OPPORTUNITIES
"The UAE is a land of opportunity for anyone with the ambition to grow in their field," he says.

"The country provides excellent infrastructure and extensive support across various industries, including trade, business, artificial intelligence, renewable energy, education, hospitality and healthcare."

With the job market expanding and the expatriate community growing each year, Dubai continues to attract talent from around the world.

For Hussein, Dubai is more than just a place to work — it is home. "This city has given me the opportunity to excel in my career and raise a happy family with my wife and two sons. Dubai's journey has been extraordinary, and I feel privileged to have witnessed its growth first-hand."

“The UAE is a land of opportunity for anyone with the ambition to grow in their field. The country provides excellent infrastructure and extensive support across various industries, including trade, business, artificial intelligence, renewable energy, education, hospitality and healthcare.”

Saadat Hussein

Beyond Medicine: Embracing Holistic Wellbeing

Niazi specialises in anti-ageing therapies, incorporating nutrition, detoxification, lymphatic cleansing, and gut healing to promote longevity and vitality

STEPHANIE Niazi, a holistic health and life coach with nearly 25 years of experience in complementary and alternative medicine, has helped numerous clients in Dubai and Pakistan achieve balance and wellbeing.

THE RISE OF HOLISTIC HEALTH
Niazi explains the growing interest in wellness and alternative medicine, highlighting why more people are turning to holistic healing rather than conventional medical treatments.

For a long time, holistic practices were met with scepticism in many cultures, but scientific research has increasingly validated their benefits. The Covid-19 lockdown also played a role in this shift.

During the pandemic, people faced heightened stress, anxiety, and the need for structure. With limited access to traditional healthcare, many turned to holistic practices such as yoga, Tai Chi, healthy cooking, weight management, and mindset training.

"Instead of succumbing to fear and unhealthy coping mechanisms, many embraced holistic wellbeing to build resilience, support their families, and stay engaged. As a result, interest in these practices has continued to grow, with more people seeking practical, science-backed methods to take control of their health and emotional state," says Niazi.

THE ROLE OF HOLISTIC WELLBEING IN HEALTH

While holistic wellbeing is not a direct cure for diseases, Niazi explains its significant role in prevention and overall health management.

"Research suggests that 75 to 80 per cent of diseases have a psychosomatic component, meaning they are influenced by mental and emotional states (Dr Esther Sternberg, The Balance Within). Chronic stress and negativity contribute to prolonged inflammation, which has been linked to conditions such as heart disease, diabetes, and autoimmune disorders. By managing stress, cultivating a positive mindset, and supporting the body's natural healing abilities, holistic wellbeing serves as a powerful tool in reducing the risk of illness and improving quality of life."



“Holistic wellbeing is the intrinsic connection between the body, mind, and inner self. It is based on the understanding that the body has an inherent and intelligent healing mechanism that thrives when given the right conditions - stillness, balance, and mindful awareness. At the core of holistic wellbeing is mindfulness, the ability to be present and in tune with oneself, which helps maintain equilibrium across physical, mental, and emotional systems.”

Stephanie Niazi

One of the simplest ways to integrate holistic wellbeing into daily life, she says, is through meditation and prayer - whether silent or guided. Meditation naturally slows brainwave activity, allowing the body and mind to rebalance, release stress, and process negative thoughts without judgment, fostering a deep sense of healing and clarity.

A HOLISTIC APPROACH TO WELLNESS

Niazi's approach integrates mindset coaching, holistic healing, and nutritional guidance to help individuals achieve long-term wellbeing. One of her key programmes is a

30-day fast weight loss group for women, which focuses on understanding the science behind sustainable weight loss. It also engages the participants in weekly mindset sessions and daily proactive steps, losing weight without extreme hunger, and reducing inflammation, healing the gut, and balancing hormones through smart nutrition, elimination, and liver detoxification.

Beyond weight loss, Niazi works with clients struggling with stress, focus, fears, and phobias. Using Co-Active Coaching, Emotional Freedom Techniques (EFT), Hypnosis, and Neuro-Linguistic Programming (NLP), she helps individuals undergo mindset transformations to feel more in control and at peace.

As a holistic health practitioner, she also supports the body's natural healing potential through diet, nutrition, herbs, supplements, and therapies such as clinical reflexology. Her treatments address weight management, hormonal imbalances, immune system support, and stress-related disorders.

Additionally, Niazi specialises in anti-ageing therapies, incorporating nutrition, detoxification, lymphatic cleansing, and gut healing to promote longevity and vitality.

"My goal is to help individuals align their lives for greater health, resilience, and inner wellbeing," she says.

A PHILOSOPHY FOR LIFE
Niazi's mantra is simple yet profound: "Set a daily resolve to not underestimate yourself, others or the little things in life."

— Ghazala Tikki Zaman and Tabassum Vally

Lal's Chocolates: Crafting Sustainable Products Indulgence with Artisanal Excellence

A piece of chocolate is all one needs — any day, any time



LAL'S is an innovative haven for chocolate lovers and has made its mark in the UAE over the past few years. The brand was founded in 2007 as a small project by Madiha Sultan and her mother, Lal Majid, with the aim of introducing high-quality chocolates to Pakistan.

During their visits to the UAE, they encountered world-class chocolate brands and felt inspired to produce chocolates of the same calibre back home. At the time, there was a lack of premium-quality chocolates in Pakistan, with few local manufacturers specialising in fine chocolates. Recognising this gap, Lal Majid, a creative chocolatier, took it upon herself to bring the very best in locally produced chocolates.

The brand's commitment to quality and its uniquely adapted flavours quickly gained popularity, not just in Karachi but also in Lahore and Islamabad. Encouraged by this success, Madiha set her sights on new markets beyond Pakistan's borders.

"The UAE is an ideal market because people here are highly quality-conscious and always looking for novelty," she says. With experience in Dubai's chocolate industry, Madiha used her expertise to intro-

duce Lal's to the city's diverse expat and local communities. Today, Lal's has become a well-established name in the world of fine chocolates, with five outlets in Pakistan and one in Dubai at the Dubai Ripe Market.

Lal's prides itself on crafting premium chocolates using its own couverture, made from cocoa sourced from Indonesia and Ghana. The company also prioritises sustainability, supporting the local economy in Pakistan by sourcing milk and sugarcane from local suppliers, as well as nuts and fruits from regional producers.

"We believe in sustainability and take every measure to reduce our carbon footprint. Aware of environmental challenges, we use solar energy as a power source in our manufacturing process," says Madiha.

The brand's commitment to excellence has earned it international recognition, including the prestigious "Best Pastry" award at Paris La Liste.

"Our story has been one of hard work, learning by doing, listening to our customers, and educating them about chocolates along the way," she says.

For Madiha, chocolate is more than just a treat — it is a way to bring beauty into people's lives. "We see so much beauty in the world, and we just want to add to that,

“I think we are unique in that we are artisanal and bring a distinctive aesthetic to our chocolates through our strong focus on design. However, we also have a South Asian sensibility in both our aesthetic and flavourings, offering something truly special.”

Madiha Sultan,
Founder of Lal's Chocolates.

especially when people are looking for something special to gift their loved ones," she adds. Despite tough competition from global chocolate brands in the UAE, Lal's continues to carve out its place in the market. With its world-class quality, artisanal craftsmanship, and passion for innovation, the brand is well on its way to becoming a household name among chocolate connoisseurs in the region.

— Ghazala Tikki Zaman and Tabassum Vally



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