

Sunday, March 8, 2020

THE NEWS

Women

POWER

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تمیر احمد
Pakistani Writer



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ARTS & LITERATURE



NEMRAH AHMED is an internationally acclaimed Pakistani author. She has 11 books to her credit; a few of them have already been taken for English, Hindi and Turkish translations. Her novel *Mushaf* was the bestselling Urdu book in New Delhi Book Fair 2017 and her novel *Jannat Kay Pattay* has been Pakistan's bestselling novel since 2013. Her recent novel *Haalim*, Pakistan's first political thriller, set new records for sale in its first two weeks of hitting the shelves. Her novels emphasize upon women empowerment and bringing Quranic teachings into use in practical life.



FATIMA BHUTTO is a Pakistani writer and is the grand daughter of Ex-President and Prime Minister of Pakistan Shaheed Zulfikar Ali Bhutto. She published a volume of poetry at the age of 15. The name of the book was "Whispers of the Desert". She also published a collection of survivor's accounts from the October 8, 2005 earthquake in Pakistan titled "8:50 am". She is also the author of *Songs of Blood and Sword*, *The Shadow of the Crescent Moon*, and *Democracy*. *New Kings of the World: Dispatches from Bollywood, Dizi, and K-Pop* is her new book, published late last year.



MUNIBA MAZARI currently serves as the National Ambassador for UN Women Pakistan and has participated as a motivational speaker at various conferences and forums. She is an artist, model, activist, motivational speaker, singer, and television host. Along with philanthropic efforts, she believes in depicting the ethnic jewels of her region in an abstract way. She has also been featured in *Forbes 30 under 30* for the year 2016, and was also named as one of BBC's 100 Women for 2015.



UMERA AHMED in popular fiction genre, an area dominated by female writers, Umera Ahmed emerged as a woman who had her own views on everything, and she used her writing to convey those views to the masses. It was her 2004 bestselling novel, *Pir-e-Kamil* that launched her as one of the most successful and influential writers of this era in Pakistan. Currently her drama series, *Alif* being aired on Geo Entertainment is keeping audiences mesmerized with its strong theme of an individual's bond with his God.



YASMEEN LARI is Pakistan's first female architect. She is best known for her involvement in the intersection of architecture and social justice. Yasmeen Lari has been awarded the prestigious Jane Drew Prize 2020. The award recognizes the contributions of women architects. She has also won the prestigious Japanese Fukuoka Prize in the Arts and Culture category for 2016. Lari is the third Pakistani recipient of the Fukuoka Prize with qawwali maestro Nusrat Fateh Ali Khan and social scientist Dr Uxi Mufti as the previous winners.

BUSINESS



AYESHA SOHAIB is the CEO & Co-Founder of Hair Energy. She started the revolutionary Hair & Skin Care brand in September, 2018. Being a Derma expert & researcher for over 11 years, her remedies have cured hair & skin issues tremendously with the top achievement of treating hair issues of chemo patients. Organically Ayesha is also Panelist All Pakistan Business Forum, Best Spokesperson Honeywell, previous HR Head Inov8 Limited (Abu Dhabi Group) & among Top Empowering Women List UN Pakistan.



DR. ZEELAF B. MUNIR is the Managing Director & CEO – EBM, physician by training and Management Leader by profession, Zeelaf's more than twenty-year career is much like the woman herself; enterprising, dynamic and purposeful. With her many years of administrative and leadership expertise, she is leading Pakistan's largest biscuit manufacturer. She is a Board Member of the Pakistan Business Council and member of Pakistan Advertisers Society. She is past President of APPNA, an active member of the Asia Society, World Wildlife Fund, the Acumen Fund and various other NGOs.



JEHAN ARA the powerhouse behind P@SHA and The Nest i/o, Jehan personifies what this space is all about – energy, passion, talent and spirit. Having been an entrepreneur herself, Jehan truly knows what entrepreneurship is about and is forever ready to mentor and guide all those who step inside the Nest i/o. From the PASHA ICT Awards to the Asia Pacific ICT Awards, the PASHA Social Innovation Fund to PASHA Launch Pad, from the Nest i/o to 021Disrupt, Jehan has always led from the front.



MOOMAL ASIF is the founder of Peace.Mind. Body®, Weight Loss Consultant, Soft Skills Trainer, Author and a multi-talented entrepreneur. She has been transforming countless bodies and lives along the way. She is a woman defying unhealthy orthodox weight loss trends through her online space which is a ray of light in the lives of many women globally struggling to shed unwanted weight. Her ultimate belief is that, care for the self radiates out into the community, creating a healthier, happier world for everyone!



SIMA KAMIL is President and Chief Executive Officer at United Bank Ltd., Chair of Board of Governors at Karachi Grammar School. She received her undergraduate degree from Kingston University and an MBA from City University London. She is on the Board of Directors at United Bank Ltd., PICIC Investment Fund and Notre dame Institute of Education. Ms. Kamil was previously employed as Head-Branch Banking by Habib Bank Ltd. and Non-Executive Director by PICIC Energy Fund. Her 30 plus years of overall experience in Banking has included assignments in Risk Management, Retail, Corporate and Investment Banking.

EDUCATION



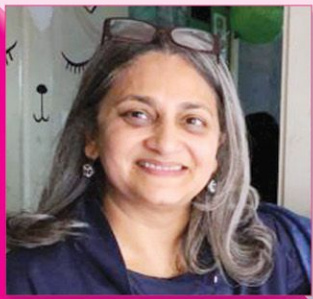
DR. FARHAT HASHMI is a renowned Islamic Scholar. Dr. Farhat Hashmi is seen as an iconic figure for helping Muslims develop a personal, one on one relationship with the Quran. She is considered as one of the most influential contemporary Muslim scholars (Ulema). Personally, she considers herself an "eternal student and servant of the Ouran" and, more than an icon, orator or scholar, prefers to be simply called a "Muallim" (Teacher).



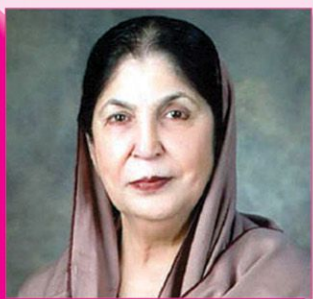
DR. KHADIJA MUSHTAQ an Educationist by profession, is the CEO of the leading chain of education institutions; Roots IVY International Schools, Roots College International, IVY World School, IVY Academic Network and IVY College Of Management Sciences. She has pioneered many national and International qualifications in Pakistan. Her commitment towards the cause of education, has earned her recognition as the 'Most Inspirational Educator'. In 2010, she was the youngest educationist in the history of Pakistan to receive the highest civil award 'Tamgha-e-Imtiaz' in the field of education.



MALALA YOUSAFZAI will keep inspiring Pakistani girls and women for many years to come. Adding one more valuable feather to her cap, she has become first Pakistani girl to feature on TeenVogue cover of 2019, which highlights "brilliant, world-changing demands of teens across the world" in a decade defined by "the rise of youth activism" and protest. With her second book, We Are Displaced she has dabbled herself into and made a strong commentary on world politics.



SABINA KHATRI has founded the ONLY Trauma sensitive School of Pakistan (Kiran Foundation) in the area of Lyari at the time when this troubled town had been engulfed in the darkness of crimes, drugs, abuse and violence. She educates not only the child but their entire family as well, and that too free of cost. She has developed very unique trauma sensitive & educational models which are very effective & new to the world. Sabina was one of POND's Miracle Women, and received the I AM Karachi PRIDE Award in 2016, also given a Tedx Talk in 2017.



SADIA RASHID is the President for Hamdard Foundation. She is working tirelessly for the education of children as well as for Higher Education. The Hamdard Public School, The Hamdard University, The Hamdard Village School - a welfare school for the children of the villages and Hamdard College of Science and Commerce are some examples of her devotion to children's right to education. She is also concerned for the education of survivors of earthquake stricken areas and has set up schools in the earthquake devastated areas.

ENTERTAINMENT



AYEZA KHAN also known as Aiza Khan, is a Pakistani television actress. Khan has played the leading roles in several television shows including Zard Mausam (2012), Adhoori Aurat (2013), Mere Meherbaan (2014) Pyarey Afzal (2014), Tum Kon Piya (2016), Mohabbat Tumse Nafrat Hai (2017), Koi Chand Rakh (2018). She received critical acclaim for her portrayal of Mehwish in Mere Paas Tum Ho. Her performance in the 2014 social drama Pyarey Afzal earned her critical acclaim and Lux Style Award for Best Television Actress.



IQRA AZIZ is a Pakistani television actress. She is best known for playing the role of Jiya in Suno Chanda (2018), for which she received critical acclaim and Lux Style Awards for Best Television Actress. She made her acting debut with a supporting role in Kissey Apna Kahein (2014) and had her first leading role with the 2015 romantic series Muqaddas. Subsequently, she is known for her leading roles in Deewana (2016), Gustakh Ishq (2017), Ghairat (2017), Qurban (2018), Suno Chanda (2018), Tabeer (2018) and Ranjha Ranjha Kardi (2018).



MAHIRA KHAN appears in Pakistani films and television plays. She is recipient of several awards including three Lux Style Awards. It is also to her credit, that she is the only Pakistani so far, to represent Pakistan at prestigious Cannes Film Festival in 2018. Beyond being an actress, model and a celebrity, she is a humanitarian and works for UN Refugee Agency UNHCR as its goodwill ambassador. With more than 5 million followers on Instagram, she is Pakistan's one of biggest influencers.



SABA QAMAR ZAMAN known professionally as Saba Qamar, is a Pakistani actress and television presenter. One of Pakistan's most recognized highest-paid celebrities, Qamar is the recipient of several accolades, including four Lux Style Awards, a Hum Award, and a Filmfare Award nomination. The Government of Pakistan honoured her with two of the country's highest civilian honours, the Tamgha-e-Imtiaz in 2012, and Pride of Performance in 2016.



SAJAL ALI is a Pakistani actress noted for playing a variety of characters in a range of serials—from contemporary social to romantic dramas. Sajal's first appearance on screen was a minor role in one episode of the 2009 Geo TV comedy drama Nadaaniyaan. She rose to prominence for portraying leading roles in several of the successful television productions. She made her Bollywood debut with "Mom" portraying integral role of late Sri Devi's daughter. She is engaged to actor Ahad Raza Mir and are expected to get married soon.

MEDIA



ABSA KOMAL is one of the leading news anchors who until recently was associated with Geo News. She is always found updated and well-prepared on a wide range of issues during live broadcasting. She started her media and journalism career in 2011 as RJ from a FM Radio in Islamabad, from where she graduated herself to 24/7 live news television. She holds bachelors degree in Educational Psychology.



ASMA SHIRAZI is a Pakistani journalist, political commentator and prime-time current affairs show host. Born in Islamabad, Shirazi studied political science at Punjab University; she worked as a radio presenter with Radio Pakistan and later moved to Geo News as a reporter. At Geo News she got to do a segment "Parliament Cafeteria", where she used to interview parliamentarians outside parliament house in a lighter way. The popularity of this segment paved way for her to become Pakistan's leading current affairs show host.



HUMA AMIR SHAH is well recognizable as a newscaster and morning show host, who has extensive experience in investigating, reporting and presenting news-making events, with an insight that comes only with commitment and experience. Huma Amir Shah has a distinct sense of style that helps her stand out on GEO Pakistan, the program she co-hosts with Abdullah Sultan. Huma is an IVLP (International Visitor Leadership Program) scholar, as well as a TEDx Fellow. Huma has also been a member of the Project for Muslim Female Journalists, Deutsch Welle: DW Akademie, Berlin and Germany.



MEHER BOKHARI is a journalist and a television talk show host. Raised in Pakistan, Meher went abroad in pursuit of higher education. Later she returned to pursue her professional career in Pakistan. During her television career, she has been associated with many of country's top news channels and with hard work has earned the reputation of being one of the most influential media personalities in the country. She remains highly active on twitter and has more than 1.4 million followers.



ZAINAB ABBAS has a degree in Marketing and Strategy from Warwick University. Zainab's journey into sports journalism is what she calls a bit 'accidental'. The magic of sports broadcasting had her spell bound and there has been no looking back since then. She has been the official PSL presenter and has presented the game with complete zeal and fervor. Her endless love for sports especially cricket takes her places and her knowledge of the game keeps her at par.

MUSIC



ABIDA PERVEEN is a renowned folk singer who is admired not only in Pakistan but all around the world. Her songs like Dhundoge Ager Mulko, Dil-e-Nadan, Main Naraye Mastaana, Gharoli, Raqs e Bismil are some of her amazing tunes. She is considered to be one of the finest Sufi vocalists of the modern era with a career spanning over four decades. She is also the recipient of the Hilal-e-Imtiaz, Pakistan's highest civilian award.



AIMA BAIG is a singer and a scriptwriter. Aima started her singing career in 2014; she has also bagged the prestigious Lux Style Award for Best Singer (Female). Aima Baig has also performed on TV in different shows. Aima has sung many hit songs which include Be Fikrian, Ehle Dil and Kalaabaaz Dil. She made her Lollywood debut in 2016 by singing songs for the blockbuster romantic Pakistani film Lahore Se Aagey. She has also sung for Coke Studios.



MOMINA MUSTEHSAN is a Pakistani singer and songwriter. She has a bachelors degree in engineering and mathematics from the Stony Brook University. She rose to prominence as a co-singer and writer in Farhan Saeed's single Pee Jaun, and recorded her first studio song Sajna for Junoon's album Junoon 20. Mustehsan's claim to fame came later, where she performed a rendition of Nusrat Fateh Ali Khan's Afreen Afreen, with Rahat Fateh Ali Khan and received critical appraisal.



QURATULAIN BALOUCH is a singer, composer and a song-writer. Balouch has no formal music education. She grew up listening to Nusrat Fateh Ali Khan, Muhammad Juman, Pathanay Khan and others. She started her career in 2011 with a cover of one of Reshma's superlative singles, Ankhian nu ren de. Her live performances are the real treat for the audiences who have witnessed the rock star, belting out melodies with a strong presence on stage.



SANAM MARVI is a Pakistani folk and sufi singer. She sings in Sindhi, Punjabi, and Balochi languages. Sanam Marvi debuted, in 2009, at 'Virsa Heritage', a music program on Pakistan Television Corporation channel hosted by Yousuf Salahuddin. She affectionately calls him 'like a baba to her' (a father figure to her) for giving her a big break in the Pakistani entertainment industry. Later she performed at Coke Studio, Pakistan, a Pakistani television series featuring live music performances.

POLITICS



BAKHTAWAR BHUTTO ZARDARI is a Pakistani politician and socialite. From her compassion and commitment to well being of the society, emanates the support to the philanthropist initiatives in the areas of health and education. She engages with the workforce of different organizations, such as Dar-ul-Sukun and Markaz-e-Umeed to improve the lives of the underprivileged. Her efforts also include the collaboration with several other charity institutions to provide rehabilitation goods to those in need.



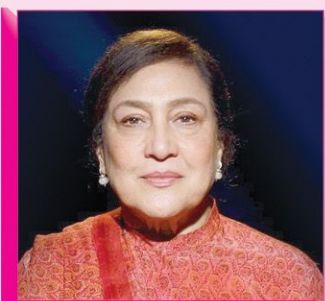
DR. SAMIA RAHEEL QAZI is a PhD in Family institution. She is the only female member of Council of Islamic Ideology Pakistan and former Member of the National Assembly. She is President, Asian Region, of International Muslim Women Union, an NGO Chartered by the United Nations Organization bearing Economic and Social Council (ECOSOC) status - the largest consortium representing Muslim Women from 70 Countries. She serves in various initiatives and organizations to serve women across the country and the world.



DR. YASMIN RASHID is a Pakistani politician and social activist who is the current Provincial Minister of Punjab for primary and secondary healthcare, and specialised healthcare and medical education. She served as the President the Pakistan Medical Association from 1998 to 2000, President of Pakistan Medical Association Lahore chapter from 2008 to 2010. She is a gynaecologist by profession. Rashid retired from government service in 2010 and joined Pakistan Tehreek-e-Insaf (PTI).



MARYAM NAWAZ is a Pakistani politician and the daughter of the former Prime Minister Nawaz Sharif. She is a prominent figure in Pakistani politics; Maryam is involved in political advocacy and has an interest in raising the standard of education. She is also described as the new face of the PML-N political party.



JUGNU MOHSIN is a Pakistani politician and journalist who is current member of the Provincial Assembly of Punjab. She won the 2018 Elections from PP 184 Constituency of Okara District by obtaining 62,506 votes as an independent candidate. Previously, she served as an editor of The Friday Times. She previously hosted an eponymous weekly talk show Jugnu. Born into a wealthy Punjabi family, Mohsin studied law at University of Cambridge, where she met and married journalist Najam Sethi.

PUBLIC SERVICE



AYESHA FAROOQ is a female Pakistani fighter pilot. Flight Lieutenant Ayesha Farooq is the first of six female fighter pilots in the force to qualify for battle. In 2013, she became first and only Pakistani female fighter pilot after topping the final exams to qualify. She will now participate in missions in a F7PG fighter jet alongside her 24 male colleagues in Squadron 20. In the process, she has become a role model for millions of girls in Pakistan. She is married to her cousin.



BUSHRA BIBI is the first veil-wearing First Lady of Pakistan, wife of the 22nd Prime Minister of Pakistan Imran Khan. Bushra Bibi is known for her connection to Sufi Islam. Prior to her marriage with Khan, she had been his spiritual mentor (murshid). Bushra Bibi was born to a conservative, politically influential family from central Punjab. She belongs to the Wattoo clan, of whom the Manekas are a sub-clan. She originates from the town of Pakpattan, located 250km southwest of Lahore.



DR. ANOOSH MASOOD is the current superintendent police (SP) of Lahore cantt. She has done her MBBS. After that she attempted for CSS exams and passed it with a good scoring. She chose the most honorable field to serve the people. She has also served in Khyber Pakhtunkhwa as an Assistant Superintendent Police. Dr Anooch Masood has also been an intelligent student. She is the youngest of her siblings.



SUHAI AZIZ TALPUR is a Pakistani law enforcement officer, serving as Superintendent of Police (SP) since 2013, the third Sindhi woman to serve in the police force of the country. Talpur was praised for her leadership role in foiling the November 2018 terrorist attack on the Chinese consulate in Karachi, where all three attackers were killed in the ensuing gunfight with security forces. Talpur hails from a middle-class family of Bhai Khan Talpur village in Tando Muhammad Khan district.



TANIA AIDRUSS is back in Pakistan after 20 years to lead the country into the digital age. At the 'Digital Pakistan' inauguration ceremony in Islamabad, the former Google executive shared her plan to lead the country's digital transformation. She spent more than half of her life outside Pakistan, studying at the world's best schools and working at the forefront of the global tech industry. She has done her MBA from prestigious Massachusetts Institute of Technology (MIT) and before returning to Pakistan, was Director, Product, Payments for Next Billion Users at Google.

SOCIAL WELFARE



ABIA AKRAM with a personal experience of physical disability, Abia Akram has been engaged in the activities of Disability Movement since 1997. In the struggle of giving voice to women with disabilities, she has been lobbying with parliamentarians, UN high level representatives focusing on developing advocacy strategies to raise awareness, network, and build capacity. She also coordinates efforts of including persons with disabilities in the implementation of the 2030 Agenda and its sustainable development goals. In particular, established National Forum of Women with Disabilities, Independent living Centre with Special Talent Exchange Program (STEP).



BILQUIS EDHI is synonymous with philanthropy and humanitarian work. She is the wife of late Abdul Sattar Edhi and recipient of Hilal-e-Imtiaz. Bilquis Edhi is a professional nurse and runs the Bilquis Edhi Foundation, which helps the poor and needy. Her charity runs many services in Pakistan including a hospital and emergency service in Karachi. The charity has saved over 16,000 unwanted babies. She along with her husband received the 1986 Ramon Magsaysay Award for Public Service.



JUSTICE (R) NASIRA IQBAL graduated from Kinnaird College. She got married, had two children, and then completed her Masters in Law at Harvard. She is an advocate, retired Judge of the Lahore High Court, and a Professor. She was elected President of the Lahore High Court Bar Association, was a member of the Pakistan Law and Justice Commission, and currently member of the Commission's Technical Evaluation Committee. Her awards include Fatima Jinnah Medal for Women's Rights 2006, Woman of the Year Star Award 2007; Wonder Woman Award 2011. She will be conferred with Sitara-e-Imtiaz on 23rd March 2020.



MAHNAZ RAHMAN is a feminist and activist whose work for women's rights spans decades. She has written extensively on women issues and other sociopolitical issues as a working journalist from 1973 to 1993. She got "Friendship Award" from the prime minister of People's Republic of China in 1991 for promoting Sino-Pak ties through her writings. Since 1993, she has been working as a development practitioner and her areas of expertise are training and advocacy for women rights, human rights and peace building.



MASARRAT MISBAH is an entrepreneur and beautician of international fame turned philanthropist, and is one of the most successful business women in Pakistan. Her charismatic and promising personality reflects vividly in her love for beauty and more importantly her warmth and sensitivity towards those who have accidentally lost it. Masarrat Misbah has devoted her work to promoting independence of women and encouraging the empowerment of young women in Pakistan.

SPORTS



AMNA FAYYAZ is a 17 year old Pakistani squash player who's ranked number 1 in the country, and was previously ranked 97 in PSA world ranking. In 2017, she became the national junior champion, won bronze medals in Japan and Malaysia. She has represented Pakistan in international tournaments and has achieved a great deal of success at a young age.



BISMAH MAROOF is an international cricketer from Pakistan and captain of Pakistan national women's cricket team. Bismah was part of the Pakistan squad at the 2009 Women's Cricket World Cup in Australia. She was part of the team that won a gold medal against Bangladesh at the 2010 Asian Games in China. She was named vice-captain of the Pakistan squad that won a second successive gold medal against Bangladesh at the 2014 Asian Games in South Korea.



MAHOOR SHAHZAD is a Pakistani badminton player and National Badminton Champion of Pakistan. She was the Women's Singles Champion at the 2017 and 2019 Pakistan International tournaments. She has competed at the 2014 Asian Games, and 2018 Commonwealth Games. Just this week, she has won Silver Medal in Women's Doubles at Kenya International Badminton Series 2020. This win takes her to highest-ever rank of 149 in the world.



MISBAH HINA belongs to Gilgit Baltistan and is a National Volleyball Player and a skier as well. She has done her Masters in sports science from PU Lahore. Previously she also had the opportunity to represent Pakistan Army in a number of national women's volleyball tournaments. She had the honor to represent Pakistan team at the Jubilee Games held in Dubai in 2016 in women's international volleyball category. She has recently founded her own volleyball academy for girls named as Misbah Volleyball Academy which is based in Gilgit and Islamabad.



SAMINA KHAYAL BAIG is the first Pakistani woman to climb Mount Everest, having done so at the age of 21. Samina is also the first Pakistani woman and the first Muslim to climb the seven summits. Baig comes from Shimshal village in Hunza Gojal, Gilgit Baltistan, Pakistan, and was trained in mountaineering from the age of 15 by her brother, Mirza Ali. Besides the Himalayas, Baig has been employed as a mountain guide and expedition leader in the Hindu Kush and the peaks of Karakoram.

Hamdard



صافی

چہرے کو بولنے دو

خوابوں سے آگے، اب حقیقت ہے آپ کی منتظر، صافی سے پائیں ایک دلکش اور صاف چہرہ کیونکہ صافی میں موجود قدرتی اجزاء آپ کے خون میں شامل ہو کر رکھیں آپ کے چہرے کو ایک نئی، ڈارک اسپاٹس اور پمپلز سے صاف اور آپ کو دہس ایک نئی پہچان۔

صافی - نیا چہرہ نئی پہچان





Modernage - Abbottabad

A place to flourish, thrive and shine

Established in 1986, Modernage Public School & College, Abbottabad is a K-12 institution that is not just imparting Quality Education but is also known for Quality Management, Teacher Education and Community Service. Its friendly environment provides ample chances to students to explore their talents. Modernage aims to develop the whole person: cognitively, emotionally, physically, as well as spiritually. It is a place that values Pakistani culture and helps the students to understand the wider world. The institution is striving hard to become a champion in implementation of Quality Control Circles and 5-S at all levels. To elevate the middle income class of society, Modernage is providing fifty percent sibling concession in tuition fee across the board while not compromising on the provision of smart educational facilities in all campuses.



The School Band of Modernage Girls College performing at the 11th National Convention on Students Quality Circles.

Unique Initiatives of Modernage

1. STEAM Labs in all campuses with AI and Robotics.
2. An exclusive program for co-curricular activities
3. International Youth Exchange Programs with countries like UK, Japan, Sri Lanka, Mauritius, and Nepal.
4. Ms. Paula Bass Institute of Professional Development conducting free of cost Teacher

Training Programs for teachers from rural areas and FATA.

5. Bazm-e-Ilm-o-Fun Pakistan, to streamline the literary activities in Abbottabad.
6. Eilaf Club has been functional at Modernage aiming to create a national narrative related to national and international matters.
7. Pak-Irish Rehabilitation Center; catering to the needs of people with congenital anomalies and victims of accidents.

Sumeera Wahid The Driving Force of Modernage

Sumeera Wahid is the Principal of Modernage Public School & College, Abbottabad and Executive Director of EQUIP-Pakistan. She is a Fulbright Scholar who had the privilege to attend South Asian Teacher Training Project at the prestigious George Washington University, United States. Her name also shines bright on the Roll of Honour of the Army Burn Hall College, Abbottabad. She has rendered invaluable services in Quality Management in Education. She co-founded Ms. Paula Bass Institute of Professional Development which provides free training in urban as well as remote areas including FATA. She has widely represented Pakistan in International Youth Exchange Programs. She is the



Director of International Conventions on Students Quality Circles and Juniors Joy which are fora for students to promote innovation and creativity. Owing to her efforts, the United Nations-ESCAP recognized the Students Quality Circles from Pakistan as Best Practice for Youth Development. She plays an instrumental role in the conceptualization and realization of the major initiatives of Modernage.



Abdul Wahid Mir (Principal Modernage)



www.maps.edu.pk

UPCOMING EVENTS AT MODERNAE

f mapsatdpc

12th National Convention On Students Quality Circles
Fri. 6th & Sat. 7th Nov. 2020
An Initiative of Modernage to Develop Quality Mindset in Students
www.equippakistan.org

10th Juniors Joy
Sat. 11th April. 2020
An Initiative of Modernage to Promote Creativity

5th National Spelling Bee Championship
Sat. 15th August. 2020

الفازات - تلفظ
اردو کے فروغ کی تحریک
Sat. 8th Aug. 2020

Enabling women achieve their potential

Gender equality is central to the country's development and in order to do that it is important to create an enabling environment in which women can realise their full potential. The private sector is already playing a role in stewarding this. One of these companies is Nestlé Pakistan, that is at the forefront of gender diversity initiatives and is setting the bar high for others to follow.

"As a global signatory to the UN Women's Empowerment Principles, Nestlé Pakistan seeks to be recognized as a global steward in terms of women's empowerment," says Waqar Ahmad, who heads the

corporate affairs division for Nestlé Pakistan, that is one of the largest multinational employers in the country. "We are fully committed to



promoting the cause of women, whether it is in the corporate sector or in the communities that we operate in, in line with the United Nations Sustainable Development Goals (SDGs)," Ahmad says.

Employees at Nestlé have

the ease of flexible working options mentoring and coaching for women dual career support and maternity policy to ensure that female employees have opportunities to succeed in the workplace.

At a recent global diversity and inclusion conference, Akmal Saeed, Head of Human Resource at Nestlé shed light on the company's gender diversity initiatives. "We are focusing on development opportunities for females which, in turn, will help us achieve a diverse pool for succession. In addition to development opportunities, we are developing talent pipeline through our Kero Aitemaad

and Phir Se Ker Dikhao platforms, creating awareness amongst female youth and mothers returning from a career breaks, equipping them with required skills and experience to jumpstart their careers."

On the other hand, Nestlé's focus on women empowerment is not just limited to internal policies. The company partnered with Benazir Income Support Program (BISP) under Ehsaas, to provide livelihood opportunities to BISP beneficiaries. The Nestlé BISP Rural Women Sales Program focuses on graduating BISP beneficiaries out-of-poverty, in line with UN SDG 3, 5 and 17, Good Health Wellbeing, Gender Equality, and Partnerships for the Goals, respectively. The company

also launched the Nestlé Healthy Women Program with the belief that women play an integral role in ensuring the health and wellbeing of the entire family.

Organisations such as Nestlé are a lighthouse for



local companies to follow, and adopt policies that can help in facilitating the achievement of these objectives for which, a national vision, even though in place, needs to be cohesively adhered to, so that there is growth both on output and productivity.

TO WOMEN...

YOU NURTURE US EVERY DAY
YOU MAKE US WHO WE ARE

THIS WOMEN'S DAY
WE VOW TO HELP YOU
NURTURE YOURSELF



SINCERE ADVICE TO FOLLOW DURING MENSTRUATION

Menstruation is an integral part of every woman's life. It is common knowledge that periods occur once every month and last up to 7 days.

You may experience mood swings, abdominal cramping and unusual cravings during the first few days of your period. Maintaining proper hygiene during menstruation is vital to your health and must never be taken lightly. Today, on International Women's Day, let's make a promise to follow these tips to have a healthy and happy period.

1. The standard time for changing your sanitary napkin is between 4 to 6 hours; however, you may customize the changing schedule to your needs. During times of heavy flow you would need to change more often, but with lighter flow you may change less frequently.

2. Opt for a sanitary napkin that has a soft, good quality top sheet and avoid ones with plastic as they can cause rashes, itchiness, and irritation when rubbing against the skin.

3. Use a sanitary napkin that instantly absorbs the liquid so that your skin does not stay wet/damp.

4. Wear comfortable and breathable clothes during periods. This will ensure air flow around sensitive areas as well as reduce sweating.

5. Avoid using soap or hand wash to clean yourself in sensitive areas, as these products can kill the good bacteria making way for infections. So, while it is important to wash yourself regularly during this time, all you need to use is clean water.

6. Discard the sanitary napkin properly by wrapping it and then throwing

in the dustbin. It is advised not to flush the napkins down the toilet since they are capable of creating a blockage. It is imperative that you wash your hands well after you discard your napkin.

7. Sanitary napkins should always be stored in a clean pouch and not be

unwrapped unless for immediate use. Using napkins that remained in your bag without a clean pouch can cause infections.

tions, Sincere understands what you need during your periods and gives you the ultimate solution so that all your period worries go away. That is why we say Sincere Sanitary Napkin rahay SAATH HER BAAR!

Sincere

Worried about Stains?

Sincere Ultra Thin Sanitary Napkins have a unique **Liquid Block System** that provides high absorption and dryness so you don't have to worry about stains!

Still worried about Leaks from the side?

No more! With its **Anti Leak Security** feature, Sincere Ultra Thin Sanitary Napkins have side barriers that provide increased protection against leaks so you can be at ease!

Discomfort because of Rashes?

Not with the **Delicate Silk Touch**. Sincere Ultra Thin has a silky soft top sheet, made from premium quality material that keeps you comfortable all day and night!

Introducing Sincere Ultra Thin Sanitary Napkins, your sincerest companion during periods! Manufactured in Belgium using state-of-the-art technology, you can now rely on Sincere to provide you with maximum comfort during periods and ensure that you do not have to worry about stains, rashes, discomfort or even bad odour.

Why is Sincere a new Best Friend?

Similar to how your best friend knows you best and is always there to assist you during tough or tricky situa-

What about ease of movement?

Sincere Ultra Thin Sanitary Napkins are **Extra Flexible**, which is why they are adaptable to body movement so you can move and groove freely!

How to avoid that wet feeling?

Sincere Ultra Thin has got you covered with its micro pores that give you a **Secured Dry Feeling** instantly!

What about the bad odour?

Sincere Ultra Thin has a special feature, **Active Fresh System**, which prevents the creation of bad odour by reducing the amount of bacteria growth and neutralizing the bad odour with good fragrance, keeping you feeling fresh and active all day!

Is it available in my size?

Yes! Sincere is available in Long and Extra Long sizes so you can pick the one that suits you best!

So ladies, choose Sincere: yeh rahay Saath Her Baar aur rakhay comfortable pooora din!



Made in Belgium

Sincere

SAATH
HER BAAR



Made in Belgium



ASMA — An Aspiring story of resilience and transformation

Meet Asma, a young girl from Ghotki, whose mother works as a domestic helper, led a life of resilience and transformation, only because she sought to change everything. Growing up with an aim to become a mechanical engineer, Asma found her only dream drowning in deep waters due to her family's financial status.

She completed her early education from local school established by Engro Fertilizers and participated in various mentorship programs launched by Engro Fertilizers for local children. Since her early age, she was very confident and never gave up on her education.

Her struggle and dedication led her to Pathways to Success, a project of Engro Fertilizers that gave her a very promising opportunity to change her fate and get what she always wanted. Enabling Asma to realize her dream, while staying close to her household and fulfilling her responsibilities, Pathways to Success Program by Engro Fertilizers led Asma to enroll in Early Childhood Education course and become a top achiever.

Asma, made the best use of the opportunity that came her way. With her resilience,

her passion and her confidence, Asma was chosen under the National



Mentorship Program (NMP) which was led by daughter of Faiz Ahmed Faiz, and first female GM of PTV, Moneeza Hashmi. The program engaged various mentors and success stories like Mahtab

Rashdi, Sania Saeed and Hajra Khan.

With her determination and an impressive education record, Asma completed her intermediate from local college and got selected for a teaching job in Ubauro, some 30 km away from her home. She was chosen among 40+ candidates including those with a Masters degree and experience. Asma worked hard and with her skills and determination, she was promoted to a position of Senior Teacher, in just 7 months of her training.

Asma was determined to achieve her dreams and so

she did, allowing nothing to hold her back. However, Asma's biggest opportunity came in the face of the Trade Apprenticeship Program by Engro Fertilizers in which she got selected on basis of her Intermediate certification and now, Asma is a proud member of the Engro Fertilizer family and working in the field of mechanical engineer! Her story has taught us, that dreams are not abandoned, but only recreated in different ways. She has now become an earning member of her family and plans to continue her further studies, not only making her own dreams a reality but also encouraging her siblings to not give up theirs.

BEBE — Exhibiting leadership through example in her community

PAVE Pakistan is a 2.5 year project (funded by DFAT Australia) which aims to make the seed value chain of rice, wheat and vegetables in Pakistan inclusive to smallholder farmers by building their capacities and creating market linkages for them. This initiative works with smallholder farmers, introducing them to seed growing techniques and helping them to become part of the seed supply chain (for rice, wheat and vegetable seed). The partnership brings together Engro and Mennonite Economic Development Associates (MEDA), which have worked together previously on large-scale dairy development initiatives.

Bebe is a 50 years old female beneficiary of PAVE project from the village of Wasakh Singh, district Gujranwala. After her husband passed away, she wanted to earn a living for herself without becoming a burden on her two sons and their families. Therefore, she started working as a tenant on

5 acres of land in her village.

Before the project, she had no idea about certified seeds and had been using home kept seeds on the farm that she used to work on and manage. Since she used home kept seeds for farming her yields were lower than average and her income was low. The traditional cropping pattern of wheat/rice also meant that the cropping was not intensive and did not have any diversification, which are very important concepts for increasing farm based income.

Bebe got to know about the PAVE Project during the initial orientation session in her village. As she had been practicing farming using the traditional methods, she was interested in how she could use modern farming techniques and methods to increase her overall profitability from farming.

Bebe had devoted 10 years of her life working on and managing a 5 acre farm using traditional practices.

She was very quick to learn and understand the importance of certified seeds and how proper crop management practices can lead to better quality and quantity of yield. The owner of the land of which Bebe works



lives in the city of Gujranwala, so whenever Bebe would attend the PAVE training, she would then talk to the owner and convince him to let her implement these techniques on his land.

Upon Bebe's recommendation, the owner decided to cultivate certified variety of paddy, PK-386. Bebe planted the nursery in total isolation and then transplanted the nursery using the line sowing method to ensure that there

were maximum number of plants in the fields. Bebe followed the stage wise recommendations on urea and irrigation cut-off dates and roughing. At the time of harvest, Bebe convinced the owner to have the crop harvested using the Kabouta machine. As a result of her efforts and care, Bebe got 55 maunds/acre as compared to 45 maunds/acre earlier. With a total cost of Rs 30,000/acre, she was able to earn a profit of Rs 35,000/acre. Owing to her successful management of paddy crop which lead to 15% increase in the yield, the owner of the land gave her 3 bags (50 kg each) of paddy this time instead of 1 as a bonus.

Furthermore, she convinced the land owner to diversify the cropping pattern by planting vegetables. So as of now, she has cultivated potatoes on 1 acre, which also resulted in significant profits as compared to traditional wheat-rice cropping. She has

also developed a vegetable (winter) demonstration plot adjacent to her potato crop. She is happy that now she gets to eat fresh vegetables from her plot, without going to market for vegetables.

Bebe, despite having no land of her own, has exhibited leadership through example in her community. She not only convinced the owner of the land on which she works, to use certified seeds and diversify cropping pattern, but also to keep a portion of their paddy produce which will then be processed into seed. Her landlord admires Bebe's efforts to learn and then practically implement the modern practices to get good yields and returns. Seeing the results of paddy in 2018, the landlord has decided to also use certified seed for the wheat 2019 season. Bebe's resilience in hard times and adoption to new techniques and best practices is a symbol of inspiration for more females in her village. She has also been selected as a community champion, who further trains more farmers in her community on a continued basis.



A History of Academic Excellence, Professional Advancement and Innovation

Nurturing Fast Rising Future Generation since 1988



Riffat Mushtaq
Aizaz-e-Fazeelat

A Dynamic & Inspirational Educationalist

Our Ideals: "Learning to know, Learning to be, Learning to do and Learning to live together."

believed learning should be an enjoyable experience for young children. Thus she innovated varied learning and teaching approaches which focused on the holistic development of the child. She believed while no child is exactly like another, for each the level of achievement can be raised, aspirations stirred, potential talents discovered and developed so that he can find his own worth and dignity and feel the thrill of success. With a humble beginning of 50 pupils, roots has grown by leaps and bounds into an academic institution par excellence. Today, Roots alumni is spread out around the globe and roots is recognized as one of the top international schools of the world for its quality of pupils and high standard of quality education. 'Roots' is poised to be a leader and innovator in the preparation of teachers, administrators, counselors and other educational professionals who use technology to transform the learning process. Our history demonstrates our dedication to research and cross-sector collaboration that will empower educators and their students to be 21st century learners and leaders, contribute to our social and economic well-being and meet the challenges of a global knowledge society. Roots is the first school to introduce community services, environmental education, foreign languages and citizenship across its curriculum.

Within 32 years' time, Roots has achieved eminence above every other seat of learning and has won the appreciation of parents who have been our most valuable pillar of strength and have played a pivotal role in the success of the institution.



Dr. Khadija Mushtaq
Tamgha-e-Imtiaz

CEO
ROOTS IVY INTERNATIONAL SCHOOLS
IVY UNITED SCHOOLS
IVY WORLD SCHOOL
IVY ACADEMIC NETWORK
IVY COLLEGE OF MANAGEMENT SCIENCES

Dr. Khadija Mushtaq (T.I) is a dedicated and compassionate Educationalist who has pioneered many national and International qualifications in Pakistan. Her commitment to excellence and personal interest in each one of her students, has earned her recognition in the field of education as the 'Most Inspirational Educator'. She was the youngest educationalist in the history of Pakistan to receive the highest civil award 'Tamgha-e-Imtiaz' in the field of education by the President of Pakistan. She pioneered the concept of career counseling in Pakistan and has carved Fascinating Futures for hundreds of students. As a testament to her unmatched expertise in counseling and scaffolding student learning, she has been conferred Yale Educator Award by Yale University USA. Her expertise as the most accomplished student counselor was

further consolidated by appreciation letter from MIT, USA in recognition of her astounding influence in her students' development and transformational impact in their lives. Through her mentoring and counseling every year IVIANs receive phenomenal University acceptances in the IVY Leagues, Russel group and leading universities of the world on fully and partially funded offers. Her influence does not end here and under her tutelage IVY alumni are currently employed at Google, Goldman Sachs, Pricewaterhouse Coopers and other fortune 500 companies. She has fostered various international collaborations thereby introducing international best practices in Pakistan such as University of Bedfordshire UK, University of London, Goethe Institute Germany, Eurasia Institute Germany and WWF to name a few. She has brought countless innovations in curriculum and pedagogy and has promulgated robotics, technology integration, international languages, project work and learning resource centers across all her campuses. She has fostered a truly global community of learners by utilizing the most updated curricula, coupled with new innovations in education to create a school culture which is both rich and diverse. She has focused on values education in her students and has nurtured in them a sense of compassion and service to society and community by encouraging them to work on global causes such as health, education and poverty and many such classroom

projects have now have turned into global phenomena and one of her students has blazed his way into Forbes 30 under 30 for his project on solar electricity. She has delivered on her promise of holistic and well-rounded education where the students are aware of their surroundings and are ready to contribute towards making a better world.

As a compassionate educator and continuing with the vision of IVY Academic Network to provide Education for the 21st century learner, she has recently pioneered IVY United Schools which offers internationally accredited curriculum, to develop a wholesome child at a very affordable fee. Under her leadership, Roots IVY International College, has launched yet another first by offering The University of Bedfordshire degrees in Pakistan at an extremely affordable Fee which is only 15 percent of the fee charged in UK whereby the students get the same degree as a student studying in UK with similar quality standards. The teaching and delivery of courses at Roots IVY International College has been approved by Higher Education Commission (HEC). We are committed to nurture our students to become educated, employable and entrepreneurial global citizens by bringing International Degrees and continuing with the IVY LEGACY OF SUCCESS. A youth icon and a women empowerment advocate Khadija continues to transform the lives of youth across Pakistan.



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Hamdard



Celebrating
100 Years
of HAKIM
MOHAMMED
SAID

BRIEF HISTORY

Hamdard established by an accomplished pharmacist and physician of Tibb-i-Unani, Hakim Hafiz Abdul Majeed, in a tiny shop in Delhi in 1906 is among those successful enterprises in South Asia that have had modest beginnings but, within a short span of time, achieved the status of a renowned name. Then, in Karachi, after the creation of Pakistan, his younger son and a visionary physician, Hakim Mohammed Said, launched it in a two room rented clinic of Tibb-i-Unani (Eastern Medicine). Hamdard made rapid progress and

soon its star products, especially Rooh Afza syrup and effective herbal medicines, became household words in the country and Hamdard became one of the most famous and reliable names in Pakistan. Hakim Mohammed Said, in addition to being a physician par excellence, was a philanthropist and visionary in the real sense of the word. He made Hamdard Pakistan not only the biggest manufacturer of herbal products and medicines, but also branched out into the fields of health in general, education and social welfare. He established a comprehensive network of free Hamdard Clinics (matabs) across the country, initiated Hamdard Free Mobile Dispensaries, to provide the poor with health facilities at their doorsteps, and set up hospitals of both Eastern and Western Systems of Medicine. He founded schools, colleges and university and a City of Education, Science and Culture Madinat al Hikmah laying out his whole life's earnings on the project. He did all this for the promotion of health and education in the country, because he believed that no nation without good health and quality education would be able to progress in the world. Inheriting from his father a flair for formulation, good clinical judgment and the commitment to serve

humanity, he invented and made changes in many tibbi medicines, saw at least 5 million patients during his career (all without charges) and devotedly served humanity. In fact, he converted Hamdard Laboratories into a Waqfan Islamic trust where all the profits are used for God's work i.e. nation building and charity.

Hamdard Laboratories (Waqf) Pakistan

The central structure of Hamdard Laboratories is based in Pakistan's industrial hub and the port city of Karachi. It comprises of the headquarters and two manufacturing units, including a new large unit-Hamdard Industrial Complex (HIC) at the newly named Hakim Mohammed Said Road. Besides Karachi, two other Hamdard manufacturing units are working in Lahore and Peshawar. Apart from the Karachi headquarters, there are zonal offices in Lahore, Rawalpindi and Peshawar. All Hamdard manufacturing units are equipped with state-of-the-art machinery and instruments, fulfilling modern day requirements of Quality and high standard. Hamdard produces over 500 herbal products and medicines and their strength lies in their quality.

Hamdard Quality Policy Statement

Hamdard ensures the

quality and standard of its products adhering to international standards and laws,

Prescribed by ISO and WHO. To maintain these, it takes the following measures:

1. Procures best quality raw material.

2. Follows Current Good Manufacturing Practices.

3. Conducts regular checking at all stages: raw material in-process/ intermediate material, and finished Products, in order to maintain quality control.

4. Gives importance to training of all personnel/ employees involved in the production process, under the policy of quality control (TQC).

Rooh Afza: 'Lord of the Red's' and a drink for all seasons, Rooh Afza is the scarlet-hued syrup of the East. It is the star product of Hamdard Laboratories (Waqf) Pakistan. It is the top national brand, having the major share in local markets. At international level too, it enjoys a high reputation because of its quality, taste and unique blend of traditional flavours and aromas.

Certificates, License and Awards: Having Halal ingredients, Rooh Afza is certified by the Committee of food experts and the most authentic religious scholars or 'ulema' of the country. It enjoys certifications of ISO 9001: 2008

and ISO 22000: 2005. It has been winning awards a-plenty and on a regular basis, including FPCCI Award, Brands Icon of Pakistan Award, Brands of the Year Award, and Consumer's Choice Award. US food magazine 'Saveur' in its publication of Feb 2007 issue #99, placed Rooh Afza at the 10th position in world's 100 most popular brands' list.

Hamdard Foundation Pakistan (HFP): Hamdard Foundation Pakistan was established by Hakim

Mohammed Said in order to control and regulate the funds being handed over to it by Hamdard

Laboratories. These are used for the promotion of health, education and social uplift in line with his vision and mission service to the nation and humanity. He was martyred on 17th October 1998 at the doorstep of his Karachi Clinic-the very same from where he started his journey of building 'Hamdard Pakistan'. We are told by the Quran to not speak of a shaheed as dead. Hence, martyred, he is immortal. And his legacy of service too goes on, with Allah's help, under the guidance of his daughter, Mrs Sadia Rashid, Chairperson, Hamdard Laboratories (Waqf) Pakistan and President, Hamdard Foundation Pakistan.



Gender Equality

Essential for world economies and communities to thrive

Liaquat Ali Jatoi

March 8 is marked as **International Women's Day (IWD)** globally, celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating women's equality.

This year, theme of the International Women's Day is **#EachForEqual**. The campaign **#EachForEqual** draws attention to the difference individuals can make. It says

"An equal world is an enabled world— and every one of us can do our bit to bring gender equality.

That's the core message of **#EachForEqual**. It seeks to draw attention to the idea that gender inequality isn't a women's issue, but an economic one as gender equality is essential for world economies and communities to thrive.

A Symbol Of Movement

The United Nations first celebrated International Women's Day during International Women's Year in 1975. By 1977, the UN and its member states proclaimed 8 March would be an official day for women's rights and world peace. It's now observed all over the world.

The **#EachForEqual** campaign has become a symbol of the movement, which extends far beyond 8 March, with activities running all year long. The idea is to reinforce and galvanize collective action, holding events and talks that urge us all to share responsibility and play our part.

Six core areas of campaign:

1. Championing women forging tech innovation
2. Applauding equality for women athletes
3. Forging inclusive workplaces so

East and North Africa are at the lower end of the scale, with parity sitting between 60.5% and 66.1%.

However, these figures don't factor in overall trends



women thrive
4. Supporting women to earn on their own terms
5. Empowering women through health education
6. Increasing visibility for female creatives

March Toward Equality

Gender parity is highly regarded as a benchmark of progress, and has a direct bearing on whether or not economies and societies thrive. According to the World Economic Forum's Global Gender Gap Report 2020, Western Europe has taken the largest strides toward parity, currently at 76.7%, closely followed by North America at 72.9%. South Asia, the Middle

and timelines. For example, progress toward gender parity in North America stalled during 2019, while nations with lower parity made huge strides in the right direction.

Great leaps are also being made in individual sectors such as education, where it is forecast that gender parity will be fully attained within 12 years. In fact, full parity in this area has already been achieved in 40 of the 153 countries ranked in the report.

The Parity Dream

None of us are likely to see true gender parity in our lifetimes, with the next

generation likely to face similar challenges. According to WEF report, It could take as long as 99.5 years to achieve global gender parity.

There's still a long way to go, but ambitious campaigns such as International Women's Day play a pivotal role in keeping the debate alive and the issues front and centre.

Gender Equality—SDG05

Governments world over increasingly recognize that economies can reach their true potential only with the full participation of both women and men. Considering this, United Nations (UN), for a more sustainable world, has placed gender equality at No.5 in the list of 17 development goals it wants the world to achieve by 2030. Fortunately, the world has pledged to abide.

While the world has achieved progress towards gender equality and women's empowerment under the Millennium Development Goals (including equal access to primary education between girls and boys), women and girls continue to suffer discrimination and violence in every part of the world. Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world. Progress is occurring regarding harmful practices such as child marriage and FGM (Female Genital Mutilation), which has declined by 30% in the past decade, but there is still much work to be done to completely eliminate such

practices. Implementing new legal frameworks regarding female equality in the workplace and the eradication of harmful practices targeted at women is crucial to ending the gender-based discrimination prevalent in many countries around the world.

Case for Gender Parity

There is a clear, values-based case for promoting gender parity: women make up half of the world's population and deserve equal access to health, education, earning potential and economic participation, as well as to political decision-making. Gender parity is a fundamental part of thriving societies, and increased gender parity in education can lower infant and child mortality rates, increase labor force participation and earnings, and foster greater investment in children's education. Meanwhile in the political sphere, women's engagement in public life has been proven to have a broad, positive impact on social inequality.

Economic Benefits of Gender Equality

According to PwC's Women in Work Index 2017, achieving economic gender parity could add an additional \$250 billion to the United Kingdom's GDP, \$1.75 trillion to that of the US, \$320 billion to that of Japan, and \$310 billion to the GDP of Germany. China, meanwhile, could add \$2.5 trillion to its GDP by 2020 by closing its gender gap, according to a report published by McKinsey Company.

Prime Real Estate, Worldwide!

STAR
Marketing (Pvt.) Ltd.



Mission Statement

STAR Marketing offers unmatched services to the people, builders and developers in the Real-Estate sector by providing strategic marketing and selling solutions. From the initial assessment process of the project to the ultimate marketing strategy, the company believes in helping the people as well as the developers plan projects that generate superior rate of return to the buyers and success to the developers. Undertaking marketing services for Real-Estate projects, keeping the buyers updated with market trends and providing ethical consultant services to the builders and developers remain the central theme of the organization. STAR Marketing promotes Real-Estate projects which have the potential to participate in transforming the cities of Pakistan into modern metropolitans meeting international standards.

About Us

Emerging as one of the fastest growing professional marketing concerns of Pakistan, STAR Marketing (Pvt.) Ltd. is now considered as the true market leader of innovative Real-Estate marketing. With a vastly experienced and qualified team of successful marketing and advertising practitioners, STAR Marketing has developed a highly sound reputation and an outstanding track record of success. In fact, the team behind STAR Marketing enjoys the honor

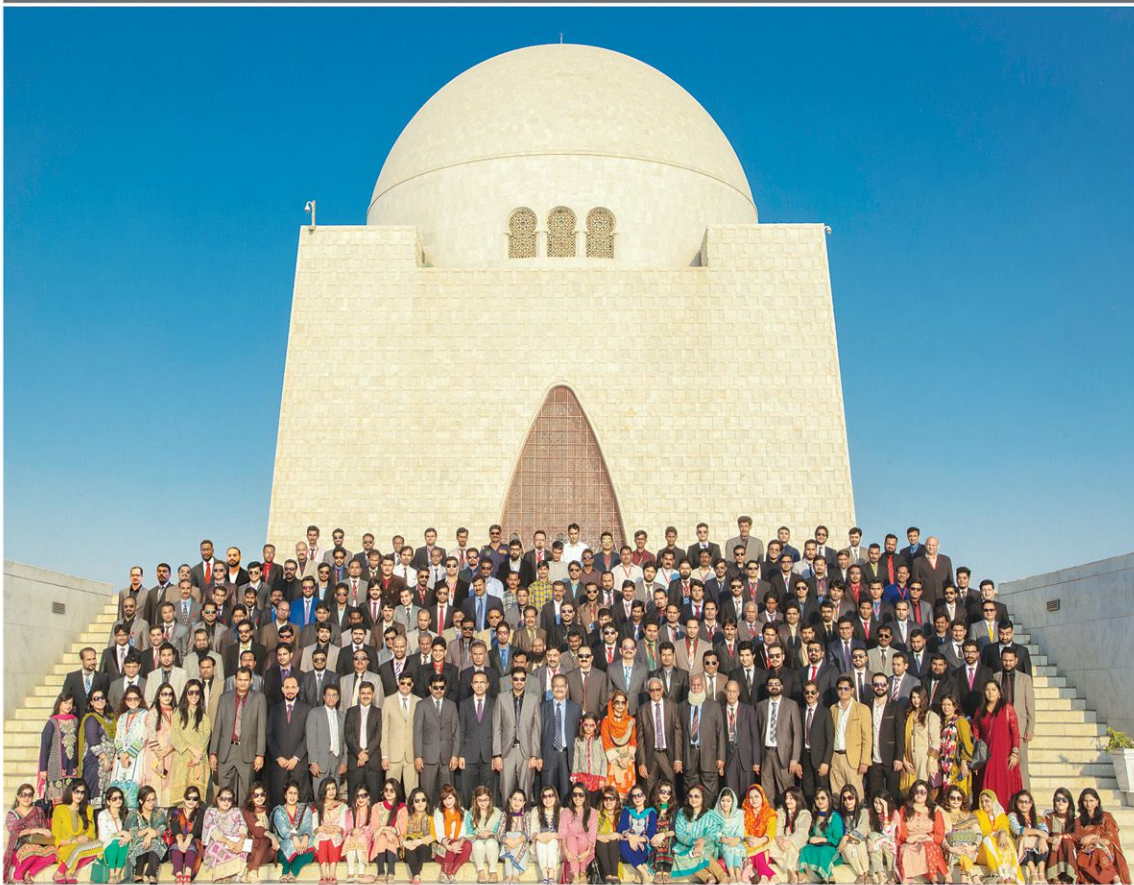
of establishing the Real-Estate Marketing Sector in Pakistan.

concepts and promotional strategies to a wide range of Real-Estate developers and builders. The team behind

Sialkot, Nowshera, Hyderabad, Larkana, Mardan, Gwadar, Gujranwala and other important cities of Pakistan since

unparalleled track record of success in the Real-Estate sector to become the most reliable and biggest Real-Estate marketing organization of the field.

International Women's Day



We remain committed to Gender Parity

History

As Pakistan's most celebrated Real-Estate marketing organization, STAR Marketing offers creative marketing

STAR Marketing has achieved tremendous success in marketing prestigious residential and commercial projects in Karachi, Lahore, Islamabad, Rawalpindi, Multan, Peshawar,

its inception. With a network of offices, affiliates and marketing associates in USA, Canada, Europe, Gulf and all the major cities of Pakistan, STAR Marketing holds an

Why Us

With its truly innovative style of marketing, STAR Marketing (Pvt.) Ltd. has a long list of successful residential commercial projects throughout Pakistan to its credit. Immaculate designing of marketing concepts and flawless implementation of promotional strategies has made STAR Marketing a true brand leader with a wealth of expertise and experience. Serving a vast array of prestigious clients for a number of years, STAR Marketing specializes in cutting-edge marketing in the Real-Estate sector. Through its highly targeted, compelling result driven marketing campaigns, the company has developed to become the largest provider of innovative and modern solutions to the Real-Estate industry.

Services

STAR Marketing offers complete marketing and advertising solutions and conduct every step of marketing from within the system the company is rendering the following:

Marketing and selling responsibilities and consultancy services especially in the field of Real Estate.

Consultancy and Marketing services for various promotional and public relations campaigns on behalf of its clients.

Market research, surveys and forecasts especially in the field of Real-Estate.



پراپرٹی خریدنا،
بیچنا یا کرائے پر لینا ہوا،
بہت آسان

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کمرشل پلاٹس، فلیٹ سائٹس، ہوٹل سائٹس، سب کچھ ایک ہی جگہ دستیاب

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اپنی پراپرٹی کی تفصیلات اور تصاویر اپ لوڈ کر دیجئے۔

پاکستان کی سب سے بڑی پراپرٹی مارکیٹنگ کمپنی
Prime Real Estate, Worldwide!  STAR Marketing (Pvt.) Ltd. کے اعتماد کی مہر کے ساتھ

we grow
dreams



Meet Asma, This young girl from Ghotki, led a life of resilience and transformation, only because she sought to change everything. Growing up with the aim to become a mechanical engineer, Asma found her only dream, drowning in deep waters due to her family's financial status. Struggle and dedication led her to 'Pathways to Success', A project of Engro Fertilizers.

Asma to realize her dream, while staying close to her household and fulfilling her responsibilities, 'Pathways to Success', led Asma to enroll in the Early Childhood Education course and become a top achiever. Asma was determined to achieve her dreams and so she did, allowing nothing to hold her back. However, Asma's biggest assistance came in the face of the 'Trade Apprenticeship Program' by Engro Fertilizers, in which she got selected and now, Asma is a proud member of the Engro Fertilizer family.