

Positive Post



Greenwich University
Karachi-Pakistan

A Media Publication by the students of Mass Communication and Media Studies

April in History

April 8, 1950: *Liaquat-Nehru agreement is signed in New Delhi for Inter-Dominion problems.*

April 18-24, 1955: *Pakistan participates in the Bandung Conference.*

April 22, 1961: *Government institutes Film Awards.*

April 6, 1970: *First ordinance factory is inaugurated at Ghazipur.*

April 21, 1972: *Martial Law lifted; constitutional rule is restored in the country. Hamoodu-ur-Rehman is sworn in as Chief Justice of Pakistan.*

April 10, 1973: *1973 Constitution of Pakistan enacted by the National Assembly.*

April 6, 1978: *First of the 13-volume exhaustive Urdu Dictionary is published by Taraqqi-i-Urdu Board.*

April 8, 1982: *Jahangir Khan wins British Open Squash Championship.*

April 20, 1988: *Jahangir Khan wins seventh Squash title in a row.*

April 25, 1991: *Jahangir Khan creates history by winning British Open Squash title for the record tenth consecutive time.*

April 26, 1992: *Pakistan's Alam Channa enters Guinness Book of World Records as the tallest man in the world.*

April 15, 1999: *Pakistan conducts test of a nuclear-capable short-range ballistic missile, Shabeen.*

April 16, 1999: *Pakistan won Coca-Cola Cup final at Sharjah crushing India by 8 wickets*

April 26, 2006: *Perviz Musharraf lays foundation-stone of Diamir-Bhasha dam.*

Pakistan fully capable to respond to any spectrum of threat: PM

Prime Minister Nawaz Sharif on Tuesday said Pakistan Armed Forces is fully capable to respond to any spectrum of threat.

"Pakistan is a peace-loving nation and has always maintained the policy of having amicable relations with other countries particularly its neighbours," Nawaz said in his address at the passing out parade of cadets at the Pakistan Air Force's Asghar Khan Academy in Risalpur.

The prime minister said Pakistan wanted peaceful relations with its neighbours and upheld the country "will never hesitate to extend the hand of friendship to all and will never waiver from returning goodwill with even more goodwill."

PM Nawaz Sharif lauds PAF's role in safeguarding air frontiers

The premier went on to say that cooperation rather than conflict and shared prosperity rather than mutual suspicion was the hallmark of his government's policy but "despite our desire for peaceful coexistence, we can't remain oblivious to defending our sovereignty and protecting our independence."

Noting that in today's world, the war no longer remained an



exclusive sphere of military forces Nawaz said, "We are living in a rapidly evolving world and the traditional concept of national security has undergone a transformation."

Sharing his views on the war against terror, the prime minister expressed his satisfaction over what he called a "tremendous improvement" in the internal security environment. "Pakistan Air Force has played a critical role in Operation Zarb-e-Azb," he said, adding the nation acknowledged the exemplary valour and outstanding professionalism by armed forces at all tiers.

Earlier, the PM reviewed the parade and presented awards to cadets. PAF's Sherdil Squadron also displayed a splendid air display on the occasion. Khyber - Pakhtunkhwa

Governor Iqbal Zafar Jhagra, Defence Minister Khawaja Asif, Air Chief Suhail Aman, diplomats and other civil and military officials were also present.

Courtesy: The Express Tribune

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Painting exhibition at Zulfi's Art Gallery

Musarrat Hasan's Retrospective Exhibition of painting was launched at the Zulfi's Art Gallery was a major event in the field of painting. It was thronged by well-known artists, academics and art-lovers.

The exhibition includes Musarrat's great range of works spanning the sixties to the present day. Each work is unique in the sense that it expresses its own particular concern. The portrait gallery of her works has an extraordinary diversity. The portraits range from men and women, young and old, representing terrible social divide of our society. Occasionally individuals are assembled together in assorted composition. Musarrat abstains from flattery. She observes intently but causally peeps in the mind. The exhibition also includes some refreshing landscapes. These are supplemented by intimately



painted still-life that appear as moments captured in time.

Quddus Mirza maintains, that Musarrat is an artist who reaches the essence or rather the soul of things and portrays what takes place beyond the lense of the human eye. Her portraits defy the dependence on a mechanical look to record resemblances.

Accordingly to Marjorie Husain, "Dr Musarrat Hasan is an icon in the world of culture in Pakistan." She is author of six books on Pakistan's famous artists and art history. The exhibition will remain open till 7th of May, 2017.

Courtesy: Dawn

Pakistan Railways upgrades Pakistan Express train

The Pakistan Railways has upgraded its all-economy class Pakistan Express train, increasing its electricity supply so that its fans and lights can function throughout its Karachi to Rawalpindi and vice versa journey.



Besides, the train's old coaches have been replaced with new ones that will facilitate passengers with more comfortable seats and features.

The revamped train will be inaugurated by Federal Railways Minister Khawaja Saad Rafique on April 26 at the Rawalpindi Railway Station.

The locomotive begins its journey from Rawalpindi with 11 coaches. Later, eight additional coaches are added in Faisalabad.

By the time it reaches Karachi, it has 19 coaches. The train's

ticket from Rawalpindi to Faisalabad costs Rs410 and Rs1,400 is charged for a Rawalpindi to Karachi trip.

Pakistan Railways to renovate 31 more stations

The train has stopovers in Gojar Khan, Jhelum, Lala Musa, Gujrat, Wazirabad, Hafizabad, Sangla Hill, Faisalabad, Gojra, Toba Tek Singh, Shorkot Cantt, Khanewal, Multan, Lodhran, Bahawalpur, Dera Nawab Shah, Khanpur, Rahim Yar Khan, Sadiqabad, Rohri, Tando Adam and Hyderabad.

Courtesy: The Express Tribune

Basking in the spotlight

The seventh Pakistan Advertisers Society (PAS) were held last Friday on April 15, 2017 at the Karachi Expo Centre. Instituted in 2011, the Awards have become one of the marketing and advertising industry's most awaited events, and showcase the best the industry has to offer.

This year's Awards Ceremony was hosted by actor and model

Campaign for Good was to "recognise and honour advertising that has a greater purpose... to acknowledge efforts that aim to give back to the society."

On the other hand, the Corporate Campaign category was introduced to acknowledge "the dramatic rise in the number of corporate campaigns launched in the past couple of years."



Ahmed Ali and was attended by well-known names from the marketing and advertising industry. The award announcements were interspersed with performances by musicians such as Noori, Sara Haider, Nausheen Shah, Junaid Akram and stand-up comedians Khawatoons and Mooroo.

Thirty three awards were conferred this year, and included two new categories: 'Campaign for Good' and 'Corporate Campaign'.

According to Qamar Abbas, Executive Director, PAS, the reason behind introducing the

The PAS Lifetime Achievement Award was given to Anwar Rammal, who has dedicated more than 50 years to the ad industry and is the Founder-Chairman of Asiatic Public Relations. The award was presented by Amir Paracha, Vice Chairman, PAS, and Saqib Zia, General Secretary, PAS.

The big winners were Adcom Leo Burnett who received six awards, Soho Square got five, while J. Walter Thompson, IAL Saatchi & Saatchi and MullenLowe Rauf bagged four awards each.

Courtesy: aurora.dawn.com

Pakistan beat West Indies by seven wickets in first Test, take 1-0 lead in three-match series

Pakistan beat West Indies by seven wickets to take a 1-0 lead over the hosts in the three-match series on Tuesday. After bowling out the Windies for 152 in the second innings, the visitors lost three wickets enroute the comfortable 32-run target. Misbah-ul-Haq finished the job with sixes off consecutive deliveries. Yasir Shah was pick of the bowlers



for Pakistan as the leggie returned with figures of 6/63 in the second innings.

Courtesy: indianexpress.com

Pakistani-American auto supplier makes one of the largest investments in Detroit

US auto parts maker Flex-N-Gate, owned by Pakistan born Shahid Khan, will build a plant in Detroit in what local officials described on Monday as the first new investment by an automotive supplier in decades for Motor City, the cradle and former beating heart of the car industry.

US envoy asks expats to pour capital into Pakistan

"This is the largest automotive supplier investment in Detroit in more than 20 years," Mayor Mike Duggan said at a groundbreaking ceremony under a light blue spring sky on Detroit's northeast side. "We're starting to compete and win again."

Urbana, Illinois-based Flex-N-Gate will invest \$95 million in the plant, which will employ 400 to 700 people and supply parts to Ford Motor Co. It is scheduled to open in the first quarter of 2018.



Khan said Ford was the "great impetus" behind locating the plant in Detroit and said it aims to employ locals. Workers would earn up to US\$27 per hour including benefits and the plant will use state-of-the-art automated technology "in order to pay people a living wage," he said.

The supplier makes plastic exterior parts, especially front ends, and headlights. A Ford spokesperson said the company would not provide "specific production details at this time" on which models the plant's parts would be used.

Pakistan-born Khan, who also owns the National Football League's Jacksonville Jaguars, came to the United States decades ago to study mechanical engineering at the University of Illinois.

Auto plants once proliferated across Detroit, and many today are empty red-brick hulks. Only General Motors Co and Fiat Chrysler Automobiles NV [FCA] still have operational plants in the city. Over decades of decline, Detroit's population fell to 700,000 from a peak of 1.8 million people in 1950, reflected in the many vacant and

decaying homes in the area around the future Flex-N-Gate plant. Since going through bankruptcy earlier this decade, Detroit has experienced a slight renaissance with businesses and artists moving in.

Pakistan-born among richest sport team owners in the world The plight of American manufacturing, as well as immigration, were the focus of Republican President Donald Trump's election campaign. Trump has criticized automakers for building cars in Mexico and talked up announcements of US investments by Ford, GM and FCA, including some that had been announced before he took office.

Khan said the decision to invest in Detroit predated Trump's presidency. But he said that in the US automotive industry today, "you have to have a social conscience. You can do that and still make investments like this."

Courtesy: The Express Tribune

Honda Atlas launches BR-V in Pakistan, starts from Rs2.23m

Honda Atlas launched its first locally produced sub-compact Sports Utility Vehicle (SUV) on Friday, comprising 45% local components, stated the company.

The Bold Runabout Vehicle (BR-V) which seats seven people – costs about Rs2.23 million and Rs2.33 million for its i-VTEC and i-VTEC S variants, respectively. It features a 1.5-litre engine.

According to the company, the low price is courtesy local components used in the manufacturing. Additionally, through this price, Honda is looking to boost its sales by attracting existing as well as new customers who are willing to enter the SUV family.

Honda to launch all-electric battery car in China next year: executive

"SUVs in Pakistan are too costly and are mostly out of range for many customers," said Honda Atlas Cars Pakistan Limited General Manager Sales and Marketing Nadeem Azam. "With the price range we are offering, about 90% of customers can now afford the new variants, which will attract new as well as existing customers of other companies too."

The company is also looking to tap rural as well as urban markets with the newly-launched SUV. "We are confident that BR-V will strongly appeal to the urban and rural customers and accelerate our growth while strengthening our brand presence in the country," said Honda Atlas Cars Pakistan Limited President and CEO Toichi Ishiyama. "Pakistan is a key market for Honda and as



part of our business expansion; we are focusing on increasing our customer base and will be bringing a lot of new and innovative products in the future."

Honda Atlas posts Rs1.49b profit, up 143%

Speaking at the launch ceremony, Azam ruled out the induction of hybrid technology in locally manufactured Honda variants, stating that the company is currently not at the stage to intro-

duce hybrid engines for Pakistan. "Technologically, we are as advanced as we would like to be where we can produce hybrid engines for the Pakistani market," Azam told The Express Tribune. "Currently, there are some imported and used hybrid vehicles available in the market, but they are not that much successful."

The general manager added that the company would never introduce any locally-produced variant which might trouble customers afterwards.

The company's share price increased Rs28.77 or 3.5% on Friday, closing at Rs859.77 during a bullish run at the Pakistan Stock Exchange that saw the index increase 1.98% as well.

Courtesy: The Express Tribune

Younis becomes first Pakistani to score 10,000 runs in Test cricket

Seldom have we waited for a sporting milestone with such eagerness, and anxiety, as we did for master batsman Younis Khan to complete 10,000 runs in Test cricket at the start of his farewell journey.

The Sabina Park in Kingston, Jamaica, finally saw the stalwart become just the 13th man in the history of Test cricket, and the first Pakistani, to reach the five figure mark on Sunday, the third day of the first Test against the West Indies.

The 39-year-old right hander from Mardan began his 116th Test with 9,977 runs from 207 innings and went to the elusive landmark — only the fifth batsman from Asia to do so — after tea. At the break he was one tantalising run short of the distinction.

The great man didn't have to wait long as he needed only two balls into the final session to get to the five figures, sweeping off-spinner Roston Chase for a boundary. He raised his bat to the Pakistan dressing-room to acknowledge the applause of his teammates.

India's Sachin Tendulkar leads the list of

most run-getters in Test cricket with 15,921 in 200 matches. Other members of this exalted club are Ricky Ponting of Australia (13,378 runs in 168 Tests), South Africa's Jacques Kallis (13,289 in 166), Rahul Dravid of India (13,288 in 164), Sri Lanka's Kumar Sangakkara (12,400 in 134), West Indies' duo of Brian Lara (11,953 in 131), Shivnarine Chanderpaul (11,867 in 164), Mahela Jayawardene of Sri Lanka (11,814 in 149), Australia's Allan Border (11,174 in 156), Alastair Cook of England (11,057 in 140), Australia's Steve Waugh (10,927 in 168) and India's Sunil Gavaskar (10,122 in 125 matches) — the first player in Test history to cross the 10,000-run mark in 1987.

It was only a question of when, and not if, Younis Khan would get there once he had surpassed compatriot Javed Miandad's longstanding Pakistan landmark of 8,832 runs; He had gone past Miandad — who played 189 innings during a 124-Test career from 1976-77 till 1993-94 — in eight fewer innings and 22 fewer matches.

When Miandad broke the then standing Pakistan record of 5,058 runs, held by the incomparable Zaheer Abbas, by scoring a double century against Sri Lanka at Faisal-



abad in 1985, none would have envisaged that it would be the ever-smiling Younis being the custodian of being the country's leading Test run-maker.

Younis shared many fruitful partnerships with Inzamam-ul-Haq and Mohammad Yousuf and together the trio formed the mainstay of the Pakistan batting in the new millennium.

Both Inzamam and Yousuf were the two men thought capable of eclipsing Miandad's tally, but it was eventually Younis who ultimately put all of them behind on day three of this rain-hit first Test against the West Indies.

Courtesy: Dawn

Aisam on winning spree, bags doubles title at ATP 500 in Spain

Pakistan Tennis Federation (PTF) on Monday congratulated Aisam-ul-Haq Qureshi on winning the doubles title of the coveted ATP 500 Series, World Tennis Championships held in Barcelona, Spain.

PTF President Salim Saifullah Khan along with the PTF management committee, in a statement, extended their heartiest congratulations to Aisam.

Aisam, Pakistan's leading tennis player, has won his second doubles title of the year and 13th on the ATP Circuit, pairing with his Romanian partner Florin Mergea.

Explore: Aisam-ul-Haq bags ATP doubles title, credits win to family, friends and country

The pair outclassed Austrian-German duo of Alexander Peya and Philip Petzschner in straight sets with a score of 6-4 and 6-3.

"We are delighted at his latest win," said the PTF president, adding that Aisam "continues to make the nation proud with his achievements."

Aisam and his partner stormed to the final of ATP 500 Series Championships when they outshined former world number one pair, Romanian Horia Tecau and Dutch



Julien Rojct, after a thrilling 6-3, 5-7 and 14-12 encounter.

The Dutch-Romanian pair saved five match points before conceding 12-14 in the final tie-break.

In the quarterfinals, Aisam and Mergea surprised everyone when they beat the world number one pair of Henri Kontinen of Finland and John Peers of Australia.

Salim said Aisam is a real asset for tennis in Pakistan who has not only raised the country's flag at an international level but also led Pakistan's Davis Cup team to Asia Oceania Davis Cup group two finals this year.

"We hope he would carry his good form in the upcoming tie against Thailand in September," said Salim

Courtesy: Dawn

Breaking the stereotype – one cup of tea at a time

Tapal's recent ad campaign aims to break gender stereotypes and celebrate modern, independent women.

With 63% of the population under the age of 25 (source: UNICEF), Pakistan has one of the largest young populations in Asia. Of the 50 million people that fall in the 18 to 25 age bracket, 55% comprise urbanised young people. Furthermore, the rapid urbanisation witnessed in the past few years (40% in 2016 compared with 32% in 2011 according to the Ministry of Finance), along with increased exposure levels, have resulted in significant changes in the urban landscape. Notable among these changes is the percentage of women now in employment and the consequent increase in their purchasing power – and at a deeper level, a gradual change in conventional gender roles.

These changes form the key insight behind Tapal Danedar's recent campaigns. Tapal is the market leader in Pakistan's tea industry, accounting for 45% of the market (source: Nielsen); Unilever follows at 24% and Eastern Tea Company at 16%, with the balance coming from smaller regional brands. Of Tapal's 45% share, Danedar (the company's premium leaf brand) accounts for approximately 18%, and based on the company's internal research, has a wider penetration in the urban areas.

To further increase their market share, and keeping in mind the significance of urban penetration for the brand's growth, in 2014 Tapal realigned its positioning with the objective of drawing in a younger age bracket into their consumer fold. The result was the campaign 'Tum, Mein Aur Aik Cup Chai'

featuring Fawad Khan and Momal Shaikh released in late 2014, and a follow-up campaign in January 2017, featuring Sanam Saeed and Adeel Hussain.

The 2014 campaign promoted the bond between husbands and wives, but with a gender role reversal theme, by showing the husband helping his wife with household tasks, such as making tea. The current campaign goes a step further and now the husband is not only helping out in the kitchen, he is also taking care of the child.



According to Nida Haider, Managing Partner and Brand Strategy Director, IAL Saatchi & Saatchi (Tapal's creative agency), changing mindsets have not only resulted in the rise of nuclear families, but also changed the dynamics of young marriages. "There is more connection and friendship between couples now; the woman is not just the daughter-in-law or mother in the family set-up, her opinion as an equal partner carries more weight now."

Haider says that although tea has many functional drivers (boosts stamina, revitalises energy), an emotional driver is that it builds intimacy and helps people unwind. "We built on this emotional driver and layered it

with an insight about acknowledging quiet, relaxed moments between couples."

"No one talks about the exhaustion new mothers face, yet in those moments, if your husband offers to make you a cup of tea and helps out with the child, it seems like pure bliss!"

Commenting on how the 2017 iteration evolved, Haider adds that "no one talks about the exhaustion new mothers face, yet in those moments, if your husband offers to make you a cup of tea and helps out with the child, it seems like pure bliss!"

The campaign has been released across all media, and although the results will be released at the end of the first quarter, Zulfiqar Ansari, Head of Marketing, Tapal, says that the idea of "gender role reversal has resonated really well with the young, especially on digital. The shares, likes, comments and general feedback suggest that this new approach has been well received."

Ansari adds that beneath the seemingly simple veneer of a friendly husband-wife relationship lies a social message that Tapal hopes to convey.

"As a brand, rather than promoting wrong stereotypes, it is our responsibility to help shape positive mindsets and attitudes. We need to show more independent modern women and supportive husbands. Not every brand aims to win a Lion or an Effie by communicating the social message in an aggressive way; some just do it softly and subtly."

Courtesy: aurora.dawn.com

Pakistan signs 40-year deal with China for Gwadar port operation

Minister of Ports and Shipping Mir Hasil Khan Bizenjo on Thursday apprised the Senate that Pakistan had signed a 40-year agreement with China for the operation of Gwadar port.

During the question and answer session, the minister said under the agreement, China would carry out all development work on the port.

Gwadar steals attention as real estate market fluctuates



"As per the concession agreement, China Overseas Port Holding Company has a

91% share in the gross revenue of terminal and marine operations and 85% share in gross revenue from operations of the free zone," he said. "Provinces have no share in revenue collection as per the current constitution."

Meanwhile, Minister for National Food Security and Research Sikandar Hayat Khan Bosan said Rs1,500 million had been allocated under the Public Sector Development Programme for fiscal year 2015-16.

Courtesy: The Express Tribune

Dig-It 2017 – Exploring the potential of Big Data

On April 14, Pakistan Advertisers Society held the ‘Dig-it 2017’ a digital marketing and advertising conference at Movenpick Hotel, Karachi. This conference’s objectives were to highlight the potential of Big Data and technology-assisted creativity to help marketers execute successful omni-channel campaigns.

The conference was divided into three sessions, the first of which focused on the opportunities and possibilities of Big Data; speakers included Asad-ur-Rehman, Global Media Director, MEA, Unilever; Shahbaz Zobairi, Creative Director, MullenLowe, Dubai; Adnan Shahid, Chief Commercial Officer, PTCL; and Raza Matin, Marketing and Business Consultant, Google Pakistan.

Rehman, in an extremely interactive session shed light on how data mining can drastically affect business decisions and outcomes, and quoted a study called ‘The Data that turned the World Upside Down’ which highlighted how running data mining algorithms helped attain votes for Donald Trump.

Zobairi spoke about Artificial



Intelligence (AI) and how it forms the basis of any Big Data initiative. He focused on how AI is the future of consumer experiences, but was of the opinion that no matter how advanced AI becomes, “the need for human intuition will always remain at the core of any development.”

Adnan Shahid of PTCL, amid a lot of friendly banter about PTCL’s services, spoke about how the company has grown thanks to data collection and understanding consumer needs in a better way.

After the first session concluded, the audience was broken into three separate groups; each group attended one of the following lectures: ‘What does digital tell us about Consumer Behaviour and Intent?’ by Rob

Turner, Lead Trainer, Google Digital Academy; ‘Five effective techniques to boost success with data-driven marketing campaigns’ by Michael Leander, CEO, GIDMA; and ‘Growth hacking for advertising effectiveness’ by Babar Bhatti, Head of Digital Intelligence, Shapiro+Raj, USA.

“Companies have to take digital seriously – because it is 2017. It is not an option anymore.”

Following the lectures, the audience again gathered in the main hall to attend the remaining sessions.

The second session focused on data-driven marketing; speakers included Babar Bhatti, who discussed how well-designed digital and data management

strategies can transform businesses; and Imtiaz Noor, an independent digital marketing consultant, who talked about data-driven decision making for businesses, pitfalls to avoid when analysing and relying on data, and why digital must be treated “as a mindset and not just a platform.”

The last leg of the conference concentrated on data-driven business models; speakers included Rob Turner who talked about targeting and retargeting content throughout the content consumption cycle and Omar Abedin, CEO, Starcom who stressed the importance of data analytics. Abedin’s take-home message was clear: “Companies have to take digital seriously – because it is 2017. It is not an option anymore.”

The panel discussion included Nadine Malik, MD, Jovago Asia; Imran Moinuddin, Founder & CEO, Overall, the conference was well-managed and well-attended, with professionals from the media, various digital agencies, FMCGs, ad agencies and software houses participating actively.

Courtesy: aurora.dawn.com

Easter declared national holiday for Christians

For the first time in the country’s history, the government has announced a nationwide optional holiday for Christians on the occasion of Easter Monday, on April 17.

The interior ministry on Friday announced: “On special instructions of the Prime Minister, Monday will be an optional holiday across the country for the Christian community on account of Easter.”

A resolution to declare Easter a national holiday for Christians was presented by lawmaker Dr Ramesh Kumar Vankwani in the National Assembly last month.

The resolution, which was passed unanimously by the house, said: “The house is of the opinion that the government should take steps to declare Holi, Diwali and Easter national holidays for minorities.”

Courtesy: Dawn

Federal Budget 2017-18: Ishaq Dar announces good news for government employees

Finance Minister Muhammad Ishaq Dar in a pre-budget discourse apprised media here that salaried class and common man would get maximum relief in the upcoming budget while dispelling considerations of drastic taxes.

Addressing a news conference, he said that Pakistan was making an impressive headway in financial and digital inclusion by demonstrating a hope that GDP growth over five percent would be achieved



during the current fiscal year. Forecasting a stable economy, Dar expressed confidence to achieve seven percent GDP growth in the country during next fiscal year.

Courtesy: www.timesofislamabad.com

Military awards for gallantry



An investiture ceremony was held at Malir Cantt on Tuesday for military awards to army personnel for acts of gallantry during operations, outstanding performance in respective fields and for their long meritorious services, said a statement issued by the Inter-Services Public Relations (ISPR).

“A large number of military officials and relatives of Shuhada and Ghazis attended the ceremony,” it said. “Total eight officers were awarded Sitara-i-Imtiaz (military), 22



officers were awarded Tamgha-i-Imtiaz (military) and 22 officers and soldiers were awarded Tamgha-i-Bisalat. Medals of Shuhada were received by their family members.”

Courtesy: Dawn

Easter celebrated with traditional fervour

The Christian community on Sunday celebrated Easter with great religious fervour and traditional fanfare in the twin cities of Rawalpindi and Islamabad.

People decked in their Sunday best turned out in droves to attend mass and special prayer ceremonies held at all churches in the morning, hours after special midnight services were offered to mark the beginning of Easter celebrations.

The annual festival marks the resurrection of Jesus Christ. Easter is the culmination of the 40-day lent season, a time of fasting, almsgiving, repentance and spiritual renewal.

Khurram Roshan who lives in Dhoke Syedan said that the community gathers at their homes to share sweets such as kheer to mark the festival. He noted that new clothes are also prepared for children and other family members.

However, Roshan pointed out that Easter celebrations remained muted in his locality on Sunday since they were



without power for the entire morning.

Security

The law enforcement agencies, on the other hand, provided tight security to churches where special services were offered.

Civil Lines SHO SI Mian Imran Abbas said that they had taken special security measures at the three major churches located within his jurisdiction to thwart any untoward incident.

He added that they had installed walkthrough gates at the

gates of St Paul's Church, Christ Church and St Joseph's Catholic Cathedral.

Moreover, women constables were also deputed to frisk women before they entered the churches. SI Abbas added that major roads in front of the churches too had been blocked and cars were not allowed to



park owing to security reasons.

Easter in AJK

Christians in Azad Jammu and Kashmir (AJK) celebrated Easter with religious zeal and fervour.

The Christian community in Mirpur held an Easter Mass and prayed for the early success of the Kashmir freedom movement.

Participants of the Easter Day service prayed for the solidarity, integrity and prosperity of the country.

AJK Christian Welfare Society Chairman Reverend Salik Gill told people at a special service in the District Council Hall that minorities in Pakistan, including in AJK, should not lag behind in serving and strive for the progress and prosperity of their homeland.

Reverend Gill added that there were no curbs on religious freedom and that Christians were enjoying a life with equal rights at par with other citizens.

Courtesy: The Express Tribune

8 highlights from the Hum Awards 2017

The fifth edition of Hum Awards took place last Saturday and while much of the attention has been stolen by an unfortunate joke uttered on stage, the truth is there was more to the award show than that.

Here are some of the highlights of the night:

The Junaid Jamshed tribute

A musical tribute to Junaid Jamshed is likely to be a contentious addition to any event many followers of the late religious TV host/former pop icon firmly believe that music was a chapter of his life that he irrevocably closed.



We were delighted to see that one of the early performances of the night was a moving tribute to Junaid Jamshed, featuring not only his former bandmate and long-time friend Salman Ahmed but also his elder sons Taimur Junaid Jamshed and Babar Junaid Jamshed.

It was nice to see JJ's sons own and acknowledge their father's musical contributions to Pakistan on a public platform. In his brief opening words, Taimur Jamshed said, "My father loved Pakistan... Until his passing, I had no idea that he was loved by so many people. The stories I heard about the people he helped to the ones he inspired, I've never been so

overwhelmed."

Sajjad Ali's performance

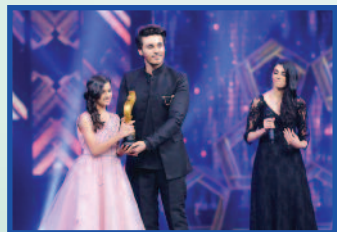
Sajjad Ali's performance at the Hum Awards was the 1am pick-me-up everyone needed. The performance kicked off with



Ali Sethi, Momina Mustehsan and Asim Azhar, but went into full gear with the appearance of the 'Babiye' singer, who brought the house down with hits like 'Chahe Jis Sheher Main Bhi Jaye' and 'Sohni Lagdi'. Sajjad just had a lot of fun on stage, so we enjoyed his energy too.

Ahsan Khan's shout-out to his young co-star, Udaari's Zebo

Areesha Ahsan, who played the young Zebo in Udaari, was given the Best Child Star award and



received a standing ovation when she came up on stage to receive it.

Shahroz Sabzwari and Sarish Khan's performance

Shahroz Sabzwari has proven his dancing chops at several Hum Awards, so all eyes were on Sarish Khan who made her Pakistani dance debut.

Now, we know she definitely has the chops. Sarish performed an



impressive solo before matching the steps of her Chein Na Aye co-star.

Farida Khanum gets Lifetime Achievement Award

A lifetime achievement award was given to music legend Farida Khanum, who as Hum Network CEO Sultana Siddiqui rightly



observed, "has no need for an award; it's Hum who is honoured by her accepting our award."

Farida Khanum also obliged a request to sing a few lines.

Mawra Hocane and Osman Khalid Butt won an AC each

A lucky draw could get people excited and the live audience was promised a "chilling surprise" at the Hum Awards. Turns out that



folks at PEL were only interested in gifting free stuff to the celebs in attendance.

Mawra Hocane and Osman Khalid Butt turned out to be the two lucky winners of an air conditioner from the Hum Award sponsors.

Ayesha Sana's 'Bright Karein' moment

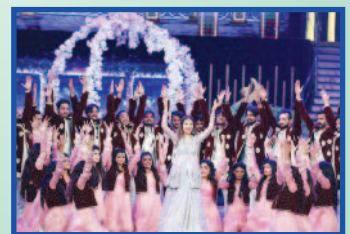
Has Ayesha Sana ever attended an event where she hasn't been asked to re-enact her infamous 'Bright Karein' catchphrase?



The TV host was goaded into saying those lines at the Hum Awards again by presenter Nadia Khan and she took the teasing in her stride.

Reema's dance

Can there ever be another Reema? In her trip back to Pakistan, Reema has wowed us with performance after perform-



ance, first as a surprise act at the LSAs, and then at Hum Awards where she danced to QB's 'Saiyaan'.

Courtesy: Dawn

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Greenwichians interested in contributions! Shoot an email to the editor, including your name, roll number and your work at rizwana@greenwich.edu.pk



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