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Pakistan's online visa system significantly streamlines the visa application process for foreigners

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HMD LAUNCH EVENT

HMD officially launches its branded phones in Pakistan

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ZTE Nubia partners with Burque for strategic distribution in Pakistan

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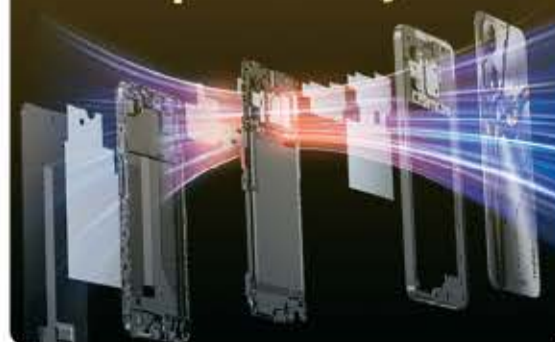
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Pakistan's online visa system significantly streamlines the visa application process for foreigners

The Ministry of Interior has praised the success of the Visa Prior to Arrival (VPA) online visa system in Pakistan. Since its launch on August 14, 2024, the VPA system has processed 177,975 applications, issuing 142,301 visas. The system caters to citizens from 120 countries, with top applicants from the UK, US, Iran, China, and others. The VPA system has streamlined the visa process, enhanced national security, and is free of charge. The Ministry plans to integrate the VPA system with the Integrated Border Management System (IBMS) and develop a smartphone app for easier access. The Ministry remains committed to maintaining a user-friendly and secure visa system to support tourism, business, and religious visits to Pakistan.



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Editor's Note

Govt cracks down on human trafficking facilitators

It is good to learn that after losing so many human lives and earning worldwide disgrace, the government has eventually awakened to the growing crime of human trafficking in Pakistan. On the strict instructions of Prime Minister Shehbaz Sharif the Interior Ministry has launched a crackdown across the country to nab the elements involved in this heinous crime directly or indirectly.

Over some years in the past, the trend among Pakistani youth to leave the country and serve abroad for a better future has gone skyrocketing. It is due to various economic and political reasons which have generated inflation and unemployment wherein the poor of society are hardly surviving the high cost of living. Among young aspirants is a class ready to accept any chance fair or foul to leave the country. By this, they have exposed their lives to high risk at the hands of human traffickers already standing open jaws to cash in on their ambition unconcerned about their life and death.

Human traffickers take advantage of vulnerable individuals in poverty due to the profitable nature of the crime and the low likelihood of facing consequences. Thousands of Pakistanis pay large sums of money to human smugglers who promise to transport them through a dangerous sea route crossing Iran, Turkey, Libya, Greece, and Italy. With a population of approximately 255.2 million, around 9 million Pakistani nationals reside overseas. Last year, 862,625 Pakistani nationals emigrated, marking a 3.6 percent increase from the previous year.

While most Pakistanis head to the United Arab Emirates (UAE) for job opportunities, there is a growing number of Pakistanis seeking asylum in Europe, particularly in Italy, the UK, Greece, France, Germany, and Hungary.

The heartbreaking tragedies involving boats carrying immigrants in search of a better future result in not only the loss of lives but also the devastation of families. In recent months, hundreds of Pakistanis have lost their lives while attempting to escape the challenges in their homeland.

Prime Minister Shehbaz Sharif taking serious note of this situation, has ordered a crackdown to dismantle traffickers who are part of global smuggling networks transporting people from Asia, Africa, and the Middle East to Europe. The Interior Ministry has launched an intensified crackdown on human smuggling networks, leading to the arrest of dozens of suspects involved in the heinous crime that has claimed the lives of hundreds of Pakistanis.

Following each tragedy, the government holds meetings and calls for an urgent inquiry report. Accidents become a top trend in electronic, print, and social media. However, after a few days of outrage, everything returns to normal until another tragedy occurs. Hopefully, this time it would not be case and some concrete action would be visible.



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Letters to the EDITOR



End online hate

The rise in hate speech and extremist content on social media platforms is a significant concern with far-reaching implications. This digital hate threatens individual well-being and societal foundations. Statistics show that 92% of people have encountered hate speech online. To address this issue, the government should regulate social media platforms. At the same time, it is also crucial that media outlets promote tolerance besides launching awareness campaigns. Immediate action is needed to create a safer and more inclusive online environment in Pakistan.

Raja Saqlain Ahmed, Islamabad

Farmers face challenges

The agriculture sector is crucial to Pakistan's economy, contributing a significant 24% to the GDP. However, Pakistani farmers are facing numerous challenges including inadequate irrigation systems, lack of quality seeds and fertilisers, outdated technology, and exploitation by middlemen. Additionally, unclear land rights and disputes with tenants and landlords are further complicating the situation to impact farmers' livelihood and productivity. To address these issues, the Government of Pakistan must take immediate action. Authorities should provide farmers with modern technology, High Yielding Variety Seeds (HYVS), improved irrigation facilities, and secure land rights. Fair pricing mechanisms should also be implemented to ensure farmers receive just rewards for their hard work. These initiatives will boost agricultural output, increase exports, and generate more revenue, ultimately leading to a prosperous and thriving Pakistan.

Shermeen Hashmi, Islamabad

Taxation without public benefit

It appears people pay taxes in this country with heavy hearts while a section does not bother to pay any. When a certain proportion of income is deducted every time, many feel losing their money for no reason. Everyone indeed pays indirect taxes, but it is chiefly the salaried class that is made to bear the disproportionate cost of keeping the wheels of government moving through their tax contributions. The salaried middle class, however, frets under the sense that it is the only section being fleeced of its money by way of taxes when it sees the rich not paying any taxes by devising various methods to evade this levy.

No doubt, taxation is the financial backbone of democratic governance, without which no modern state can deliver on its social contract. Yet the manner of its implementation has created deep alienation among the public. The resentment is exacerbated by visible inefficiencies in public services and when the taxpayers' money is spent on luxuries of the powerful rich and very little is on the public sectors of health, education, sanitation etc. Taxpayers navigate potholed roads, send children to private schools, rely on private health care, and maintain private security, wondering what exactly their tax money is funding.

The problem is that the relationship between the state and the citizen about taxation is stuck in colonial-era patterns. Tax officials behave less like public servants and more like modern-day collectors for extractive raj. The silent message

is that taxation is not your contribution to nation-building but your submission to state power.

Shafi Ahmed Khowaja, Hyderabad

Unlock youth potential

In the past five years, over three million Pakistanis have left the country in search of better opportunities abroad, with many turning to illegal immigration due to challenges such as political instability, unemployment, and lack of educational facilities. This trend poses a significant crisis, especially for Pakistan's youth, who are risking their lives to reach destinations like Europe. To address this issue, the government needs to create policies that promote employment, improve education, and provide vocational training. Awareness campaigns and media involvement are crucial in educating people about the dangers of illegal migration. The authorities must also take action against human trafficking networks. By tackling these issues, Pakistan can unlock its youth's potential and secure a brighter future.

Suleman Afridi, Karachi

Honouring to host Champions Trophy

I am writing to highlight the immense significance of the ICC Champions Trophy 2025; a momentous event that extends in its effects far beyond the realm of cricket. Pakistan hosting the ICC Champions Trophy 2025 holds immense importance as the event going beyond cricket, is sure to impact the economy, global perception, and national morale. Successfully organising the tournament showcased Pakistan as a safe destination for global sporting events, boosting the economy and tourism. The event has also generated activity in various sectors and provided a platform to showcase Pakistan's culture and infrastructure. Such mega-events inspire the younger generation, reaffirm Pakistan's cricketing status, and encourage sports development.

The government and stakeholders merit congratulations for ensuring seamless preparations for this prestigious event to shape a more prosperous and respected image of Pakistan globally. Let's celebrate the Champions Trophy as a gateway to national progress and global recognition.

Adil Shahid, Lahore

Rising divorce rates

Pakistan is witnessing an alarming rise in divorce rates, driven by economic pressures, changing cultural values, and the growing influence of Western culture. A recent Gallup Pakistan survey revealed that 48% of Pakistanis believe divorce rates have increased over the past decade.

The breakdown of marriages can be attributed to several factors, including a lack of patience and communication, a growing disconnect from religious and traditional values, and evolving life priorities. As more women pursue careers and financial independence, marital dynamics are shifting thereof often leading to tension and conflict.

Shoaib Assa, Kolowah

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09

63 solar firms in league with banks cause Rs 63 billion loss to treasury



FBR officials identified 80 companies allegedly involved in suspicious activities. Out of these, 63 firms were accused of over-invoicing, accounting for transactions worth nearly Rs 69 billion. The investigation has already led to 13 First Information Reports (FIRs) being registered, with findings revealing that several companies used dummy firms to conceal their activities

A Senate Treasury subcommittee has been apprised of an alleged multi-billion-rupee solar import scam involving suspicious foreign fund transfers, over-invoicing, and questionable banking transactions. Federal Board of Revenue (FBR) officials have detailed the investigation, which points to a network of companies allegedly manipulating payment routes and inflating invoices to channel funds abroad.

According to the briefing, while solar products were officially imported from China, payments were allegedly diverted to accounts in at least ten other countries—a practice FBR officials described as illegal. The total amount funnelled to these foreign accounts exceeds Rs 18 billion. Officials further noted that similar third-country payment schemes had been previously detected in oil import deals, indicating a broader pattern of financial misdirection.

Among the irregularities, FBR officials identified 80 companies allegedly involved in suspicious activities. Out of these, 63 firms were accused of over-invoicing, accounting for transactions worth nearly Rs 69 billion. The investigation has already led to 13 First Information Reports (FIRs) being registered, with findings revealing that several companies used dummy firms to conceal their activities.

One of the most striking cases involved Smart Impact, a company with a declared capitalisation of just Rs 2,000. Despite this, it allegedly deposited over Rs 1.54 billion in cash and conducted transactions totalling Rs 3.39 billion. FBR officials claimed that Habib Metropolitan Bank was the financial in-

stitution handling these transactions.

“The figures are alarming. A company with such a minimal declared worth should not be capable of conducting transactions in the billions,” stated Senator Aziz. “We will summon representatives from Habib Metropolitan Bank in our next meeting to investigate their alleged role in facilitating these transactions.”

As the investigation deepens, the Senate subcommittee’s findings highlight the urgent need for stricter financial oversight and better compliance protocols. The forthcoming inquiry into Habib Metropolitan Bank is expected to shed more light on the extent of these alleged practices and the measures needed to prevent similar incidents in the future.

The Senate Finance Subcommittee, chaired by Senator Mohsin Aziz, convened to discuss the ongoing investigation into the solar panel import over-invoicing. The committee was apprised of significant revelations regarding the involvement of a dummy company in the import process, which led to the discovery of widespread financial irregularities. Federal Board of Revenue (FBR) officials informed the subcommittee about a solar panel importing company that officially documented its owner as a salary-earning individual. A dummy company engaged in the import of solar panels valued at Rs 2.29 billion through deceptive practices, while falsely reporting solar panel sales exceeding Rs 2.58 billion.

A comprehensive investigation revealed that Rs 106 billion in solar imports had been procured, with

over Rs 69 billion in reported value discrepancies, which are referred to as “over-invoicing.” FBR officials identified 80 dubious firms that were involved in the solar import scandal. They discovered that 63 of these companies were involved in over-invoicing activities, which totalled Rs 69 billion. The companies in question were charged by law enforcement authorities in 13 First Information Reports.

The committee identified numerous firms that engage in over-invoicing activities, such as Bright Star, Moonlight, Asadullah Enterprises, and Smart Impex. While requesting specific documentation regarding money transfers and the operational business activities of participating companies, Senator Aziz requested detailed information from Bank Alfalah relating to these transactions.

FBR officials disclosed instances of identity card abuse, which demonstrated that specific individuals submitted fraudulent deposits under fake names. One person, for example, deposited Rs 14 million into a bank account but later denied the transaction, while another individual claimed to have never seen such a large amount. The authorities discovered evidence that Bright Star defrauded customers by fraudulently representing inflated solar panel import costs and reselling them at inflated lower prices through its activities as a fraudulent entity. The investigation revealed that money for importing Chinese solar panels was unlawfully transferred to at least ten foreign nations, resulting in transactions exceeding Rs 18 billion. FBR officials have described this as a violation of financial regulations, with further scrutiny needed on these foreign transfers.

Many substantial transactions were executed by Bright Star and Moonlight, as confirmed by the representatives of Faisal Bank. Moonlight executed two cash transactions totalling Rs 49 million, while Bright Star executed four cash deposits totalling Rs 185 million. In response, Faisal Bank issued Suspicious Transaction Reports (STR) on these dealings.

The committee was informed with alarming news that Smart Impact, which was under investigation, had declared an official capitalisation value of only Rs 2,000. Even though its declared capitalisation was only Rs 2,000, the entity deposited Rs 1.54 billion in cash, even though its total deposits amounted to Rs 3.39 billion. The FBR authorities designated Habib Metropolitan Bank as the bank responsible for processing these monetary transactions. Senator Aziz expressed concerns regarding these alarming transaction figures and resolved to summon representatives of Habib Metropolitan Bank to the next meeting to investigate their involvement in these transactions.

Senator Aziz also raised concerns regarding the State Bank’s failure to provide necessary information on the solar import scandal. However, the Deputy Governor of the State Bank assured the committee that all relevant data would be compiled and presented in the next meeting.

One of the most striking cases involved Smart Impact, a company with a declared capitalisation of just Rs 2,000. Despite this, it allegedly deposited over Rs 1.54 billion in cash and conducted transactions totalling Rs 3.39 billion

As the investigation continues, the Senate subcommittee’s findings underscore the need for stronger financial oversight and stricter compliance protocols. Senator Aziz has vowed to pursue further inquiries into the extent of the scandal and ensure that those responsible for the fraudulent activities are held accountable. The inquiry into Habib Metropolitan Bank and other implicated parties is expected to provide further clarity on the scale of these alleged practices and the measures needed to prevent similar incidents in the future.

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Traders and the business community welcome the holy month of Ramadan by artificially inflating the prices of fruits, vegetables, and daily commodities. Prices of essential items such as ghee and sugar have surged, along with the local variety of onions, even before the holy month commenced. Additionally, fish, poultry, and vegetable prices have seen unexpected increases. Despite government efforts to control prices, essential commodity prices continue to rise ahead of Ramadan. The blame game between wholesalers and retailers has resurfaced at the beginning of Ramadan, with each side accusing the other of excessive profits. Contradictory statements have been issued regarding the price hikes of essential commodities in the market.

Consumers are concerned about the volatile commodity market due to the lack of strict government oversight. The most affected segment of society due to price hikes is the lower middle class which has a large number of daily wagers. Urgent action is needed to crack down on unscrupulous traders and enforce the law if necessary to control essential prices before Ramadan. Every year, the government assures people that essential commodity prices will be controlled, by way of taking various initiatives to achieve this goal. Despite the presence of special administrative teams and active intelligence agencies in marketplaces, prices of daily essentials go up during Ramadan due to greedy traders.

The unreasonable price hikes are causing hardships for the common people, especially those from lower-income groups. The government should engage importers, wholesalers, and retailers in a regular consultative process to prevent price increases.

Dr. Shahid Rasheed Butt, a business leader and former President of the Islamabad Chamber of Commerce and Industry (ICCI), highlighted the activities of profiteering mafias as Ramadan approaches. He emphasised the need for a crackdown on illegal profiteering to prevent unjustified price increases. Butt also pointed out the discrepancy in ghee prices in Pakistan compared to other countries, despite a decline in global palm oil prices. He called for immediate action to curb the activities of the profiteering mafia and promote a more transparent business environment. He supported the government's decision to hold trade association elections and emphasised the importance of disclosing government officials' assets to prevent corruption and improve governance. Delaying this matter could jeopardise the IMF program and lead to negative consequences.

The rising cost of living has pushed many people below the poverty line while affecting individuals across all income levels. Market regulation, fixed exchange rates for importers, and minimal currency printing could help address the economic challenges.

We see that the government is thinking ahead of time to keep prices of essential food items stable during Ramadan. At an inter-ministerial meeting, an array of price control measures was discussed. Given how price hikes become almost inevitable around the month of fasting, and how Pakistan has been grappling with raging inflation for well over a year, people believe the government's steps in the right direction with proper follow-ups can yield the desired results.

The government must homework to review data on letters of credit (LCs) and imports and stocks of Ramadan staples such as chickpeas, lentils, sugar, edible oil, etc, and make sure there should not be any reason for commodities shortage or increasing prices of these items before or during Ramadan. The meeting also discussed duty cuts to keep imported food items like sugar and dates at affordable rates, engaging with the relevant authorities to ensure smooth transport of goods from ports to kitchen markets, and regular monitoring to prevent manipulative practices, among other measures.

Drastic measures must be taken against any attempt to destabilise the market. Such an approach against market manipulators, if indeed acted upon, is praiseworthy at a time when a significant segment of the population is struggling to get a humble sustenance because of inflation. If preventive measures against price hikes are not taken immediately, the

Profiteers out to crush poor under price-hike wheel during Ramadan



Every year, the government assures people that the prices of essential commodities will be controlled by taking various initiatives to achieve this goal. Despite the presence of special administrative teams and active intelligence agencies in marketplaces, prices of daily essentials still go up during Ramadan due to greedy traders

situation is bound to get worse in the coming days.

There have been reports of the artificially increased prices of chickpeas, edible oil, dates, and all kinds of meat. Without strict actions from the authorities concerned, it is unlikely that the market will depart on its own from the usual trend. To follow through with the prime minister's directive—and her party's electoral pledge—to bring down the prices of

The unreasonable price hikes are causing hardships to common people, especially those from lower-income groups. The government should engage importers, wholesalers, and retailers in a regular consultative process to keep the prices under control

essentials, some tough calls must be made. So, while we appreciate that relevant ministries are willing to make those tough calls, any success will depend on how well and persistently the authorities can implement planned measures.

Prime Minister Shehbaz Sharif emphasised that the provision of essential food items to the people at affordable prices was the top priority of the gov-

ernment. The Prime Minister has directed the relevant authorities to prepare a comprehensive strategy to ensure the availability of food items at affordable prices during Ramadan.

While chairing the meeting of the cabinet at the PM House, the Prime Minister asked the federal and provincial governments to coordinate to ensure the availability of items of daily to the common man use at reasonable prices. He highlighted his government's strenuous efforts to achieve sustainable economic growth based on enhanced productivity and industrial buildup.

The Prime Minister made the opening remarks at the meeting of the federal cabinet chaired by him where he referred to his interaction with the Managing Director of the IMF in Dubai, who appreciated Team Pakistan for its commendable efforts in implementing the IMF programme and amicably achieving economic indicators. He commented on the Libya boat capsizing and regretted that many precious lives were lost in this incident. He directed the quarters concerned to ensure that the heinous crime of human trafficking came to an end. The Cabinet, on the recommendation of the Ministry of National Education and Vocational Training, approved the appointment of Dr Hassan Al-Amin (BS-21) as the Director of the National Institute of Pakistan Studies at Quaid-e-Azam University, Islamabad. The Cabinet was informed that his appointment was made on merit through a transparent system.

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In today's world, the government of Pakistan while understanding the importance and role of information technology across the world, has established many IT parks within the country. Information technology or the IT industry is constantly growing in today's digital world. Every industry in this field is using advanced technology for effective and quick completion of difficult jobs. As a result, there is a rich IT scope in Pakistan and around the world.

The Ministry of Information Technology and Telecommunication (MoITT), through the Pakistan Software Export Board (PSEB), has established 43 Software Technology Parks (STPs) across the country.

These parks host over 350 IT and IT-enabled Services (ITeS) companies, employing 18,000 professionals across a combined covered area of 1.9 million square feet. Notably, 20% of the workforce in these (Software Technology Parks (STPs) consists of women, said an official of the Ministry of IT.

These facilities, set up between FY2022-24, are located in Islamabad, Lahore, Karachi, Gilgit, Rahim Yar Khan, Faisalabad, Swat, Quetta, Gujranwala, Sialkot, Abbottabad, Manshra, Gujrat, Jamshoro, Nawabshah, Gakuch, Bahawalpur, and Khuzdar.

The STPs contribute significantly to Pakistan's economy, generating \$100 million annually in foreign exchange earnings apart from \$15 million in domestic revenue. To further enhance the country's ICT infrastructure, a state-of-the-art IT Park is under development in Karachi, covering 1.12 million square feet.

Expected to be operational by 2027, the \$186 million project will create 13,400 jobs and is projected to boost IT exports by \$90 million. Similarly, an IT Park in Islamabad, covering 720,000 square feet, is currently under construction. Scheduled for completion in 2025 at \$88.4 million, it is expected to generate 7,500 jobs and increase IT exports by \$70 million.

As part of its digital empowerment initiatives, the government plans to establish 250 e-Rozgaar centres across Pakistan over the next three years (by 2027) under the Public Sector Development Program (PSDP) project, "Prime Minister's Initiatives—Support for Startups, Specialized IT Trainings, and Venture Capital."



These centres aim to support 25,000 freelancers and entrepreneurs, generating an additional \$18-20 million in revenue. In FY2024-25, 50 e-Rozgaar centres are set to become operational.

Pakistan's first-ever Women Technology Park is being developed in collaboration with the Women's University in Bagh, Azad Jammu and Kashmir (AJK), and is expected to be operational in FY 2024-25. The PSEB is also establishing an STP in Gilgit-Baltistan in strategic partnership with the Special Communications Organization (SCO) and the GB government. The government remains fully committed to supporting Pakistan's ICT industry and has launched multiple programs in consultation with industry stakeholders.

These initiatives include capacity-building programs for ICT professionals and IT companies as well as international marketing efforts to enhance Pakistan's presence in global markets.

Mostly, colleges and universities have started IT degrees like the Bachelor of Science in Information Technology program which is becoming increasingly popular among students. That is because it gives them experience with information processing, database security and maintenance, and storage processing knowledge.

However, many students question the value of pursuing this degree despite the growing demand for

Pakistan setting up major IT centres to earn \$7 billion in next 4 years



Information technology or the IT industry is constantly growing in today's digital world. Every industry in this field is using advanced technology for effective and quick completion of difficult jobs. As a result, there is a rich IT scope in Pakistan and around the world

IT professionals in the industry.

Pakistan's digital growth is evolving at a rapid pace. IT/ITeS is one of Pakistan's fastest-growing industries, accounting for around one per cent of the country's GDP, which is about 3.5 billion USD. It has more than doubled in the last four years, and experts predict that it will more than double again in the next two to four years, reaching \$7 billion.

This shows that the IT scope in Pakistan is very bright. It leads to numerous career opportunities for you if you are passionate about information technology and want to pursue this field as a profession.

Several paths are there to assist in navigating the first steps when starting a career in IT.

Not sure where to begin? Well, many IT professionals begin their careers in generalist positions. After some time has passed and you have a clearer idea of what you enjoy doing, you might consider narrowing your employment options.

The Ministry of Information Technology and Telecommunication (MoITT), through the Pakistan Software Export Board (PSEB), has established 43 Software Technology Parks (STPs) across the country

While working in cybersecurity, you will be required to defend electronic devices, computer systems, and confidential data from malware, unauthorized users, damage, and privacy breaches. According to Global Knowledge, cybersecurity is one of the many IT professions that will experience the most demand in the future. You can work in the following roles:

Systems IT specialists work with servers and

computer systems, whereas network IT specialists deal with network-related jobs or devices. You may have overlapping responsibilities while working in the networks and systems field.

Your internet browser, a music streaming service, and an app for online video conferencing are all examples of software. Software developers, also known as software engineers, create computer programmes that are used to carry out a variety of functions.

Software development can lead you to careers in a variety of industries, including finance, video game development, and technology.

You will be in charge of developing and managing mobile applications and websites if you work in the discipline of web development.

As a front-end developer, you will be working on the user interfaces of a website's front end. However, as a back-end developer, your task will be to handle the website's internal workings or both.

Businesses now have access to a record quantity of data about their clients, services, and other aspects of their operations because of the widespread use of web devices. Moreover, even though data is not a conventional IT speciality, the rise in demand for data skills makes it a viable career choice for people seeking IT-related professions.

Cloud computing, along with cybersecurity, was identified as the top technical area in IT with the highest need by Global Knowledge. A career in cloud technology typically includes programming on different cloud software platforms. With a degree in information technology, you can work in the cloud computing field as follows:

As you have seen the IT scope in Pakistan is expanding. So, there is an increasing demand for IT experts. That is why different institutes in Pakistan are offering IT courses. However, The University of Central Punjab takes pride in providing you with the best bachelor's programs in information technology.



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Naveed Saeed a moving force in anti-polio campaign in Pakistan



With his extensive experience in the telecom and IT industry, he has effectively communicated the benefits of polio vaccinations to the public. Under his well-planned and effective campaign, the message of polio vaccination has reached every corner of Pakistan

Once again, Naveed Saeed, the Media Advisor for the Pakistan Polio Eradication Program, has successfully led a campaign to promote polio vaccination across the country. With his extensive experience in the telecom and IT industry, he has effectively communicated the benefits of polio vaccinations to the public. Under his well-planned and effective campaign, the message of polio vaccination has reached every corner of Pakistan. The first polio campaign of 2025 was launched in February, resulting in the vaccination of over 45 million children during the National Polio Immunization Campaign.

Prime Minister Shehbaz Sharif formally launched the first anti-polio drive of the year 2025 to eradicate the poliovirus from the country and said through international partners, Pakistan also has close coordination with the Kabul authorities and hopefully the poliovirus will be eliminated from neighbouring Afghanistan as well through mutual support.

A ceremony to this effect was held, where Prime Minister Shehbaz Sharif administered polio drops to children to open the anti-polio campaign. Addressing the ceremony, the prime minister expressed the determination to eradicate polio from Pakistan.

He said that millions of children will be vaccinated all over the country during this campaign.

The prime minister appreciated and thanked international partners, including WHO, UNICEF, and Saudi Arabia for their generous support in fighting fatal diseases.

Earlier, speaking on the occasion, Prime Min-

ister's Focal Person on Polio Eradication, Ayesha Raza Farooq, said that over 400,000 polio workers, including 225,000 women vaccinators will go door to door to vaccinate children below five years of age in Pakistan.

She said the polio workers will administer polio drops during the seven-day drive.

She appealed to the parents to open their house doors to polio workers assigned to vaccinate their children so that their children remain safe from falling victim to polio-related crippling and other deadly diseases.

The polio eradication program in Pakistan has been working for the past 25 years to eradicate the poliovirus that causes disability in children. The first batch of this program is 521,339 polio workers. In addition to an exemplary workforce, this program has access to the world's largest surveillance system and a high-quality network of information gathering and analysis, state-of-the-art laboratories, the best epidemiologists, and public health experts from Pakistan as well as from around the world are also part of this program. Currently, Pakistan, Nigeria, and Afghanistan are among the few countries in the world where the poliovirus still exists and continues to threaten the health and well-being of children. Since 1994, the Pakistan Polio Eradication Program has been working to stop the spread of the poliovirus in the country. Due to the efforts made under this program, it has been possible that the number of polio cases in Pakistan has decreased by 99 percent, while the number of polio cases in Pakistan was 20,000 in

the early 1990s.

Throughout the year, the Pakistan Polio Eradication Program conducts high-quality polio eradication campaigns aimed at reaching every child under the age of five at the national level. 400,000 polio workers work across the country to implement these campaigns. These workers reach every home to ensure that every child in Pakistan has received drops of this polio vaccine that can save them from disability and polio. At the same time, the polio eradication program keeps a close eye on the transmission and spread of the poliovirus through sensitive surveillance, poliovirus detection, and response activities, and prevents its spread across the country. In addition, public communication and social mobilization are used to ensure the promotion of the use of vaccines against polio. The officials of the Government of Pakistan and the Ministry of Health appear to be active in the polio campaign. If we review the past few years, it has become more prominent and different than before in the Pakistani media and Pakistani public.

Media Advisor Pakistan Polio Eradication Program, Naveed Saeed who has extensive experience in the telecom and IT industry in Pakistan and his name is among the top people in Pakistan in telecom and IT media marketing and other sectors. Since taking over the responsibility of polio media marketing, the message of the polio vaccine has reached every corner of Pakistan.

The Ministry of Health said that more than 45 million children have been vaccinated during the National Polio Immunization Campaign.

According to officials of the Ministry of Health, this was the first national polio vaccination drive of year 2025 during which polio drops were given to children under five years of age.



Prime Minister's Coordinator for Health Dr Mukhtar Bharath requested the parents to fully support the polio workers and give their children polio drops during every immunization drive.

He said that it is the national and moral responsibility of parents to give the polio vaccine to all children under five years of age.

Dr Mukhtar Bharath said that the complete eradication of polio from Pakistan is the first national priority of the government.

He said that the personal interest of the Prime Minister of Pakistan to make the country free from Polio is a reflection of the government's commitment to eradicate polio. He said that under the leadership of the Prime Minister, this war against polio is going on with full force and consistency.

The polio eradication program in Pakistan has been working for the past 25 years to eradicate the poliovirus that causes disability to children

He said that coordination between the Polio Program and the Expanded Program on Immunization is being further strengthened. He said that effective and coordinated measures are being taken to improve routine immunization coverage across the country.

Dr Mukhtar Bharath said, "Our main objective is to protect children from polio and other deadly diseases."

Shaping the AI future: TECNO to showcase its latest AI product ecosystem at MWC Barcelona 2025



TECNO is all set to make waves at MWC Barcelona once again, bringing its latest AI-powered innovations, including the new CAMON Series smartphone, laptops, and AI glasses!

As per GSMA's official MWC Barcelona 2025 website and TECNO's latest updates, the brand is making a strong comeback this year with the theme "Create the AI Future." Known for bringing cutting-edge AI technology to emerging markets, TECNO is set to expand its AI ecosystem with a brand-new CAMON Series smartphone, advanced laptops, and AI-powered glasses — a first for the brand. This move further cements TECNO's commitment to innovation and making AI-driven solutions more accessible to users worldwide.

TECNO made waves in 2024 with its groundbreaking lineup, including the TECNO Pocket Go, AR glasses and Windows gaming handheld set that earned a spot on TIME's Best Inventions list. The brand also introduced the TECNO MEGA MINI Gaming G1 PC, the Dynamic 1 robotic dog, and the latest flagship CAMON smartphone series, re-defining imaging technology.

Now, all eyes are on TECNO's return to MWC Barcelona 2025, where it will unveil its latest selection of groundbreaking products to expand its AI-powered product ecosystem. Don't miss the chance to experience the future of AI-driven technology—visit TECNO's booth at 6B11, Hall 6, Fira Gran Via!

Step Into the Future with AI!

According to TECNO's own insights, the brand will introduce a next-generation AI-powered intelligent ecosystem, with a strong focus on cutting-edge solutions for emerging markets. This aligns with its commitment to delivering practical and accessible AI experiences, ensuring users in developing regions benefit from the latest advancements.

According to TECNO's website, a new addition to the popular CAMON Series is on the way, bringing advanced camera technology and a sleek, classic camera-inspired design. As the brand's flagship imaging lineup, it consistently showcases TECNO's latest innovations. The upcoming de-

vice is expected to feature cutting-edge AI-powered enhancements, taking mobile photography to the next level.

Along with the CAMON Series, TECNO will likely showcase its other high-end smartphones, including the PHANTOM V Fold2 5G and PHANTOM V Flip2 5G, which were released in 2024. Both phones come with smart AI tools that help users be more creative, productive, and efficient, further strengthening TECNO's role in AI-driven mobile innovation.

One of the most anticipated reveals at this year's event could be the PHANTOM Ultimate 2—TECNO innovative ultra-thin tri-fold concept smartphone is designed to offer a big-screen experience in a compact form

TECNO's website hints at some exciting new products, including what appear to be AI-powered smart glasses, a completely new category for the brand. Given TECNO's expertise in smartphone imaging and cutting-edge design, these AI glasses could mark a major step forward in its innovation journey. The webpage also showcases a new laptop, which is likely to be an addition to TECNO's powerful yet lightweight MEGABOOK series.

Pushing Boundaries with Future-Ready Concepts While the website doesn't reveal much more, TECNO has a strong track record of introducing innovative concepts and breakthrough technologies at MWC. With a focus on bringing advanced technology to emerging markets, the brand regularly unveils futuristic devices, materials, and AI-driven solutions that push the boundaries of what's possible.

One of the most anticipated reveals at this year's event could be the PHANTOM Ultimate 2—TECNO innovative ultra-thin tri-fold concept smartphone is designed to offer a big-screen experience in a compact form. While it was previously showcased in a concept video, the physical prototype has not been revealed yet. However, rumors suggest that TECNO may showcase it for the first time at MWC 2025, making it a highly anticipated highlight of the event.

TECNO is known for its innovative and practical material designs. Recently, the brand introduced a new Starry Optical Fiber material at CES 2025 in January, which uses tiny optical fibers and mini-LED lights to create a sparkling starry effect. TECNO is expected to showcase this industry-first material at MWC 2025.

TECNO



After making a strong impression at MWC in previous years, TECNO is set to deliver yet another exciting showcase. With the hints revealed so far, attendees at MWC Barcelona 2025 can expect to see a brand that is driving AI innovation forward, combining style, advanced technology, and everyday practicality.

Explore more about TECNO at MWC Barcelona 2025 by visiting their official page here: <https://www.mwcbarcelona.com/exhibitors/30414-tecno-mobile-limited>

Pakistani mobile phones hold 95 % of local market



The top-selling locally assembled brands in 2024 included Infinix (3.98 million units), Itel (3.64 million), VGO Tel (3.37 million), Tecno (2.85 million), Vivo (2.77 million), Xiaomi (2.35 million), Realme (1.76 million), Samsung (1.51 million), G'Five (1.44 million), and Nokia (1.36 million)

According to a research report by Topline Securities, Pakistan met 95% of its mobile phone demand through local production in 2024, a significant rise compared to the five-year average of 67% and the eight-year average of 47%.

Data from the Pakistan Telecommunication Authority (PTA) showed that local manufacturers assembled 2.95 million mobile phones in December, marking a month-on-month increase of 28%.

State Bank of Pakistan data indicated that mobile phone imports surged to \$52.9 million in the first half of FY25, compared to \$35.2 million in the same period of the previous year.

The total telecom sector import bill rose 22.61% to \$1.03 billion in the first half of the Fiscal Year 2024-25, up from \$840 million a year earlier. In FY24, Pakistan's telecom sector imports amounted to \$1.89 billion, with mobile phone imports accounting for \$65.6 million—almost six times higher than the \$11.6 million recorded in FY23.

Local manufacturing continued to grow in 2024, with a total of 31.38 million units produced, reflecting a 47% increase from the previous year. Among these, 59% (18.64 million) were smartphones, while the remaining 41% (12.74 million) were 2G feature phones.

The top-selling locally assembled brands in 2024 included Infinix (3.98 million units), Itel (3.64 million), VGO Tel (3.37 million), Tecno (2.85 million), Vivo (2.77 million), Xiaomi (2.35 million), Realme (1.76 million), Samsung (1.51

million), G'Five (1.44 million), and Nokia (1.36 million).

As of January 2024, Pakistan had 188.9 million mobile connections, covering 77.8% of the total population, ranking the country seventh globally with a total of 193.2 million mobile phones. The majority of local manufacturing and assembling is carried out with the support of Chinese companies, making it one of the fastest-growing sectors in the economy.



The import of mobile phones into the country witnessed a decrease of 7.46 percent during the first six months of the current fiscal year (2024-25) as compared to the corresponding months of last year.

Pakistan imported mobile phones worth \$733.425 million during July-December (2024-25)

as compared to the imports of \$792.581 million during July-December (2023-24), according to the Pakistan Bureau of Statistics (PBS).

Meanwhile, on a year-to-year basis, the import of mobile phones also dipped by 7.27 percent in December 2024 compared to the same month of last year.

The import of mobiles into the country during December 2024 was recorded at \$163.257 million against the exports of \$176.063 million in December 2023.

On a month-on-month basis, the imports of mobile phones however increased by 9.29 percent during December 2024, as compared to the imports of \$149.375 million during November 2024, according to the data.



It is pertinent to mention here that the overall merchandised exports from the country increased by 11.04 percent during the first half of the current fiscal year as compared to the corresponding months of last year.

Exports during July-December (2024-25) were recorded at \$16.639 billion against \$14.985 billion during July-December (2023-24), according to PBS data.

On the other hand, imports into the country went up by 6.52 percent growing from \$26.137 million last year to \$27.842 million during the first six months of the current year.

Based on the figures, the trade deficit during the months under review was recorded at \$11.203 billion against the deficit of \$11.152 billion last year, showing a slight increase of 0.46 percent.

Even mobile phone imports have dropped by 7.46% in the first half of the fiscal year 2024-25 compared to the same period last year.

According to the Pakistan Bureau of Statistics (PBS), the country imported mobile phones valued at \$733.425 million from July to December 2024, down from \$792.581 million during the same months in 2023-24.

In December 2024, mobile phone imports in Pakistan fell by 7.27% compared to the same month last year. Imports totalled \$163.257 million, while exports for December 2023 were recorded at \$176.063 million.

The import of mobile phones into the country witnessed a decrease of 7.46 percent during the first six months of the current fiscal year (2024-25) as compared to the corresponding months of last year

Pakistan saw a significant increase in mobile phone imports during the fiscal year 2023-24. The value of mobile phone imports reached \$1.898 billion representing a 233% growth compared to the previous fiscal year 2022-23, when the imports were valued at \$570.071 million.

During the first nine months of the fiscal year 2023-24 (from July to March), the country imported mobile phones worth \$1.301 billion, marking a significant growth of 181.26% compared to \$462.700 million during the same period in the previous fiscal year.



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SEGO Partner's Night – A grand evening of innovation, rewards, and celebration

The event assembled SEGO's esteemed dealers for an exclusive preview of an advanced digital platform designed to enhance operations, monitor sales performance, set goals, and unlock enticing rewards



SEGO has made a significant move to transform the dealer experience by unveiling its sophisticated partner dashboard at the SEGO Partner's Night held at the prestigious Marriott Hotel in Karachi.

The event assembled SEGO's esteemed dealers for an exclusive preview of an advanced digital platform designed to enhance operations, monitor

sales performance, set goals, and unlock enticing rewards.

This initiative signifies a major advance in digitising the dealership experience, making business management more efficient and rewarding than ever before.

The evening was not solely about innovation but also a tribute to SEGO's valued partners.

Guests indulged in a sumptuous meal, followed by an exhilarating concert featuring RDB, who captivated the audience and turned the event into a memorable showcase of music and entertainment.

With this pioneering move, SEGO continues to redefine partnerships, innovation, and success, setting the stage for a future where technology and business growth are seamlessly integrated.

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ZTE Nubia partners with Burque for strategic distribution in Pakistan



ZTE Nubia officials expressed their delight at the partnership, highlighting the significance of joining forces with Burque to enhance distribution services in Pakistan. They emphasised the importance of providing reliable and efficient distribution to customers nationwide and ensuring devices reach them quickly

ZTE Nubia, a prominent player in the global mobile technology industry, is excited to announce its partnership with Burque, a well-established distributor in Pakistan. This collaboration aims to strengthen ZTE Nubia's presence in the Pakistani market by offering innova-



tive mobile devices to consumers across the region. The goal of this partnership is to improve distribu-

tion services in Pakistan, ensuring timely delivery to customers nationwide for a seamless experience.

The goal of this partnership is to improve distribution services in Pakistan, ensuring timely delivery to customers nationwide for a seamless experience

The partnership was officially launched at a joint event where representatives from ZTE Nubia and Burque celebrated this strategic alliance. This collaboration is expected to enhance distribution channels, making ZTE Nubia's advanced mobile phones easily accessible to customers throughout Pakistan.

ZTE Nubia officials expressed their delight at the partnership, highlighting the significance of joining

forces with Burque to enhance distribution services in Pakistan. They emphasised the importance of providing reliable and efficient distribution to customers nationwide and ensuring that devices reach them quickly and securely. The collaboration is anticipated to boost sales and customer satisfaction significantly.

This partnership represents a major milestone for ZTE Nubia as it aims to expand its presence in key markets and deliver cutting-edge mobile technology to users. With Burque's distribution expertise and ZTE Nubia's focus on innovation, both companies are poised for success through this collaboration. ZTE Nubia is dedicated to offering high-quality smartphone devices to its customers in Pakistan, and this new partnership is expected to bring mutual success for both brands through widespread distribution across the country. ZTE Nubia remains committed to providing the best for its Pakistani consumers.



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HMD officially launches its branded phones in Pakistan



As the official mobile partner of FC Barcelona and the creators of Nokia phones, HMD offers a diverse lineup of smartphones and feature phones tailored to different user lifestyles. The feature phones boast classic designs and essential functions, catering to those who value simplicity and durability

Human Mobile Devices (HMD), a renowned European smartphone manufacturer known for its innovative and user-centric designs, is excited to announce its official launch in Pakistan at a partner meetup held at Royal Palm Golf and Country Club, Lahore. HMD will introduce a range of cutting-edge products including the HMD Music 150, HMD Music 130, HMD Key, HMD Arc, and HMD Aura2.

As the official mobile partner of FC Barcelona and the creators of Nokia phones, HMD offers a diverse lineup of smartphones and feature phones tailored to different user lifestyles. The feature phones boast classic designs and essential functions, catering to those who value simplicity and durability.

Arif Shafique, General Manager of HMD Pakistan, expressed his enthusiasm for the launch, stating, "We are thrilled to bring HMD's innovative

devices to Pakistan, showcasing a blend of quality, innovation, and user-centric design."

Arif Shafique, General Manager of HMD Pakistan expressed his enthusiasm for the launch, stating we are thrilled to bring HMD's innovative devices to Pakistan, showcasing a blend of quality, innovation, and user-centric design

He added, "Our commitment to establishing local distribution and manufacturing facilities reflects our confidence in Pakistan's potential. This

initiative is not just about expanding our business; it's about making a positive impact on the local economy. By producing our devices locally, we are not only creating job opportunities but also nurturing talent and fostering community growth. This endeavor is more than just technology; it's about building relationships and collaborating with the people of Pakistan to develop solutions that resonate with their needs and aspirations."

The HMD Music 150, HMD Music 130, HMD Key, HMD Arc, and HMD Aura2 will be available in Pakistan starting March 25. With a diverse product range catering to various market segments, HMD aims to provide options for users with different preferences.

HMD Global has been manufacturing Nokia phones since 2016 and has produced four million phones for Pakistani customers over the past four years.



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ZEISS image, go far – Experience the vivo X200 Pro, now available in Pakistan



The vivo X200 Pro takes AI integration to the next level, offering an intelligent and intuitive user experience with features designed to enhance photography, productivity, and overall efficiency. AI Imaging revolutionizes smartphone photography ensuring that every shot is perfectly balanced with professional-grade results

The vivo X200 Pro has officially arrived in Pakistan and is now available in the market, bringing a new era of flagship smartphones packed with cutting-edge technology, premium design, and elite features.

At the core of the vivo X200 Pro's excellence is its 200MP ZEISS APO Telephoto Camera, redefining mobile photography. In collaboration with ZEISS, vivo has equipped this device with a ZEISS True Color Main Camera and 4K HDR Cinematic Portrait Video capabilities, allowing users to capture breathtakingly detailed and true-to-life images.

The Telephoto Portrait and Telephoto Macro modes elevate professional photography, enabling stunning portraits with natural depth and clarity. Merging cutting-edge optics with vivo's advanced V3+ Chip, the X200 Pro delivers exceptional image processing, ensuring vibrant colors, sharp details, and reduced noise even in challenging lighting conditions.

Beyond its imaging excellence, this device delivers top-tier performance. Equipped with the Dual Flagship chipset, MediaTek Dimensity 9400 and vivo's V3+ Imaging Chip, the X200 Pro guarantees ultra-fast speeds, smooth multitasking, and exceptional AI capabilities. The ZEISS Master Color Display provides a visually immersive experience, making gaming, streaming, and everyday use more vibrant and fluid.

The vivo X200 Pro takes AI integration to the next level, offering an intelligent and intuitive user experience with features designed to enhance photography, productivity, and overall efficiency. AI Imaging revolutionizes smartphone photography ensuring that every shot is perfectly balanced with

professional-grade results.

The AI Erase feature allows users to remove unwanted objects seamlessly, maintaining a natural look without visible distortions, while AI Photo Enhance optimizes sharpness, brightness, and color balance to refine images effortlessly. By integrating these advanced AI capabilities, the vivo X200 Pro delivers an experience that is not only powerful but also intuitive and adaptive, making it the ultimate device for those who demand the best in performance and innovation.

Featuring a massive 6000mAh battery, the device ensures extended usage without interruptions. With 90W FlashCharge and 30W Wireless FlashCharge, users can recharge their phone rap-

With cutting-edge technology and redefined design, the X200 Pro is the perfect choice for those who seek a device that pushes the boundaries of innovation and performance

idly, eliminating the need for long charging breaks. Whether capturing high-resolution photos, playing games, or watching content, the X200 Pro's battery is built to last all day.

Security and user experience are also at the forefront of this device. With Secure Data Purge, Theft Protection, and a dedicated Security Chip, vivo ensures that personal data remains safe. The Funtouch OS 15 enhances the overall experience

with a refined interface, smooth animations, and customizable options that allow users to tailor their phone to their preferences.

With cutting-edge technology and redefined design, the X200 Pro is the perfect choice for those who seek a device that pushes the boundaries of innovation and performance.

Price & availability: vivo X200 Pro is now available nationwide at an attractive price of PKR 329,999. Customers can purchase it from their



nearest mobile market. Customers purchasing the X200 Pro will receive a VIP Gift box, which includes vivo Buds, a vivo PhotoLens Magazine and a VIP card.

vivo offers a one-year warranty for X200 Pro along with 15 days free replacement and 6 months warranty for accessories. vivo X200 Pro is duly approved by Pakistan Telecommunications Authority and supports all mobile networks in Pakistan. Zong customers can also get 12GB Free Mobile Internet by using their 4G SIM card in Slot 1 (2GB Internet / month for 6 months).

Inovi Telecom's **blood donation drive** - Step towards saving lives

Inovi Telecom is pleased to have collaborated with Indus Hospital Blood Center to host a Blood Donation Drive at our factory. This impactful initiative was made possible thanks to the dedicated efforts of our Factory HR & Administration Team, who played a crucial role in organizing and coordinating with Indus Hospital for a successful event. During the blood camp, our staff underwent essential health checks, including medical history review, weight and body assessments, lifestyle evaluations, blood pressure and hemoglobin tests, and blood donation to save lives! We extend our sincere thanks to Muhammad Faique Toufiq (Sr. Executive Blood Donation Mobilization) and the Indus Hospital team for their recognition and support. We also commend our HR & Administration team and employees for their outstanding participation in this noble cause.



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Capital Fitness Club opens in Islamabad to encourage fitness and a healthy lifestyle



CAPITAL FITNESS CLUB

LADIES & GENTS



STATE-OF-THE-ART IMPORTED EQUIPMENT



Chaudhry Ayub, Additional Secretary of the Interior, inaugurated the club, joined by numerous senior officials from the Ministry of Interior and other departments, as well as city influencers, friends, and family members, who added a touch of elegance to the event

Capital Fitness Club, a state-of-the-art international standard fitness center, has opened in Sector E-11/4 Capital Residencia in Islamabad. Chaudhry Ayub, Additional Secretary of the Interior, inaugurated the club, joined by numerous senior officials from the Ministry of Interior and other departments, as well as city influencers, friends, and family members, who added a touch of elegance to the event.

During the opening ceremony, local dignitaries and residents of Capital Residencia expressed their delight at the establishment of the fitness

club and expressed gratitude to the administration for providing a facility of international standards.

In his address to the attendees, Additional Secretary of the Interior Ayub Chaudhry stressed the significance of establishing such clubs nationwide to promote a quality and healthy lifestyle for the people.

He praised the club administration for their commitment to developing the facility. Visitors were given a tour of the club by the administration, who introduced them to the experienced trainers. The administration also announced that

the membership fee has been set at a nominal rate of just Rs. 7,000 to encourage participation in healthy activities. Furthermore, the admission fee has been waived to enable the younger generation to engage in healthy activities, given the demanding nature of life in Islamabad with long working hours, stress, and traffic congestion, which can lead to exhaustion. Neglecting physical activity in such circumstances can result in health issues such as diabetes and obesity. Capital Fitness Club aims to promote fitness and a holistic lifestyle within the community.



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Pakistan's online visa system significantly streamlines the visa application process for foreigners

The Ministry of Interior has praised the success of the Visa Prior to Arrival (VPA) online visa system in Pakistan. Since its launch on August 14, 2024, the VPA system has processed 177,975 applications, issuing 142,301 visas. The system caters to citizens from 120 countries, with top applicants from the UK, US, Iran, China, and others. The VPA system has streamlined the visa process, enhanced national security, and is free of charge. The Ministry plans to integrate the VPA system with the Integrated Border Management System (IBMS) and develop a smartphone app for easier access. The Ministry remains committed to maintaining a user-friendly and secure visa system to support tourism, business, and religious visits to Pakistan.

Summary of Progress on Honorable PM's Directives Ministry of Interior

Sr	Directives	Status	Remarks
1	Deputation of local person for manual verification by NADRA	✓	Implemented
2	Technical Upgrades	✓	Implemented
3	IBMS Integration with POVS and Capturing of Biometrics	▲	<ul style="list-style-type: none"> IBMS is integrated with POVS Capturing and sharing of Biometric with NADRA is pending
4	Restricting 3 rd country Afghan nationals from VPA	✓	Implemented
5	Creation of Watch List on POVS	✓	Implemented
6	Feedback role to MoFA, Missions and Security Agencies	✓	Implemented

VPA Statistics Ministry of Interior



VPA Statistics Ministry of Interior

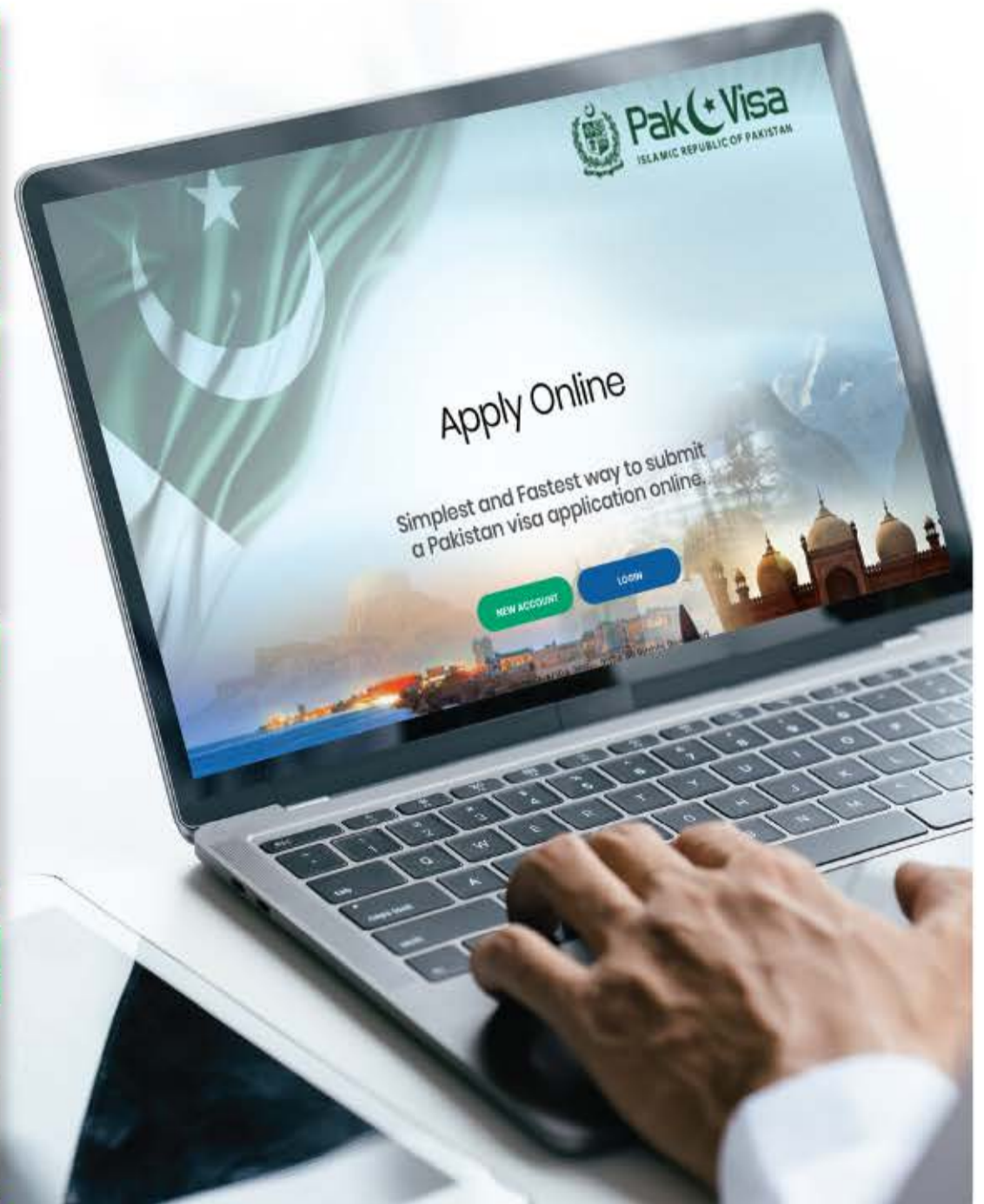


POVS Updates Ministry of Interior

POVS Updates

- 2- Smart Phone Application (PAK ID) for POVS**
 - a. Liveness Detection Through Facial
 - b. Implementation of Facial Recognition System
 - Detects and recognizes human face
 - ICAO compliance
- c. Document Detection System**
 - Ensures that only valid Passport is captured / uploaded
 - Fetching passport data through MRZ using OCR technology

30-Mar-25 to 25-Feb-25
 VPA Applications Through Mobile APP: 10,000 (24-08-2024 to 21-02-2025)
 Total Applications: 411
 Visa Issued: 411
 Rejected/Cancelled: 0



FLARE

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The Ministry of Interior has hailed the success of its newly launched online visa system, Visa Prior to Arrival (VPA). Since its launch on August 14, 2024, the VPA system has significantly streamlined the visa application process for tourists, business professionals, and Sikh pilgrims visiting Pakistan. Since then, it has efficiently processed a large number of applications, showcasing its effectiveness and accessibility.

According to the report, the VPA platform received 177,975 applications by February 22, 2025. Of these, 142,301 visas were successfully issued, highlighting the system's efficiency. While the majority of applications were approved, 34,441 were either rejected or cancelled, indicating the system's adherence to strict screening procedures.

The VPA system caters to citizens from 120 eligible countries and offers a simple online platform with minimal documentation requirements, only asking for a passport and photographs from applicants. Notably, the system does not charge any visa fees, making it more attractive to users under a prompt procedure. The promise of a 24-hour visa processing time has been a key factor in its popularity.

Data shows that the top 10 countries contributing to the VPA application volume are the top destinations for tourist visa applicants including the United Kingdom, the United States, Iran, China, Canada, Germany, Bangladesh, Australia, Malaysia and



Muhammad Khurram Agha
Federal Secretary for Communications
and Postal Services

Thailand while there are top 10 countries for business visas including, China, Iran, the United Kingdom, United States, Germany, Bangladesh, Malaysia, Turkey, Egypt and Italy.

The Ministry highlighted that the VPA system has not only facilitated travel to Pakistan but has also significantly enhanced national security. By implementing a digital application process, the system has made it harder for individuals with fraudulent documents to enter the country.

The Ministry expressed gratitude for the leadership of the Secretary of Interior, whose vision and dedication were crucial in implementing the VPA system successfully. A Ministry spokesperson stated, "The Secretary's commitment to modernization and efficiency has been key in reaching this milestone. Their strategic guidance has helped us create a user-friendly and secure system, improving Pakistan's accessibility to the world."

The Ministry is focused on enhancing the VPA system further and is working on integrating it with the Integrated Border Management System (IBMS). This integration will enable the capture of biometric data at all entry and exit points, strengthening border security and improving traveller identification accuracy.

Additionally, the Ministry is developing a dedicated smartphone application for the VPA system to cater to the increasing use of mobile technology. This app will allow applicants to complete their visa applications directly from their mobile devices, offering unmatched convenience.

The Ministry of Interior, responsible for immigration, passports, visas, and related matters, is committed to ensuring that the VPA system remains user-friendly, secure, and responsive to the changing needs of visitors to Pakistan. The success of the VPA system reflects Pakistan's dedication to promoting tourism, fostering business ties, and facilitating religious pilgrimages while maintaining robust security

measures. The initiative from the Ministry of Interior to provide free visas to citizens from over 120 countries has been highly praised by the Federal Government and the Special Investment Facilitation Council (SIFC), as they are eager to attract foreign investments to the country to bolster the national

The Ministry expressed gratitude for the leadership of the Secretary of Interior, whose vision and dedication were crucial in the successful implementation of the VPA system

economy. Sources within the SIFC lauded the measures implemented by the Ministry of Interior to promote tourism in Pakistan, highlighting their positive effect on the economy and religious tourism. It has been reported that high-ranking officials in the government have also addressed all objections raised by the Ministry of Foreign Affairs concerning the initiative, with the Interior Ministry being directed to continue improving the online visa process for Pakistan's business and tourist sectors.

The Ministry took this step after meticulously studying all aspects to secure the objective of creating an attraction for citizens of countries interested in starting businesses or enjoying Pakistan's mesmerising natural beauty but who face travel difficulties or fear security hazards. Business investment and tourism are interlinked areas to fetch more resources to Pakistan, which our national kitty badly needs to increase its foreign reserves. The Ministry has addressed travel and security issues and is still working to bring more improvement therein.

It is worth mentioning that the Special Investment Facilitation Council (SIFC) recently unveiled a new visa policy, targeting increased investments from the Gulf Cooperation Council (GCC) nations and other countries. The decision followed two days of thorough discussions by the Council, which counts the army chief among its members. The Council also took cognisance of the difficulties for foreigners in obtaining Pakistani visas for both business and tourism purposes. The Council underlined the need to make the visa process easy and put it on the fast track. The SIFC was established earlier this year to attract foreign investments from the Gulf nations and other friendly countries.

Carrying forward the said objective, the Interior Ministry has done much and highlighted countries with liberal visa regimes to benefit significantly from tourism and the business visits of a huge number of people. The experts believe that the Initiative of the



Ministry is a milestone in Pakistan's history to jack up the economy enormously. They expect by the success of this initiative billions of dollars would be added to the national economy within a few years. They say measures taken to simplify visa processing for entry into Pakistan is a major leap forward to achieving this goal.

Further security enhancements are in progress, including automatic scrutiny of applications and a facial recognition system. The government is committed to improving the security of the POVS to facilitate lawful and legitimate travel to Pakistan.

India and Afghanistan are not among the countries whose businessmen and citizens have been allowed visa-free entry to Pakistan. According to the Federal Ministry of Interior, these two countries were excluded for security reasons. However, this initiative will allow and facilitate religious tourism, especially for Sikhs and Buddhists. application, "Pak ID", which carries all the details and procedures to

facilitate visa-on-arrival for citizens of 120 eligible countries so that they can conveniently travel to the country. The app, developed by the National Database and Registration Authority (NADRA), provides for users to apply for business and tourist visas, as well as track the status of their applications in real-time. The visa process, which traditionally took days, will now be completed within 24 hours for eligible applicants.

The "Pak ID" app also offers a variety of features, including face recognition, document scanning, and photo upload capabilities. This allows applicants to complete the process without visiting any physical offices, significantly reducing wait times and increasing accessibility for international tourists and businesspeople.

This initiative is a step towards further digitising Pakistan's visa system, which is already open to citizens of 192 countries. With the introduction of this app, travellers can also receive notifications and track their visa status directly from their mobile devices. Pakistan, which has huge tourism potential, is sure to boost its tourism industry by making the process of obtaining a visa easy for international visitors. The app is available for free and is expected to significantly improve Pakistan's tourism and business engagement by cutting down bureaucratic red-tapism and making the visa application process user-friendly.



Shireen Hina Asghar
Deputy Secretary, VISA,
Ministry of Interior

The app is available for download on both Android and iOS platforms, allowing for easy access to the application process. The app also simplifies the process for overseas Pakistanis applying for identity cards, continuing

NADRA's push to modernise administrative services through technology. With this app, the government is optimistic about attracting more international visitors while streamlining services for citizens.

Currently, the app only supports applications for Visa-Prior-to-Arrival (VPA). For other types of visas, applicants must visit the POVS website.

The countries enlisting for free visas include: Albania, Algeria, Andorra, Angola, Argentina, Australia, Austria, Azerbaijan, Bahrain, Bangladesh, Belarus, Belgium, Benin, Bhutan, Bosnia and Herzegovina, Brazil, Brunei, Bulgaria, Cambodia, Cameroon, Canada, Chile, China, Columbia, Comoros, Cote De Ivoire (Ivory Coast), Croatia, Czech Republic, Democratic Republic of Congo, Denmark, Djibouti, Ecuador, Egypt, Estonia, Ethiopia, Finland, France, Gambia, Georgia, Germany, Ghana, Greece, Guatemala, Guinea, Guinea-Bissau, Honduras, Hungary, Iceland, Indonesia, Iran, Iraq, Ireland, Italy, Japan, Jordan, Kazakhstan, Kenya, Korea, Republic Kosovo, Kuwait, Kyrgyz Republic, Latvia, Lebanon, Liechtenstein, Lithuania, Luxembourg, Macedonia, Madagascar, Malawi, Malaysia, Maldives, Malta, Mauritania, Mauritius, Mexico, Moldova, Montenegro, Morocco, Mozambique, Myanmar, Nepal, Netherlands, New Zealand, Nigeria, Norway, Oman, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Rwanda, San Marino, Saudi Arabia, Senegal, Sierra Lone, Singapore, Slovakia, Slovenia, South Africa, South Sudan, Spain, Sri Lanka, Sweden, Switzerland, Sychelles, Tajikistan, Tanzania, Thailand Togo, Tunisia, Turkiye, Turkmenistan, Uganda, Ukraine, United Arab Emirates.

Time to check showering of currency in millions at weddings

It is a common practice at weddings for friends and relatives of the groom to shower currency notes as a gesture of love, often without considering the impact of this practice on those who cannot afford to follow suit. This trend is open to leave people feeling uncomfortable and send a negative message to society. There is a pressing need to ban the practice of showering currency notes at weddings, similar to banning fireworks and celebratory gunfire. Influencers like Raja Butt have popularised this trend on social media, with his recent extravagant wedding garnering widespread attention. The lavish celebration included traditional events like mehndi, mayoun, and barat, with prominent Tik-Tokers, YouTubers, and media personalities in attendance.

Separately in the weddings held in Sialkot and Narowala, friends of the grooms showered local and foreign currency notes, along with other gifts.

In Metranwali, Sialkot, friends of the groom opened bags filled with currency notes at the wedding, showering dollars, pounds, euros, and Pakistani rupees. During the celebrations, they also distributed mobile phones and clothes among the guests.

The groom from Sialkot received five lakh rupees each as a gift from his friends, and the wedding procession travelled from Metranwali, Daska to Gujranwala.

Meanwhile, in Narowal, the wedding procession from Totewali was also witnessed showering of notes and clothes. Friends and brothers of the groom threw suits and currency notes from the roof while children and adults used gauze nets to catch the notes and suits.

In another marriage, a video viral on social media showed a plane flying over the bride's house showering Pakistani currency notes in millions.

According to reports, the wedding took place in Hyderabad, Pakistan's Sindh region. The groom's father rented an aircraft to make his son's wedding extra special. Netizens commented on the video, reacting to the display of extravagance.

A user wrote that "though the groom's father made it special for his son, the latter now has to pay the debt all his life." Another user wrote that "despite wasting the money, it could have been used for needy people."

Meanwhile, to adopt austerity measures in weddings and other events, six brothers and six sisters, after more than a year of planning, organised a simple collective wedding to avoid "exorbitant costs."

The event took place in Punjab province, where six brothers married six sisters in a ceremony attended by over 100 guests.

According to reports, the wedding was held without dowry or any extravagant expenses, reflecting a commitment to simplicity.



These excessive traditions have led to unnecessary expenses, with some families spending millions on a single event creating a culture of competition, where families feel obliged to outdo one another in terms of extravagance and opulence

The brothers reportedly spent more than a year planning the ceremony, waiting for their youngest brother to reach adulthood so that all could marry in a common event at the same time.

The grooms stated that they wanted to set an example by showing that Islam emphasises simplicity in marriage and discourages lavish traditions and displays of wealth.

There is a pressing need to ban the practice of showering currency notes at weddings, similar to banning fireworks and celebratory gunfire which send a negative message to society

The eldest brother highlighted their motivation: "We observed that people often sell their land to cover wedding expenses. We wanted to show that marriages can be simple and free from such burdens."

Notably, the grooms refused to accept any dowry from their brides, further emphasising the importance of modesty and simplicity.

This collective wedding stands as a strong example of how traditions rooted in simplicity can challenge societal norms. It offers hope for those burdened by the financial pressures of marriage.

By promoting this simple yet meaningful approach, the families have paved the way for others to adopt practices that prioritise values over materialism, encouraging a cultural shift towards more accessible and humble weddings.

Due to the high influence of social and digital media, wedding traditions have significantly changed in the country. Wedding culture has undergone a significant transformation in recent years with the addition of many new trends.

Now this simple celebration had evolved into a lavish, week-long extravaganza, studded with multiple events and excessive spending.

The rise of new, elaborate traditions such as "Bride-to-Be" parties, Mehndi nights, and Dholkicelebrations had contributed to the shift mainly due to such trends shown in TV dramas and by the showbiz personalities in social media.

These events, often characterised by lavish food, decorations and entertainment, have become an integral part of Pakistani wedding culture.

According to wedding planners and industry experts, the average cost of a wedding in Pakistan has skyrocketed, with some families spending upwards of Rs five million on a single event.

Imtiaz Niazi a wedding planner said the wedding industry in Pakistan has become a multi-billion-rupee market as families willingly spend exorbitant amounts of money to make their wedding celebrations unforgettable not for just family members but for getting popularity and likes on social media platforms like Facebook, Instagram and Tiktok.

However, not everyone is pleased with the shift towards excess.

Still, many families feel that emphasis on materialism and extravagance has overshadowed the true meaning of marriage.

"The focus should be on the union of two people, not on how much money we can spend on decorations and food, he stated,

Marriage Bureau head Mrs Khan said these excessive traditions have led to unnecessary expenses, with some families spending millions on a single event adding that this has created a culture of competition, where families feel obliged to outdo one another in terms of extravagance and opulence.

She said the emphasis on elaborate events, such as "Bride-to-Be" parties, Mehndi nights, and Dholkicelebrations has shifted the focus away from the true essence of marriage.

She said, "It's time for us to reassess our priorities and return to the simplicity and elegance of our traditional wedding celebrations."

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Flare
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Wintel & EzyTech:

Transforming Pakistan's Smartphone Landscape with G'Five's Latest Innovations

Pakistan's fast-paced and competitive smartphone market is about to witness a game-changing moment with the arrival of Wintel, EzyTech, and three groundbreaking smartphone models from G'Five Mobile. These launches promise to redefine mobile technology by combining advanced features, sleek designs, and affordability, offering consumers a fresh and exciting choice in the world of smartphones.



A Legacy of Excellence Continues

G'Five Mobile, a trusted name in the industry, has further solidified its reputation with the launch of three new smart phone models. These devices are engineered to deliver an exceptional user experience, featuring:

Advanced Camera Systems: Multi-lens setups that capture stunning photos and videos, even in low-light conditions.

Seamless Connectivity: Dual-SIM support, ultra-fast 4G, and optimized network performance for uninterrupted usage.

Sleek and Modern Designs: Lightweight and stylish, these smart phones are as visually appealing as they are functional.

Unbeatable Value: G'Five continues its tradition of offering high-end features at affordable prices, ensuring exceptional value for money.

Meeting the Demands of Pakistan's Smart phone Market

In a market dominated by global giants, Wintel, EzyTech, and G'Five are carving out a unique space by focusing on innovation, affordability, and user-centric design. These brands are committed to making cutting-edge technology accessible to everyone, whether they seek premium performance or practical, everyday functionality.

Wintel and EzyTech:

A Dual Approach to Innovation

Wintel and EzyTech are set to cater to a diverse audience, addressing the unique needs of Pakistan's tech-savvy population.

EzyTech, positioned as a premium brand, brings top-tier features such as high-performance processors, stunning Full HD+ displays, and AI-powered multi-lens cameras that elevate photography and videography to new heights. Its elegant design, coupled with long-lasting battery life, makes it a standout choice for professionals and tech enthusiasts alike.

Wintel, on the other hand, focuses on simplicity, durability, and affordability. Designed for users who prioritize practicality, EzyTech smartphones offer reliable performance, robust builds, and exceptional battery life. These devices are perfect for students, families, and budget-conscious consumers who seek dependable smartphones without compromising on quality.



A Step Toward the Future

The launch of Wintel, EzyTech, and G'Five's new models is more than just a product release—it's a vision for the future of mobile technology in Pakistan.



With features like long-lasting batteries, premium build quality, and state-of-the-art cameras, these devices are designed to enhance modern lifestyles.

With these launches, Wintel, EzyTech, and G'Five are empowering users, making advanced technology more accessible, and paving the way for a more connected future. Discover the possibilities and experience the innovation with these brands—your gateway to the next generation of mobile technology.

Warm Regards,

Mian ABDUR REHMAN
President G'Five Mobile
China & Hongkong

Tatsiana Feniuk sees bright future for tourism in Pakistan

Tatsiana Feniuk

Country General Manager | Royal Swiss Lahore



Flare panel spoke with Tatsiana Feniuk, Country General Manager at Royal Swiss Lahore, who shared an intriguing story about her decision to enter the hospitality industry. She explained that she chose this career path because she finds fulfilment in interacting with people, providing outstanding service to guests, demonstrating leadership abilities, and tackling challenges. The inherent challenges of the industry, along with qualities such as creativity, adaptability, and enthusiasm, align with her values

Flare: Share your background and vision for the hospitality industry.

Me: My name is Tatsiana Feniuk, and I have accumulated 24 years of experience in the hospitality sector across various countries such as the USA, Qatar, the UAE, Russia, Belarus, Seychelles, and Pakistan. A vision serves as a guiding principle for the future of a hospitality business, shaping decisions, fostering team alignment, and communicating value to customers and stakeholders.

Flare: What motivated you to pursue a career in hospitality?

Me: Hospitality is a passion that runs deep within me. I chose this career path because I enjoy engaging with people, delivering exceptional service to guests, showcasing leadership skills, and problem-solving. The challenges inherent in this field, coupled with qualities like creativity, adaptability, and enthusiasm resonate with my temperament.



Flare: What led you to invest in the hospitality industry in Pakistan?

Me: Thank you for inquiring about our investment decision. Pakistan's tourism and hospitality sector has gained prominence in recent years. The country boasts a wealth of tourist destinations to cater to a diverse range of travellers. With strategic efforts, Pakistan has the potential to emerge as a top tourist destination in the near future.

Flare: How do you perceive the growth potential of the hospitality sector in Pakistan in the upcoming years?

Me: I am optimistic about the growth prospects of the hospitality industry in Pakistan due to its burgeoning tourism potential. The country's unique

geographical landscape presents a myriad of attractions that have the potential to captivate both domestic and international tourists.

Flare: What are your plans for Royal Swiss and your endeavours?



Me: We are excited to announce our upcoming hotel group under our brand, which will launch at various locations in Pakistan. Our long-term vision involves expanding this hotel group globally and establishing a presence in different countries.

Flare: Does the hospitality sector in Pakistan play a pivotal role in promoting tourism globally?

Me: The hospitality sector in Pakistan is gradually making strides in promoting tourism, and I believe it is on the right trajectory to enhance its global visibility.

I have accumulated 24 years of experience in the hospitality sector across various countries such as the USA, Qatar, the UAE, Russia, Belarus, Seychelles, and Pakistan

Flare: What are the key challenges you face in enhancing the guest experience today?

Me: Challenges are a part of daily operations, and we continuously strive to enhance the guest experience by addressing them proactively.

Flare: How have guest expectations and demands evolved over time?

Me: Guest expectations have evolved with the abundance of choices and information available. Guests now seek comfort, cleanliness, exceptional service, convenience, value, and safety, driving hotels to adapt to changing preferences and technological advancements.

Flare: In what ways has technology contributed to improving the guest experience?

Me: Technology has revolutionised the guest experience by providing access to information and personalised services, making processes more efficient and enhancing overall guest satisfaction.

Flare: What is your perspective on the rise in hotel taxes within the industry?

Me: With the growth of the travel industry, managing hotel tax compliance becomes increasingly crucial, especially amidst changing tax rates globally.

Flare: How have lessons from the retail and restaurant sectors influenced your approach to hospitality?



Me: Hospitality instils invaluable skills such as prioritisation, problem-solving, and effective communication, along with fostering humility and composure in challenging situations.

Flare: Any message you would like to convey to Flare readers.

Me: I would like to express that in the hospitality industry, teamwork is essential to collaborate with everyone towards common goals. This fosters a supportive environment where colleagues are always ready to assist each other, leading to a sense of appreciation and value among team members. The primary focus in hospitality roles is to ensure customer satisfaction and deliver flawless experiences.

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Belarus and Pakistan strengthened their diplomatic ties through consular discussions and economic pacts



The first Belarusian-Pakistani consultations on consular issues saw productive discussions between a Belarusian delegation, led by Deputy Minister of Foreign Affairs Evgeny Shestakov, and key Pakistani officials. These included Secretary Interior Muhammad Khurram Agha, Additional Secretary of Interior Salman Chaudhry, and representatives from the Ministry of Foreign Affairs

Belarus and Pakistan have strengthened their bilateral relationship through successful interministerial consultations on consular matters and the advancement of key economic agreements. The recent meetings in Islamabad underscored a commitment to enhanced cooperation across various sectors.

The first Belarusian-Pakistani consultations on



consular issues saw productive discussions between a Belarusian delegation, led by Deputy Minister of Foreign Affairs Evgeny Shestakov, and key Pakistani officials. These included Secretary Interior Muhammad Khurram Agha, Additional Secretary of Interior Salman Chaudhry, and representatives from the Ministry of Foreign Affairs.



The talks covered a broad spectrum of critical areas, including:

- * Consular cooperation
- * Education
- * Migration policy

- * Bilateral legal framework
- * Crime prevention

These discussions highlighted the strong collaboration between the two nations, which have now celebrated 30 years of diplomatic relations, established in 1994.

Pakistan's Interior Ministry and Ministry of Foreign Affairs are actively pursuing initiatives to bolster the country's international standing, attract investment, promote tourism, and create overseas

Special recognition goes to Shireen Hina for her exceptional organizational skills as the tour's focal person, and to Additional Secretary Mr. Salman Chaudhry for his valuable contributions to the successful consultations. Their efforts were instrumental in achieving positive outcomes in these important meetings

employment opportunities. A strong emphasis is being placed on combating human trafficking.

Economic ties are also on the rise, with the signing of a three-year 'Roadmap for Comprehensive Cooperation' between Pakistan and Belarus for 2025-27. This agreement, along with 15 other Memorandums of Understanding (MoUs), was a key outcome of high-level talks between Prime Minister Shehbaz Sharif and Belarusian President Aleksandr Lukashenko.

Furthermore, a significant logistics agreement was reached with the signing of an MoU between logistics companies from Belarus, Russia, and

Pakistan, aimed at optimizing cargo delivery and boosting trade.

"New transportation routes and improved balance of goods supply between Belarus and Pakistan will help minimize logistics costs and increase trade between the countries," stated Belarusian Transport and Communications Minister Aleksei Lyakhovich.



Ambassador Muhemmed Aejez emphasized that "the companies participating in the signing of the memorandum convey the ideas of the heads of state on the development of mutually beneficial cooperation."

Special recognition goes to Shireen Hina for her exceptional organizational skills as the tour's



focal person, and to Additional Secretary Mr. Salman Chaudhry for his valuable contributions to the successful consultations. Their efforts were instrumental in achieving positive outcomes in these important meetings.



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It is surprising to learn that even pulses are being imported to the country, despite Pakistan being an agricultural country with ample space for growing rice, wheat, sugarcane, vegetables, maize, various types of pulses, and other agri-products. Pakistan spends Rs 416 billion every year on importing pulses and the government is facing a challenge to cut down the import of essential commodities such as oil, pulses, and spices to reduce the import bill and support local landlords, farmers, and agriculturists to increase the agri-production. Additionally, the development of housing schemes on cultivable lands has brought down the agricultural products hugely for which the government needs to direct its attention.

Agricultural experts revealed that Pakistan spends Rs 416 billion every year on importing pulses. In a media interaction at an exhibition held at the Agricultural Research Institute, Mingora on the occasion of World Pulses Day, the experts said the demand for pulses in Pakistan is 1.5 million metric tons, while Pakistan's production is only 3 lakh metric tons.

The exhibition of pulses and other legumes at the Agricultural Research Institute, Mingora, showcased more than 100 varieties of pulses, soybeans, beans, and other legumes.

Director General of Agriculture Department, Khyber Pakhtunkhwa Abdul Rauf inaugurated the exhibition along with Director of Agricultural Research Institute, Mingora, Dr. Muhammad Roshan and visited different stalls.

On this occasion, the Director General was given a detailed briefing regarding the successful experiments conducted by the Institute.

Dr. Muhammad Roshan, Director of Agricultural Research Institute Mingora, Senior Research Officer, Dr. Muhammad Fayaz, Dr. Farman, and Dr. Jamal, informed the participants about the cultivation and production of fruits.

DG of the Agriculture Department Khyber Pakhtunkhwa Abdul Rauf highlighted the successful production of various types of pulses, beans and other fruits by the Fruit Research Institute after many years of experiments in the field of agriculture. He said it was a revolutionary step and if consistency of work in the field of agriculture was maintained, Pakistan would soon emerge as an agricultural country in the true sense.

Local farmer leaders Qawi Khan and Ehsan Ullah Khan said on the occasion that the exhibition has enlightened them with the latest techniques to cultivate fruits inside the gardens that could be very handy in terms of increasing the fruit quantity and quality and earning revenue.

They also asked for holding such exhibitions and related programmes in every village so that farmers could be told about the latest technology being used in the agricultural sector around the world. Experts from the Agricultural Research Institute also gave a

Agricultural Pakistan spends Rs 416 billion annually only to import pulses



Pakistan's demand for pulses is 1.5 million metric tons, but the country's domestic production is only 300,000 metric tons. An exhibition showcasing over 100 varieties of pulses, soybeans, beans, and other legumes was held at the Agricultural Research Institute

practical demonstration on the production of milk, yoghurt, candies, sweets and other useful things from soybeans on this occasion.

Experts said that if farmers cultivate legumes, they can't only earn good income from it but also bring economic prosperity to the country.

Pakistan's production of pulses is projected to decline to approximately 595,000 metric tons by 2028, down from around 643,000 metric tons in 2023. This represents an average annual decrease of about 1.2%

Pakistan's production of pulses is projected to decline to approximately 595,000 metric tons by 2028, down from around 643,000 metric tons in 2023. This represents an average annual decrease of about 1.2%.

In the global context, Pakistan ranked 22nd in pulses production in 2023. Burundi slightly outpaced Pakistan, also producing around 643,000 metric tons. Leading the global ranking, Myanmar, Canada, and China secured the top three positions, respectively.

Pakistan is a net importer of pulses and its import bill has increased to the alarming level of more than

\$1.0 billion per annum. Moreover, pulses are not only an important source of protein but also a cheap source of energy for the poor segments of society. The basic and long-term objective of this exhibition is to increase indigenous production of pulses to cater to the food needs of the increasing population and to arrest the huge spending of national resources on the import of pulses.

The imports of leguminous vegetables (pulses) during the first five months of the current financial year grew 0.87 percent compared to the imports of the corresponding period last year. During the period from November 2024, over 582,350 metric tonnes of pulses valued at \$406.438 million were imported as compared to the imports of 640,180 metric tonnes worth \$402.917 million in the same period of the last year, according to the data of the Pakistan Bureau of Statistics (PBS).

However, during the last five months of the current financial year, the imports of wheat into the country reduced by 100 percent compared to the same period last year, it added.

Meanwhile, Imports of soybean oil into the country during the period under review decreased by 10.01 percent and palm oil increased by 7.13 percent as compared to the imports of the corresponding period of the last year. During the period from November 2024, over 74,385 metric tonnes of soybean costing \$73.647 million were imported to

meet the local requirements as against the imports of 74,745 metric tonnes valued at \$81.840 million in the same period of last year.

On month on month basis, the import of edible oil including soybean and palm into the country during November 2024 grew by 113.99 percent and 11.69 percent respectively as compared to the imports of the same month the last year. In November 2024, over 15,045 metric tonnes of soybeans valued at \$15.138 million were imported as against the imports of 6,410 metric tonnes worth \$7.047 million in the same month of the last year.

During the last month of the current financial year, over 234,885 metric tonnes of palm oil costing \$235.590 million were imported as compared to the imports of 231,701 metric tonnes valued at \$210.932 million in the same month of the last year.

It is worth mentioning that the food group exports from the country during the first five months of the current financial year grew by 19.58 percent as compared to the exports of the corresponding period of the last year. During the period from July-November, 2024, food commodities worth \$3.155 billion were exported as compared to the exports of \$2.638 billion of the same period of the last year.

On the other hand, the food group imports to the country during the period under review decreased by 11.13 percent and it was recorded at \$2.977 billion as against the imports of \$3.350 billion of the corresponding period of the last year.

No PayPal service in Pakistan despite having 4th largest freelancers community



The House has been informed that the State Bank of Pakistan (SBP) is ready to assist PayPal in accordance with the ongoing discussions of the Ministry of Information Technology and Telecommunication (MoIT&T). PayPal's entry will be supported as long as it adheres to regulatory requirements

Pakistan is again in talks about introducing PayPal into the market, with the Ministry of Information Technology and Telecommunication (MoIT&T) taking the lead in negotiations. Finance Minister Senator Muhammad Aurangzeb confirmed this in a written response to the National Assembly. The Minister noted the State Bank of Pakistan (SBP) is willing to assist PayPal's entry as long as it complies with regulatory standards.

According to the SBP website, PayPal has not been banned as Xoom is a service provided by PayPal. The website also provides guidelines for users on how to send or receive money via Xoom using PayPal.

Xoom is a PayPal service that is part of a larger platform that enables over 250 million customers worldwide to conduct secure online transactions daily. Signing is quick and easy on PayPal. You can use your PayPal credentials or create an Xoom account with just your name and email address. Simply specify the amount to send, the recipient in Pakistan, and the delivery method. You can conveniently pay with PayPal, a bank account, a credit card, or a debit card.

It has been informed to the House that the State Bank of Pakistan (SBP) is willing to support PayPal following MoIT&T's ongoing engagements.

Aurangzeb further stated that viable alternatives to PayPal, including Payoneer and Skrill, are currently operational in Pakistan.

PayPal PTE, a Singapore-based indirect subsidiary of PayPal Inc., has agreements with four Pakistani banks to facilitate home remittances. The Finance Minister clarified that there was no legal restriction on the entry or operations of any international payment gateway, including PayPal, as long as they comply with Pakistan's Electronic Money Institution and Foreign Exchange regulations.

Earlier, the Minister of State for IT and Telecom Shaza Fatima Khawaja acknowledged the challenges in bringing PayPal to Pakistan while stating that discussions for it were going on and the final decision rests with the company. The Minister highlighted that private firms operate watching their business interests, and the government can only facilitate the process, not mandate PayPal's entry.

It is noted that the Minister of State for IT and Telecom Shaza Fatima Khawaja accused former caretaker federal minister Dr Umar Saif of sabotaging a private deal of bringing international gateway,

Paypal, to Pakistan by leaking it before time.

"Bringing PayPal to Pakistan was a private deal, which Dr Saif leaked before time. This action annoyed PayPal and Dr Umar sabotaged it", said Khawaja.

In January 2024, the caretaker Minister for IT and Telecom, Dr Umar Saif, announced that PayPal would enter the Pakistani market through a strategic partnership with an international payment gateway.

He then claimed that the arrangement would allow Pakistani freelancers to receive payments via PayPal. However, it was later clarified that negotiations with PayPal were unsuccessful and PayPal would not enter Pakistan directly or through any third-party arrangement.

Pakistan has been in talks with PayPal for several years to bring the payment giant to the country's growing digital economy. Despite repeated discussions, the company has yet to establish direct operations in Pakistan.

Vice President of Hyderabad Chamber of Small Traders & Small Industry, Shaan Sehgal urged the government to introduce PayPal and other international payment gateways in Pakistan to ensure seamless global transactions of money for freelancers. Pakistan's freelancer community, which is said to be the fourth largest in the world, has expressed disappointment over reports of PayPal not extending its services to the country.

PayPal operates a worldwide online payment system that supports online money transfers. But it refused to introduce its services in this country despite the fact it operates in 190 markets across the world.

If PayPal comes to Pakistan it will facilitate around 200,000 freelancers and over 7,000 registered small and medium enterprises (SMEs). Besides, thousands of e-commerce contributors are not registered.

Given PayPal's demand due to its easy-to-use mechanism, trust across the board and fraud prevention, the freelancer community, which is currently using non-banking (informal) channels to receive payments, is faced with a host of issues. Pakistan's market size is not good enough for the American company and even the credit card penetration is less than three million, PayPal observed.

Meanwhile, Prime Minister Shehbaz Sharif said that the government was working towards regulating digital currencies, acknowledging their growing importance in the global financial system.

Chairing a meeting of the Economic Advisory Council (EAC), the prime minister stated that consultations were underway to assess the benefits and risks associated with digital currencies.

A source in the Prime Minister's Office (PMO) told that Shehbaz believed the world was increasingly moving towards digital financial transactions. "Therefore, we are carefully reviewing the pros and cons before taking any regulatory steps," the source said.

According to an official statement, EAC members expressed confidence in the government's economic policies and presented recommendations aimed at strengthening economic growth. The prime minister welcomed these suggestions and directed the relevant authorities to collaborate with council members to formulate a comprehensive action plan.

Aurangzeb further stated that viable alternatives to PayPal, including Payoneer and Skrill, are currently operational in Pakistan

"Economic stability is not the result of an individual effort but a collective achievement," PM remarked, reiterating his government's commitment to sustainable economic development. He added that Pakistan would fully utilise

its regional trade potential to drive growth.

The premier also stressed the need to enhance the competitiveness of local industries in international markets, particularly through exports. He identified industry, agriculture, IT development, job creation, and export growth as key priorities for his administration.

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Process fast underway to launch 5G this year



This initiative aims to revolutionize broadband connectivity, enhance internet speeds, and expand Fiber-To-The-Site (FTTS) coverage, leading to a more connected and technologically advanced nation. A senior official of the Pakistan Telecommunication Authority (PTA) has confirmed that the much-anticipated 5G spectrum auction is scheduled for 2025, marking a crucial milestone towards achieving high-speed internet access and digital inclusivity.

Pakistan is preparing for a significant advancement in its digital transformation journey, with the government targeting 2025 as the year for the introduction of 5G technology. This initiative aims to revolutionise broadband connectivity, enhance internet speeds, and expand Fiber-To-The-Site (FTTS) coverage, leading to a more connected and technologically advanced nation. A senior official of the Pakistan Telecommunication Authority (PTA) has confirmed that the much-anticipated 5G spectrum auction is scheduled for 2025, marking a crucial milestone towards achieving high-speed internet access and digital inclusivity.

Despite notable progress in the telecom sector, Fixed Broadband (FBB) penetration in Pakistan remains low at less than two percent. Acknowledging this gap, the government has set an ambitious goal to increase FBB penetration to 20 percent within the next five years. Furthermore, the current average broadband speed of 15 Mbps is projected to enhance to a range of 50 to 100 Mbps to ensure faster and more reliable internet services for individuals and businesses alike. An essential driver of this digital transformation is the expansion of Fiber-To-The-Site (FTTS) coverage. Currently, FTTS penetration is at 20 percent, but the new plan aims to triple this figure to 60 percent. To achieve this, the government is concentrating on expanding the Optical Fiber Cable (OFC) network, a crucial element for the deployment of 5G technology. A robust fiber optic infrastructure will help bridge the digital divide, enhance service reliability, and improve connectivity, especially in underserved and rural areas.

As part of this strategy, the government has introduced the National Fiberization Plan, a comprehensive initiative to accelerate fiber optic deployment across the country. The plan is designed to meet the increasing demand for OFC to connect telecom base stations, ensuring seamless connectivity and supporting the high data speeds required for 5G technology. A major highlight of this initiative is the proposed expansion of the fiber network from the current 200,000 km to an impressive 500,000 km, significantly strengthening the backbone of Pakistan's digital infrastructure.

A pilot project is also under consideration to deploy 1 Gbps connectivity in Islamabad, serving as a model for future nationwide implementation. If successful, this high-speed internet service could set a new benchmark for broadband quality and accessibility in Pakistan.

These initiatives align with the PTA's broader vision of a digitally inclusive Pakistan, as highlighted in its annual report. The report outlines significant progress in expanding telecom services across the country, improving connectivity, and making digital services more accessible to millions. By prioritising 5G deployment and broadband expansion, the government is making Pakistan a key player in the global digital economy.

With the planned 5G rollout, improved broadband speeds, and extensive fiber optic expansion, Pakistan is set to experience a transformative shift in its digital landscape. The coming years will be crucial to determine how effectively these initiatives are implemented and how they contribute to the country's overall economic and technological growth.

Meanwhile, the National Assembly Standing Committee on IT and Telecom got a briefing about the ongoing efforts to introduce satellite-based internet services in Pakistan, with two companies applying for the operating license. PTA Chairman Maj-Gen (retired) Hafeezur Rehman, informed the Committee that Starlink had submitted its application for an operating license in 2022, while Shanghai Space Technology applied for the same service in 2024. The requests made by both companies are under review by the Pakistan Space Activities and Research Board (PSA), the country's space regulatory body.

In response to a query by Barrister Gohar Ali Khan, the PTA Chairman confirmed that the cases of both companies were before the PSA. Meanwhile, Parliamentary Secretary on IT & Telecom, Sabin Ghauri, reassured the Committee that the matter was in its final stages, and the operating licenses for satellite internet services would be issued within the next six months. This news comes after significant anticipation surrounding the potential launch of Starlink's services in Pakistan, which has yet to be realised. Starlink, the satellite internet company founded by Elon Musk, first applied for a license to operate in Pakistan in 2022, and its entry into the country is seen as a critical step in addressing the challenges of internet connectivity, especially in remote areas. Nearly three years have elapsed but the process remains stalled on which the Committee members expressed their concern.

Committee Chairman Syed Aminul Haque expressed his disappointment over the delays, stating that it was regrettable that from 2022 to 2025, discussions were still ongoing about the possibility of a satellite-based internet service provider operating in the country. Haque directed that the legal formalities be completed as quickly as possible to facilitate Starlink's operations in Pakistan.

The issue of inadequate internet services was also a major point of concern during the meeting. Members of the Committee noted with dissatisfaction the persistent slowdown and disruptions in internet connectivity across the country. Ahmed Atiq Anwar highlighted that internet service was unavailable within a 40-kilometre radius of Lahore, a city that is considered one of Pakistan's major urban centres. Other members reciprocated his sentiments, pointing out similar issues in different parts of the country.

PTA Chairman Rehman acknowledged the challenges for telecom companies in expanding their services to remote areas, citing the lack of business potential in such regions as a major deterrent. Despite this, he revealed that the PTA had raised a staggering Rs1.70 trillion in taxes from the IT and telecom sectors over the past six years. However, he also pointed out that the government had not made any significant investments in developing IT infrastructure during this time which aggravated the connectivity issues in the country.

A pilot project is also under consideration to deploy 1 Gbps connectivity in Islamabad, serving as a model for future nationwide implementation. If successful, this high-speed internet service could set a new benchmark for broadband quality and accessibility in Pakistan.

Rehman explained that the outstanding dues recoverable by the PTA, are between 2008 and 2011, and the cases relating to them are currently pending in court of law. Despite these challenges, the PTA chairman revealed that five companies had agreed to clear their dues, and discussions were underway to establish an installment plan for the recovery.

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Iftar Buffet

Jam-e-Shireen
Juice (mango, Peach, lemon, Dhood Soda)
Dates
Sandwich
Fired Chicken Wings, Honey Wing
Aaloo Channa Chat, Kala Chana Chat
Samosa

Mint Sauce, Zeera Raita, Imli Chani
Pakora
Vegetable Cutlet, Spring Roll
Pasta
Variety Of Bread
Variety of Dessert
Green Tea & Mix Tea

Main Course

Option#1

Chicken Pullao
Chicken Karahi
Chicken Manchurian
Egg Fried Rice
Vegetable Chow Mien
Chicken Haleem

Variety of Bread
 Plan Naan, Roghni Naan, Kalonji Naan, Garlic Naan
Variety of Dessert
 Fruit Custard, Fimi, Shahi Tukra, Special Kheer, Strawberry Jelly, Banana Jelly, Cream Caramel
Green Tea

Option#2

Chicken Biryani
Chicken Qorma
Chicken B.B.Q Botl
Thai Chicken
Beef Nahari

Vegetable Chow Mien
Vegetable Rice
Variety of Bread
 Plan Naan, Roghni Naan, Kalonji Naan, Garlic Naan

Option#3

Peas Pullao
Chicken Jalfrezi
Fried Chicken Botl
Chicken Shashlik
Chicken Palak

Garlic Rice
Variety of Bread
 Plan Naan, Roghni Naan, Kalonji Naan, Garlic Naan
Vegetable Chow Mien
Green Tea

Option#4

Zeera Pullao
Chicken Hara Masala
Steam Roast
Chicken Baick Pepper
Butter Rice

Mix Vegetable
Vegetable Chow Mien
Variety of Bread
 Plan Naan, Roghni Naan, Kalonji Naan, Garlic Naan
Green Tea

Option#5

Motl Pullao
Chicken Palak
Haryali Botl
Mix Vegetable
Beef Nahari

Vegetable Chow Mien
Variety of Bread
 Plan Naan, Roghni Naan, Kalonji Naan, Garlic Naan
Green Tea

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PTCL Group's earnings reached Rs 219.7 billion, showing a 17% growth in revenue

Pakistan Telecommunication Company Limited (PTCL) has released its financial results for the fiscal year 2024, ending on December 31, 2024. The announcement was made following a recent Board of Directors meeting held in Islamabad.

During the financial year 2024, PTCL Group achieved a significant revenue growth of 17%, solidifying its position as the leading integrated telecom service provider in Pakistan. The Group's revenue reached Rs 219.7 billion, driven by strong performance in consumer segments such as fixed broadband, mobile data, wholesale, and business solutions. PTCL recorded a 12% year-on-year revenue growth, while Ufone (PTML) reported a remarkable 25% year-on-year revenue growth. Ufone also achieved positive operating profit with an EBIT of Rs 4.6 billion. Additionally, U Microfinance Bank (U Bank) was recognised as the Best Microfinance Bank for Islamic Retail Banking Offerings in Pakistan 2024 at the 10th Islamic Retail Banking Awards (IRBA) hosted by Cambridge IFA.

Furthermore, PTCL announced the signing of a Share Purchase Agreement (SPA) for the acquisition of 100% shares of Telenor Pakistan in December 2023. The completion of this transaction is subject to regulatory approvals and customary terms and conditions, expected to be finalised in the first half of 2025.

In 2024, PTCL's revenue surged to Rs 107.7 billion, marking a 12% increase from the previous year, fueled by growth in fixed-line, wholesale, and business solutions. The company's flagship FTTH service, Flash Fiber, dominated the market and captured a significant share of industry net additions. PTCL reported an operating profit of Rs 12.2 billion, reflecting a 55% growth over the previous year, and a net profit of Rs 4.8 billion for 2024.

PTCL's aggressive expansion of its FTTH network contributed to its impressive revenue growth. The company's customer-centric approach through Flash Fiber solidified its position as a market leader in the FTTH segment. The fixed broadband business achieved a 20% year-on-year growth, while Flash Fiber saw an unprecedented 104% year-on-year growth. With over 650K FTTH subscribers, PTCL's ongoing expansion continues to deliver outstanding results, reinforcing its industry leadership.

In 2024, PTCL Group introduced innovative services such as SHOQ TV Box powered by Android TV by Google, Flash Eye smart solution, and WhatsApp Bot for customer convenience. These offerings aimed to enhance the customer experience and provide a seamless service platform. Moreover, PTCL Group expanded its Data Centers and Public Cloud platforms in 2024, offering Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS) solutions. The company strengthened its enterprise offerings and de-



PTCL recorded a 12% year-on-year revenue growth, while Ufone (PTML) reported a remarkable 25% year-on-year revenue growth. Ufone also achieved positive operating profit with an EBIT of Rs 4.6 billion

livered secure, scalable, and efficient Multi-Cloud solutions to a diverse range of clients, including Government, Public and Private Institutions, major Banks, startups, and system integrators. Ufone 4G achieved a 25% year-on-year growth in revenue in 2024, showcasing resilience and strength across various fronts. The company's focus on customer experience and digital engagement through data-centric products and strategic partnerships with leading digital platforms contributed to its impressive growth. Ufone 4G surpassed 26 million overall subscribers and 17 million 4G subscribers in 2024, highlighting its commitment to customer experience and digital innovation.

In 2024, PTCL's revenue surged to Rs 107.7 billion, marking a 12% increase from the previous year, fueled by growth in fixed-line, wholesale, and business solutions

In 2024, PTCL Group received several prestigious awards, including the GSMA Global Mobile (GLOMO) Award for 'Best Mobile Innovation for Emerging Markets' for Ufone 4G. The company was also honoured with the 'Best Business Strategy and Expansion' award at the Leadership & Excellence Awards in Digital Development (LEAD) by the SAMENA Telecommunications Council.

PTCL Group launched 'Dil Se', its dedicated social impact platform, consolidating all community service initiatives under one banner. The platform's flagship initiative, 'Ba-Ikhtiar', was introduced in collaboration with the Pakistan Poverty Alleviation Fund (PPAF) to empower women entrepreneurs in Haripur by equipping them with essential skills and digital tools to establish and scale their businesses. Under this initiative, women received vocational training in stitching and embroidery, smartphones with free data for the entire year, and digital financial literacy training to effectively manage their UP-aisa wallet accounts. In addition, Daraz provided e-commerce training, enabling these entrepreneurs to launch and operate their online businesses successfully. Recognising their exceptional performance, two top entrepreneurs were given the opportunity to attend GITEX Global in Dubai, where they shared their success stories on an international platform and received widespread appreciation.

Under 'Dil Se', PTCL Group launched the 'Act of Kindness' campaign, reinforcing the message that even small gestures can create a lasting impact. As part of this initiative, PTCL Group distributed free train tickets and Eid gifts to passengers travelling home from Karachi on Eid, provided e-bikes to university-going girls

in Rawalpindi facing commuting challenges, and ensured access to clean drinking water for 15,000 people in Umerkot, Thar, by installing hand pumps.

PTCL Group partnered with ConnectHear on a £190,000 project funded by GSMA aimed at supporting the deaf community in Pakistan during disasters. The initiative focuses on developing an AI-powered inclusive early warning system to ensure that individuals with hearing impairments have access to timely and effective disaster alerts, enhancing their safety and preparedness.

PTCL Group, in line with its mission to promote inclusion, partnered with Peshawar Zalmi to host the first-ever women's cricket tournament in Khyber Pakhtunkhwa. The event featuring eight teams, was a significant step in empowering women in the region and promoting gender equality in sports.

In partnership with PRCS, PTCL Group installed a water pump in Gwadar during the floods, providing clean drinking water to the local community. Additionally, the Group conducted its annual blood donation drive on Blood Donors Day 2024, contributing to the nation's healthcare needs. In collaboration with the Punjab Education Foundation, PTCL Group distributed school bags and supplies to primary school students from underprivileged communities, supporting education for all. Furthering its commitment to public health, PTCL Group joined forces with UNICEF and NIOC in a polio eradication campaign, leveraging Ufone's extensive reach to inform citizens about the ongoing campaign and urging them to vaccinate their children.

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Sessions on different subjects of AI and digital technology at the fourth edition of the LEAP Technology Conference (LEAP25) concluded at the Riyadh Exhibition and Convention Center in Malham, drawing significant participation from technology leaders, investors, and international experts. During the four days of the global tech event, a series of investments and technical launches worth nearly \$25 billion were announced. These announcements and initiatives focused on enhancing innovation in digital infrastructure, developing digital talents, supporting research, development, and innovation, artificial intelligence, cloud computing, and enhancing technical infrastructure.

Faisal Al-Khamisi, Chairman of the Board of Directors of the Saudi Federation for Cybersecurity, Programming and Drones, announced at the end of the event that two LEAP editions will be held next year, the first in Riyadh and the second in Hong Kong. The final day of the conference featured a series of sessions on topics such as women leading tech innovation and harnessing the power of artificial intelligence (AI) in business besides holding discussions on AI and digital transformation.

The conference held from February 9 to 12, highlighted cutting-edge digital innovations, sustainability, the knowledge economy, and the role of technology in reshaping key industries.

The conference attracted a diverse group of experts and innovators from around the world, all convening to explore the latest technological advancements and shape the future of critical sectors.

This year's conference aligns with the Kingdom's efforts to strengthen its leadership in technology and innovation.

Artificial Intelligence (AI) is an ecosystem redefining everything from government administration and industries to business leadership and everyday innovation. People must be educated not to fear it, but trust its potential, said Mohamed Kande, global chairman of PwC, one of the world's largest professional services companies.

Talking on the LEAP 2025 main stage on the final day of an action-packed four-day event, Kande outlined how emerging technologies, including AI, are redefining industries. He cited the example of technology's convergence with healthcare, referring to a smart ring on his finger which captures personal health data.

Pakistani IT companies were aggressively exploring new and emerging tech markets particularly the Kingdom of Saudi Arabia (KSA), as more than 100 firms providing IT and IT-enabled services took part in LEAP 2025, one of the world's major tech trade fairs, held in Riyadh, Saudi Arabia.

More than 1,000 delegates from Pakistan, including businessmen, government officials, investors, exporters, and speakers attended the conference marking the highest-ever participation by Pakistan at LEAP in terms of both companies and visitors. Pakistani IT firms showcased their latest solutions and services at LEAP 2025, engaging in strategic networking, and exploring joint ventures and investment opportunities in the Kingdom.

State Minister for IT and Telecommunication, Shaza Fatima inaugurated the Pakistan Pavilion at LEAP 2025. LEAP is an annual technology event held in Riyadh, Saudi Arabia, bringing together industry leaders, innovators, and investors to shape the future of technology and digital transformation. Senior Vice Chairman of the Pakistan Software Houses Association for IT & ITES (P@SHA), Muhammad Umair Nizam said that Pakistani IT companies attracted numerous foreign firms from various sectors at LEAP 2025. This has already resulted in multiple business deals signed between Pakistani companies and international entities during the trade fair.

Pakistani IT companies witnessed a 100% increase in IT exports during the last financial year

LEAP 2025 digi-tech moot attracts massive investments of \$25 billion



More than 1,000 delegates from Pakistan, including businessmen, government officials, investors, exporters, and speakers attended the conference, marking the highest-ever participation by Pakistan at LEAP in terms of both companies and visitors

and are set to achieve another record this year, driven by new business deals at both public and private levels, Umair Nizam added. He further highlighted that collaborative efforts by the Special Investment Facilitation Council (SIFC), the Ministry of IT, the Pakistan Software Export Board (PSEB), and P@SHA have created a favourable environment for IT companies to expand operations in the KSA market and across the GCC region. It is noteworthy that the Ministry of Investment of Saudi Arabia (MISA) has established a help desk to assist Pakistani companies in registering their businesses in Saudi Arabia. This initiative has simplified the registration process, leading to the successful registration of over 100 Pakistani tech entities in the KSA market.

With its headquarters in Riyadh, Pakistan became a member of the Digital Cooperation Organization (DCO) in 2024. Its Secretary General, MsDemaa-

hAlYahya also visited Pakistan last year during ITCN Asia 2024, held in Lahore and met with different IT companies in Pakistan. Highlighting the significance of LEAP conferences and exhibitions, Saad Shah, CEO of Hexalyze and an exporter with operations in Saudi Arabia, noted that LEAP is the major platform to connect with the numerous multinational corporations, from both the private and public sectors, which are establishing operations in

Saudi Arabia's industrial zones and commercial sectors. He also pointed out that Saudi Arabia's increasing focus on AI, fintech, cloud computing, cybersecurity, and smart city solutions presents a lucrative market for Pakistani IT firms, which have already established a strong reputation in software development, enterprise solutions, and digital services.

With Saudi Arabia poised to become a regional technology powerhouse, LEAP 2025 serves as a gateway for Pakistani enterprises to expand their footprint across the Middle East and beyond, he added. Pakistan's IT exports recorded a significant increase, reaching \$1.53 billion in the first half of the 2024-25 financial year. Projections indicate that this figure could surpass \$4 billion by the end of FY25. Its exports to the KSA surged to \$50 million during the last year.

The new cloud region will integrate Saudi Arabia into Tencent Cloud's extensive global network, which currently spans over 50 availability zones across 21 regions. The expansion is expected to drive advancements in Artificial Intelligence, digital media, cloud computing, and super-app technologies across various sectors, including gaming, e-commerce, telecommunications, and financial services.

Commenting on the announcement, Dan Hu, Vice President of Tencent Cloud International for the Middle East and North Africa, highlighted the strategic importance of the move. "We're excited to have grown alongside the Kingdom of Saudi Arabia and look forward to ramping up cloud support for the Middle East. The new Cloud Region strengthens our ability to support the country's digital transformation journey," he said.

The final day of the conference featured a series of sessions on topics such as women leading tech innovation and harnessing the power of artificial intelligence (AI) in business, alongside other discussions on AI and digital transformation

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Pakistan's e-commerce industry is at an important juncture, experiencing rapid growth due to the increasing use of the internet and smartphones. The local e-commerce market is thriving, with a projected market volume of \$6,711.00 million by 2029 according to Statista. This offers a significant opportunity for businesses to tap into the expanding Pakistan e-commerce market. Successful online retailers in Pakistan typically offer a wide range of products, from electronics to groceries. The next phase of growth involves large-scale niche retailers and direct-to-consumer websites owned by brands.

Despite the promising revenue generated by Pakistan's e-commerce industry, which reached \$5.2 billion in 2023 and is expected to rise to \$6.7 billion by 2029, the sector is still in its early stages compared to its regional counterparts. To fully realise its potential, Pakistan must address systemic challenges and establish a regulatory framework that promotes fair competition, innovation, and inclusivity.

E-commerce has democratised business opportunities in Pakistan, enabling individuals, especially in remote areas, to start businesses with minimal capital. Pakistan's e-commerce policy, last updated in 2019, was a commendable first step. It aimed to simplify taxation, improve logistics, and support local entrepreneurs. The industry has evolved rapidly since then, especially after COVID-19, while the policy framework has failed to keep pace. Regulatory gaps allow certain players to operate unchecked. Without updated policies, the potential for long-term harm to consumers and the economy looms large.

It is important to prioritise a level playing field that protects the interests of local businesses and consumers alike. Drawing inspiration from regional successes can provide a roadmap. Initiatives like Malaysia's 'Shop Malaysia Online' campaign and Indonesia's 'Proud of Indonesian Products' movement have effectively widened the reach of micro, small, and medium enterprises (MSMEs). India's partnership with Amazon to enhance export capacity underscores the importance of leveraging global platforms to boost local industries.

For Pakistan to unlock its e-commerce potential, a multi-faceted approach is essential. It is important to update the e-commerce policy to reflect current market realities. This includes stricter regulations to curb anti-competitive practices and ensure that international players contribute positively to the local economy. Incentives for local sellers, such as tax relief and capacity-building programs, should also be prioritised. Local artisans and small manufacturers have gained access to nationwide markets, boosting their income. Women and students have also benefited from e-commerce platforms, supplementing household incomes and earning extra money. To ensure sustainable growth, Pakistan needs protective policies that create a level playing field for businesses.

Additionally, e-commerce has spurred growth in ancillary industries, such as manufacturing and logistics, leading to job creation across the value chain. While e-commerce offers convenience and a wide range of products for consumers, challenges exist, particularly with the entry of overseas e-commerce giants. These platforms may engage in unfair competitive practices that disadvantage local sellers who have invested heavily in infrastructure and logistics. Pakistan's e-commerce policy, last updated in 2019, needs to be revised to address the evolving landscape and ensure fair competition. The government should prioritise policies that protect local businesses and consumers, drawing inspiration from successful initiatives in other countries. Fair competition and consumer protection should be central to regulatory mechanisms to prevent market monopolisation. By fostering an ecosystem that benefits all stakeholders, Pakistan can position its e-commerce sector as a key driver of economic growth and job creation. E-commerce businesses should stay informed about industry trends and consider factors like market expansion, resource allocation, and internationalization to drive growth and success. Trust, transparency, and authenticity are crucial for

E-commerce holds massive potential to take Pak economy to new heights



Successful online retailers in Pakistan typically offer a wide range of products, from electronics to groceries. The next phase of growth involves large-scale niche retailers and direct-to-consumer websites owned by brands

building relationships with online consumers, especially through social media platforms.

The growing e-commerce market in Pakistan has attracted both international and local platforms, with significant investments being made to expand market share and enhance consumer experience. Social commerce is emerging as a key trend, leveraging the country's large social media user base to drive sales and revenue growth. With ongoing government support, infrastructure investments, and a focus on enhancing consumer experience, Pakistan's e-commerce sector is poised for further growth and success.

Pakistan can position its e-commerce sector as a key driver of economic growth and job creation. E-commerce businesses should stay informed about industry trends and consider factors like market expansion, resource allocation, and internationalisation to drive growth and success

Today, companies are often judged by their website, which has become a crucial factor in customer perception. A well-designed website with detailed product information, customer reviews, and transparent pricing builds brand credibility and helps customers make informed decisions and feel confident in their purchases.

In Pakistan, where word-of-mouth recommendations are important, an e-commerce website that offers reliable payment options, clear return policies, and responsive customer service can enhance the shopping experience and foster customer loyalty.

In the competitive market landscape, businesses that neglect e-commerce risk falling behind their rivals. Online shopping not only meets consumer expectations for convenience and efficiency but also positions companies as forward-thinking and customer-centric. The shift towards online platforms in Pakistan reflects changing consumer preferences, and businesses that fail to adapt may lose out to competitors. E-commerce enables businesses to meet evolving consumer demands and stay relevant in a dynamic market.

E-commerce platforms empower retail businesses to scale rapidly by expanding product offerings, reaching new markets, and engaging more customers. The flexibility and agility of e-commerce development support efficient growth and enable businesses to stay ahead of market trends.

In 2025, retail businesses in Pakistan must be adaptable to changing consumer behaviours and market dynamics. E-commerce platforms offer the scalability and versatility needed to thrive in a rapidly evolving business environment. As sustainability gains importance globally, businesses are increasingly focused on eco-friendly practices. E-commerce streamlines operations, reduces waste, and minimises environmental impact, aligning businesses with sustainable practices and appealing to environmentally conscious consumers.

In Pakistan, where sustainability is a growing concern, e-commerce development can help businesses promote eco-friendly initiatives and cater to environmentally conscious consumers.

By 2025, e-commerce development will be essential for retail businesses in Pakistan. Embracing e-commerce enables businesses to reach a wider audience, deliver exceptional customer experiences, stay competitive, and drive growth. Investing in e-commerce development allows businesses to future-proof their operations and succeed in the digital era.

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Smart thermostats are designed to learn a household's schedule and preferences, optimising heating and cooling accordingly. By adjusting temperatures when residents are away, these devices not only enhance comfort but also significantly lower energy bills. It is observed that homes equipped with smart thermostats can reduce heating and cooling expenses by up to 30%, making them a wise investment for both the environment and the homeowner's wallet.

In addition to thermostats, smart appliances are becoming common in energy-efficient homes. Refrigerators, washing machines, and dishwashers now come with features that allow users to monitor and control energy use remotely. Many of these appliances can operate during off-peak hours when electricity rates are lower or receive updates about energy consumption through mobile apps. This functionality helps consumers make informed choices about their energy usage and encourages more sustainable habits.

The Internet of Things (IoT) has revolutionised how we interact with our homes, leading to smarter living environments. IoT technology is set to redefine the concept of smart homes, offering enhanced security systems and energy-efficient appliances. The future looks promising for homeowners looking to integrate advanced technologies into their daily lives.

When it comes to security, IoT technology has significantly improved home security systems. Innovations such as smart locks, video doorbells, and surveillance cameras make it easier for homeowners to monitor and secure their properties remotely. Companies are incorporating AI capabilities into these systems, enabling them to analyze video feeds for unusual activity and send real-time alerts to homeowners. One of the main drivers behind the rise of smart home devices is the increased availability of high-speed internet. Both rural and urban areas now have broader access to high-speed internet, enabling seamless connectivity. Combined with the widespread use of smartphones and mobile apps, managing and controlling various devices from anywhere has never been easier.

Furthermore, manufacturers are continuously innovating, creating devices that not only serve a purpose but also blend seamlessly into our homes. Popular items like smart light bulbs and voice-activated assistants offer a perfect fusion of technology and lifestyle. These devices allow users to personalise their environments, adjust settings through voice commands, and schedule automation features to align with their daily routines.

Home automation is increasingly integrating across different platforms, creating a more interoperable ecosystem. There is a growing trend towards devices that communicate with each other through centralised hubs, enabling users to control everything from lighting to heating systems with a single app. This level of integration enhances convenience and fosters an ecosystem where everything works together seamlessly.

As we navigate through the digital era, the rise of smart home devices signifies a fundamental shift in how we interact with our living spaces. They are not just tools for convenience but enablers of a lifestyle that values efficiency, comfort, and security. With technology advancing, we can expect even more smart home options, transforming our living spaces into responsive and intelligent environments.

For example, advanced doorbell cameras now feature facial recognition technology, allowing homeowners to identify visitors before opening the door. Integrated alarm systems can interact with various smart devices throughout the home, creating a comprehensive network that enhances security.

In Pakistan, the high cost of electricity has led many people to replace older electronic appliances with energy-efficient ones. As energy costs continue to rise, homeowners are seeking ways to reduce their consumption and save money on electricity bills. IoT technology, with smart thermostats and energy management systems, is at the forefront of this effort to optimise energy use based on real-time data.

Smart thermostats can learn a homeowner's habits and adjust heating and cooling settings accord-

IoT saves home from remote to make your living smart



In Pakistan, the high cost of electricity has led many people to replace older electronic appliances with energy-efficient ones. As energy costs continue to rise, homeowners are seeking ways to reduce their consumption and save money on electricity bills. IoT technology, with smart thermostats and energy management systems, is at the forefront of this effort to optimise energy use based on real-time data

ingly, ensuring comfort while minimising wasted energy. Moreover, these devices can be controlled remotely via smartphone apps, allowing users to manage their energy consumption even when they are away from home.

Manufacturers are focusing on creating products that can seamlessly communicate with each other, providing a more cohesive smart home experience. The introduction of universal standards is bridging the gaps between different device ecosystems, making it easier for consumers to customise their smart homes.

The Internet of Things (IoT) has revolutionised how we interact with our homes, leading to smarter living environments. IoT technology is set to redefine the concept of smart homes, offering enhanced security systems and energy-efficient appliances. The future looks promising for homeowners looking to integrate advanced technologies into their daily lives

For instance, homeowners can now integrate lighting systems, appliances, and security measures into a single interface. Voice-activated assistants like

Amazon Alexa and Google Assistant play a crucial role in this integration, allowing users to control multiple devices with simple voice commands.

In addition to security and energy management, IoT technologies are enhancing the health and wellness of residents. Smart home devices like air quality monitors, smart humidifiers, and even sleep trackers are becoming staples in modern households.

These devices work together to create a healthier living environment. Air quality monitors, for instance, track pollutants and allergens in real time and provide recommendations for improving indoor air quality. Smart humidifiers can adjust moisture levels based on the readings from these monitors, ensuring optimal conditions for the occupants.

AI plays a vital role in home security, as Artificial Intelligence (AI) drives innovation in the IoT space for smart homes. With the continuous evolution of machine learning algorithms, smart devices are becoming more intuitive and personalised. AI can anticipate user needs, adjust settings based on preferences, and suggest new automation to enhance daily living. The integration of AI with IoT technologies promises not only convenience but also a more engaging and tailored living experience for homeowners.

This means that all things will go smart, and the future of home automation promises a blend of AI, sustainability, IoT, and enhanced user interfaces that work harmoniously. As technology continues to advance at a rapid pace, our homes will become smarter, more responsive, and capable of making our lives easier and more efficient. The possibilities are endless, and we are just at the beginning of this exciting journey towards smarter living.



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Matcha Content Mix 2.0 – A creator's paradise fueled by innovation & SEGO Zero 50



This device, tailored for creators, served as a tool for experimentation, allowing influencers to explore its advanced camera capabilities, vlogging features, and seamless performance firsthand

Karachi, known as the city of lights, was the vibrant setting for Matcha Content Mix 2.0, where top content creators gathered to redefine the landscape of digital storytelling.

The event, hosted by Irfan Junejo and My-stapaki, blended creativity and expertise. It offered attendees valuable insights into crafting engaging narratives, embracing current trends, and making a

mark in the dynamic digital realm.

The meetup was not just a gathering but a platform for learning and inspiration. Attendees enjoyed a session over hi-tea where they engaged in stimulating conversations and had the opportunity to experience SEGO's innovative smartphone, the Zero 50.

This device, tailored for creators, served as a tool for experimentation, allowing influencers to

explore its advanced camera capabilities, vlogging features, and seamless performance firsthand.

From insightful discussions to hands-on content creation, Matcha Content Mix 2.0 was a celebration of innovation, collaboration, and the future of digital storytelling. With creators constantly pushing boundaries, SEGO's Zero 50 promises to empower them to enhance their craft in unprecedented ways.

Pakistan's top CEOs choose vivo X200 Pro – The ultimate smartphone for visionaries

In the fast-paced world of business, innovation is crucial for success. Some of Pakistan's most influential entrepreneurs and CEOs have chosen

vivo Pakistan's latest campaign features prominent CEOs and business pioneers sharing their inspiring stories while using the vivo X200 Pro. From transforming digital media to reshaping customer experience, these professionals rely on vivo's flagship device to keep up with their dynamic lifestyles.

Innovation meets leadership: A seamless fit

Aamir Attaa (Founder, ProPakistani & Advergi), a digital media visionary, established Pakistan's leading tech news platform by embracing change. Just as he embraced digital evolution, he now relies on the vivo X200 Pro's ZEISS-powered camera to capture life with unparalleled clarity and precision.

Abid Zuberi (Co-Founder & CEO,



the vivo X200 Pro as their preferred smartphone. With its 200MP ZEISS APO Telephoto Camera, impressive 6000mAh Battery, 90W FlashCharge, (OLADOC) revolutionized healthcare accessibility in Pakistan through technology. His problem-solving approach aligns with the X200 Pro's Dual Flagship Chip, ensuring seamless performance for his business requirements.

Selina Rashid Khan (Founder & CEO, Lotus PR) built a powerhouse in the PR industry by mastering the finer details, similar to the X200 Pro's advanced AI imaging that delivers brilliance in every shot.

Adil Naseem (Co-Founder, PostEx) believes in purpose-driven success. His company brings happiness through seamless logistics, just as the vivo X200 Pro ensures smooth performance with its long-lasting 6000mAh Battery.

Bilal Akram (CEO, Papa John's Pakistan) in-



and powerful Dual Flagship Chip, the X200 Pro has become the top choice for business leaders who seek excellence in all aspects of their lives.

roduced an international food chain to the country, ensuring precision in every bite, much like the X200 Pro ensures accuracy with its ZEISS True Color Main Camera and 4K HDR Cinematic Portrait Video.

With its industry-leading 200MP ZEISS APO Telephoto Camera, rapid 90W FlashCharge, and cutting-edge AI-powered enhancements, the vivo X200 Pro is not just a smartphone; it represents excellence. It's no wonder that Pakistan's top business leaders trust it to drive their ambitions.

This is not the first time the country's entrepreneurs have embraced vivo's premium X series. Over the years, from the X60 Pro to the X80, many successful professionals have selected vivo's flagship smartphones for their unmatched quality and innovation.

With the vivo X200 Pro, these business pioneers are not just using a phone; they are carrying a tool that complements their vision for success.



Super landscape mode to telephoto portraits – vivo X200 Pro captures it all

The vivo X200 Pro is leading the way in smartphone photography with its advanced imaging features designed for both amateur and professional photographers. The 200MP ZEISS APO Telephoto Camera, developed in collaboration with ZEISS, is at the core of this innovation, revolutionizing mobile photography. This telephoto lens offers exceptional clarity and detail, enabling users to capture distant subjects with precision. The APO (Apochromatic)

tic colors of the scene. This commitment to color accuracy enhances the storytelling potential of mobile photography, allowing users to convey the true atmosphere of their subjects.

Specialized modes cater to diverse shooting scenarios on the vivo X200 Pro. The Telephoto Portrait mode uses the telephoto lens to create portraits with a natural depth of field and a pleasing bokeh effect. The Telephoto Macro mode captures close-up shots with remarkable detail, revealing

The Super Landscape Mode merges night mode capabilities with landscape photography, creating stunning low-light shots with exceptional dynamic range.

The vivo V3+ Chip plays a crucial role in image processing enhancing the speed and efficiency of photo capture while reducing lag. It contributes to noise reduction and detail enhancement, particularly in low-light conditions. The vivo x Sony LYT-818 Sensor elevates low-light photography by capturing more light and delivering stunning detail, even in challenging conditions.

The 4K HDR Cinematic Portrait Video feature allows for high-resolution videos with cinematic quality, capturing a wide dynamic range that preserves details in shadows and highlights. The portrait aspect ensures sharp focus on subjects with an artistically blurred background, creating professional-looking videos ready for sharing or editing.

The vivo X200 Pro is not just a smartphone with a great camera; it is a complete imaging powerhouse designed for those who want to capture the world as they see it, day or night. Whether zooming into distant landscapes, perfecting nighttime photography, or recording cinematic portraits, the X200 Pro offers an experience that rivals professional cameras, redefining mobile photography for users.

is crucial for success. Some of Pakistan's most influential entrepreneurs and CEOs have chosen the vivo X200 Pro as their preferred smartphone. With its 200MP ZEISS APO Telephoto Camera, impressive 6000mAh Battery, 90W FlashCharge, and powerful Dual Flagship Chip, the X200 Pro has become the top choice for business leaders who seek excellence in all aspects of their lives.



design minimizes chromatic aberrations, ensuring color accuracy even at high zoom levels. This results in sharp and true-to-life images, setting a new standard for smartphone cameras.

The ZEISS True Color Main Camera complements the telephoto capabilities by reproducing colors accurately, delivering vibrant yet realistic images. Whether capturing the subtle hues of a sunset or the rich tones of a bustling market, this camera ensures that every shot reflects the authen-

textures and patterns often missed by standard lenses. The Telephoto Super Stage mode enhances subject isolation in complex environments, ensuring a cinematic and professional feel to every portrait, even in challenging lighting conditions. The Super Landscape Mode enhances the dynamic range and sharpness of wide-angle shots, ensuring clarity in both the foreground and background. This mode captures breathtaking vistas with grandeur, whether it's mountain ranges or city skylines.

JazzCash and PIA join hands to facilitate passengers

Islamabad: JazzCash, Pakistan's leading fintech organisation, has partnered with Pakistan International Airlines (PIA) to enable digital flight payments via JazzCash. The collaboration is particularly significant for the 48 million JazzCash customers, many of whom are located in rural and semi-rural areas and have historically been excluded from traditional banking infrastructures.

Current online booking options require customers to use a credit or debit card or visit PIA's ticketing office in person. Customers can now reserve their PIA tickets through this partnership by calling the airline's helpline. Upon booking, they will receive a unique PSID number, which can be used to pay over the counter at a JazzCash agent or via the app. Once paid, PIA will issue the ticket to the customer, com-

pleting the transaction securely and efficiently.

"By leveraging JazzCash's extensive agent network and robust app, we are

rural and semi-urban areas, to book PIA tickets without the necessity of a conventional bank account or the inconvenience of visiting a

President of JazzCash.

PIA also expressed enthusiasm for the collaboration, highlighting the significance of digital innovation in en-

committed to providing convenience and efficiency to our valued passengers. This collaboration with JazzCash guarantees a smoother booking and payment process, making air travel more accessible for everyone," said Nousherwan Adil, CCO of PIA.

The integration of JazzCash for PIA ticket payments reflects Pakistan's growing adoption of digital financial services. It offers travellers a modern, hassle-free alternative to traditional payment methods.

JazzCash is at the forefront of digitizing public sector payments in Pakistan, partnering with major organisations, including MTAG, Pakistan Railways, Frontier Works Organization (FWO), NADRA, Federal Board of Revenue (FBR), Punjab Food Authority, and Benazir Income Support Program (BISP). ■



enabling millions of Pakistanis, particularly those in

travel agency for ticket issuance," said Murtaza Ali,

enhancing customer experience. "At PIA, we are

Jazz hosts 5G training for FAB officials

Islamabad: Jazz, organized a 5-day 5G training program for officials from the Frequency Allocation Board (FAB) at JazzNUST 5G Innovation Lab.

network optimization, radio network performance management, RAN network slicing, and real-world applications. The sessions provided key in-

commented, "Jazz remains committed to driving Pakistan's digital future through collaboration and knowledge-sharing. This training strengthens industry-academia-government linkages, ensuring informed decision-making and accelerating 5G adoption."

Since its establishment in December 2022, the JazzNUST 5G Innovation Lab has been central to Jazz's vision of preparing Pakistan for the 5G era. It serves as a hub for research, training, and collaboration, equipping stakeholders with the expertise to leverage 5G for national development. Through initiatives like this training and the country's first 5G Hackathon, the lab continues to advance digital transformation and unlock new opportunities across various sectors. ■



Held from February 10 to February 14, the training covered critical aspects of 5G, including end-to-end (E2E) network evolution, air interface technologies, multi-frequency

sights into spectrum planning and network optimization to support Pakistan's digital transformation.

Khalid Shehzad, Chief Technology Officer at Jazz,

A strategic partnership for innovation & growth!

China: Siccotel MD Mr. Usman Sultan had a productive meeting in China with HMD Global's Chief Operating Offi-

distribution and retail strategies, introducing Nokia and HMD devices to Pakistani consumers, exploring manufacturing and



cer (COO) Mr. Alain Lejeune and Vice President of Product Mr. Kc Chang to discuss future collaborations and strategies to establish HMD as the No. 1 smartphone brand in Pakistan.

Key points: Strengthening HMD's presence in Pakistan's smartphone market, improving

after-sales support opportunities. This meeting is a significant step towards providing affordable, reliable, and innovative mobile technology in Pakistan. Stay tuned for updates on our progress! Together, we are shaping the future of mobile technology in Pakistan. ■

PTCL brings Africa-1 submarine cable to Pakistan

Karachi: The ultra-high capacity, Africa-1 submarine cable has successfully made its landfall at Pakistan Telecommunication Company Limited's (PTCL) landing site at Sea View Beach, Karachi. It marks a transformative step in enhancing Pakistan's digital connectivity. This milestone follows Pakistan Telecommunication Company Limited's (PTCL) official agreement to join the Africa-1 cable system consortium, highlighting its mission to integrate Pakistan with key global digital hubs, and rein-

force the national telecommunication infrastructure.

The Africa-1 consortium comprises of leading telecom-

(UAE), G42 (UAE), Telecom Egypt, Zain Oman International (ZOI), Algérie Télécom, TeleYemen and other global

and employ state-of-the-art advanced technologies. The system will link Pakistan with strategic locations, including Saudi Arabia, UAE, Egypt, Sudan, Algeria, France, Kenya, and Djibouti. The cable will be terminated at Africa-1 Cable station in PTCL Exchange Mirishah, Phase-VI, DHA Karachi, further positioning Pakistan as a vital hub in the global digital network.

Sharing his thoughts, Syed Muhammad Shoaib, Group VP International Business at PTCL highlighted the strategic

significance of this collaboration: "PTCL is proud to be a part of the Africa-1 cable system consortium. This partnership aligns seamlessly with Pakistan's Digital Vision 2030 and our commitment to empowering the communities by bridging the digital divide. By establishing strong, reliable connections to key international hubs, PTCL aims to provide faster, world-class internet services enabling innovation across sectors and strengthening Pakistan's position in the global economy." ■



munications companies including Mobily (Saudi Arabia), e&

service providers. The cable system spans 10,000 kilometres

Jazz

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Nestlé and CDA partner to launch urban forest initiative with goal of planting 100,000 trees

Islamabad: Nestlé Pakistan, as part of its sustainability vision, has partnered with the Capital Development Authority (CDA) to green Islamabad with 100,000 new trees. This large-scale plantation drive, inaugurated by Coordinator to the Prime Minister on Climate Change Romina Khurshid Alam, is part of Nestlé's commitment to environmental sustainability under its Nestlé Cares initiative. The project aligns with the company's goal of achieving Net Zero by 2050 and contributes to reducing the carbon footprint.

The launch event was attended by key government and private sector representatives, including Secretary Interior Capt (retd) Khurram Agha, Secretary Climate Change Aisha Humera, Secretary Education Mohyuddin Wani, CDA

Chairman Muhammad Ali Randhawa, and Swiss Embassy Chargé d'Affaires Clau-

the importance of public-private partnerships in addressing climate change. "This urban

trees; we are investing in the well-being of future generations," she stated.

Nestlé Pakistan CEO Jason Avanceña reiterated the company's dedication to sustainability, saying, "Climate change is an undeniable challenge, and we all have a responsibility to take action. Nestlé continues to invest in initiatives like urban forests to create long-term environmental benefits. Reversing deforestation and promoting green spaces are essential steps toward a better tomorrow."

Secretary Interior Capt (retd) Khurram Agha expressed optimism about the initiative, saying, "I hope this effort inspires more organizations and individuals to take part in climate action, aligning with Pakistan's broader environmental goals."



dia Thomas, along with Nestlé Pakistan CEO Jason Avanceña.

Speaking at the event, Coordinator to the PM on Climate Change Romina Khurshid Alam emphasized

forest initiative is a testament to the power of collaboration. Nestlé's support in driving this project with CDA highlights the critical role businesses can play in creating a sustainable future. We are not just planting

Zong 4G forms partnerships to enhance global connectivity in ME

Islamabad: Zong 4G participated in Capacity Middle East 2025, solidifying its position in the region's evolving digital infrastructure landscape event held at Grand Hyatt Dubai



Conference & Exhibition Centre, UAE, provided a dynamic platform for the company to strengthen partnerships, explore new opportunities, and advance global connectivity solutions.

Over the three-day event, Zong's LDI and International Business (IB) team engaged

with key industry leaders at Capacity Middle East. The platform brought together participants from 90 countries and over 800 companies. These interactions helped strengthen operator-to-operator relations and secure strategic bilateral agreements.

Zong 4G partnered with KAOPU Cloud for co-location and infrastructure services and became an ICT partner for Data-Grid, further expanding its technological reach. The company also strengthened its portfolio in carrier management, A2P SMS, international calling, and fixed infrastructure while engaging with regulators, investors, and content platforms to reinforce its position in the global telecom ecosystem.

Coca-Cola Pakistan extends support to the school nutrition program

Karachi: Coca-Cola Pakistan joins hands with Punjab Food Authority (PFA) to support the Government of Punjab's School Nutrition



Program. The program's pilot phase addresses nutritional deficiencies among primary school-age children, empowering them to make informed food choices that enhance their growth, development, and academic performance.

The PFA has partnered with Coca-Cola to improve the program's reach and impact, recognizing the importance of collaborative efforts in addressing nutritional needs. Coca-Cola Pakistan has contributed high-quality nutrition meal boxes to support this commendable initiative. The team of Punjab Food Authority and a team of Coca-Cola employees distributed the nutrition boxes among the students of SOS Village School, Ferozepur Road, Lahore.

Coca-Cola Pakistan and its Turkish Bottling partner CCI Pakistan are committed to supporting initiatives that promote the well-being of communities.

Master Changan Motors achieves 50,000 vehicle production milestone

Karachi: Master Changan Motors Limited (MCML), a joint venture between Master Group of Industries and Changan Automobile, has achieved another historic milestone—producing 50,000 vehicles in Pakistan within five years. The achievement was celebrated at MCML's state-of-the-art manufacturing plant in Port Qasim.



BYD officially commence vehicle deliveries in Pakistan

Karachi: BYD, the world's largest New Energy Vehicles (NEVs) manufacturer, has commenced vehicle deliveries in Pakistan in partnership with Mega Motor Company (MMC), marking a major milestone in the country's transition toward sustainable mobility. Karachi, Lahore and Islamabad customers will receive their much-anticipated BYD vehicles, signifying the brand's strong commitment to the local market. BYD & MMC aim to deliver up to 100 cars within the first 48 hours of starting operations.



HBL and S&P Global launch the PMI to enhance economic insights

Karachi: HBL, in collaboration with S&P Global, announced the launch of the HBL S&P Global PMI® (Purchasing Managers' Index™) series for Pakistan. This landmark initiative aims to provide valuable data and timely insights into the overall economic health of Pakistan's manufacturing sector, marking a significant advancement in financial analysis for the country.

The HBL S&P Global PMI is a standardized and internationally recognized economic indicator that will be released monthly. It offers critical data on various aspects of the economy.

TikTok hosts Creator Awards 2024 for TikTok community in Pakistan

Islamabad: In a grand celebration of creativity, TikTok hosted its prestigious Creator Awards 2024 in Lahore for the third time in Pakistan. This highly anticipated award recognizes the exceptional talent of Pakistani creators who have transformed digital content in the country.

The awards celebrated creators across a diverse range of categories, highlighting their creativity, impact, and ability to inspire millions through engaging and innovative content. This year, awards were pre-



sented in ten categories.

Saif Mujahid, Head of Content Operations, Pakistan at TikTok, said: "TikTok Creator Awards highlight the extraordinary creativity and skill of our Pakistani community on TikTok. We are thrilled to celebrate the creators who have not only entertained and educated us but also contributed to the dynamic and diverse digital culture. And hosting the event for the third time in Pakistan reflects our ongoing efforts to support and encourage local talent."

PTCL Group welcomes banking veteran Tooran Asif as President & CEO of UBank

Islamabad: PTCL Group, the largest ICT services provider in Pakistan, is pleased to announce the appointment of seasoned banker, Tooran Asif as the new President & Chief Executive Officer (CEO) of U Microfinance Bank Limited (UBank). With a distinguished career spanning over three decades in digital and retail banking, Tooran Asif is poised to steer UBank into its next phase of growth and innovation.

Prior to joining UBank, Tooran Asif was serving as CEO for KT Bank Pakistan Limited (under formation digital bank). Previously, he was associated with Mashreq Bank UAE and held several senior appointments includ-

ing Head of Consumer Bank-

ing, where he played a pivotal

hancing the business proposi-
tion and digitalization of
ANZ Bank where he honed
his expertise in financial in-
clusion and business transfor-
mation. Mr. Asif brings
several years of international
experience across Asia, the
Middle East, and the UK. He
holds a degree in Electrical
Engineering and an MBA
from the Institute of Business
Administration (IBA).

In his role as Chairman,
Board of Directors, U Micro-
finance Bank and also Presi-
dent and Group CEO, PTCL
& Ufone 4G, Hatem Bama-
traf welcomed Tooran Asif
aboard, expressing confi-
dence in his ability to drive
UBank forward. Hatem Bama-
traf stated: "We are exci-
ted to welcome Tooran Asif
as the new President & CEO
of U Microfinance Bank

Limited. His leadership in re-
tail and digital banking, com-
bined with his unwavering
commitment to financial in-
clusion, aligns perfectly with
UBank's mission to empower
individuals and businesses
across Pakistan. We look for-
ward to the remarkable mile-
stones the bank will reach
under his leadership. PTCL
Group remains committed to
supporting UBank's contin-
ued growth and success.

His appointment follows
the tenure of Mohamed Essa
Al Taheri, who served as the
Acting President & CEO dur-
ing the transition period. UBank extends its heartfelt
gratitude to Al Taheri for his
leadership and invaluable
contributions in steering the
bank during this phase. ■



role in driving digital trans-
formation of the consumer
business. As CEO of
Mashreq Al Islami, he built a
robust Islamic business by en-

services. His career also in-
cludes senior leadership roles
at globally renowned institu-
tions such as Standard Char-
tered Bank, Citigroup and

Abacus wins 9 Global Best Practice Awards

Karachi: Abacus, a technol-
ogy, outsourcing and manage-
ment consulting, has been
honored with nine Best Practice
Awards across all categories
during prestigious Annual
Global Diversity, Equity & In-
clusion Benchmarks Awards &
Conference 2025. This remark-
able achievement underscores
Abacus's commitment to nur-
turing a workplace culture that
prioritizes diversity, equity, and
inclusion (DEI) as fundamental
pillars of its success.

Fatima Asad-Said, CEO of
Abacus, expressed her delight
in this achievement, stating: "This
recognition is a testament to our
unwavering dedication to em-

bedding diversity, equity, and in-
clusion into the very fabric of
our organization. It reflects the

that a diverse and inclusive
workplace is not just a moral
imperative but a business neces-



hard work and commitment of
our entire team and aligns with
the strategic vision set by our
Board. At Abacus, we believe

sity. These awards inspire us to
continue building a culture
where everyone can thrive and
meaningfully contribute. ■

Alam Group enters into a MoU with C&D Clean Energy



Lahore: C&D Clean Energy
has signed MoUs with six Paki-
stani partners to expand its op-
erations in Pakistan and South
Asia. Companies like Bahum
Associates, Integra Energy
Group, Pantera Energy, and
SSEM Enterprises are among
the new partners. Additionally,

C&D has partnered with Alam
Energy, a well-known company
in Pakistan's leather, polymer,
and textile industries. Directors
Hamad Shafiq Alam and Adeel
Shafiq Alam of Alam Group of
Companies signed the agree-
ment with GM Michael K Lee
of C&D Clean Energy. ■

Hotel One Vogue in Mall 35, Rawalpindi opened

Rawalpindi: Pearl-Conti-
nental of Hashoo Group has
announced the grand opening
of Hotel One Vogue in Mall 35,
Rawalpindi in collaboration
with Zameen Developments
and EBCO Constructions. Lo-
cated in the bustling Saddar
area, with dual access from
Mall Road and Main Haider
Road, this modern property sets
a new standard for accessible
and refined hospitality in the
city. Hotel One Vogue is a pio-
neering new hospitality concept
within the Hotel One brand
under the PC Hospitality Divi-
sion portfolio with over 30 ho-
tels nationwide—an innovative
approach that redefines con-
temporary yet accessible
stays. ■

Meta hosts Ramzan Bazaar to celebrate #MonthofGood in Pakistan

Islamabad: Meta is excited
to host the Ramzan Bazaar, a
lively celebration of the holy
month of Ramzan. This special
event is part of the #Monthof-
Good campaign, which aims to
creators and local small busi-
nesses in Pakistan and spread
the joy and sense of Ramzan.

The event featured engaging
activities such as paani puri
stacking and kheer decoration,
bringing entertaining challenges
to the attendees. A festive drum
circle added to the atmosphere,
with participants enjoying the
rhythmic music. Showcasing
local talent, the Meta AI display
showcased Digital Ammi by
Food Fusion, Going Viral
Coach by Hamza Bhatti, and
Mr Churra by Bilal Munir, each
offering a distinct digital experi-
ence. The event also highlighted
small businesses, with brands
like Sukooon, Ashraf Naturals,
and Adore.PK showcasing their

handcrafted and locally made
products, celebrating innovation
and entrepreneurship.

Meta will also share a

perspectives of various Paki-
stani creators throughout
Ramzan.

"We are excited to celebrate



#MonthofGood content series
on Meta Pakistan's official
WhatsApp channel, showcas-
ing how Meta's apps and Meta
AI bring together a vibrant com-
munity of billions, where indi-
viduals discover, share, and
connect over their interests. This
will be captured through the

Ramzan with our creators in
Pakistan," said Yu Yu Din,
Strategic Partner Manager,
Global Partnerships for Meta in
Pakistan. "This #Monthof-
Good campaign embodies the
values of creativity, community,
and connection that are central
to our platforms." ■

PNTDC inaugurates new control room

Islamabad: The National
Transmission & Despatch
Company (NTDC) has success-
fully achieved a milestone in the
SCADA-III project with partial
activation of the new Control
Room and Supervisory Control
and Data Acquisition (SCADA)
system becoming partially live,
installed at the National Power
Control Centre (NPCC), Islam-
abad. The system was inaugu-
rated by MD NTDC, Engr
Muhammad Waseem Younas
and senior NTDC officers.

During the inauguration
ceremony, MD said that this is
a happy moments for all of us.
Extending NTDC manage-
ment's heartfelt congratulations
to all the teams involved in im-
plementation of SCADA-III
project, he said that SCADA-III
project will bring numerous
benefits to NTDC and the na-
tional grid. ■

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vivo X200 Pro



Display	6.78"
Camera	Front 32MP Rear Camera 50+50+200MP
Battery	6000mAh
Memory	RAM & ROM 16GB+512GB
Charging	90W

vivo V40 5G



Display	6.78"
Camera	Front Camera:50MP Rear Camera:50+50MP
Battery	5500mAh
Memory	RAM & ROM 12GB+256GB
Charging	80W Flash Charge

vivo Y28



Display	6.68"
Camera	Front Camera:8MP Rear Camera:50+2MP
Battery	6000mAh
Memory	RAM & ROM 6GB+128GB 8GB+128GB
Charging	44W Flash Charge

vivo V40e 5G



Display	6.77"
Camera	Front 50MP Rear Camera 50+8MP
Battery	5500mAh
Memory	RAM & ROM 8GB+256GB
Charging	80W FlashCharge

vivo Y18



Display	6.56"
Camera	Front Camera:8MP Rear Camera:50+0.08MP
Battery	5000mAh
Memory	RAM & ROM 4GB+128GB 6GB+128GB
Charging	15W

vivo Y200



Display	6.67"
Camera	Front Camera:32MP Rear Camera:50+2MP
Battery	5000mAh
Memory	RAM & ROM 8GB+256GB
Charging	80W Flash Charge



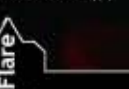
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POWER 300 3000mAh

3D MUSIC
1.8" DISPLAY
Leather Design Cover

vivo Y03t

Display	6.56"
Camera	Front Camera:5MP Rear Camera:13+0.08MP
Battery	5000mAh
Memory	RAM & ROM 4GB+64GB 4GB+128GB
Charging	15W

vivo Y19s

Display	6.68"
Camera	Front Camera:5MP Rear Camera:50+0.08MP
Battery	5500mAh
Memory	RAM & ROM 4GB+128GB 6GB+128GB
Charging	15W Fast Charge

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Flare

27




Realme 12
Rs. 59,999



Processor	Chipset: Qualcomm Snapdragon 685 CPU: Octa-core (2 x 2.2 GHz Cortex-A76 + 6 x 2.0 GHz Cortex-A55)
Display	6.7 Inches, AMOLED Capacitive Touchscreen
Camera	Front: 16 MP, f/2.4, 24mm (wide), MP, Main : Dual Camera 50 MP, f/1.8, 26mm (wide), 1/1.67", PDAF+ 2 MP, f/2.4, (depth),
Battery	5000 mAh (Li-Po Non removable)
Memory	RAM 8GB ROM 256 GB

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Rs. 49,999



Processor	Chipset: Qualcomm SM7125 Snapdragon 720G (8 nm), CPU: Octa-core (2 x 2.3 GHz Kryo 465 Gold + 6 x 1.8 GHz Kryo 465 Silver)
Display	6.4 Inches Super AMOLED Capacitive Touchscreen
Camera	Front: 32 MP, Main: Quad Camera 64 MP, f/1.8, 26mm (wide), 1/1.72", PDAF + 8 MP, f/2.3, 16mm (ultrawide), 1/4.0" + 2 MP, f/2.4, (macro) + 2 MP, f/2.4, (depth),
Battery	4500 mAh (Li-Po Non removable)
Memory	RAM & ROM 8GB + 128GB

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Flare

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- Display** 6.52 Inches IPS LCD Capacitive Touchscreen
- Camera** Front: 8 MP, Main: 13MP Triple Camera
- Battery** 5000 mAh (Li-ion Non removable)
- Memory** RAM 4GB ROM 128GB

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16 PRO

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Rs:42,999

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- Processor** Chipset: MediaTek Helio G99, CPU: 2.3Ghz Octa Core
- Display** 6.7 Inches AMOLED Capacitive Touchscreen
- Camera** Front: 16 MP, Main: 50 MP Triple Camera
- Battery** 5000 mAh (Li-Po Non removable)
- Memory** RAM 8GB ROM 128GB



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CAMERA: 50MP (wide), 12MP (ultra-wide), 5MP (macro), 8MP (front)
MEMORY: 8GB RAM + 128GB ROM

4GB + 128GB RRP 49,999 | 8GB + 256GB RRP 59,999

PTA

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Rs. 25,999

Processor Chipset: Unisoc T606, CPU: Octa-core

Display 6.6" HD+(1612*720), 90Hz, Hole

Camera Front: 8 MP, Main: 50 MP

Battery 5000 mAh

Memory RAM 8GB(4+4) ROM 128GB

Samsung Galaxy A24
Rs. 72,999

Processor Chipset: Mediatek MT8781 Helio G99 (6nm) CPU: Octa-core (2 x 2.2 GHz Cortex-A76 + 6 x 2.0 GHz Cortex-A55)

Display 6.5 Inches, Super AMOLED Capacitive Touchscreen

Camera Front: 13 MP, Main: Triple Camera 50 MP, f/1.8, (wide), PDAF, OIS + 5 MP, f/2.2, (ultrawide), 1/5" + 2 MP, f/2.4, (macro)

Battery 5000mAh (Li-Po Non removable),

Memory RAM 8GB ROM 128GB

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Samsung Galaxy A15
Rs. 52,999

Processor Chipset: Mediatek Helio G99 (6 nm), CPU: Octa-core (2 x 2.2 Ghz Cortex-A76 + 6 x 2.0 Ghz Cortex-A55)

Display 6.5 Inches, Super AMOLED Touchscreen

Camera Front: 13 MP, f/2.0, (wide) Main: Triple Camera: 50 MP, f/1.8, (wide), AF + 5 MP, f/2.2, (ultrawide) + 2 MP, f/2.4, (macro)

Battery 5000mAh (Li-Po Non removable)

Memory RAM 6GB ROM 128GB

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13MP Rear Camera
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Quad-Core 2.0GHz, 12nm

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Infinix Note 40

Processor
Chipset: Mediatek Helio G99 Ultimate, CPU: Octa-core (2x2.2 GHz Cortex-A76 & 6x2.0 GHz Cortex-A55)

Display
6.78 Inches, AMOLED, 120Hz, 1300 nits (peak)

Camera
Front: 32 MP, Main: Triple 108 MP, f/1.9, (wide), 1/1.52", PDAF 2 MP, f/2.4, 3rd unspecified camera

Battery
5000 mAh (non removable)

Memory
RAM 8GB ROM 256GB

Infinix Hot 40

Processor
Chipset: Mediatek MT6769H Helio G88 (12nm), CPU: Octa-core (2 x 2.0 GHz Cortex-A75 + 6 x 1.8 GHz Cortex-A55)

Display
6.78 Inches, IPS LCD, 90Hz, 500 nits (peak)

Camera
Front: 32 MP, Main: Triple Camera 50 MP, f/1.6, (wide), AF + 2 MP, f/2.4, (macro) + 0.08 MP, (auxiliary lens)

Battery
5000mAh (Non removable)

Memory
RAM 8GB ROM 256GB



TECNO



TECNO SPARK 20 PRO PLUS

- Display** 6.78" AMOLED 120Hz
- Camera** Front Camera: 32MP
Rear Camera: 108MP
- Memory** 16GB Ram+256GB ROM
(8GB+8GB Extended)
- Charging** 33W, Super Charge
- Battery** 5000mAh

TECNO



TECNO SPARK 20 PRO

- Display** 6.78" IPS LCD
- Camera** Front Camera: 32MP
Rear Camera: 108MP
- Memory** 16GB Ram+256GB ROM
(8GB+8GB Extended)
- Charging** 33W, Super Charge
- Battery** 5000mAh

TECNO



TECNO SPARK 20C

- Display** 6.6" IPS LCD
- Camera** Front Camera: 8MP
Rear Camera: 50MP
- Memory** 8GB Ram+128GB ROM
(4GB+4GB Extended)
- Charging** 18W, Fast Charge
- Battery** 5000mAh

TECNO



TECNO CAMON 30 PRO 5G

- Display** 6.78" AMOLED 144Hz
- Camera** Front: 50MP
Rear: 50MP (OIS) Sony IMX890
Sensor + 50MP UW-2MP
- Memory** 12GB Ram+512GB ROM
(12GB+12GB extended)
- Charging** 70W, Ultra Charge
- Battery** 5000mAh

TECNO



TECNO CAMON 30 PREMIER 5G

- Display** 6.78" AMOLED 144Hz
- Camera** Front: 50MP
Rear: 50MP Sony IMX890 (OIS)
+50 3x+50 UW-15P
- Memory** 12GB Ram+512GB ROM
(12GB+12GB extended)
- Charging** 70W, Ultra Charge
- Battery** 5000mAh

TECNO



TECNO CAMON 30

- Display** 6.78" AMOLED 120Hz
- Camera** Front: 50MP
Rear: 50MP
- Memory** 12GB Ram+256GB ROM
(12GB+12GB extended)
- Charging** 70W, Ultra Charge
- Battery** 5000mAh

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جنوری کے اندر جو پاکستان میں آئے
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پاکستان میں امپورٹ ہوئی والے موبائل فون کے یہ اعداد و شمار ہیں اور اس بات سے اندازہ
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Import Data Smart Phones (Importer Wise)

Importer Name	Brand	Jan-25	
		Qty	Amt
FUTURE TECH	APPLE	115	99,618
CITI TECHNOLOGIES (PRIVATE) LIMITED	APPLE	290	96,901
SMART SOLUTIONS	APPLE	1,674	620,664
AL NAFFESA ENTERPRISES	APPLE		
GNEXT SOLUTIONS (PRIVATE) LIMITED	APPLE		
GNEXT TECHNOLOGIES (PRIVATE) LIMITED	APPLE	2,502	2,980,764
SAHAA TRADERS	APPLE	158	61,516
ACTION MOBILE	APPLE		
MOBCARRY (PRIVATE) LIMITED	APPLE	188	64,614
MICROTEL TRADING	APPLE	561	194,331
MOBO MOBILE (PVT.) LIMITED	APPLE		
SMART TECHNOLOGIES	APPLE	955	276,101
LEADING EDGE PAKISTAN (PRIVATE) LIMITED	APPLE	2,476	2,897,725
WAQAS MOBILES	APPLE		
MYSHA ENTERPRISES	APPLE		
NAYYAR ENTERPRISES	APPLE		
YELLOSTONE TECHNOLOGIES (PRIVATE) LIMITED	APPLE	489	544,186
M/S. C RIGHT MOBILE	APPLE		
TRADE BATCH INTERNATIONAL	APPLE		
MY REHMANI TRADERS	APPLE		
GREEN ENTERPRISES	APPLE		
CORETECH	APPLE	390	799,058
S.A.Q COMMUNICATION	APPLE	5,365	1,736,845
USRA COMMUNICATION	APPLE		
PICK N SAVE	APPLE		
EUROTEL TRADING	APPLE	879	318,028
AL-BARKAT SYSTEMS	APPLE	69	20,897
HEAVEN TECHNOLOGIES	APPLE		
SICCOTEL TRADING	APPLE	191	224,331
UNITED TRADERS	APPLE		
FAYWA TRADING (PRIVATE) LIMITED	FAYWA	6	186
S.A.Q COMMUNICATION	GOOGLE	1,419	132,121
AL-BARKAT SYSTEMS	GOOGLE	32	1,831
SMART SOLUTIONS	GOOGLE	97	7,074
POLE COMMUNICATION TECHNOLOGY (PRIVATE) LIMITED	HELLO TECH		
EXPERT TECH SOLUTIONS	BLACKVIEW	500	55,000
AZURE TECH (PRIVATE) LIMITED	SEGO	22,400	926,699
A.S. TELECOM (PRIVATE) LIMITED	ALLCALL		
PREMIER CODE (PRIVATE) LIMITED	D CODE	5,000	222,250
SWIFT BIZ SOLUTIONS PVT LTD	DIGIT 4G	1,500	64,023
PICK N SAVE	DIGNO		
ALPHA ENETWORK (PRIVATE) LIMITED	M-HORSE		
A.S. TELECOM (PRIVATE) LIMITED	ETEL		
INNOVI TECHNOLOGIES	HONOR		
INNOVI TELECOM (PVT.) LIMITED	INFINIX	175,720	16,390,183
ZENITH ENTERPRISE	INFINIX	2,790	495,150
CARLCARE SERVICE (PVT.) LIMITED	INFINIX	7	1,290
SICCOTEL TRADING	INFINIX		
MOBICELL (PRIVATE) LIMITED	INFINIX		
TRANSSION TECNO ELECTRONICS (PRIVATE) LIMITED	INFINIX	100,000	6,827,375
CARLCARE SERVICE (PVT.) LIMITED	ITEL	4	524
ENERCOM TECHNOLOGIES (PRIVATE) LIMITED	ITEL	10,000	559,048
TECNO PACK ELECTRONICS (PRIVATE) LIMITED	ITEL		
TRANSSION TECNO ELECTRONICS (PRIVATE) LIMITED	ITEL	14,000	1,320,021
YOUNG TECH (PRIVATE) LIMITED	KDD		
S.A.Q COMMUNICATION	MOTOROLA	15	608
TECH SIRAT (PRIVATE) LIMITED	MOTOROLA	1,801	300,705
FORTLINE (PRIVATE) LIMITED	MOTOROLA		
SICCOTEL TRADING	NOKIA		
UNITED NATION	NOKIA		
STRATEGIC LOGISTIC SERVICES (PRIVATE) LIMITED	NO NAME		
ACTION MOBILE	NO NAME		
ICONIC STARS ELECTRONICS	NO NAME		
A.S. TELECOM (PRIVATE) LIMITED	NO NAME		
AZURE TECH (PRIVATE) LIMITED	NO NAME		
PICK N SAVE	NO NAME	3	93
EXERT TECH (PRIVATE) LIMITED	OPPO	41,000	4,333,000
UNITED COMMUNICATION (PVT.) LIMITED	Q MOBILE		
EXERT TECH (PRIVATE) LIMITED	REALME	127,000	8,600,000
SUNTON MOBILE TECH (PRIVATE) LIMITED	REALME		
LOGISTICS PROPEL	REALME	6	1,840
PICK N SAVE	SAMSUNG		
S.A.Q COMMUNICATION	SAMSUNG	245	52,596
AL-BARKAT SYSTEMS	SAMSUNG	44	7,160
SAMSUNG EC PAKISTAN (PRIVATE) LIMITED	SAMSUNG	33	7,450
GREEN ENTERPRISES	SAMSUNG		
LUCKY MOTOR CORPORATION LIMITED	SAMSUNG	120,424	20,546,686
SAHAA TRADERS	SAMSUNG		
EUROTEL TRADING	SAMSUNG		
YOUNG TECH (PRIVATE) LIMITED	SD MOBILE		
AIR LINK COMMUNICATION LTD	TECNO	30,000	1,647,284
ADVANCE TELECOM (PVT.) LIMITED	TECNO		
TRANSSION TECNO ELECTRONICS (PRIVATE) LIMITED	TECNO	58,000	4,732,325
CORETECH	TECNO		
SICCOTEL TRADING	TECNO		
CARLCARE SERVICE (PVT.) LIMITED	TECNO	9	2,450
EZEE SOLUTIONS	ULEPHONE	160	14,240
COASTAL JADE TECHNOLOGY (PRIVATE) LIMITED	VIVO	240,921	26,766,956
SSH TELECOM (SMC-PRIVATE) LIMITED	VGOTEL	20,001	787,224
CARLCARE SERVICE (PVT.) LIMITED	VILLAON		
INNOVI TELECOM (PVT.) LIMITED	VILLAON	10,000	322,000
EDGE CONSULTING SOLUTIONS	XIAOMI		
CORETECH	XIAOMI	3,020	590,976
GLOBAL CUSTOMER CARE (PRIVATE) LIMITED	XIAOMI		
STRATEGIC LOGISTIC SERVICES (PRIVATE) LIMITED	XIAOMI	2	700
OPTIMUS	XIAOMI	9	2,700
SELECT TECHNOLOGIES (PRIVATE) LIMITED	XIAOMI	149,800	11,172,392
UNITED COMMUNICATION (PVT.) LIMITED	X MOBILE		
DEPLOY (PVT.) LIMITED	X MOBILE	5,060	334,100
VERIBEST BRANDS PAKISTAN PRIVATE LIMITED	X MOBILE	3,030	272,700
PREMIER CODE (PRIVATE) LIMITED	ZEEKER		
VERIBEST BRANDS PAKISTAN PRIVATE LIMITED	ZTE	19,590	1,245,270
AZURE TECH (PRIVATE) LIMITED	ZTE		
UNITED COMMUNICATION (PVT.) LIMITED	ZTE		
APPLE		16,302	10,435,579
ALLCALL			
GOOGLE		1,548	141,025
FAYWA		6	186
ULEPHONE		160	14,240
HELLO TECH			
SEGO		22,400	926,699
BLACKVIEW		500	55,000
D CODE		5,000	222,250
DIGIT 4G		1,500	64,023
DIGNO			
M-HORSE			
ETEL			
HONOR			
INFINIX		278,517	23,713,998
ITEL		24,004	1,879,593
KDD			
MOTOROLA		1,816	301,313
NOKIA			
NO NAME		3	93
OPPO		41,000	4,333,000
Q MOBILE			
REALME		127,006	8,601,840
SAMSUNG		120,746	20,613,893
SD MOBILE			
TECNO		88,009	6,382,059
VIVO		240,921	26,766,956
VILLAON		10,000	322,000
VGOTEL		20,001	787,224
X MOBILE		9,090	606,800
XIAOMI		152,831	11,766,768
ZEEKER			
ZTE		19,590	1,245,270
Total		1,180,950	119,179,808



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تصویری خبرنامہ

تصویری خبرنامہ



وزیر اعظم شہباز شریف آذربائیجان کے صدر سے ملاقات کر رہے ہیں، دوسری طرف وزیر اعظم کو گارڈ آف آنر پیش کیا جا رہا ہے



اسلام آباد: آسٹریلیو چیف کوشنریل ہاکنز خواتین کھلاڑیوں کے ساتھ سٹیپی لے رہے ہیں

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لاہور: ہارس اینڈ کیٹل شو کے دوران پھولوں کی نمائش میں شہری دلچسپی لے رہے ہیں



بہاولپور: وفاقی وزیر ریاض بیڑا کو صادق اسکول میں گارڈ آف آنر پیش کیا جا رہا ہے

اسلام آباد: جاپانی سفیر قومی ورثہ کے تحت تصویری نمائش میں شریک ہیں

لاہور: خواتین کے عالمی دن کے حوالے سے خواتین ریلی نکال رہی ہیں



لاہور، اسلام آباد میں خواتین آر جے پروگرام کر رہی ہیں

فیصل آباد: مزدور پلازے کے تعمیراتی کام میں مصروف ہیں



فیملی فنکشن میں شریک محمد حسین اور حمدان وسم کا خوبصورت انداز

لاہور: ریڑھی بان لچھے فروخت کر رہا ہے

راولپنڈی: کینٹی چوک میں مرمتی کام کے دوران ٹریفک جام کا منظر

MONTHLY X
PLUS
200GB
ENDLESS JAZZ MINUTES

1500 OTHER NETWORK
MIN
40 INT'L MINUTES (USA, CANADA, AUSTRALIA, CHINA)
200K HANDSET INSURANCE

Rs. 2500 LOAD
CODE *872#

Flare
20

تصویری خبرنامہ

تصویری خبرنامہ



اسلام آباد: صدر آصف زرداری ترک ہم منصب سے خوشگوار موڈ میں گفتگو کر رہے ہیں



اسلام آباد: وزیر اعظم شہباز شریف اور ترک صدر مصفا قیصر کے درمیان ملاقات



ڈی جی خان: وزیر اعظم شہباز شریف این ایچ 55 کا افتتاح کر رہے ہیں



اسلام آباد: موٹا ریسٹورنٹ کے سابق ملازمین احتجاج کر رہے ہیں



اسلام آباد: فن فیسٹ میں شریک بچے کھیل رہے ہیں



لاہور: وزیر اعظم شہباز شریف، شہید لیفٹیننٹ حسن اشرف کی نماز جنازہ میں شریک ہیں



اسلام آباد: لوک ورکس میں شریک خواتین ویڈیو میڈ ٹرک دکھا رہی ہیں



راولپنڈی: بیٹھیل ویمن ڈسے پر نمائش میں شریک شہری پیشنگ دکھا رہے ہیں



اسلام آباد: صدر پی ایف یو جے افضل بٹ احتجاجی مظاہرین سے خطاب کر رہے ہیں



لاہور: ہارس اینڈ کیکل شو کے دوران سائیکل ریس میں بڑی تعداد میں نوجوان شریک



راولپنڈی: راجہ بازار کی ایک سڑک کو بلاک لگا کر بند رکھا گیا ہے



اسلام آباد: واٹس نیول چیف واٹس ایڈمرل اویس احمد گالف چیمپئن شپ میں شاٹ کھیل رہے ہیں



اسلام آباد: سیکرٹری ماحولیاتی تبدیلی عائشہ حیدر اطہا بات کے ہمراہ پودا لگا رہی ہیں



اسلام آباد: ایف 18 ٹرینچنگ پر تعمیراتی کام جاری ہے



فیصل آباد: بچے علامہ اقبال لائبریری کا دورہ کر رہے ہیں



لاہور: ڈاگ شو میں خواتین اپنے پالتو کتوں کے ساتھ تصاویر بنوا رہی ہیں





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محمد اعجاز تنویر
جب بھی کوئی کاروباری کمپنی اپنا کاروبار کسی دوسرے ملک میں بڑھانے کا فیصلہ کرتی ہے، وہ جائزہ لیتی ہے کہ کون سا ملک اس کے لئے بہتر ہوگا۔ وہ خوب چھان چھان پھانک کے بعد کسی ایک ملک کا انتخاب کرتی ہے اور پھر وہاں اپنا کاروبار شروع کرنے کے لئے اگلے مراحل طے کرتی ہے۔ وہ دیکھتی ہے کہ وہاں

کی فہرست مرتب کی گئی ہے جہاں کاروبار شروع کرنا سب سے زیادہ آسان ہے۔ 2020ء میں ورلڈ بینک کی طرف سے مرتب کردہ اس رپورٹ میں پہلا نمبر نیوزی لینڈ، دوسرا سنگا پور، تیسرا ہانگ کانگ، چوتھا ڈنمارک اور پانچواں جنوبی کوریا ہے۔ ان کے بعد بالترتیب امریکا، جارجیا، برطانیہ، ناروے اور سویڈن ہیں۔ 190 ممالک کی فہرست میں بھارت 63 ویں اور پاکستان 108 ویں نمبر پر ہے۔ فہرست کے مطابق

پاکستان بزنس فرینڈلی ملک کیسے بن سکتا ہے؟

قزاقستان، آذربائیجان، کینیڈا، روانڈا، ازبکستان، منگولیا، بھوٹان، نیپال، سری لنکا اور تاجکستان جیسے ممالک پاکستان سے بہتر کاروبار دوست ماحول رکھتے ہیں۔

ان ممالک کی رینٹنگ چند اشاریوں کی بنیاد پر مرتب کی گئی ہے جس میں کاروبار شروع کرنا، کنسٹرکشن پرمٹ کا معاملہ، بجلی کا حصول، رجسٹریشن کا مرحلہ، قرضہ لینے کی سہولت، چھوٹے سرمایہ کاروں کا تحفظ، ٹیکسوں کی ادائیگی، سرحدوں کے ادھر ادھر تجارت، اور معاہدوں کی بابت کوئی تنازعہ ہو جائے تو اس کے حل پر کتنا وقت لگتا ہے، کتنا خرچ آتا ہے وغیرہ وغیرہ۔ ورلڈ بینک ہر سال ایسے ممالک کی رینٹنگ کرتا ہے۔ سن 2020ء میں آخری رپورٹ جاری کی گئی تھی، اس کے بعد بعض ایڈیٹرز کی بنا پر یہ سلسلہ منقطع کر دیا گیا۔ آخری رپورٹ کے مطابق دنیا کے 115 ممالک نے کاروبار کرنے کے معاملے کو آسان کرنے کی کوشش کی۔ انھوں نے خاص طور پر لوگوں کو کاروبار شروع کرنے، کنسٹرکشن پرمٹ کے معاملات، بجلی کے حصول اور ٹیکسوں کی ادائیگی کے مراحل کو آسان بنایا ہے۔ نئے کاروباری افراد کے لئے سب سے زیادہ آسانی

آپریٹل اخراجات کتنے انھیں گے، افراد کو پر کتنا خرچ آئے گا؟ پھر دیکھا جاتا ہے کہ حکومت کتنا ٹیکس عائد کرتی ہے؟ کاروبار سے متعلق اس کی پالیسیاں کیا ہیں؟ اس کے علاوہ ان سوالات پر بھی ضرور غور کیا جاتا ہے کہ وہاں میٹروپولیٹن پورٹ پر اخراجات کس قدر اٹھتے ہیں؟ کرپشن کے باب میں وہ ملک کیسا ہے؟ ٹیکسیشن کا ماحول سوزوں ہے یا نہیں؟ طرز حکومت کس قدر صاف اور شفاف ہے؟ اس تناظر میں سب سے زیادہ بزنس فرینڈلی ملک وہ ہوتا ہے جہاں زیادہ اخراجات نہ اٹھیں اور کاروباری استحکام نصیب ہو۔ ایسا ہی ملک سرمایہ کاروں اور کارپوریٹرز کے لئے جنت قرار پاتا ہے۔

بزنس فرینڈلی ممالک کون کون سے ہیں؟

مختلف جائزہ رپورٹس کے مطابق دنیا کے 50 سب سے زیادہ کاروبار دوست (مجموع طور پر) ممالک کی فہرست میں سب سے پہلے سویٹزر لینڈ ہے، اس کے بعد بالترتیب پانامہ، کینیڈا، ڈنمارک، سویڈن، نیوزی لینڈ، ناروے، آئر لینڈ، فن لینڈ، نیدر لینڈ، ملائیشیا، آسٹریلیا، بلجیم، سنگا پور، آسٹریا، کوسٹاریکا، تھائی لینڈ، جرمنی، پرتگال، سری لنکا، ویت نام، انڈونیشیا، برطانیہ، ڈومینیکن ریپبلک، فلپائن، جاپان، چین، فرانس، سلوینیا، اٹلی، مراکش، کمبوڈیا، سلواکیہ، یونان، ایسٹونیا، لٹویا، کروشیا، چلی، جنوبی کوریا، گوئٹے مالا، پولینڈ، لیتھونیا، انڈیا، بیرو، امریکا، یورا گئے، کینیڈا، تینیس، میاٹمار، ایکواڈور ہیں۔ اس کے بعد متحدہ عرب امارات، قطر اور ہنگری ہیں۔ چین کا نمبر 55 واں، ترکی کا 69 واں، سعودی عرب کا 77 واں ہے۔ ہمارے پالیسی سازوں کو دیکھنا چاہیے کہ مذکورہ بالا ممالک کیسے بزنس فرینڈلی ہیں؟ وہ کون سی پالیسیاں اختیار کرتے ہیں؟ اور پھر دیکھیں کہ ہم اپنے ملک کو کیسے بزنس فرینڈلی بنا سکتے ہیں؟ ایک اور جائزہ رپورٹ میں دنیا کے ایسے چوٹی کے دس ممالک

روپے کیسے اور کہاں سے اکٹھے ہوں؟ اس سوال کا جواب تلاش کیا جائے تو کاروباری طبقہ کی اہمیت کا اندازہ بخوبی ہوگا۔ یہ چھ ہزار ارب روپے انجی کا دیا ہوا ٹیکس ہے۔

اگر وہ ٹیکس بندوں کو ٹیکس جمع کرنے والوں کے لئے کیا رہ جاتا ہے۔ اس تناظر میں پاکستان کا کاروباری طبقہ سمجھتا ہے کہ سب سے پہلے اس ترتیب کو درست کرنے کی ضرورت ہے۔ ٹیکس ادا کرنے والے بزنس مین کو معاشرے میں سب سے پہلے عزت ملنی چاہیے۔ اس کے نتیجے میں ملک چلے گا اور معیشت مضبوط ہوگی، معاشرہ پھلے پھولے گا۔ دوسری بات، انڈسٹری لگانے والے کو زیادہ فائدہ ملنا چاہیے۔ اسے ایک میں سے اس قدر زیادہ حصہ نہیں ملتا جتنا ایک ریکل اسٹیٹ کا بزنس کرنے والے کو ملتا ہے۔ پلاٹ لینا اور بیچنا نہایت آسان کام ہے۔ وہ کچھ پیدا نہیں کرتا، صنعت کار پیدا اور دیتا ہے۔ ریکل اسٹیٹ والا اپنے ہی ملک میں ایک جیب سے پیسہ نکالتا ہے اور دوسری جیب میں ڈال دیتا ہے جبکہ صنعت کار ایسی چیز پیدا کرتا ہے جو ایک سپورٹ ہونے کی شکل میں بیرون ملک سے پیسہ اپنے ملک میں لانے کا سبب بنتی ہے یوں ملکی معیشت کا حجم بڑھتا ہے۔

یاد رکھنے کی بات ہے کہ جس کام میں منافع زیادہ ہوگا، سرمایہ کار فطری طور پر اسی شعبہ کا رخ کرے گا۔ ہمارے ہاں جرنیل اور بیوروکریٹس ہاؤسنگ سوسائٹیز کو پہلے نمبر پر لے کر آئے حالانکہ انڈسٹری کو ایک میں سے سب سے زیادہ حصہ ملنا چاہیے تھا۔ جب انڈسٹری کو منافع میں سے زیادہ حصہ ملے گا، اسے سہولیات ملیں گی، بینک بھی اسے زیادہ اہم سمجھیں گے تو ملک میں انڈسٹری لگے گی۔ اس لئے آج تقنین کر لیا جائے کہ پاکستان کو صنعتی ملک بنانا ہے یا ریکل اسٹیٹ کا ملک بنانا ہے۔ کیا دنیا میں کسی نے ایسا ملک

کاروبار کرنے کا سوچنا شروع کر دیتے ہیں یا پھر خاموشی سے گھر بیٹھ جاتے ہیں۔ ایسی حکومتیں غیر ملکی سرمایہ کاروں کی حوصلہ افزائی کرنے کی صلاحیت بھی نہیں رکھتیں۔ چنانچہ غیر ملکی سرمایہ کار زیادہ حساس ہونے کے سبب نجی شعبے کے لئے استحصالی قوانین بنانے والے ممالک سے دور رہنے ہی میں عافیت محسوس کرتے ہیں۔ کس ملک میں بزنس کرنا آسان ہے؟ اس سوال کا جواب بنیادی طور پر تین سوالات کے جوابات کی بنیاد پر مرتب کیا جاتا ہے۔ اولاً، حکومت نجی شعبے کی ترقی کے لئے کب ریگولیشن یعنی ضابطے میں تبدیلی لاتی ہے؟ ثانیاً، اگر کوئی حکومت اصلاحات کا نعرہ بلند کرتی ہے تو وہ کس قسم کی اصلاحات متعارف کرنا چاہتی ہے؟ ثالثاً، ریگولیشنز تبدیلی کے معیشت اور سرمایہ کارانہ سرگرمیوں پر مختلف پہلوؤں سے کس قسم کے اثرات مرتب ہو رہے ہیں؟ معاشی آزادیوں اور جی ڈی پی کی گروتھ میں ایک لازمی تعلق ہوتا ہے۔ تنخواہوں اور قیمتوں کے تعین میں آزادی، پراپرٹی رائٹس اور لاکسٹنگ کے تقاضوں جیسے پہلو معاشی ترقی پر اثرات مرتب کرتے ہیں۔

ورلڈ بینک کی اس رپورٹ کے مطابق جوں جوں وقت گزر رہا ہے، ترقی پذیر ممالک میں کاروبار شروع کرنے کے اخراجات کم ہو رہے ہیں۔ یہ الفاظ دیگر وہاں کی حکومتوں کی ترجیح اول ہے کہ ان کے ملک میں زیادہ سے زیادہ لوگ کاروبار شروع کریں۔ نتیجتاً وہ اپنی پالیسیاں بھی اسی انداز میں تیار کرتے ہیں۔ تاہم پاکستان ایسے ترقی پذیر ممالک میں شامل نہیں ہے۔ یہاں پالیسیاں اس انداز میں تیار کی جاتی ہیں کہ کوئی کاروبار کرنے، انڈسٹری لگانے، ٹیکس ادا کرنے کا سوچے تو اسے اس کی بدترین سزا دی جائے، تاکہ وہ اس ملک سے بھاگ کر کسی دوسرے ملک میں چلا جائے۔

اگر وہ کاروبار کرنے، انڈسٹری لگانے کا سوچتا ہے تو اس کی راہ اس قدر زیادہ روک ٹوک سے بھری جاتی ہے کہ وہ سر پکڑ کر بیٹھ جاتا ہے۔ اگر وہ کسی نہ کسی انداز میں کاروبار شروع کر لیتا ہے، انڈسٹری لگ لیتا ہے تو اسے اس قدر زیادہ تنگ کیا جاتا ہے کہ وہ اپنے آپ کو مجرم سمجھنے لگتا ہے۔ اس تناظر میں کہنا غلط نہ ہوگا کہ ہمارے ملک کو دانستہ طور پر بزنس فرینڈلی نہیں بننے دیا جا رہا ہے۔ اگر کسی معاشرے کو بزنس فرینڈلی بنانا مقصود ہو تو وہاں سب سے پہلے عزت اور بحکم ٹیکس ادا کرنے والے بزنس مین کی ہونی چاہیے۔ یہاں انہی لگنا بھتی ہے، سب سے پہلے فوجی جرنیل کی عزت ہوتی ہے، اس کے بعد سول بیوروکریٹ کی، پھر ججز کو عزت ملتی ہے، پھر سیاست دانوں کو اور سب سے آخر میں کمانے والوں، بزنس کرنے والوں، ٹیکس دینے والوں اور لوگوں کو روزگار فراہم کرنے والوں کو عزت ملتی ہے۔ اور پھر اگلے بارے میں ایک غلط تاثر پھیلا یا جاتا ہے کہ وہ ٹیکس چور ہیں، وہ بے ایمان ہیں، وہ اخلاقیات کی پاسداری نہیں کرتے۔ حالانکہ ایسا ہرگز نہیں ہے۔ بزنس مین بڑی اہمیت کا مظاہرہ کرتا ہے، وہ بہت سی خدمات کے ساتھ ملکی نظام کو چلانے اور ملکی معیشت کو بڑھانے کے لئے ٹیکس بھی ادا کرتا ہے۔ سوال یہ ہے کہ پاکستان میں گزشتہ برس 6000 ارب

دیکھا ہے جہاں سب سے زیادہ اہمیت، فائدہ ریکل اسٹیٹ کو دیا جائے؟ آپ کو ڈھونڈنے سے بھی ایسا ملک نہیں ملے گا سوائے پاکستان کے۔ یہ بات سمجھنے کی ہے کہ انڈسٹری زیادہ لگے گی، پھولے پھولے گا تو ملک کا فائدہ ہوگا، ریکل اسٹیٹ کے نتیجے میں چند افراد کو فائدہ ملے گا۔ تیسری بات، تجارتی پالیسی بیوروکریٹس کو نہیں بنانی چاہیے بلکہ چیبرز آف کامرس انڈسٹری اور بزنس مین ہی تجارتی پالیسی بنائیں، وہی پالیسی بنا کر حکومت کو دیں۔ انھوں نے امر ہے کہ پاکستان میں تجارتی پالیسی بیوروکریٹس بناتے ہیں۔ وہ ہی ایس ایس کی صورت میں ایک امتحان پاس کر کے آتے ہیں، انھیں کوئی عملی تجربہ نہیں ہوتا، انڈسٹری کے بارے میں کچھ علم نہیں ہوتا۔ جب انھیں تجارتی پالیسی بنانے کو کہا جاتا ہے تو وہ بے چارے دنیا کے مختلف ممالک کی تجارتی پالیسیوں کی نقل کرتے ہیں حالانکہ ہر معاشرے، ملک کے حالات دوسرے ممالک سے مختلف ہوتے ہیں۔ اس تناظر میں پاکستان صرف اسی صورت میں ایک بزنس فرینڈلی ملک بنے گا جب چیبرز آف کامرس کے مختلف سیکٹرز کے نمائندگان سے پالیسی سازی کروائی جائے گی۔



صائمہ اقبال

اس وقت جب ہر طرف چینی اے آئی اسسٹنٹ 'ڈیپ سیک' کا چرچا ہے، ذہن میں اچانک 'لیو اسکاٹی' کی بھولی سری یاد تازہ ہوئی۔ آپ کو لیو اسکاٹی تو یاد ہوگا؟ کچھ ماہ قبل جب چند معتبر میڈیا ہاؤسز اسٹریس پر جانب داری کا الزام عائد کرتے ہوئے اس سے دوری اختیار کر رہے تھے تو لیو اسکاٹی نامی مائیکرو بلاگنگ پلیٹ فارم یکدم توجہ کا محور بن گیا تھا۔ چند ہی

سے متعلق مشورہ مانگ سکتے ہیں۔ یہ زبانوں کے تراجم میں بھی سودمند ہے۔ ماضی کے برعکس اب یہ اسے آئی پلیٹ فارم اردو زبان سے بھی ہم آہنگ ہو گئے ہیں۔

ڈیپ سیک با مقابلہ چیٹ جی پی ٹی

ڈیپ سیک کو چیٹ جی پی ٹی اور جینا کی جیسے پلیٹ فارمز سے کڑے مقابلے کا سامنا ہے۔ اس دوڑ میں جو شے ڈیپ سیک کو منفرد بناتی ہے، وہ اس کی تیاری پر آنے والی لاگت ہے جو

بناتی ہے جو اے آئی ٹولز کے لیے اہم گردانی جاتی ہے اور بیک وقت سیکڑوں انسانی ٹاسک سرانجام دے سکتی ہے۔ یاد رہے کہ ایلیون مسک نے کچھ عرصے قبل اپنے اے آئی چیٹ بوٹس کے لیے این ویڈیا کی ایک لاکھ اسمارٹ فون استعمال کرنے کا عندیہ دیا تھا۔ ایک طرف یہ چپ اے آئی ٹیکنالوجی کے لیے اہم ہے تو دوسری طرف امریکا کی جانب سے اس نوع کی جدید ٹیکنالوجی چین کو فروخت کرنے پر پابندی عائد کر دی گئی۔ ایک مؤقف یہ ہے کہ چین میں مصنوعی ذہانت پر کام کرنے والے ادارے مسابقت کے بجائے مطابقت کے اصول پر کام کر رہے ہیں۔ حکومتی معاونت کی بھی بازگشت ہے۔ یہ بھی کہا جا رہا ہے کہ 2021ء میں جب امریکانے چپس کی برآمدات پر پابندیوں کا اعلان کیا تو لیانگ نے ذہانت سے کام لیتے ہوئے این ویڈیا اسمارٹ فون کا ذخیرہ جمع کر لیا تھا۔

امریکی اسٹاک ایکسچینج میں گراوٹ

ڈیپ سیک: مصنوعی ذہانت کے میدان میں امریکی بالادستی پر ایک دراڑ

2024ء کے آخر میں ڈیپ سیک نے اپنا چیٹ بوٹ لانچ کیا۔ جلد ہی یہ 50 سے زائد ممالک میں سب سے زیادہ ڈاؤن لوڈ ہونے والی ایپ بن گیا۔ اب تک اینڈرائیڈ پر اسے 50 لاکھ بار ڈاؤن لوڈ کیا جا چکا ہے۔ اس مقبولیت کے اثرات ٹیکنالوجی کی دنیا کے بڑے سرمایہ کاروں کے شیئرز میں گراوٹ کی صورت ظاہر ہوئے۔ بی بی سی نے اپنی رپورٹ میں نشان دہی کی کہ ٹیکنالوجی کی معروف کمپنی این ویڈیا کی مالیت کا چھٹا حصہ جس کا حجم 500 ارب ڈالرز بنتا ہے، غائب ہو چکا ہے۔ اس کمپنی کے شیئرز میں 18 فیصد کمی دیکھنے میں آئی۔ مائیکروسافٹ اور گوگل کی اسٹاک مالیت میں بھی گراوٹ ظاہر ہوئی۔ گواہداتی جھگڑے کے بعد ان شیئرز کی قیمتوں میں کچھ بہتری ریکارڈ ہوئی ہے۔ صورت حال کے پیش نظر امریکی صدر، ڈونلڈ ٹرمپ نے امریکی انڈسٹری کو جاننے کی تنبیہ کرنا بھی ضروری بنا دیا۔ ڈیپ سیک کے ان اثرات کی کہانی سے وہ تنازعات بھی جڑے ہیں جو اس وقت سازشی نظریات کے دل وادہ افراد کے لیے ایندھن کا کام کر رہے ہیں۔

ڈیپ سیک سے جڑے تنازعات

ایک ایسے وقت میں جب امریکا جدید چپ ٹیکنالوجی کی چین تک رسائی محدود کرنے کے درپے ہے، ڈیپ سیک نے انتہائی کم لاگت میں یہ ٹیکنالوجی تیار کر کے اسٹیک ہولڈرز کی نیندریں حرام کر دی ہیں۔ کمپنی نے فقط 60 لاکھ ڈالرز میں 'ڈیپ سیک' وی تھری ماڈل تیار کرنے کا دعویٰ کیا۔ یہ رقم حریف ماڈلز کی تیاری پر آنے والی لاگت سے کئی گنا کم ہے۔ ایک رپورٹ کے مطابق گوگل کے جینا ٹی ایٹا ماڈل کی عمل تکمیل پر 19 کروڑ 10 لاکھ ڈالرز کی لاگت آئی تھی۔ یہی معاملہ چیٹ جی پی ٹی کا بھی رہا۔ ڈیپ سیک کے دعوے سے اس سازشی نظریے کو تقویت ملی کہ اے آئی ماڈلز کی تیاری پر آنے والی لاگت درحقیقت اس سرمایہ کاری سے کم ہے جس کا دعویٰ امریکی کمپنیاں کرتی آئی ہیں۔ گویا اس کا مقصد ٹیکنالوجی کو محدود رکھنا تھا۔

ٹیکنالوجی دیو، این ویڈیا کو ہونے والے نقصان کے پیچھے بھی ایک تنازع چھپا ہے۔ یہ کمپنی ایچ ہنڈرڈ نامی اسمارٹ چپ

دیگر چیٹ بوٹس سے کئی گنا کم ہے۔ یہ دعویٰ بھی سامنے آیا ہے کہ 'ڈیپ سیک' خود کار فیصلہ سازی کی صلاحیت میں اپنے حریفوں سے آگے ہے مگر ان دعوؤں کی تصدیق کرنا فی الحال دشوار ہے۔

کیا ڈیپ سیک چیٹ جی پی ٹی سے بہتر ہے؟ اگر آپ یہ سوال چیٹ جی پی ٹی سے کریں تو جواب آپ کو حیران کر دے گا۔ ہماری جانب سے جب چیٹ جی پی ٹی کے سامنے یہ سوال رکھا گیا تو اوپن اے آئی کے اس ماڈل نے کچھ اس نوع کا موازنہ پیش کیا، چیٹ جی پی ٹی زبان پر مبنی ایک مصنوعی ذہانت کا ماڈل ہے جو قدرتی زبان کی پروسیسنگ (NLP) پر مرکوز ہے۔ یہ عمومی سوالات کے جوابات دینے، تخلیقی تحریر اور مختلف موضوعات پر بات چیت کے لیے تخلیق کیا گیا ہے۔ ڈیپ سیک ایک زیادہ جامع مصنوعی ذہانت کا ماڈل ہے جو گہری مشین لرننگ اور مخصوص شعبہ جات (جیسے طب، تعلیم، اور بزنس) میں خود کار فیصلہ سازی کے لیے ڈیزائن کیا گیا ہے۔ 'چیٹ جی پی ٹی' عمومی استعمال کے لیے بنایا گیا ہے۔ ڈیپ سیک کی توجہ مخصوص صنعتوں میں کارکردگی اور نتائج کو بہتر بنانے پر مرکوز ہے۔ چیٹ جی پی ٹی تخلیقی، دوستانہ گفتگو کے لیے موزوں ہے جبکہ ڈیپ سیک ان شعبوں میں بہتر ہے جہاں پیچیدہ تجزیے اور خود کار فیصلوں کی ضرورت ہو جیسے طبی یا تعلیمی ماحول۔ ایک حریف کی جانب سے یہ ستائش یقینی طور پر ڈیپ سیک کے لیے خوش آئند ہے مگر یاد رہے کہ اس کے سامنے چیلنجز کی طویل فہرست ہے جن سے نہرو آزا ہونا آسان نہیں۔ اسی اثنا میں ہم نے چیٹ جی پی ٹی اور ڈیپ سیک سے سوالات پوچھے اور جوابات کے تناظر میں ان دونوں چیٹ بوٹ کی کارکردگی میں کوئی واضح فرق نہیں۔

ڈیپ سیک کا بانی کون؟

یہ اے آئی اسسٹنٹ چینی کمپنی ڈیپ سیک کی تخلیق ہے جو وسیع اوپن سورس ماڈلز (LLM) تیار کرتی ہے۔ یہ کمپنی چین کے شہر ہانگکو میں واقع ہے۔ کمپنی کے بانی، لیانگ وین فینگ نے 2023ء میں اس کی بنیاد رکھی۔ لیانگ نے ٹریڈنگ پونیورسٹی سے مصنوعی ذہانت میں تعلیم حاصل کی۔ لیانگ وین فینگ ہائی

روز میں اس کی مقبولیت آسمان پر پہنچ گئی اور اسے ایکس کاظم الہدیل قرار دیا جانے لگا۔ ایکس پر عائد بندشوں کے باعث پاکستان میں بھی خوب غلغلہ ہوا۔ تمام بڑے انٹلوینسرز ادھر کا رخ کرنے لگے۔ آج جب ہم پلٹ کر دیکھتے ہیں تو لیو اسکاٹی ہمیں وقت کے نیٹنگوں آسمان پر گرم ہوتا دکھائی دیتا ہے۔ سال 2024ء کے آخر تک جب لیو اسکاٹی کے صارفین کی تعداد بہ مشکل 2 کروڑ تک پہنچی تھی، ایکس 55 کروڑ 50 لاکھ صارفین کے ساتھ دوڑ میں میلوں آگے دکھائی دیتا تھا۔ تو سوال یہ ہے کہ چیٹ جی پی ٹی اور جینا کی جیسے بڑے اور کامیاب اے آئی ماڈلز کی موجودگی میں ڈیپ سیک کیا اپنا جاوہر چکا سکا؟ اور اس سے بھی اہم یہ سوال ہے کہ اس چینی آئی اے چیٹ بوٹ کی آمد نے پوری دنیا میں کھلبلی کیوں مچادی ہے؟

ڈیپ سیک کیا ہے؟

ڈیپ سیک دراصل مصنوعی ذہانت پر مبنی ٹیکنالوجی ہے جو موثر مشین لرننگ (Deep Learning) اور خود کار فیصلہ سازی (Automated Decision-Making) کے اصولوں پر کار فرما ہے۔ دیگر اے آئی چیٹ بوٹس کی طرح یہ بھی صارفین کے سوالات کے جوابات، چاہے وہ تکنیکی ہوں یا تحقیقی، بیکسٹ کے تجزیے اور تعامل کی کھولت فراہم کرتا ہے۔ چینی کمپنی کے تخلیق کردہ اس اے آئی اسسٹنٹ نے اس صنعت میں امکانات کے نئے دروا کر دیے ہیں۔

مصنوعی ذہانت کے دیگر پلیٹ فارمز کی طرح ڈیپ سیک بھی آپ کے لیے کئی دلچسپ اور حیران کن کام انجام دے سکتا ہے جیسے ریسرچ، دستیاب ڈیٹا کا تجزیہ اور اس ڈیٹا میں مخصوص پیٹرن کی تلاش۔ ساتھ ہی یہ آپ کے لیے متن یا مواد کی تخلیق کر سکتا ہے جیسے مضامین، رپورٹس، ای میلز، خطوط یا پھر تخلیقی ادب جیسے نظمیں، گیت، افسانے، ناول وغیرہ۔ البتہ تخلیقی مواد میں انسانی ہدایات کا عنصر پوری طرح ظاہر نہیں ہوتا۔

ڈیپ سیک دیگر اے آئی ماڈلز کی طرح، کوڈنگ اور سافٹ ویئر ڈویلپمنٹ میں بھی معاون ہے۔ یہ ذاتی نوعیت کی سفارشات کے لیے برتا جاتا ہے۔ صارفین اس سے بہترین فلموں کی فہرست مرتب کرنے کی درخواست کر سکتے ہیں، تعلیم یا کریئر

کوئی ملک مدد کو نہیں آئے گا، پاکستان کو خود موسمیاتی تبدیلی سے نمٹنا ہے



سینیشیری رحمن

مستقبل کبھی بھی بالکل ایسا نہیں ہوتا جیسی ہم توقع کرتے ہیں لیکن موسمیاتی تبدیلیوں نے ہماری زندگیوں کو مزید غیر متوقع، غیر مستحکم اور مشکل بنا دیا ہے۔ اس کے باوجود پاکستان میں جو ایک چیز یقینی ہے وہ درجہ حرارت انتہائی درجوں کو چھونے کی حقیقت ہے۔ یہ ایسا امر نہیں جسے ہم مسترد یا نظر انداز کریں۔ نہ اس مسئلے کو ایسی پالیسی سے حل کیا جاسکتا ہے جو کہ محض کاغذات تک محدود ہوتی ہیں۔ اگر ڈان جیسا کامیاب میڈیا ہاؤس بھی صاف ہوا میں سانس لینے کی صلاحیت کو محفوظ بنانے پر اپنے کاوشیں مرکوز کر رہا ہے تو اس کا مطلب یہ ہے کہ عوام اور پالیسی ساز دونوں اس بات کا شعور رکھتے ہیں کہ یہ وجودی مسئلہ کتنا سنگین ہے۔

چونکہ پاکستان کے موسمیاتی رجحانات عالمی رجحانات سے منسلک ہیں، یہی وجہ ہے کہ کم کاربن خارج ہونے کے باوجود ہمارے قدرتی اور موسمیاتی سرمایے کو بہت کم وقت میں شدید نقصان پہنچا ہے۔ 2022ء کے غیر معمولی مون سون سیزن نے پاکستان کو موسمیاتی تباہی کے مرکز میں تبدیل کر دیا جس کا واضح تعلق گلوبل وارمنگ اور بڑھتے ہوئے اخراج سے ہے۔ 2022ء کی خوفناک آفت کے بعد سے ہم نے سوشل میڈیا کی ریلز کے ذریعے دنیا بھر میں موسمیاتی تباہی کے ہولناک مناظر دیکھے ہیں۔ جو 2022ء میں پاکستان میں ہوا، اس کا دارہ صرف پاکستان تک محدود نہیں رہا۔ بالکل اسی طرح گزشتہ مہینے لاس اینجلس میں جو ہوا وہ صرف لاس اینجلس تک محدود نہیں رہے گا۔ یہ موسمیاتی تبدیلی کی فطرت ہے جو ہر جگہ ہر کسی کو متاثر کرتی ہے۔ 2047ء سے قبل پاکستان کو صرف حال سے نہیں دیکھنا بلکہ اسے مستقبل کی ممکنہ صورت حال کے حوالے سے بھی کمر کس لینا چاہیے اور تمام منصوبوں کو ماڈل بنانا چاہیے جو کہ موسمیاتی کارروائی کے مطابق 'بزنس ایزیوٹول' (BAU) ماڈلز پر انحصار کرتے ہیں۔

اگرچہ یہ واضح ہے کہ سب سے زیادہ آلودگی پھیلانے والوں کو موسمیاتی انصاف کی ذمہ داری قبول کرنی چاہیے لیکن پاکستان کو موسمیاتی آفات سے بچنے کے لیے فوری طور پر مدد کی ضرورت ہے۔ گویا ہمارا گھراس وقت چل رہا ہے اور ہمیں اس آگ کو بجھانے کے لیے فوری اقدامات لینے ہوں گے۔

بزنس ایزیوٹول ماڈل 2047ء

جب ہم مستقبل میں دیکھتے ہیں تو ہمیں خوفناک امکانات کو مد نظر رکھنا چاہیے جیسے خشک زمین، گھٹتے گھٹتے زرخیز، بیابان صحرا اور جلے ہوئے پہاڑ۔ تباہ حال دنیا کے یہ نظارے ہمیں کارروائی اور ان سے بچنے کے لیے درکار سخت فیصلے کرنے پر مجبور کریں گے۔ ان نتائج کا خوف اس بات کو تبدیل کرنے کے لیے ایک طاقتور محرک ہو سکتا ہے۔ پاکستان کے لیے ایک ناقابل تردید حقیقت یہ ہے کہ ہمارا ملک تین کلیدی مسائل سے بیک وقت نبرد آزما ہے جن میں موسمیاتی تبدیلی، حیاتیاتی تنوع کا نقصان اور آلودگی شامل ہیں۔ یہ وہ تین حقیقتیں ہیں جن کا ہماری آبادی روزانہ کی بنیاد پر سامنا کرتی ہے۔ پاکستان تمام محاذوں پر لڑ رہا ہے۔ جب آپ اس طرح کے مشکل حالات میں زندہ رہنے کے لیے درکار چلک پر غور کرتے ہیں تو لگتا ہے کہ ہم ہر روز ہٹا کی جنگ لڑ رہے ہیں۔ بزنس ایزیوٹول ایک ایسا نقطہ نظر ہے جس میں پاکستان موجودہ پالیسی کے ساتھ موسمیاتی تبدیلی کے مسائل سے نمٹنے کی کوشش کرے گا۔ اس کا مطلب یہ ہے کہ پالیسی میں تبدیلی نہ کر کے پاکستان مکمل طور پر تیار نہیں ہوگا جبکہ موسم اور آبی چیلنجز سے نمٹنے کے لیے درکار وسائل کی کمی ہوگی جو موسمیاتی تبدیلی لاسکتے ہیں۔ پالیسی ساز اس بات سے آگاہ ہیں کہ پاکستان موسمیاتی بحران کے حوالے سے انتہائی خطرے سے دوچار ہے۔ وہ یہ بھی سمجھتے ہیں

کہ علم، ہنر، ہم آہنگی اور بین الاقوامی وسائل تک رسائی نہ ہونا، اس بحران سے نمٹنے کی راہ میں رکاوٹیں ہیں۔ موسمیاتی تبدیلی اور گرین ہاؤس گیسز کے بڑھتے ہوئے اخراج کو روکنے میں دنیا کا ردعمل سست ہے جبکہ جیس معاہدے میں طے کردہ گلوبل وارمنگ کو 5.1 ڈگری سیلسس تک محدود کرنے کے ہدف کا حصول بھی مشکل نظر آتا ہے۔ درجہ حرارت میں اضافے سے پاکستان کو بہت سے خطرات کا سامنا کرنا پڑے گا۔

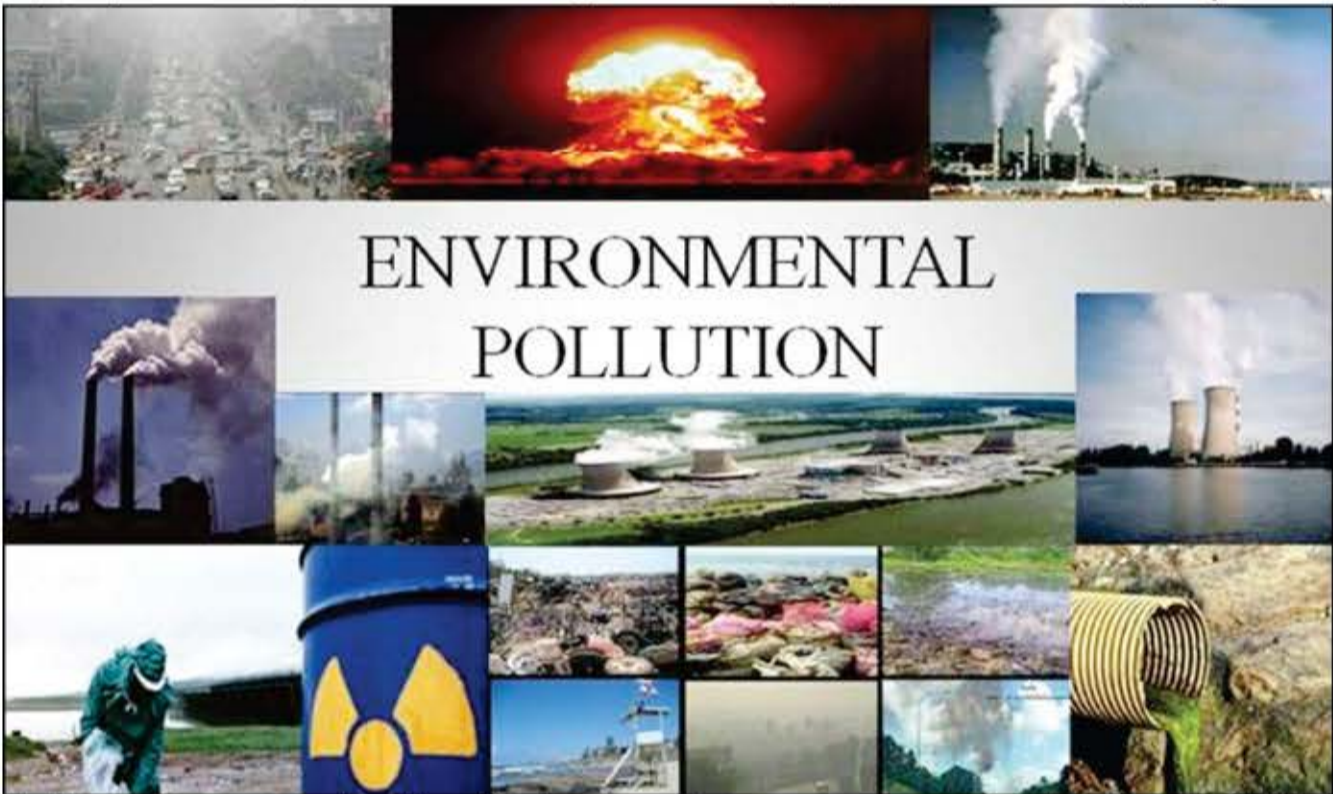
2047ء تک درجہ حرارت میں 5.2 سے 3 ڈگری اضافے کا امکان ہے، اگر ایسا ہوا تو پاکستان کو تباہ کن اثرات کا سامنا کرنا پڑے گا جن میں طویل مدتی ہیٹ ویو اور پانی کی شدید قلت شامل ہوں گی۔ ہمارے گھیشیر زون جو پانی کے ایک بڑے حصے کی فراہمی کا ذریعہ ہیں، غیر معمولی رفتار سے پگھل رہے ہیں۔ نتیجتاً ملک اپنے آبی وسائل کا 60 فیصد حصہ گنوا سکتا ہے بالخصوص دریائے سندھ پر اس کے سنگین اثرات مرتب ہوں گے جس کا دریائی نظام گھیشیر زون پر انحصار کرتا ہے۔ اس سے نہ صرف خطے میں پانی کی دستیابی میں کمی آئے گی بلکہ اس سے

جہاں موسمیاتی تبدیلی بڑے پیمانے پر مصائب کو جنم دے گی اور پاکستان موسمیاتی تبدیلی سے متاثرہ ممالک میں ایک ریڈ زون کی حیثیت اختیار کر لے گا۔

غربت کی سطح اور سماجی معاونت کے نظام تک رسائی تعین کرتی ہے کہ کیسے کیونٹیر آب و ہوا کے اثرات سے نمٹتی ہیں اور خود کو اس سے موافق بناتی ہیں۔ موسمیاتی تبدیلی بہت سے لوگوں کو مزید غربت میں دھکیل سکتی ہے، انہیں بقا کی جدوجہد پر مجبور کر سکتی ہے جہاں بنیادی غذائیت کا حصول بھی ایک چیلنج بن جاتا ہے۔ موسمیاتی تباہی کے اثرات سے خواتین اور چھوٹے بچوں سمیت معاشرے کے کمزور طبقات بالخصوص پانچ سال سے کم عمر بچے سب سے زیادہ متاثر ہوتے ہیں۔ پاکستان جیسا ملک جہاں پانچ سال سے کم عمر کے 40 فیصد بچے پمپلے ہی غذائی قلت سے متاثر ہیں وہاں موسمیاتی تبدیلیوں کے اضافی بوجھ کی وجہ سے خاندانوں کی اپنے حالات کو بہتر بنانے کی صلاحیت انتہائی محدود ہو جائے گی۔

موسمیاتی مزاحمتی اشارے ظاہر کرتے ہیں کہ بہت سے موسمیاتی تبدیلی سے متاثرہ علاقے جو سیلاب اور خشک سالی کا

صورت حال پیدا ہوگی جہاں مایوسی اور موافق کی کمی پاکستان کی نوجوان آبادی کو بنیاد پرستی، جرائم اور تشدد کی جانب مائل کرے گی جس سے ملک مزید عدم استحکام کا شکار ہو جائے گا۔ وارننگ سسٹم سمیت تباہی کے خطرے سے متعلق تیاری کیے بغیر، وہی علاقوں میں خواتین کو صحت کی ضروریات پوری نہیں ہوں گی، انہیں خطرات کا سامنا ہوگا جبکہ وہ خود کو تباہ محسوس کر سکتی ہیں جیسا کہ ماضی میں موسمیاتی تبدیلی کے تنازعات کی وجہ سے نقل مکانی کے دوران دیکھا گیا ہے۔ صرف 2022ء میں 6 لاکھ 50 ہزار حاملہ خواتین کو ہنگامی خدمات تک فوری رسائی میں مشکلات کا سامنا کرنا پڑا۔ حتیٰ کہ یہ تسلیم کرنا بہت ضروری ہے کہ کوئی بھی ملک، بالخصوص پاکستان، غیر متوقع مون سون، سیلاب، یا ہیٹ ویو کی وجہ سے پیدا ہونے والے اس انتہائی اتار چڑھاؤ سے نمٹنے کے لیے تیار نہیں جو ہماری زمین کے توازن کو بگاڑ سکتا ہے۔ اگر تیزی سے بڑھتی ہوئی گرمی، پانی اور خوراک کی قلت کو دور کرنے کے لیے فوری اقدامات نہیں کیے گئے تو بدترین صورت حال کسی چین ری ایکشن کی طرح بحران کو وسعت دے سکتی ہے۔ ہر صوبے اور



ENVIRONMENTAL POLLUTION

ضلع کے لیے بڑے پیمانے پر تباہی کے خطرے میں کمی کے منصوبے تیار نہ کیے تو کوئی بڑا موسمیاتی واقعہ چند دنوں میں ایک دہائی کی ترقی کو ختم کر سکتا ہے۔ موجودہ بزنس ایزیوٹول کی شرح پر اور زراعت، توانائی اور پانی کے انتظام میں تبدیلی کی سرمایہ کاری کیے بغیر، پاکستان کے زرعی اور صنعتی شعبہ جات میں 2047ء تک جی ڈی پی میں 17 فیصد کمی ہو سکتی ہے۔

2022ء کے سیلاب نے پاکستان کی جی ڈی پی میں 8 فیصد کمی کی جبکہ پاکستان میں غربت کو کم کرنے کی تمام تر کوششوں پر پانی پھیرنے کے لیے جی ڈی پی میں 9 فیصد کمی کاٹی ہوگی۔ اگر موسمیاتی خطرات جیسے ہیٹ ویو اور سیلاب کا سلسلہ جاری رہا تو ملک کی سالانہ اقتصادی پیداوار میں 18 فیصد تک کمی واقع ہو سکتی ہے۔ فضائی آلودگی جو خطرناک حد تک ناقص ہوا کے معیار کے ساتھ بہت سے شہروں کو بری طرح متاثر کرتی ہے، جی ڈی پی میں مزید 4 فیصد کا باعث بن سکتی ہے۔ یہ ایک بڑا ہندسہ ہے جس کے نتائج تمام شعبہ جات میں محسوس کیے جائیں گے۔ وسائل میں مزید تناؤ، ترقی میں رکاوٹ اور صحت عامہ پر منفی اثرات مرتب ہوں گے۔ میٹرو پولوں پر موسمیاتی واقعات اور قرضوں کا استخراج غریب ترین طبقات پر بھاری بوجھ ڈال سکتا ہے جس سے ان کے لیے بقا کی جدوجہد مشکل ہو جائے گی۔ بے عملی یا سست اصلاحات کے اخراجات بڑھ سکتے ہیں۔ اگرچہ کوئی بھی یقین کے ساتھ مستقبل کی پیش گوئی نہیں کر سکتا لیکن موسمیاتی تباہی کے وسیع منظر نامے پر غور کرنا

سمندر کی سطح بھی بلند ہو جائے گی اور پہلے سے ہی کمزور ڈیلٹا والے علاقے صحرائی صورت اختیار کر لیں گے۔ اس وقت ملکی آبادی میں موجود شرح سے اضافہ کے ساتھ، بزنس ایزیوٹول منظر نامے کے نتیجے میں پانی کی طلب میں 40 فیصد اضافہ ہوگا۔ یہ ممکنہ طور پر پاکستان کو درپیش بدترین بحرانوں میں سے ایک ہوگا جس کے نتیجے میں وسیع پیمانے پر عدم استحکام اور زراعت اور مویشیوں کی قلت پیدا ہوگی۔ شہری مراکز کو بھی اپنی بڑھتی ہوئی آبادی کو پینے کا صاف پانی فراہم کرنے کے لیے دباؤ کا سامنا کرنا پڑے گا۔ جیسے جیسے پانی کی قلت بڑھ جاتی ہے، پانی کے وسائل کا اشتراک کرنے والے ممالک کے درمیان مساقت تنازعات کا باعث بن سکتی ہے۔ یہ کی سلسلہ وار ردعمل کا سبب بنے گی جس سے زراعت، مویشیوں کے چرنے کی زمینیں، نقل مکانی، پینے کے پانی کی فراہمی اور توانائی کی پیداوار متاثر ہوگی۔ فصلوں کی پیداوار میں ممکنہ طور پر 50 فیصد تک کمی کی وجہ سے خوراک کی سکیورٹی ایک اہم مسئلہ بن جائے گا جو کہ پاکستان کو درپیش موسمیاتی خطرے کی وضاحت کرنے والے اہم عوامل میں سے ایک ہے۔

بالآخر موسمیاتی تبدیلی صرف سارے تک محدود نہیں بلکہ یہ لوگوں کو بھی متاثر کرتی ہے۔ مایوس کن پالیسیوں اپنا کر غربت میں 30 فیصد اضافہ ہو سکتا ہے جو مزید 2 کروڑ 10 لاکھ لوگوں کو غربت اور محرومی کے دلدل میں دھکیل دے گی۔ چونکہ پاکستان کی تقریباً 40 فیصد آبادی پہلے ہی غربت کی لکیر سے نیچے زندگی گزار رہی ہے، لہذا ایک ایسا مستقبل ہمارا منظر ہوگا

اسلام آباد: کئی سال سے پاکستان میں قید 22 بھارتی ماہی گیروں کو جذبہ خیر سگالی کے تحت رہا کر دیا گیا

سیکرٹری داخلہ کیپٹن (ر) خرم آغا، ایڈیشنل سیکرٹری داخلہ سلمان چودھری اور ڈپٹی سیکرٹری مس شیریں حنا کی کاوشوں سے ان قیدیوں کی رہائی ممکن ہوئی

کچھ ماہی گیر کینسر سمیت سنگین صحت کے مسائل سے دوچار تھے، پاکستانی حکومت نے انسانی ہمدردی کی بنیاد پر انہیں رہا کرنے کا فیصلہ کیا اور جلد از جلد رہائی کو ممکن بنایا

اسلام آباد (بیورو رپورٹ) سیکرٹری داخلہ کیپٹن (ر) خرم آغا، ایڈیشنل سیکرٹری داخلہ سلمان چودھری اور ڈپٹی سیکرٹری مس شیریں حنا کی کاوشوں سے پاکستان میں کئی سال سے قید بائیس بھارتی ماہی گیروں کو جذبہ خیر سگالی کے تحت رہا کیا گیا۔ رہائی پانے والے ماہی گیروں کو ادا اگہ بارڈر کے راستے بھارتی حکام کے حوالے کیا گیا۔ رہا ہونے والے ماہی گیروں کو کراچی کے ساحل سے پاکستانی پانیوں میں غیر قانونی ماہی گیری کے الزام میں گرفتار کیا گیا تھا۔ ذرائع کے مطابق کچھ ماہی گیر سنگین صحت کے مسائل سے دوچار تھے، جن میں کینسر بھی شامل ہے۔ پاکستانی حکومت نے انسانی ہمدردی کی بنیاد پر انہیں رہا کرنے کا فیصلہ کیا۔ سرکاری حکام نے تصدیق کی کہ ماہی گیروں کو ان کی رہائی سے قبل کئی بار قونسلر سائی دی گئی تھی۔ انہیں رہا کرنے کا فیصلہ خیر سگالی کے جذبے کے طور پر اور دونوں ممالک کے درمیان پر امن تعلقات کو فروغ دینے کے لیے کیا گیا۔ وزیر داخلہ سید محسن نقوی نے سیکرٹری داخلہ خرم آغا کو ماہی گیروں کی رہائی کے لیے فوری اقدامات کرنے کی ہدایت کی۔ ایڈیشنل سیکرٹری وزارت داخلہ سلمان چودھری، ڈپٹی سیکرٹری شیریں حنا اور سیکشن آفیسر محمد ثاقب نے قانونی کارروائی کی نگرانی کی اور اس بات کو یقینی بنایا کہ ماہی گیروں کو ایک ہی دن میں بھارت کے حوالے کر دیا جائے۔



مارشل لاء اور جمہوری دور

Political Science: "Democracy & Dictatorship"



فکر ہو گئے، مخصوص نشستوں پر خواتین امیدواروں کی بھی نامزدگیاں نہ ہو سکیں، خیبر پختونخوا کے علاوہ تحریک انصاف سیاسی سرگرمیاں بھی نہیں کر پارہیں، جو کچھ اس وقت اپوزیشن جماعتوں یا تحریک انصاف کا ساتھ دینے والوں کے ساتھ ہو رہا ہے تب سوال تو اٹھتا ہے کہ کیا ایسا جمہوری ملک یا جمہوری نظام ہوتا ہے۔

تحریک انصاف کے ساتھ ہونے والے سلوک کے رد عمل میں اس وقت سوشل میڈیا پر حکومت اور حکومتی اداروں کے خلاف اپنی رائے کا اظہار کیا جا رہا ہے، حکومت یا اداروں کے خلاف اس طرح کا رد عمل ملکی استحکام کے لیے درست نہیں، اختلاف رائے ہو سکتا ہے اور جیسا کہ ہم نے سنا ہے اختلاف رائے جمہوریت کا حسن ہے۔ حکومت کو اختلاف رائے برداشت بھی کرنا چاہیے لیکن اختلاف رائے کرنے والوں کو ملک کے استحکام کو مد نظر رکھنا چاہیے، جب اختلاف رائے کی حدیں پار ہوتی ہیں پھر جو بھی حکومت ہو، ادارے یا عام شہری اسے

روکنے کے لیے قدم اٹھانا پڑتا ہے، اس وقت سوشل میڈیا پر جو پروپیگنڈا چل رہا ہے اسے روکنے کے لیے پیکا ایکٹ نافذ کر دیا گیا ہے لیکن اس سے ایک عام صحافی بھی خود کو محفوظ سمجھ رہا ہے، ایک جمہوری سیاسی جماعت سے ایک جمہوری حکومت میں اس طرح کے قانون کی توقع نہیں کی جاسکتی، بجائے اس کے عمل کا رد عمل مزید سخت ہوتا جائے حکومت کے ساتھ تحریک انصاف کو بھی اختلاف برائے اختلاف کو ختم کرنا ہوگا، پی ٹی آئی اور حکومت کے درمیان مذاکراتی دور شروع ہوا اور ختم بھی ہو گیا، دو فریقین کے درمیان کبھی بھی مذاکرات اس وقت کامیاب نہیں ہو سکتے جب تک مذاکرات میں ثالثی کا کردار ادا کرنے والا نہیں ہوگا، ثالث کا کردار ادا کرنے والا ہی دو فریقین کو کچھ لو اور کچھ دو کی بنیاد پر قریب لہنے میں کامیاب ہوتا، اس وقت پی ٹی آئی اور حکومت انا کے ہتھیاروں میں پڑ گئے ہیں، دونوں کو ملکی مفاد کو مد نظر رکھ کر مصالحت کے لیے آگے بڑھنا ہوگا۔

جزل پرویز مشرف کے دور میں پیپلز پارٹی اور نواز لیگ کے متبادل ق لیگ کو جنم دیا گیا، پنجاب میں ق لیگ اکثریت حاصل کرنے کے باعث مرکز میں بھی حکومت بنانے میں کامیاب ہوئی، انتخابات کو منصفانہ قرار دینے کے لیے خیبر پختونخوا میں دینی جماعتوں کے اتحاد ایم ایم اے کو حکومت دے دی گئی، یہی وجہ ہے کہ اس وقت ایم ایم اے کو "ملا ملٹری الائنس" بھی کہا گیا۔ اسی دور میں پیپلز پارٹی اور نواز لیگ کے درمیان دور یاں ختم ہوئیں، جزل پرویز مشرف رنجیم کے خلاف اپوزیشن جماعتوں کا اتحاد "اتحاد برائے جمہوریت" بنا، اس وقت بھی حکومت کے خلاف تحریک چلی، مظاہرے ہوئے جلسوں کا انعقاد کیا گیا، لیکن مشرف کے دور میں کسی بھی جماعت یا حکومت مخالف تحریک پر پابندی نہیں لگی حکومت نے اپنی مرضی کے فیصلے مسلط کیے، جمہوریت برائے نام تھی لیکن کسی کی زبان بندی نہیں کی گئی، آزادی اظہار رائے تھی، صرف ایک جمعیل حکومت مخالف ہونے کی وجہ سے زیر عتاب رہا۔

پیپلز پارٹی اور نواز لیگ نے مارشل لاء اور ڈکٹیٹر شپ کے خلاف آواز بلند کی، اگرچہ نواز لیگ پر یہ الزام رہا کہ وہ جزل فیاض الحق کے مارشل لاء کو دوام بخشنے میں برابر کی شریک رہی لیکن پیپلز پارٹی نے کبھی ڈکٹیٹر سے ہاتھ نہیں ملا یا، لیکن اب کی بار انہونی ہو گئی ہے، بانی چیئر مین عمران خان کے خلاف تحریک عدم اعتماد کی تحریک سے اب تک پیپلز پارٹی اور نواز لیگ نے وہ کچھ کر ڈالا جس کی امید نہیں کی جا رہی تھی، ایک جمہوری ملک اور جمہوری نظام میں اختلاف رائے، احتجاج ہر کسی کا حق ہے لیکن خود کو جمہوری جماعت کا دعویٰ کرنے والی جماعتوں نے اپنے دور اقتدار میں مارشل لاء حکومتوں کو بھی پیچھے چھوڑ دیا ہے۔ اگرچہ پاکستان تحریک انصاف کو بانی چیئر مین عمران خان کی گرفتاری پر ایسا رد عمل نہیں دینا چاہیے جو 9 مئی کو ہوا، اس کے بعد سے تحریک انصاف مسلسل پابندیوں کا سامنا کر رہی ہے، عام انتخابات میں انتخابی نشان لیا گیا تو نامزد امیدوار نشانہ بنے، خیبر پختونخوا میں اکثریت ملی تو سینٹ الیکشن اتواک

احتشام بشیر

بچپن میں سنا کرتے تھے کہ مارشل لاء دور میں آئین معطل ہو جاتا تھا، آزادی اظہار رائے چھین لی جاتی تھی، کسی کو جمہوریت یا اپنی آواز بلند کرنے کی اجازت نہیں ہوتی تھی، جو بھی جمہوریت کی بحالی یا حکومت کے خلاف جدوجہد کرتا اسے قید کروا جاتا تھا، زبان بندی کر دی جاتی، مارشل لاء دور میں ہونے والے ظلم و ستم کی کہانی ہم نے پیپلز پارٹی کے سابق صوبائی وزیر سید قمر عباس، سید ایوب شاہ، اعظم آفریدی اور بہت سے پیپلز پارٹی کے جیالوں سے سن رکھی تھیں، ان سے سنی داستانیں آج ہم دیکھ بھی رہے ہیں۔

بارہ اکتوبر سن 1999 کو جب نواز شریف حکومت کو تختہ الٹا گیا تو اس وقت کے آرمی چیف جزل پرویز مشرف نے مارشل لاء کا نام لیے بغیر ملک میں ایمر جنسی کے نفاذ کا اعلان کیا، اس وقت پشاور کے مقامی روزنامہ میں رپورٹنگ کیا کرتا تھا اور اس ادارے میں کام شروع کیے ہوئے صرف 12 روز ہی گزرے تھے، شام کو اپنی بیٹ کی خبروں سے فارغ ہو کر گھر پہنچا تو والد محترم ٹی وی دیکھ رہے تھے اس وقت کیبل یا سوشل میڈیا کا زمانہ تھا، ٹی وی پر اچانک سے میڈیم نور جہاں کے گانے چلنا شروع ہو گئے والد بے ساختہ بولے ملک میں مارشل لاء لگ گیا ہے، میں نے والد محترم سے کہا نہیں ایسی بات نہیں میں ابھی دفتر سے آیا ایسے کوئی اثرات نہیں تھے تو والد نے کہا کہ تھوڑی دیر میں معلوم ہو جائے گا، پانچ منٹ ہی گزرے تھے، گھر کے نمبر پر آفس سے فون آیا کہ دفتر پہنچنے ملک میں ایمر جنسی لگ گئی ہے۔ میں نے والد کی طرف دیکھا اور آفس کو چل پڑا، کہنے میں تو مارشل لاء ہی تھا لیکن اس وقت جزل پرویز مشرف نے مارشل لاء لفظ کے استعمال پر پابندی لگا دی، اخبارات کو ہدایات جاری کی گئیں کہ مارشل لاء کا لفظ استعمال نہیں کرنا، لیکن پھر بھی بعض اخبارات میں یہی سرخی لگی کہ ملک میں مارشل لاء نافذ کر دیا گیا، پشاور کے ایک مقامی اخبار کی سرخی تھی کہ "نواز حکومت کی فوج آگئی"۔



NOTE 25
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وزارت داخلہ کا انقلابی اقدام، پاکستان نے 120 ممالک کو آن لائن ٹورسٹ ویزا کی فری سہولت دے دی

حکومت کے اس اقدام سے گزشتہ دو ماہ میں لاکھوں افراد اس سہولت سے مستفید ہوئے ہیں اور پاکستان میں مذہبی سیاحت، کلچر اور بزنس کو فروغ ملا حکومت نے POVS کی سکیورٹی کو مد نظر رکھتے ہوئے اقدامات کیے ہیں جن میں درخواستوں کی از خود جانچ پڑتال، چہرے کی شناخت کا نفاذ و دیگر شامل ہیں



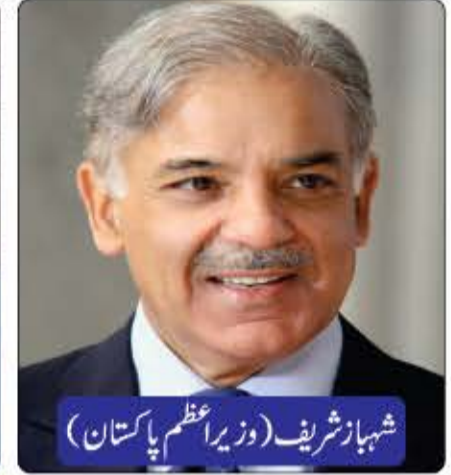
شیریں حنا (ڈپٹی سیکرٹری ویزا)



کیٹین (ر) خرم آغا (سیکرٹری داخلہ)



محسن نقوی (وزیر داخلہ)



شہباز شریف (وزیر اعظم پاکستان)

اسلام آباد (یورورپورٹ) وزیر اعظم شہباز شریف کی ہدایت پر وزارت داخلہ کے اقدامات قابل تحسین ہیں۔ جائزہ لیا جائے تو پاکستانی سفارتخانوں نے آن لائن سسٹم سے اتنے ویزوں کا اجرا نہیں کیا کیونکہ ان کے پاس ابھی تک پرانا سسٹم ہے۔ وزارت داخلہ کی طرف سے جاری کردہ ای ویزا سسٹم پاکستان کے لیے باعث فخر ہے اور اس سے پاکستان میں ہوٹل، ٹورازم انڈسٹری سمیت لاکھوں لوگوں کو روزگار ملا ہے۔ وزارت داخلہ کے ذرائع نے بتایا کہ آن لائن ویزا سسٹم پر چوبیس گھنٹے لوگ اپلائی کرتے ہیں اور 24 گھنٹے میں ہم بغیر سفارش کے ویزا جاری کرتے ہیں۔ وزیر داخلہ محسن نقوی، سیکریٹری داخلہ خرم آغا اور ڈپٹی سیکرٹری ویزا مس شیریں حنا کی کاوشوں کے باعث پاکستان کا دنیا بھر میں تھیں مزیڈ بہتر ہوا اور زر مبادلہ کے ذخائر میں بھی اضافہ ممکن ہوا۔ پاکستان میں مذہبی سیاحت، کلچر اور بزنس کے فروغ کے لیے فوری آن لائن ویزوں کا اجرا ممکن بنایا گیا ہے۔ واضح رہے کہ پاکستان نے 14 اگست 2024 کو پاکستان آن لائن ویزا سسٹم (POVS) کا آغاز کیا تاکہ ویزا کے عمل کو آسان بنایا جاسکے اور زیادہ سیاحوں اور کاروباری مسافروں کو راغب کیا جاسکے۔ یہ نظام بڑی حد تک کامیاب رہا ہے، 120 ممالک کے شہریوں کو بغیر کسی پاکستانی سفارت خانے یا قونصل خانے میں گئے آن لائن ویزا کے لیے درخواست دینے کی اجازت دیتا ہے۔ یہ نظام مفت ہے اور ویزے عام طور پر 24 گھنٹوں کے اندر جاری کر دیے جاتے ہیں۔ POVS کے پہلے چند مہینوں میں ویزا کی درخواستوں میں نمایاں اضافہ ہوا ہے۔ ویزا کے درخواست دہندگان کی سب سے زیادہ مطلوبہ منزلیں برطانیہ، امریکہ اور ایران ہیں۔ حکومت نے نظام کی سکیورٹی کو بہتر بنانے کے لیے کئی اقدامات کیے ہیں، جن میں ویزا کی درخواستوں کی دستی تصدیق کے لیے ایک فوکل پرسن کی تعیناتی "مین ان دی لوپ" جانچ پڑتال کے عمل کو نافذ کرنا VPA پر آنے والے تمام غیر ملکیوں کے لیے بائیومیٹرکس کو لازمی قرار دینا، تیسرے ملک کی شہریت والے افغان شہریوں کو VPA کے لیے درخواست دینے سے روکنا، مشکوک درخواست دہندگان کی نشاندہی کے لیے اسٹیک ہولڈرز کو POVS پر ایک واچ لسٹ بنانا VPA سہولت سے آٹھ ممالک کو ہٹانا حکومت POVS کی سکیورٹی کو بہتر بنانے کے لیے کئی دیگر اقدامات، درخواستوں کی خود کار جانچ پڑتال کے لیے ایک نظام کی ترقی اور چہرے کی شناخت کے نظام کا نفاذ شامل ہے۔

VPA Statistics

ذیل میں دیئے گئے چارٹ میں آپ دیکھ سکتے ہیں کہ اگست 2024 سے جنوری 2025 تک کن ممالک کو کتنے ویزوں کا اجرا ہوا

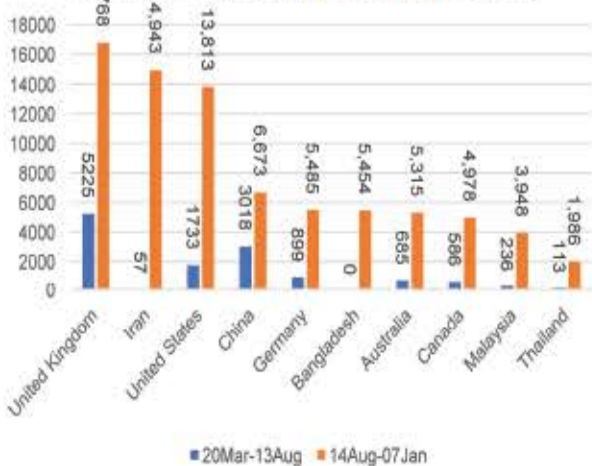
Overall (14-08-2024 till 07-01-2025)

Category	Total	Granted	Rejected/ Cancelled
Tourist	109,961	89,100	19,974
Business	11,731	10,323	1,268
Sikh Pilgrims	5,139	4,682	395

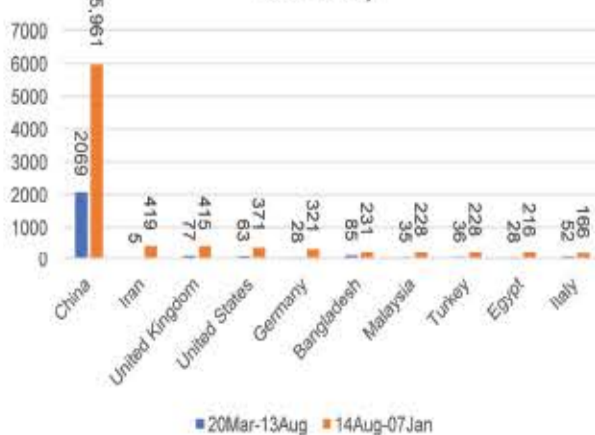
Top 10 Countries

Country	Total	Granted
United Kingdom	18,967	14,928
United States	15,479	10,704
Iran	15,368	14,675
China	12,638	11,873
Canada	6,416	5,144
Germany	5,839	4,363
Bangladesh	5,688	5,151
Australia	5,621	4,133
Malaysia	4,375	3,866
Thailand	2,072	2,001

Top 10 Countries (VOA vs VPA Tourist)



Top 10 Countries (VOA vs VPA Business)



Total: 16,438 109,961
Applications Increased by 569%

Total: 3,650 11,731
Applications Increased by 221%

A photograph of a silver laptop and a white cup of coffee on a dark wooden desk. The laptop is open, and the coffee is in a simple white mug. The background is a dark, textured surface.

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پاکستان / اعادہ والا نمبر 1 ریڈیو چینل

وزارت داخلہ کا انقلابی اقدام، پاکستان نے 120 ممالک کو آن لائن ٹورسٹ ویزا کی فری سہولت دے دی



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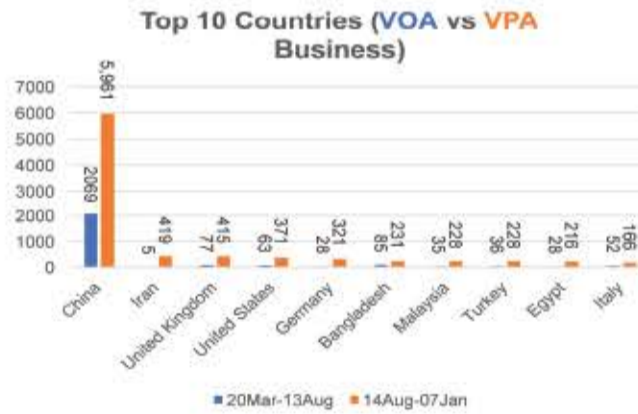
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چارٹ میں آپ دیکھ سکتے ہیں کہ گرامت 2024 سے جنوری 2025 تک کن ممالک کو کتنے ویزوں کا اجرا ہوا



اسلام آباد: کئی سال سے پاکستان میں قید 22 بھارتی ماہی گیروں کو جذبہ خیر سگالی کے تحت رہا کر دیا گیا

پاکستان میں سب سے زیادہ شائع ہونے والے پریس حالات حاضرہ اور لائف سٹائل فلیر میگزین کی نئی ایپلی کیشن Free press card پے سٹور پر شائع ہوگی ہے۔ نہ صرف پاکستان سے بلکہ دنیا بھر کے لوگ فلیر میگزین فری ڈاؤن لوڈ کر سکیں گے اور ناکہ بھی اس موبائل ایپلی کیشن کے ذریعے بن سکیں گے۔



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