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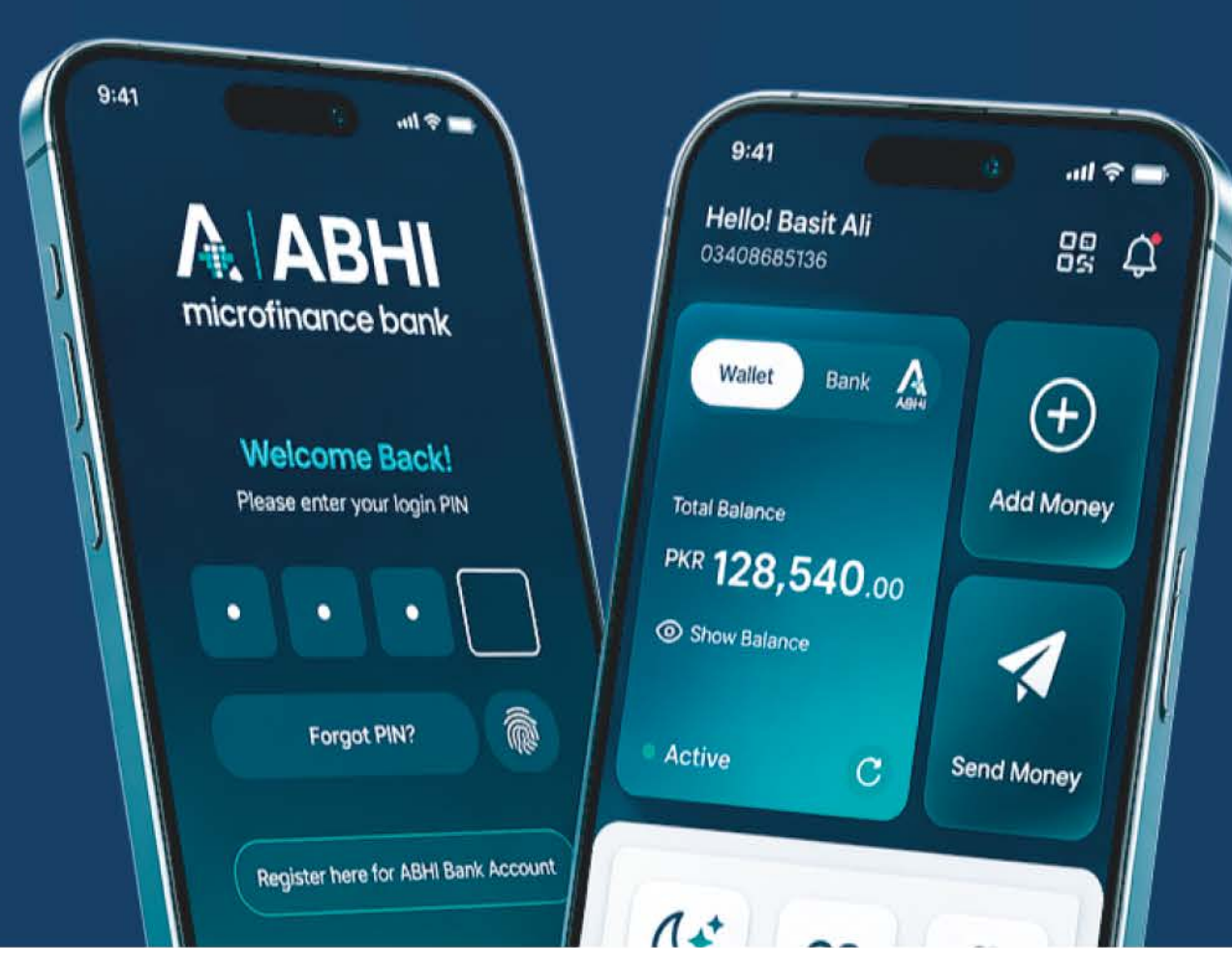
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Grand reception to mark 35 years of Tajikistan's independence, friendship with Pakistan

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Rs 120 billion online gambling scam guised as corporate activity unearthed

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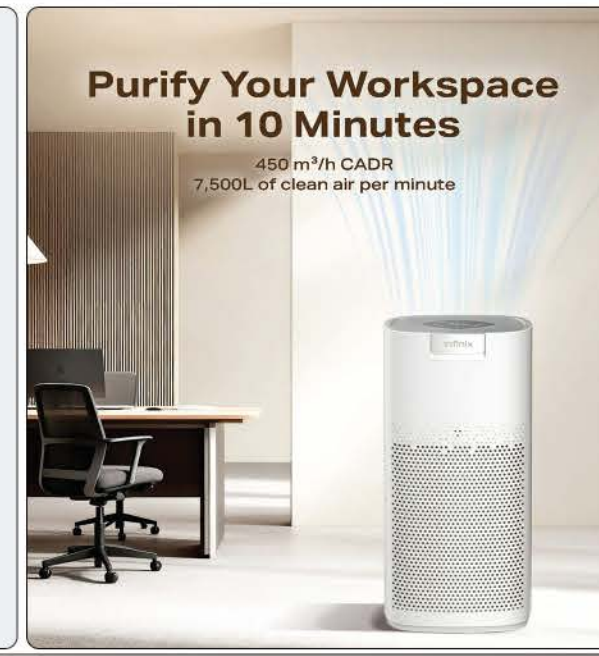
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Editor's Note

Smog control needs more than fitness stickers

The worsening smog situation in Punjab every year demands that the government take timely and sustained preventive measures before winter weather turns hazardous to human life. Rising to the occasion, the Punjab government, as a first step, is requiring vehicles to undergo mandatory smoke emission tests to prevent smog from thickening on the roads, particularly during November and December. This is indeed a step in the right direction, but it alone is not sufficient to check the spread of smog or prevent it from becoming hazardous to human health. As far as vehicle fitness and smoke emissions are concerned, the success of this initiative depends not on the number of fitness stickers issued but on effective enforcement, reliable testing and a broader strategy to curb air pollution.

The provincial government has directed owners of government and private vehicles to obtain fitness certificates to control vehicular emissions, a major contributor to deteriorating air quality. It has instructed relevant authorities, including provincial secretaries and divisional commissioners, to ensure compliance.

The urgency of the measure is evident from the long queues at vehicle fitness centres across Lahore. Motorists continued to visit testing facilities even on a holiday, rushing to obtain green fitness stickers despite a one-month extension of the deadline. Emission testing is being conducted at 12 centres across the city.

Authorities have warned of strict action against vehicles that fail to meet prescribed fitness standards from November 15. Vehicles failing the smoke emission test will be fine. The QR-coded fitness stickers will remain valid for one year. Under the prescribed rules, cars with engine capacities of up to 1,000cc are exempt from the requirement for five years from their date of manufacture.

At the same time, public awareness is equally important. Motorists should be encouraged to maintain their engines, service their vehicles regularly and avoid practices that increase emissions. Authorities, meanwhile, must ensure that testing equipment is properly calibrated and that inspections cannot be bypassed through favouritism or malpractice.

While these measures may encourage motorists to maintain their vehicles and reduce harmful emissions, enforcement must be fair, transparent and consistent. Testing centres need adequate capacity to prevent long queues, while vehicle owners should have access to clear guidelines and reliable testing facilities. Fitness certificates must reflect actual emission performance rather than become another administrative formality. However, this measure alone cannot effectively reduce smog levels, as many other sources also contribute significantly to air pollution.



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Letters to the EDITOR



Poor response to public complaints

I would like to draw the attention of Punjab Chief Minister Maryam Nawaz to the deteriorating state of her public service initiative, as the relevant departments have failed to address citizens' complaints.

I have lodged several complaints regarding stray dogs and heaps of garbage on Main 80 Road, Block D, Jubilee Town, Lahore, but no effective action has been taken. Many illegal shops have reportedly been established, allegedly in league with LDA staff, while makeshift shops have been set up on vacant plots. The occupants dump garbage on these plots, creating foul smells and serious health hazards for nearby residents.

I urge the Chief Minister and the concerned authorities to take immediate notice of the situation, investigate the alleged encroachments, ensure proper waste disposal and address the issue of stray dogs without further delay.

Aftab Ahmad, Lahore

Children risking their lives

Many children are forced to work to support their families. Children aged 7 to 15 often work in hazardous conditions, endure physical and mental abuse, and receive unfairly low wages, depriving them of their right to a safe and healthy childhood. Child labour also prevents them from attending school and developing the skills needed for a better future.

Poverty and inadequate social protection leave these children vulnerable, particularly during economic crises. Society must change its mindset and work collectively to end child labour. Pakistan needs better living standards, stronger protection for vulnerable families and access to quality education so that no child is forced to work for survival. The government must also enforce labour laws and support struggling households. Every child deserves the opportunity to learn, grow and build a brighter future.

Yawar Shaikh, Lahore

Barriers to girls' education

Education is essential for national development, and girls deserve equal opportunities to learn. However, Pakistan continues to face serious challenges in female education, with millions of children out of school and girls particularly disadvantaged.

Religious misinterpretations, gender discrimination, and the belief that girls do not need education beyond puberty prevent many from continuing their studies. Some parents also fear sexual harassment at educational institutions and during their daughters' journeys to and from educational institutions.

Educating girls benefits families, communities and the nation. The government must strengthen education policies, ensure girls' safety and raise awareness at the community level. Equal access to quality education is essential for Pakistan's progress.

Javeriya Khan, Karachi

Rising inflation makes daily life difficult

For millions of Pakistani families, rising prices of food, transport, electricity, healthcare and education have made daily expenses increasingly difficult to manage, leaving little room to meet the expenses for unexpected and emergency situations.

According to the Pakistan Bureau of Statistics, inflation reached 11.1 percent year-on-year in August 2026, rising to 12.2 percent in rural areas against 10.4 percent in urban areas. The Sensitive Price Indicator recorded a 10.64 percent annual increase in the week ending September 17, 2026.

The government must curb hoarding and profiteering, improve supply chains, reduce unnecessary costs and strengthen targeted support for vulnerable households. Ultimately, the true measure of inflation is its impact on daily life. Protecting purchasing power and keeping essential goods and services affordable must remain a policy priority.

Asma Tanveer, Islamabad

AI dependence weakens independent thinking

Artificial Intelligence (AI) is transforming workplaces, education, healthcare and businesses. While it improves efficiency, it also raises concerns about job losses, skills gaps and responsible use. AI can automate repetitive tasks while creating new opportunities in technology and digital services. Governments, businesses and educational institutions should provide affordable training to help workers adapt and develop technical, communication and problem-solving skills.

In education, AI can help students understand complex subjects and assist teachers in preparing lessons. However, excessive dependence on AI can weaken independent thinking.

Access to electricity, the internet and digital devices is also essential to prevent AI from widening educational inequalities. Rather than viewing AI solely as a threat, society should embrace its benefits while preparing people for technological change through digital literacy, critical thinking and lifelong learning.

Fatima Naeem, Multan

Internet's dark side

The internet has transformed how children learn, communicate, and entertain themselves, but unrestricted, unsupervised use can expose them to serious risks. The aim should not be to keep children away from technology, but to teach them to use it safely and responsibly.

Excessive screen time can disrupt sleep, studies, physical activity and family interaction, while limiting opportunities for outdoor activities and face-to-face communication. Children may also encounter inappropriate content, misinformation, online scams, cyberbullying and attempts to obtain their personal information. Reasonable screen-time limits and open discussions about online experiences are equally important.

Schools should strengthen digital literacy to help students think critically and behave responsibly online. With parental guidance, effective education, responsible platform practices and public awareness, children can benefit from technology while minimising its risks.

Shazia Saleem, Absor

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WB counts 48% poor in Pakistan as highest in the region



The World Bank's findings underline the need for urgent reforms that address the underlying causes of poverty. Economic performance must be measured not only through GDP growth and foreign exchange reserves but also through rising household incomes, decent employment and access to essential goods and services

Pakistan accounts for 48% of people living in extreme poverty across the Middle East, North Africa, Afghanistan and Pakistan (MENAAP) region, with poverty rising sharply between 2018-19 and 2024-25, according to the World Bank's October 2026 report, Middle East, North Africa, Afghanistan and Pakistan Economic Update: From Divide to Opportunity—AI, Jobs, and Growth.

The report said Pakistan's poverty rate at the $3-a-day threshold increased by 6.4 percentage points over the six years, while poverty measured at the $4.20-a-day threshold rose by 3.2 percentage points.

The deterioration followed a series of economic shocks, including the Covid-19 pandemic, devastating floods in 2022, high inflation, currency depreciation and prolonged economic adjustment. These pressures weakened household purchasing power and limited employment opportunities.

Pakistan's worsening poverty has contributed significantly to the region's overall decline. MENAAP is now the only region where poverty remains above pre-pandemic levels and continues to rise.

Pakistan accounts for approximately 48% of the region's population living below $3 a day, while Afghanistan, Syria and Yemen together account for another 47%. These four countries represent about 95% of MENAAP's extreme poor.

In 2024, 14.3% of the region's population lived on less than $3 a day, compared with 10.4% globally. At the $4.20-a-day threshold, the regional poverty rate stood at 26.9%, against the global average of 18.9%.

MENAAP accounts for 14% of the world's extreme poor, second only to Sub-Saharan Africa. The World Bank foresees adverse poverty trends to persist through 2026, with poverty increasingly concentrated in fragile and conflict-affected economies. It also highlighted substantial disparities in poverty levels across Pakistan's regions.

Pakistan's poverty situation remains concerning despite a gradual recovery in economic growth. The World Bank estimated GDP growth at 3.7% in FY2025-26, up from 3.2% in FY2024-25, and projected growth of 3.8% in FY2026-27.

Real GDP per capita growth was estimated at 2.1% in 2026, compared with 1.6% in 2025, and is projected to reach 2.2% in 2027. However, rising inflation threatens to erode these modest gains. Inflation was estimated at 7.1% in 2026 and projected to increase to 8.2% in 2027, against 4.5% in 2025.

Regional conflict has added to these pressures. According to the report, inflation in Pakistan had risen to around 11% by mid-2026 as higher international energy, commodity and transport costs filtered into the domestic economy. Fuel prices had increased by more than 40% since the start of the Persian Gulf conflict, placing additional pressure on household budgets.

Food insecurity is another major concern. The World Bank identified Pakistan among countries where significant portions of the population face crisis-level or worse food insecurity.

Poorer households are particularly vulnerable because food accounts for 35% to 50% of total expenditure among lower-income groups in developing MENAAP economies. The Bank estimated that a 3% to 6% increase in food prices could reduce total consumption among the poorest households by approximately 1% to 5%, compared with 0.5% to 3.6% among the richest.

The report recommended targeted cash transfers and well-designed social assistance programmes as more effective ways to protect vulnerable households than broad fuel and food subsidies, which can place additional pressure on public finances. Pakistan has introduced targeted fuel and agricultural assistance in response to rising energy costs. However, implementation problems, including SMS errors affecting motorcycle owners' access to fuel assistance, have highlighted the need to improve registration systems and ensure eligible beneficiaries receive support.

The World Bank's findings underline the need for urgent reforms that address the underlying causes of poverty. Economic performance must be measured not only through GDP growth and foreign exchange reserves but also through rising household incomes, decent employment and access to essential goods and services.

High electricity, gas, petroleum and transport costs, alongside expensive food, continue to squeeze household budgets. They also raise industrial production costs, weaken competitiveness and discourage investment.

Pakistan must address substantial inefficiencies in public-sector enterprises and the power sector. Annual losses associated with underperforming public-sector entities are estimated at approximately Rs800 billion, while losses linked to electricity theft, line losses and weak recoveries are estimated at around Rs1 trillion.

> The report said Pakistan's poverty rate at the $3-a-day threshold increased by 6.4 percentage points over the six years, while poverty measured at the $4.20-a-day threshold rose by 3.2 percentage points

Comprehensive reforms are needed to improve the performance of state-owned enterprises, reduce electricity losses, strengthen bill recovery and improve supply chains. Digital monitoring of essential commodities and distribution networks should also be expanded to discourage hoarding, improve market transparency and prevent unjustified price increases.

Targeted social protection programmes, including the Benazir Income Support Programme, remain important for supporting vulnerable households. Targeted fuel assistance can also provide relief to low-income citizens facing rising petroleum prices. However, social assistance alone cannot deliver lasting poverty reduction. Pakistan needs a broader economic strategy focused on industrialisation, human capital, infrastructure, productive employment, value addition and export-led growth.

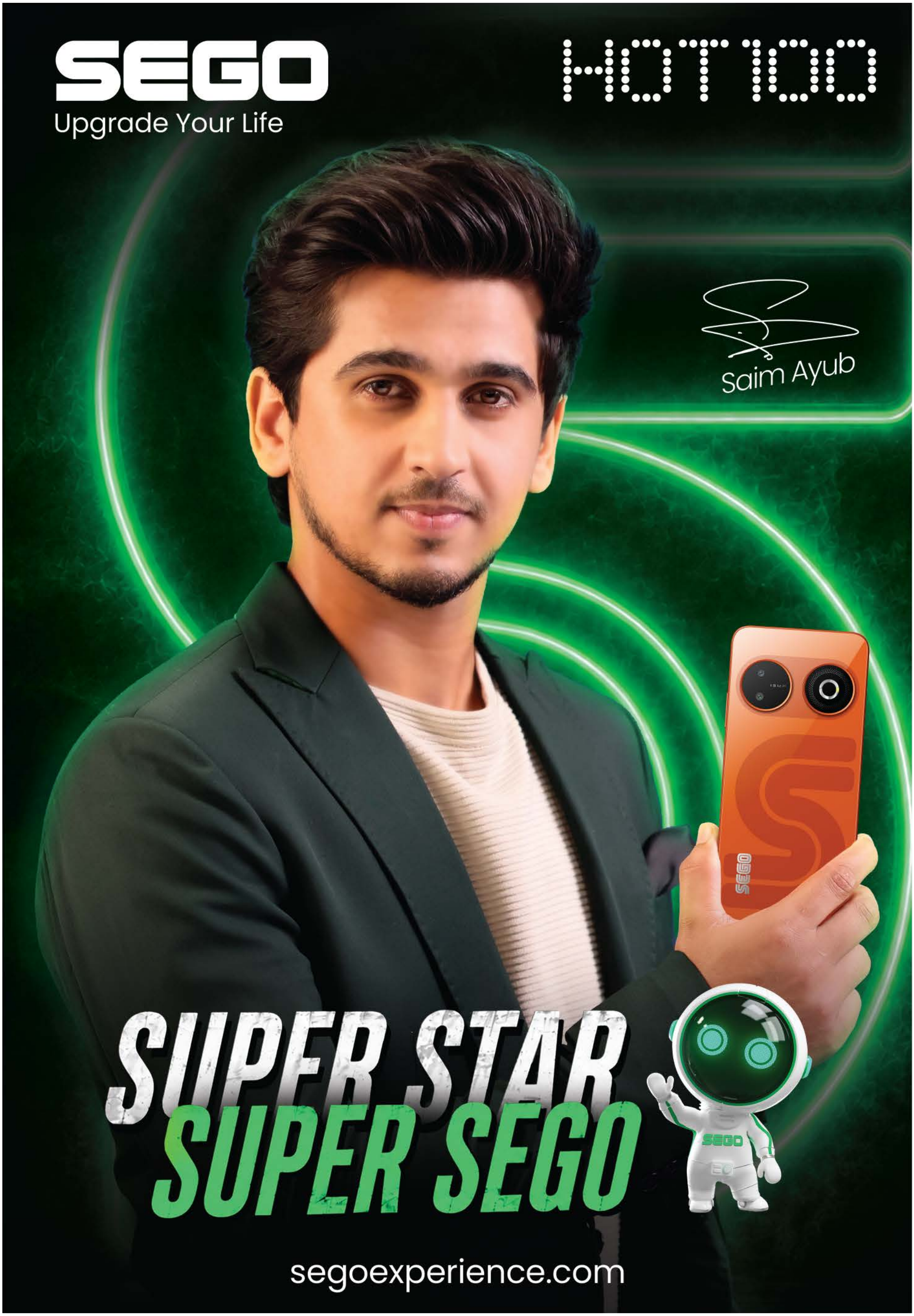
Expanding manufacturing and processing industries would create jobs, increase domestic production, improve productivity and open opportunities for small and medium-sized enterprises. Reducing business costs, encouraging investment and strengthening export competitiveness are essential to building sustainable livelihoods and reducing dependence on short-term relief.

The World Bank also highlighted artificial intelligence as an opportunity to raise productivity and support economic growth. Pakistan should invest in digital skills, local-language data, reliable internet connectivity and businesses' capacity to adopt emerging technologies. Technology must deliver practical economic benefits by lowering service delivery costs, expanding business opportunities, equipping young people with marketable skills and improving access to productive employment.

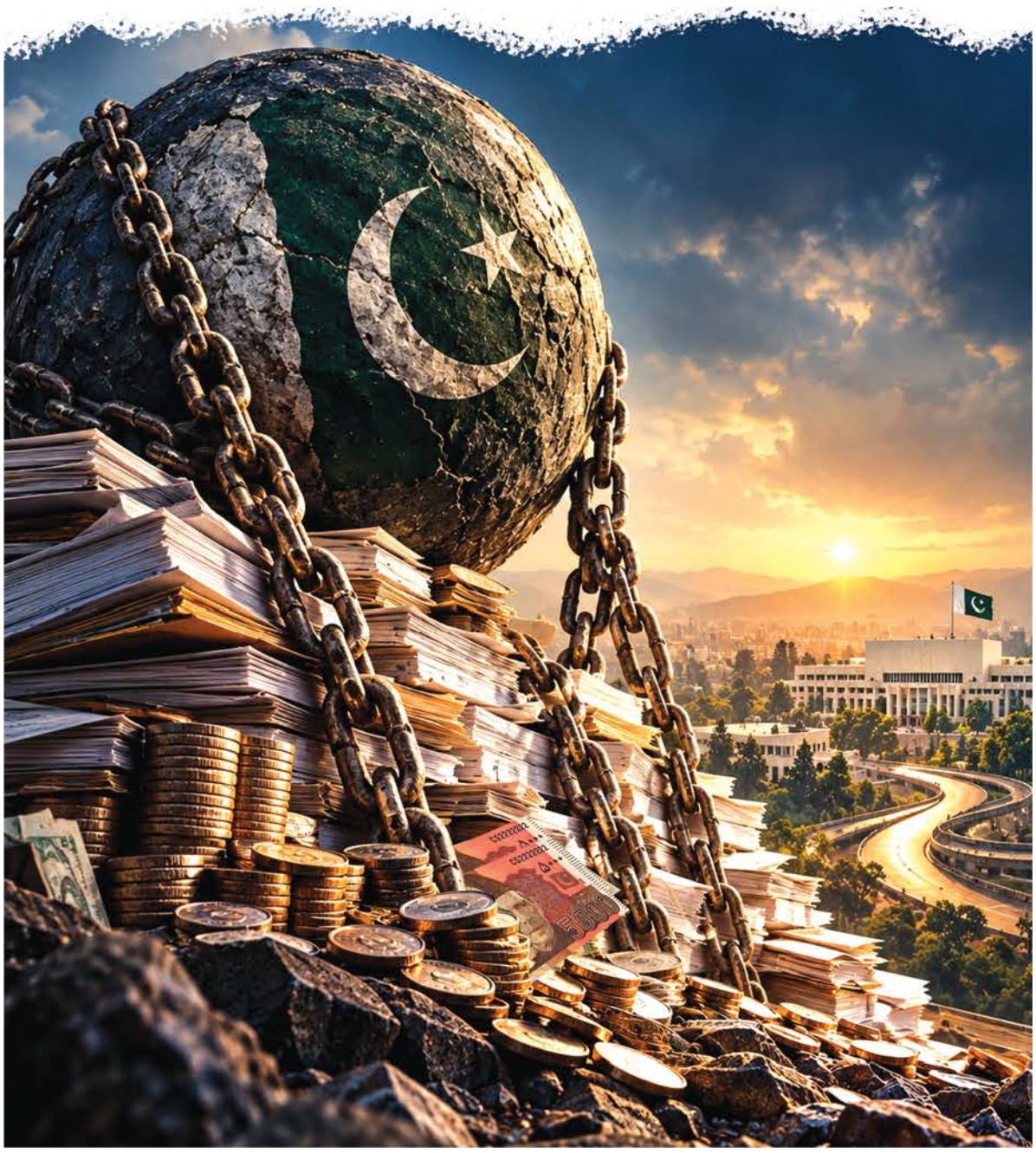
Pakistan's poverty challenge requires coordinated action across economic, industrial, social and technological policies. Macroeconomic stability must be accompanied by sustained investment, industrial expansion and private-sector-led growth. Ultimately, economic progress must translate into higher household incomes, better employment opportunities and lasting improvements in living standards. Without these gains, stronger headline growth will do little to ease the hardships faced by millions of Pakistanis.

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Pakistan's debt burden soars to new heights



Interest expenditure decreased to Rs6.948 trillion in fiscal year 2026 from Rs8.887 trillion in fiscal year 2025, reflecting a 22 percent reduction. As a result, the federal fiscal deficit considerably narrowed to Rs4.763 trillion from Rs7.089 trillion, and the federal primary surplus rose from Rs1.798 trillion to Rs2.185 trillion

By the end of June 2026, the nation's overall public debt had increased by 7.7 percent to approximately Rs86.72 trillion. This marks a slowdown from the previous year's 13 percent growth. The public debt-to-GDP ratio also fell, dropping to 68.3 percent from 70.6 percent, as reported in the Annual Debt Review FY2026.

According to the Debt Management Office (DMO) of the Ministry of Finance, the gradual pace of debt accumulation is due to fiscal consolidation, a federal primary surplus of Rs2.185 trillion, and a 22 percent reduction in interest expenditure during the fiscal year 2026.

The review revealed that domestic debt expanded by 9 percent to Rs59.441 trillion, while external debt increased by 6.8 percent, totalling USD 98.075 billion for the year. In dollar terms, total public debt amounted to USD 312 billion.

Interest expenditure decreased to Rs6.948 trillion in fiscal year 2026 from Rs8.887 trillion in fiscal year 2025, reflecting a 22 percent reduction. As a result, the federal fiscal deficit considerably narrowed to Rs4.763 trillion from Rs7.089 trillion, and the federal primary surplus rose from Rs1.798 trillion to Rs2.185 trillion. The report noted that fiscal consolidation continued to make progress, with net federal revenues growing by 6 percent year-on-year to reach Rs10.52 trillion. In contrast, total non-interest expenditure increased by only 2.3 percent compared to 15 percent in FY25.

According to the Fiscal Responsibility and Debt Limitation Act, total government debt was calculated at Rs77.168 trillion, representing 60.8 percent of GDP decreasing from 64.2 percent as of June 2025.

During fiscal year 2026, the government covered 75 percent of the federal fiscal deficit via domestic borrowing, with the remaining 25 percent sourced externally. Net external financing rose to Rs1.177 trillion, while net domestic financing reached Rs3.586 trillion.

The domestic debt portfolio experienced notable changes, including a 25 percent growth in the stock of Market Treasury Bills to Rs10.928 trillion and a 35 percent increase in Sukuk and Bai-Muajjal financing, bringing it to Rs8.559 trillion.

The proportion of floating-rate PIBs fell to 37.2 percent from 43 percent, whereas the share of fixed-rate PIBs rose to 21.7 percent from 17.2 percent. The average maturity of domestic debt was recorded at 3.82 years, with the Average Time to Refixing increasing to 1.3 years.

Commercial banks remained the primary holders of government securities, with their share increasing from 64 percent a year ago to 70 percent of domestic debt. Conversely, the share held by the State Bank of Pakistan decreased to 5 percent due to liability management operations.

On the external front, the government enhanced the maturity profile, with medium- and long-term debt comprising 84 percent of external public debt by the end of June 2026, up from 76 percent one year prior. Short-term external debt fell from 24 percent to 16 percent. Pakistan also re-entered international capital markets in fiscal year 2026 after a gap of four years, and issued a Eurobond worth USD 750 million in April 2026 and a Panda bond totalling CNY 1.75 billion in May 2026.

The report indicated that external borrowing accounted for Rs1.177 trillion in financing the fiscal deficit. External budgetary disbursements reached USD 15.6 billion, which included USD 5.4 billion from multilateral sources, USD 4.9 billion from

According to the Fiscal Responsibility and Debt Limitation Act, total government debt was calculated at Rs77.168 trillion, representing 60.8 percent of GDP decreasing from 64.2 percent as of June 2025

commercial sources, USD 4.3 billion from bilateral development partners, and USD 1 billion through bonds. Throughout FY-26, external debt rose to USD 98,075 million, marking a year-on-year increase of 6.8 percent, slightly exceeding the 6.1 percent rise observed during the same period of the prior fiscal year. Multilateral creditors represented the largest share of lending sources, contributing 45.5 percent to total external debt (USD 44,621 million), followed by bilateral creditors, which accounted for 28 percent (USD 27,310 million), inclusive of bilateral deposits.

Commercial borrowing avenues, such as Eurobonds and commercial banks, account for a total share of 13 percent (USD 12,848 million). By June 26, the IMF's outstanding balance reached USD 11,050 million, reflecting ongoing disbursements related to the EFF and the Resilience and Sustainability Facility.

The IMF's claims now constitute 11 percent of the overall external public debt, with the remaining 2 percent mainly consisting of retail lending in the form of Naya Pakistan Certificates (NPC). It is noteworthy that multilateral and bilateral sources continue to dominate external borrowing, typically offering long-term loans at concessional rates.

As of June 26, the Federal Government holds 84 percent of Pakistan's external public debt, while 16 percent is associated with provincial and sub-national governments. Among the provinces, Punjab is the largest borrower at USD 6.40 billion (7 percent), followed by Sindh at USD 5.62 billion (6 percent) and Khyber Pakhtunkhwa at USD 2.97 billion (3 percent). The remaining debt includes Balochistan at USD 390 million, Gilgit-Baltistan at USD 69 million, and Azad Jammu & Kashmir at USD 180 million, with each representing less than 1 percent of the total external public debt. During FY26, the government repaid Rs1.926 trillion of SBP debt and executed market debt buybacks totalling Rs996 billion, utilising Rs1.133 trillion of SBP profits for debt repayment.

By the end of June 2026, government guarantees stood at Rs4.283 trillion, which includes Rs2.238 trillion in domestic guarantees and Rs2.045 trillion in external guarantees. New and renewed guarantees issued during the year amounted to Rs812.8 billion, with the power sector making up approximately 56 percent of the outstanding guarantees.

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Lahore goes pro as Airlink unveils iPhone 18 Pro Family



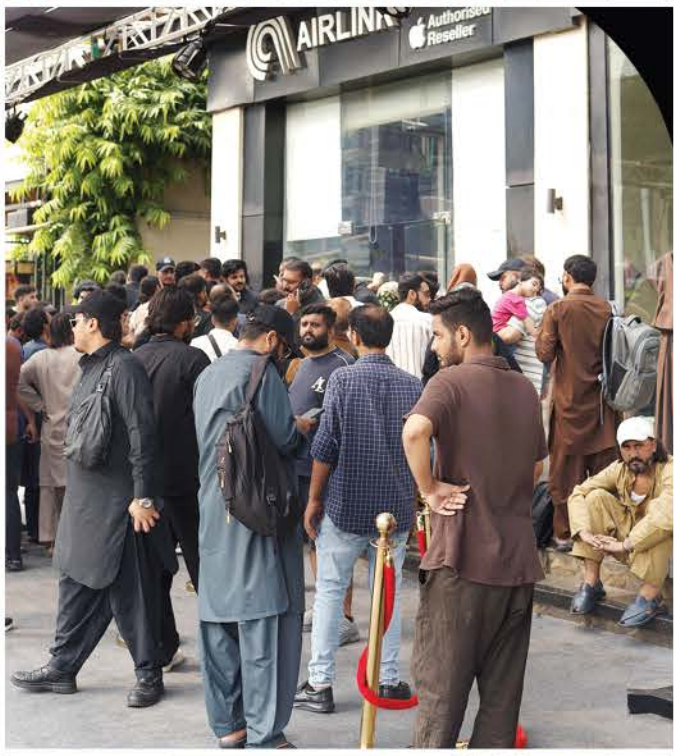


















The launch had an atmosphere that was filled with excitement, as a large number of customers came to explore the new devices. Attendees had the exceptional chance to interact with the latest iPhone 18 Pro Family, enabling them to appreciate its innovative features and elegant design

Airlink Communication successfully launched the iPhone 18 Pro Family in Lahore, holding separate events at the Airlink Outlet in Xinhua Mall and at iSelect by Airlink, an Apple Authorised Reseller, in Dolmen Mall. The launch was filled with excitement, as a large number of customers came to explore the new devices. Attendees had the exceptional chance to interact with the latest iPhone 18 Pro Family, enabling them to appreciate its innovative features and elegant design. Additionally, Airlink provided exclusive promotions for the launch to further encourage customer participation. Customers throughout Pakistan arrived at both locations to get their preferred devices following the global launch.

The warm reception at both venues underscored the high demand for Apple products in the city, vindicating the brand's increasing popularity among technology enthusiasts in Pakistan. Long queues were seen outside the stores, as customers waited patiently for hours, fuelled by anticipation to be among the first to acquire the new models. This successful launch marks another vital milestone for Airlink, highlighting its dedication to enhancing access to the newest Apple products. By offering improved retail experiences, Airlink continues to solidify its position in the market while addressing the rising expectations of customers throughout Pakistan.

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The long march and the long squeeze



Long marches are usually viewed as political contests. However, their economic consequences deserve equal attention, particularly for salaried teachers, small shopkeepers, junior government employees and freelancers. These households bear the costs of disruption despite having increasingly limited financial reserves.

On October 4, a convoy of Pakistan Tehreek-e-Insaf (PTI) supporters, led by Khyber Pakhtunkhwa Chief Minister Sohail Afridi, departed Lakki Marwat for what the party calls a long march. Originally scheduled for September 27, it was postponed to allow talks with the federal government.



After negotiations failed, the convoy moved through Karak and Kohat towards Peshawar and Khairabad, about 80 kilometres west of Islamabad, where Afridi said the next phase would be announced. Long marches are usually viewed as political contests. However, their economic consequences deserve equal attention, particularly for salaried teachers, small shopkeepers, junior government employees and freelancers. These households bear the costs of disruption despite having increasingly limited financial reserves.

However, this increased tension was defused after the President of Pakistan, on the advice of the Prime Minister, proclaimed an emergency and imposed Governor's Rule in KPK and detained the Chief Minister and other party leaders. This action has calmed down the situation, yet an atmosphere of uncertainty prevailed as to how the people would react to the Governor's Rule.

Where the Standoff stood

The PTI says the march seeks the release of its founder, Imran Khan, and the supremacy of the Constitution and the law. Concerns have intensified over his imprisonment, medical treatment and access to doctors and family. In August, the Supreme Court directed his transfer to a civilian hospital, but he was returned to prison after a brief stay at a government-run facility. The federal government took a firm position. Adviser Rana Sanaullah said the march would not be allowed to enter Islamabad, while leaving room for talks if the provincial government cooperates on counterterrorism. Negotiations reportedly stalled over access to Khan and security assurances. Media reports citing official sources suggested the government had not ruled out emergency measures or Governor's rule in the province, while the PTI reportedly prepared a sit-in at Governor House in response. Both sides appeared increasingly prepared for escalation rather than compromise.

An economy under pressure

The timing is particularly difficult for households. Headline inflation eased to 10.3 per cent in September from 11.1 per cent in August, but remained nearly double the level a year earlier. Average inflation in the first quarter of the fiscal year reached 10.2 per cent, up from 4.3 per cent a year earlier. Transport costs rose 27.4 per cent year-on-year, housing and utilities 12.4 per cent, and wholesale prices 13.3 per cent, signalling further retail price pressures. The Finance Division links much of the increase to the Middle East oil shock.

The government's digital fuel relief targets lower-income households but leaves many lower-middle and middle-income families struggling with rising transport costs because they do not qualify.

Household survey data show average monthly income of Rs82,179 exceeds expenditure by barely Rs3,000. Though these figures predate this year's price increases and mask differences among households, they highlight how little financial protection families have against further shocks.

How political disruption affects households

The consequences are not inevitable, but previous protests show where the burden often falls.

Movement and earnings: Road closures, containers and checkpoints disrupt commutes and reduce customer traffic, hurting small traders, transporters and shopkeepers dependent on daily turnover.

Digital livelihoods: During the October 2025 protest march towards Islamabad, mobile data was suspended in Islamabad and Rawalpindi. Similar restrictions would affect freelancers, online tutors, e-commerce sellers and students reliant on connectivity. Prices and supplies: With wholesale inflation above 13 per cent, disruptions to transport and supply routes accelerate food and fuel price increases, particularly for perishable goods.

Key figures at a glance

Indicator	Latest reading	Comparison
Headline inflation (Sep 2026)	10.3%	11.1% in Aug; about 5.6-5.8% a year earlier
Transport inflation (YoY)	27.4%	20.2% in Aug
Housing & utilities inflation (YoY)	12.4%	8.9% in Aug
Wholesale Price Index (YoY)	13.3%	11.8% in Aug
Avg. household income vs spending (2024-25)	Rs82,179 vs Rs79,150	Monthly margin of about Rs3,000

Sources: Pakistan Bureau of Statistics

Confidence and savings: Prolonged uncertainty discourages hiring and investment, delaying household decisions about housing and children's education. Education and healthcare: Closures, diversions and blocked roads disrupt classes, examinations and hospital access, imposing costs families can rarely recover.

The psychological strain

Economic pressure extends beyond household accounts. Families struggling to stretch salaries across rent, electricity bills, school fees and medicines experience persistent anxiety.

Political confrontation compounds this stress with fears of violence, shutdowns and uncertainty. Through my work with the Mind Empowerment Council, I see a middle class that is not only losing purchasing power but also becoming increasingly exhausted. Such exhaustion erodes patience, trust and the capacity to plan. A society whose largest stabilising class loses its sense of security cannot remain stable.

What needs to be done

Although the long march is no longer in the field, the situation is simmering and can boil up again at any time. As such, core issues need to be addressed at the highest level in the larger national interests. As to questions concerning Khan's medical care and access to doctors and family, these should be addressed through constitutional and legal channels. Parliament has a vital role in resolving such impasses. Exercise restraint: The state should avoid blanket internet shutdowns, prolonged road blockades and mass detentions. Protesters should likewise avoid paralysing public life or damaging property. Peaceful protest and citizens' freedom of movement must be respected equally. Protect essential services: Ambulances, medicines, food supplies and school transport must retain unrestricted passage.

Extend targeted relief: Fuel and electricity assistance should cover financially vulnerable lower-middle-income salaried households increasingly left behind. Preserve constitutional stability: A prolong emergency or Governor's rule may deepen uncertainty when economic recovery requires predictability. Every escalation ultimately carries a cost for household budgets.

Conclusion

Governments and oppositions come and go, but the middle class sustains the country's schools, clinics, markets, offices and tax base through every political cycle. When this class moves from financial strain to economic breakdown, the damage extends beyond any single party or government.

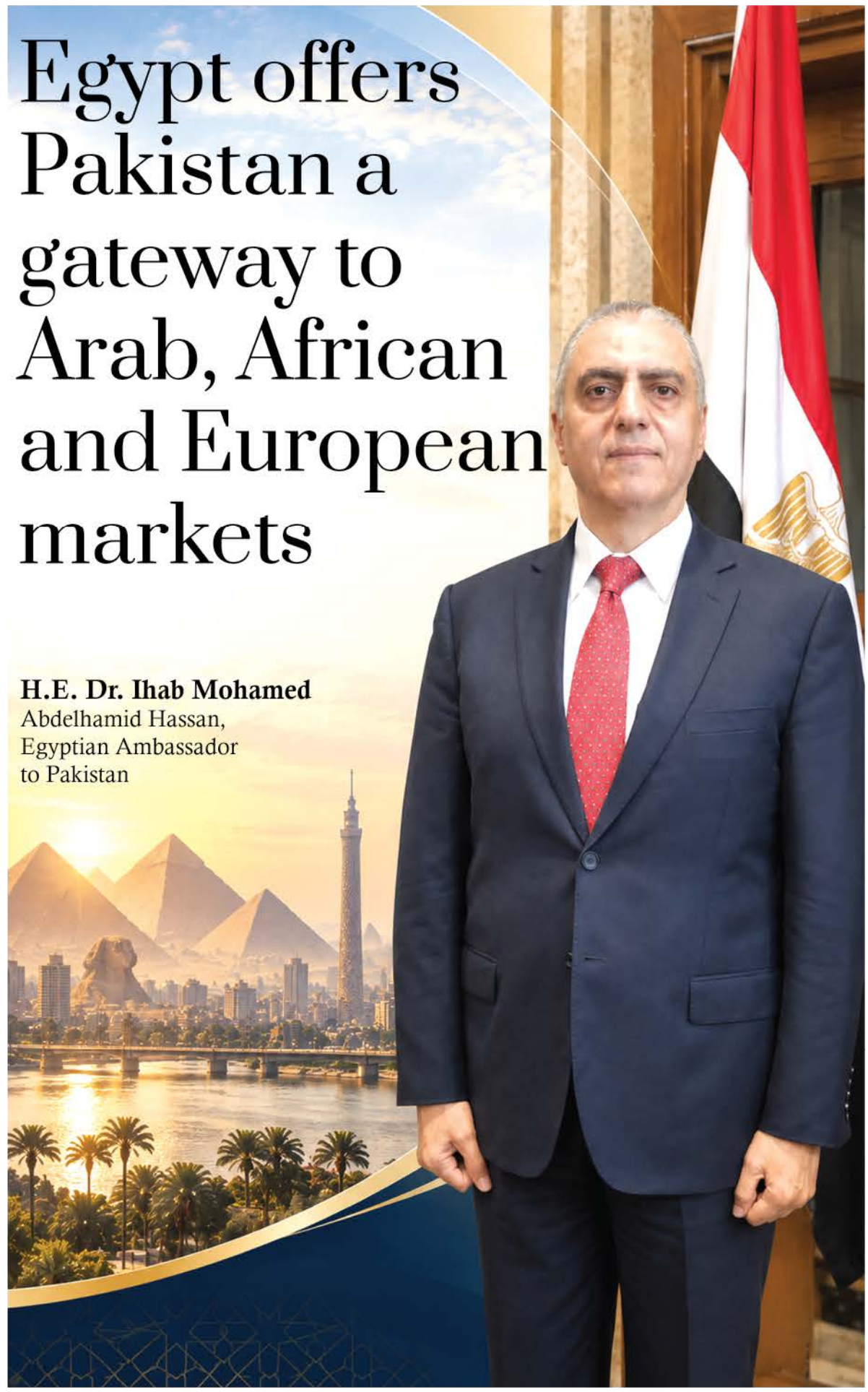
Whatever the PTI announces from Khairabad and however Islamabad responds, leadership must be measured by its ability to protect ordinary households from avoidable hardship. Pakistan can debate political power, but it cannot afford to pursue that contest at the expense of the people who keep the country running.

The writer is Correspondent, Awan-e-Aam (Parliamentarian Magazine), Chairperson of the Mind Empowerment Council, an academic author and teacher trainer, Cantab.

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H.E. Dr. Ihab Mohamed Abdelhamid Hassan, Egyptian Ambassador to Pakistan

The Flare team had the opportunity to engage in an exclusive interview with H.E. Dr. Ihab Mohamed Abdelhamid Hassan, the Egyptian Ambassador to Pakistan. He expressed that a significant achievement has been creating increased momentum in the bilateral relationship and laying a strong foundation for a broader and mutually beneficial Egypt-Pakistan partnership. In addition, he has focused on enhancing high-level political dialogue, expanding trade and investment possibilities, strengthening defence and security cooperation, and promoting educational, cultural, and personal exchanges.

Flare: What have been your key diplomatic priorities and major achievements as Ambassador of Egypt to Pakistan?

Ambassador: Since I have taken on the role of Ambassador, my primary objective has been to enhance the robust political alliance between Egypt and Pakistan while converting our remarkable political rapport into more substantial collaborative efforts. As a result, I have concentrated on amplifying high-level political discussions, increasing trade and investment opportunities, intensifying defence and security collaboration, and fostering more educational, cultural, and interpersonal exchanges.

I view the sustained progress of high-level interaction between our nations as particularly noteworthy, especially with the recent trip by Pakistan's Deputy Prime Minister and Foreign Minister to Cairo, along with the successful 10th Round of Annual Bilateral Consultations. Additionally, we have collaborated closely to explore new avenues for private-sector partnerships and to fortify the institutional structures that facilitate our economic ties. Concurrently, the rise in Al-Azhar scholarships for Pakistani students from 30 to 50 represents a significant step forward in our educational and cultural connections. In summary, I believe one of our key accomplishments has been to generate greater momentum within our relationship and establish a solid groundwork for a more extensive and mutually advantageous Egypt-Pakistan alliance.

Flare: What outcomes are expected from the 10th Round of Annual Bilateral Consultations, and what high-level visits are planned?

Ambassador: The 10th Round of Annual Bilateral Consultations served as a significant occasion to thoroughly assess our bilateral relationship and, crucially, to convert our political understanding into specific areas of collaboration. The dialogue addressed various topics, including trade and investment, education, culture, science, information technology, and people-to-people interactions, alongside regional and international matters. Both parties recognised the necessity of enhancing and diversifying cooperation further while sustaining the momentum of high-level interactions. We also determined that the next round of consultations would take place in Cairo, underscoring our dedication to maintaining a regular institutional dialogue.

At the leadership level, President El-Sisi has accepted Prime Minister Shehbaz Sharif's invitation to visit Pakistan at a mutually suitable time, which underscores the strength and positive direction of our bilateral relations. Regarding other visits, we are in ongoing communication with the Pakistani side, and any forthcoming visit will be officially announced once the pertinent arrangements have been completed.

Flare: What is the current Pakistan-Egypt trade volume, growth target and key barriers to expanding bilateral trade?

Ambassador: I fully agree that our trade relationship has not yet reached the level that corresponds to the strength of our political relations or the size and potential of our economies. Bilateral trade in recent years has remained below $300 million, which shows stability but also demonstrates how much room there is for growth. In my view, we should first aim to double our trade and reach at least $500 million, while creating the conditions to move towards the $1 billion level over the longer term.

The main challenge is not the absence of opportunities, but rather the need to connect our private sectors more effectively, diversify the products we trade, improve market access, and address practical issues related to customs, logistics, regulations, and business information. We also need more business delegations, trade fairs and direct engagement between companies. If we can move from government-to-government relations towards stronger business-to-business relations, I believe the trade relationship can grow considerably faster.

Flare: Which sectors offer the greatest opportunities for Egyptian and Pakistani businesses, and what new investments or joint ventures are being considered?

Ambassador: There is considerable complementarity between the two economies, and I see opportunities across almost all of the sectors mentioned. Agriculture and food security are particularly promising, as are pharmaceuticals, textiles, energy, construction, information technology and tourism. Pakistan has strong capabilities in agriculture, textiles, pharmaceuticals and IT, while Egypt offers a large market, a strategic geographic location, a developed infrastructure base and access to Arab, African and European markets.

We are also particularly interested in encouraging joint ventures and investment rather than limit-

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ing the relationship to the exchange of goods. There are ongoing discussions and expressions of interest involving sectors such as textiles, food processing, batteries, electric mobility, telecommunications and other areas. Egypt is also keen to encourage Pakistani investors to explore opportunities in the Suez Canal Economic Zone, while Egyptian companies can benefit from opportunities available in Pakistan. Our objective is to move progressively from simply trading with each other towards producing, investing and creating value together.



Flare: Direct air connectivity could enhance tourism, trade and relations. Is there any plan for direct flights between Cairo and Islamabad, Karachi or Lahore, and what actions are being taken to promote tourism both ways?

Ambassador: I completely agree that direct air connectivity would be a major catalyst for our bilateral relationship. At present, there are no direct scheduled flights between Cairo and Islamabad, and improving connectivity remains an important objective because easier travel would benefit tourism, business, education and people-to-people contacts simultaneously. Establishing a direct route, however, requires coordination between the relevant aviation authorities and airlines and must be based on commercially and operationally viable arrangements.

In parallel, we are working to promote tourism through greater engagement between tourism authorities, travel agencies and the private sector, as well as through cultural and promotional activities. Egypt has strong appeal for Pakistani visitors because of its history, Islamic heritage and Red Sea destinations, while Pakistan has enormous potential for Egyptian visitors because of its natural beauty, historical heritage and cultural diversity. So, while direct connectivity would certainly be desirable, we should also continue building the tourism relationship through the channels available to us today.

Flare: Al-Azhar University has longstanding educational and religious links with Pakistan. How many scholarships are currently offered, and what opportunities exist for expanding university partnerships, research, student exchanges, cultural activities and media cooperation?

Ambassador: Al-Azhar represents one of the most enduring and important bridges between Egypt and Pakistan. The relationship is not only educational; it has created generations of human connections between our two countries. Most recently, Al-Azhar increased the number of scholarships available to Pakistani students from 30 to 50 annually, which is a positive development that reflects Egypt's commitment to strengthening this longstanding relationship.

However, I believe our educational cooperation should go beyond scholarships. There is considerable scope for developing partnerships between universities, joint research programmes, academic exchanges, Arabic-language programmes and cooperation in science and technology. We can also strengthen cultural and media cooperation to give our peoples a better understanding of each other's societies and history. Education is one of the areas where the investment we make today produces benefits for the relationship for decades to come.

Flare: Pakistan and Egypt collaborate via the United Nations, OIC, D-8 and other international platforms. How can they enhance cooperation in defence, counterterrorism, maritime security and regional stability in South Asia, the Middle East and the Red Sea?

Ambassador: Egypt and Pakistan occupy strategically important positions in their respective regions, and this gives our cooperation a significance that goes beyond the bilateral relationship. In defence and counterterrorism, we can further strengthen military exchanges, joint exercises, training and the sharing of experience in confronting common security threats. Maritime security is another area where there is significant potential, particularly given Egypt's position on the Suez Canal and Red Sea and Pakistan's strategic position on the Arabian Sea. Greater cooperation in maritime security, protection of international shipping routes and combating transnational crime can contribute to the security of international trade and regional stability.

> Concurrently, the rise in Al-Azhar scholarships for Pakistani students from 30 to 50 represents a significant step forward in our educational and cultural connections

At the diplomatic level, our coordination through the United Nations, OIC and D-8 allows us to exchange assessments and support positions that promote peace and stability. I believe Egypt and Pakistan can serve as important bridges between the Middle East and South Asia, and closer strategic coordination between us can contribute to stability in both regions. Recent ministerial consultations have also reaffirmed the two countries' commitment to strengthening security and defence cooperation.

Flare: How can Pakistan and Egypt strengthen cooperation on Gaza, humanitarian access, reconstruction and a lasting political solution?

Ambassador: Egypt highly values Pakistan's principled and consistent support for the legitimate rights of the Palestinian people and its longstanding commitment to the Palestinian cause. Our two countries share the fundamental position that the Palestinian issue cannot be resolved through humanitarian assistance alone; it requires a credible political process leading to a just and lasting peace. Egypt will continue to play its role in facilitating humanitarian assistance and supporting efforts to alleviate the suffering of the Palestinian people, and we welcome Pakistan's support in this regard.

There is also considerable scope for our two countries to coordinate more closely in international forums, particularly the United Nations and the OIC, to mobilise greater international support for humanitarian access and reconstruction. At the same time, Egypt can support Pakistan's humanitarian efforts aimed at establishing the necessary conditions for reconstruction and restoring essential services in Gaza. Ultimately, however, the objective must remain a political solution based on international law and the relevant United Nations resolutions, leading to an independent Palestinian state with East Jerusalem as its capital.

Flare: What are the current Egyptian visa fees and procedures for Pakistani travellers, including processing times, refunds, tracking and complaints?

Ambassador: I fully understand the importance of this question, as visa procedures directly impact tourism, education, business and people-to-people contacts. I would like to stress that visa fees are collected only upon the approval of the application, not prior to that. The standard processing time is approximately two to three weeks.

Regarding the visa fee structure, we have three main categories:

- Single-entry tourist visa: PKR 12,000
- Multiple-entry tourist visa: PKR 26,000
- Single-entry visit/business visa: PKR 26,000

Additionally, to facilitate travel, Pakistani travellers holding a valid and used visa for the United States, the United Kingdom, the Schengen Area, Australia, Canada, Japan or New Zealand are eligible to obtain a visa on arrival.

Flare: Looking ahead, what are your main priorities for Pakistan-Egypt relations over the next three to five years, and what message would you like to convey to the Government, business community and people of Pakistan?

Ambassador: Looking at the next three to five years, I would like to see Egypt-Pakistan relations move from a strong traditional friendship into an even more dynamic and comprehensive strategic partnership. Our priorities should be clear: substantially increase bilateral trade and investment, strengthen private-sector and joint-venture cooperation, improve air and tourism connectivity, expand educational and cultural exchanges, and deepen defence and security cooperation.

We should also make greater use of the strategic positions of Egypt and Pakistan to connect our respective regions and open new channels for trade, investment and economic cooperation. At the political level, we will continue our close consultations on regional and international issues, particularly those affecting peace and stability in the Middle East and South Asia.

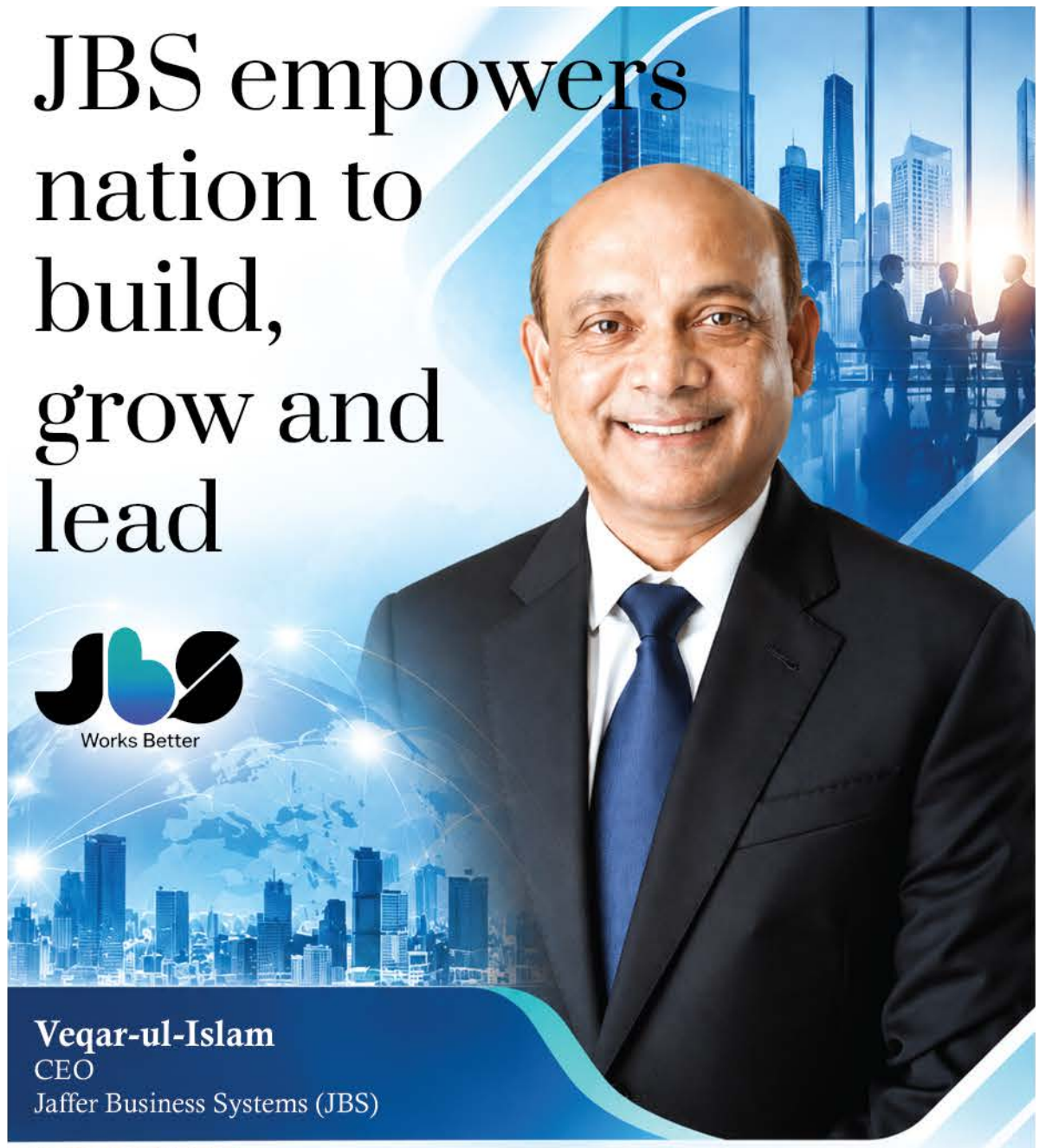
My message to the government and people of Pakistan is that Egypt sees Pakistan not only as a longstanding friend, but as a partner with whom we can build much more in the future. We have the political will, the historical foundations and the economic complementarities, and what we need now is to translate these advantages into concrete projects, stronger business links and greater contact between our peoples. I am confident that, if we maintain this momentum, the next chapter of Egypt-Pakistan relations can be significantly stronger than the last.

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JBS empowers nation to build, grow and lead



Veqar-ul-Islam
CEO
Jaffer Business Systems (JBS)

PROFILE

Veqar ul Islam is an accomplished corporate leader and entrepreneur with significant expertise in the technology and enterprise sectors. Throughout his career, he has occupied senior leadership positions in international companies including Comptel Corporation, Nokia, Siemens, and NCR Corporation.

Currently, he holds the position of Director at Jaffer Group and serves as CEO of Jaffer Business Systems (JBS), where he directs the strategic vision and expansion efforts in both local and international markets. Under his guidance, JBS is actively enhancing its offerings in enterprise technology, digital transformation, and AI-driven solutions, assisting organisations in managing change and preparing for the future.

In addition to his corporate achievements, Veqar is a well-regarded public speaker and has been a Policy Board Member of the Securities and Exchange Commission of Pakistan (SECP). His leadership philosophy centres on prioritising people, forward-thinking, and establishing organisations that develop purposefully, foster meaningful opportunities, and achieve lasting success.

Here is a Q&A session with Veqar-ul-Islam, CEO of Jaffer Business Systems (JBS), for Flare.

Flare: How has your global experience shaped your leadership at JBS?

Veqar-ul-Islam: Working with global technology organisations introduced me to different markets, cultures and operating models. I learnt that technology alone is rarely a long-term differentiator. Strong systems, processes, policies and institutional frameworks drive sustainable success.

This shaped my leadership philosophy around empathy, differentiation and future relevance. Leaders should create an environment where people take ownership, challenge conventional thinking and keep learning, while maintaining purpose and execution discipline.

Our vision is not simply to be a technology provider but a long-term transformation partner, connecting infrastructure, applications, data, AI and emerging technologies to create measurable business value.

Flare: What are JBS's strategic priorities?

Veqar-ul-Islam: Our strategy is based on three ideas: execute, extend and expand. We will strengthen our established capabilities, extend into AI, intelligent automation, consulting, digital platforms and emerging technologies, and expand internationally.

AI, talent development and sustainable growth are major priorities. JBS covers a broad technology spectrum, including consulting, data centres, networks, security, enterprise applications, energy solutions, semiconductors and AI. Our combination of technology partnerships and skilled people is a key strength.

Flare: How is JBS helping organisations adopt AI responsibly?

Veqar-ul-Islam: AI should begin with business problems, not technology. We identify areas where it can improve productivity, automate workflows, extract intelligence from data, enhance customer experience or accelerate decision-making.

We support organisations across strategy, governance, data readiness, infrastructure, AI solutions, automation and adoption. Responsible implementation requires understanding data use, governance and human oversight. AI initiatives should ultimately deliver measurable improvements in efficiency, revenue, customer experience, risk management or decision quality.

Flare: Which areas offer the greatest digital transformation opportunities?

Veqar-ul-Islam: Three areas stand out: intelligent automation, data and modernisation. Automation can eliminate inefficient manual processes, while stronger data foundations can improve decisions and unlock greater AI value.

Many enterprises also rely on legacy systems that limit agility. Modernising infrastructure and applications while integrating cloud, AI and modern platforms can make organisations faster, more connected and competitive.

Flare: How can organisations balance innovation with security and governance?

Veqar-ul-Islam: Innovation and governance should complement each other. Security, privacy and governance must be considered from the beginning, not after deployment.Organisations need clear policies for data use, model access, accountability, human oversight and ethics. Good governance creates the guardrails that allow innovation to scale responsibly.

Flare: How can Pakistan develop globally competitive technology talent?

Veqar-ul-Islam: Pakistan's young population is a major opportunity, but a large talent pool does not automatically mean globally competitive skills. Academia and industry must work more closely to expose students to real technologies, business challenges and practical environments.

Industry should make continuous learning part of its culture, particularly in AI, data, cybersecurity, cloud and automation. Government can support digital infrastructure, entrepreneurship, industry-academia links and access to global markets. Combining our demographic advantage with the right skills can significantly expand Pakistan's technology exports.

Flare: What role should regulation play in innovation?

Veqar-ul-Islam: Good regulation should create confidence without unnecessarily restricting innovation. Regulatory frameworks should be principles-based, consultative and adaptable, allowing new technologies and business models to develop responsibly.Regulators need close engagement with industry, particularly in financial services, data and AI. Protecting stakeholders while giving businesses room to experiment is essential for building trust and encouraging innovation.

Flare: How does JBS build a people-focused culture?

Veqar-ul-Islam: Businesses grow when their people grow. At JBS, we encourage ownership, continuous learning and contributions beyond job descriptions. We want people to feel they are building something rather than simply working for an organisation. Purposeful growth also means developing people, capabilities and customer relationships, not just increasing revenue. Our value of moving from "me to we" reflects our belief that individual ambition and collective purpose should reinforce each other.

Flare: What are Pakistan's biggest technology-sector challenges?

Veqar-ul-Islam: One major challenge is our mindset towards technology. We need stronger systems, processes, rules and data. Technology is too often treated as a nice-to-have rather than a necessity.Technology can improve transparency, accountability, data-based decision-making, innovation and growth. Pakistan needs to focus more on institutional strength rather than individual strength.

Businesses also need greater policy consistency in economic, taxation, technology and investment frameworks. The gap between graduates and market-ready skills must be addressed through stronger industry-academia collaboration. We should also move beyond being primarily a source of low-cost technology services and focus on products, platforms, intellectual property and specialised capabilities that compete through innovation and value.

Flare: Where do you see JBS in the next five years?

Veqar-ul-Islam: Our growth strategy rests on people, portfolio and territories. We aim to hire, retain and develop young talent, keep our portfolio future-relevant and expand internationally.

JBS currently has customers in 13 countries and operations in three, including Pakistan. We see opportunities in the Middle East, North America and other markets.

Enterprise technology will remain our foundation, increasingly connected with AI, data, automation, platforms and consulting. Most importantly, we want to continue building new capabilities and businesses. Organisations remain relevant when they are prepared to reinvent themselves, and our focus is to build the people and capabilities that will keep JBS strong for the next generation.


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In his address, Ambassador of Tajikistan to Pakistan, H.E. Yusuf Sharifzoda, described independence as a historic achievement of the Tajik people, underscoring its role in strengthening national statehood, peace and unity, sustainable development, and the preservation of the country's rich historical and cultural heritage





The Embassy of the Republic of Tajikistan in Pakistan hosted an official reception in Islamabad on October 7 to mark the 35th anniversary of Tajikistan's independence. Bringing together diplomats, government officials, business leaders and distinguished guests, the occasion celebrated Tajikistan's national journey while highlighting the enduring friendship, shared interests and growing cooperation between Tajikistan and Pakistan. In his address, Ambassador of Tajikistan to Pakistan, H.E. Yusuf Sharifzoda, described independence as a historic achievement of the Tajik people, underscoring its role in strengthening national statehood, peace and unity, sustainable development, and the preservation of the country's rich historical and cultural heritage. He also highlighted Tajikistan's growing role in the international arena and its contribution to important international initiatives under the leadership of President and Leader of the Nation H.E. EmomaliRahmon.

Federal Minister for Planning, Development and Special Initiatives Professor Ahsan Iqbal conveyed congratulations on behalf of the Government of Pakistan, reaffirming the friendly, brotherly and strategic partnership between the two countries. He expressed confidence that bilateral cooperation would continue to deepen across diverse areas of mutual interest.

> Guests also explored displays celebrating prominent figures of Tajik history and culture, national symbols, traditional cuisine and photographs depicting the country's natural beauty, heritage and social life

Adding a vibrant cultural dimension to the reception, Tajik artists presented traditional songs, music and dances, offering guests a glimpse into the country's rich cultural and spiritual heritage. An ethnographic exhibition further showcased Tajikistan's national traditions and material culture, while a dedicated tourism corner highlighted its historic sites, majestic mountains, natural landscapes and diverse tourism potential. Guests also explored displays celebrating prominent figures of Tajik history and culture, national symbols, traditional cuisine and photographs depicting the country's natural beauty, heritage and social life. Commemorative gifts marking the 35th Anniversary of State Independence were presented, followed by a ceremonial cake-cutting.

A festive dinner featuring traditional Tajik cuisine provided a further expression of the country's renowned hospitality.

The reception concluded in a warm atmosphere of friendship and mutual understanding, reaffirming the importance of cultural exchange and strong people-to-people connections in further strengthening the longstanding ties between Tajikistan and Pakistan.



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vivo X500 Series debuts with advanced ZEISS telephoto lens system and cinematic video capabilities











vivo has unveiled its X500 Series, comprising three flagship models: the X500 Pro Max, X500 Pro and X500. The lineup features an advanced ZEISS Telephoto Lens System for enhanced long-range imaging

vivo has unveiled its X500 Series, comprising three flagship models: the X500 Pro Max, X500 Pro and X500. The lineup features an advanced ZEISS Telephoto Lens System for enhanced long-range imaging. The X500 Pro Max leads with a 200MP ZEISS APO Telephoto Camera and support for the 400mm-equivalent vivo ZEISS Telephoto Extender Gen 2 Ultra. The series also introduces OriginOS 7 and the largest battery capacities ever offered in vivo's X Series, combining advanced imaging with enhanced performance and creative capabilities.

Next-level flagship imaging, from pro telephoto to everyday moments

Co-engineered with ZEISS, vivo's X500 Series combines advanced imaging technology with versatile creative tools, from professional telephoto photography to everyday moments. The X500 Pro Max features a 200MP ZEISS APO Telephoto Camera with a 1/1.4-inch HP0 Ultra-Sensing Sensor, an 85mm-equivalent focal length and CIPA 7.0 professional stabilisation for clearer handheld shots in low light. Its X-Track Engine enables advanced subject tracking in photos and videos, while the Super Snapshot Engine supports 30x Long-Range Motion Snapshot. The X500 Pro offers 20x capability. Both models support 4K 120fps Pro AF Tracking Video and Auto Framing Video for smoother tracking of fast-moving subjects.

For greater reach, the X500 Pro Max supports the 400mm-equivalent vivo ZEISS Telephoto Extender Gen 2 Ultra, with more than 10 shooting modes, including Stage, Snapshot and Pro.

The X500 Pro features a 64MP vivo x Sony LYTIA 610 sensor in its 85mm-equivalent ZEISS APO Telephoto Camera. ZEISS APO standards and T* Coating help control chromatic aberration and deliver clear, accurate colours. It also supports 20x Long-Range Motion Snapshot and the 200mm-equivalent vivo ZEISS Telephoto Extender Gen 2.

Designed for everyday creativity, the X500 combines a 72mm-equivalent ZEISS APO Telephoto Camera with a 50MP main camera featuring a 1/1.28-inch sensor. Its Cinematic Portrait feature optimises lighting in different environments and adds film-inspired effects, while vivo Color Palette lets users customise portrait tones, glow and grain.

Cinematic excellence, mastered from dynamic action to portraits

The X500 Pro Max and X500 Pro feature a ZEISS TrueDynamic Main Camera, designed to deliver detailed videos with an enhanced dynamic range, even in challenging lighting conditions.

Cinematic Pro Log Video supports a 17EV dynamic range, preserving details in highlights and shadows while offering greater flexibility in post-production. The cameras also introduce 4K Cinematic Portrait Video, which enhances portrait lighting and skin tones. Co-developed by vivo and ZEISS, cinematic colour styles such as Sunny Day and Vibrant deliver a film-inspired look straight from the camera.

For high-speed recording, the ZEISS TrueDynamic Main Camera supports native 4K 240fps video in Video, Pro Video and Slo-mo modes. The X500 Pro Max also features 3° Gimbal-Grade OIS for smoother footage.

Across the X500 Series, creators can access multi-focal 4K 120fps video, 4K Cinematic Color Video and Film Style mode, which adds cinematic effects such as motion blur, halation and grain. Stage Mode 3.0 offers features including Auto Framing Fancam Video, 4K Dual-View Stage Video and Super Telephoto Stage Snapshot for capturing concerts and performances. Enhanced 4K Cinematic Color Video introduces film-inspired styles, including Paris Afterglow, Golden Hour and Pastel. Additional tools in Movie Workshop include Auto Framing, which keeps subjects centred, and Vortex Shot, which creates steady 360-degree rotating footage with one tap.

OriginOS 7: Smoother, more connected, and smarter

The X500 Series runs on OriginOS 7, combining smooth performance, cross-device connectivity and AI-powered productivity. Origin Workbench simplifies multitasking with floating windows and drag-and-drop file transfers. Origin Smooth Engine, supported by Ultra-Core Computing, Memory Fusion and Dual Rendering, delivers responsive animations and is designed to maintain smooth performance over time. OriginOS 7 enhances connectivity with Apple devices, including AirPods, Apple Watch, iCloud and Mac computers. Quick Share simplifies file transfers and supports interoperability with AirDrop, while Seamless Device Switch enables one-tap migration of essential data. vivo Office Kit further supports collaboration between vivo smartphones and Mac computers through tools such as Jovi PC and Camera Sharing. Personalisation features include Dynamic Translucent Material, Wiggle (Boing), which animates static images, and System-level StickIt, which extracts subjects from photos for creative use.

AI tools further simplify everyday tasks. Snap & Go recognises information in screenshots, while AI Next Up converts schedules into home-screen reminders. AI Recorder offers speaker recognition, transcript outlining and refinement, and smart summaries. With six templates, including Meeting Summary, Lecture Notes and Interview Summary, it helps turn recordings into clear, structured insights.

Unleashing advanced performance, efficiency, and endurance

The X500 Pro Max and X500 Pro are powered by the MediaTek Dimensity 9600 Pro, built on TSMC's 2nm process with a 2+3+3 architecture. The X500 features the MediaTek Dimensity 9600M for smooth everyday performance.

The X500 Series introduces vivo's largest X Series batteries to date, featuring the BlueVolt Battery System. The X500 Pro Max packs a 7,800mAh battery, the X500 a 7,500mAh battery and the X500 Pro a 6,510mAh battery. All models support 90W wired and 40W wireless FlashCharge. Second-generation semi-solid-state battery technology supports operation at temperatures as low as -20°C, while Bypass Charging helps manage heat during use while charging. On-device AI optimises battery consumption based on usage patterns.

All three models feature ZEISS Master Color Displays with up to 2,000 nits of global peak brightness and a 100% P3 colour gamut. The X500 Pro Max offers a 6.85-inch 2K display, the X500 Pro a 6.36-inch display, and the X500 a 6.59-inch display. The X500 features a squared, streamlined Floating Camera Module and comes in Dusk Black, Sunny White, Starry Gray and Dawn Pink. The X500 Pro and Pro Max feature Tideline Design, inspired by the curve of a receding tide, and are available in Moonlit Black, Sunny White, Starry Gray and Sunset Orange.

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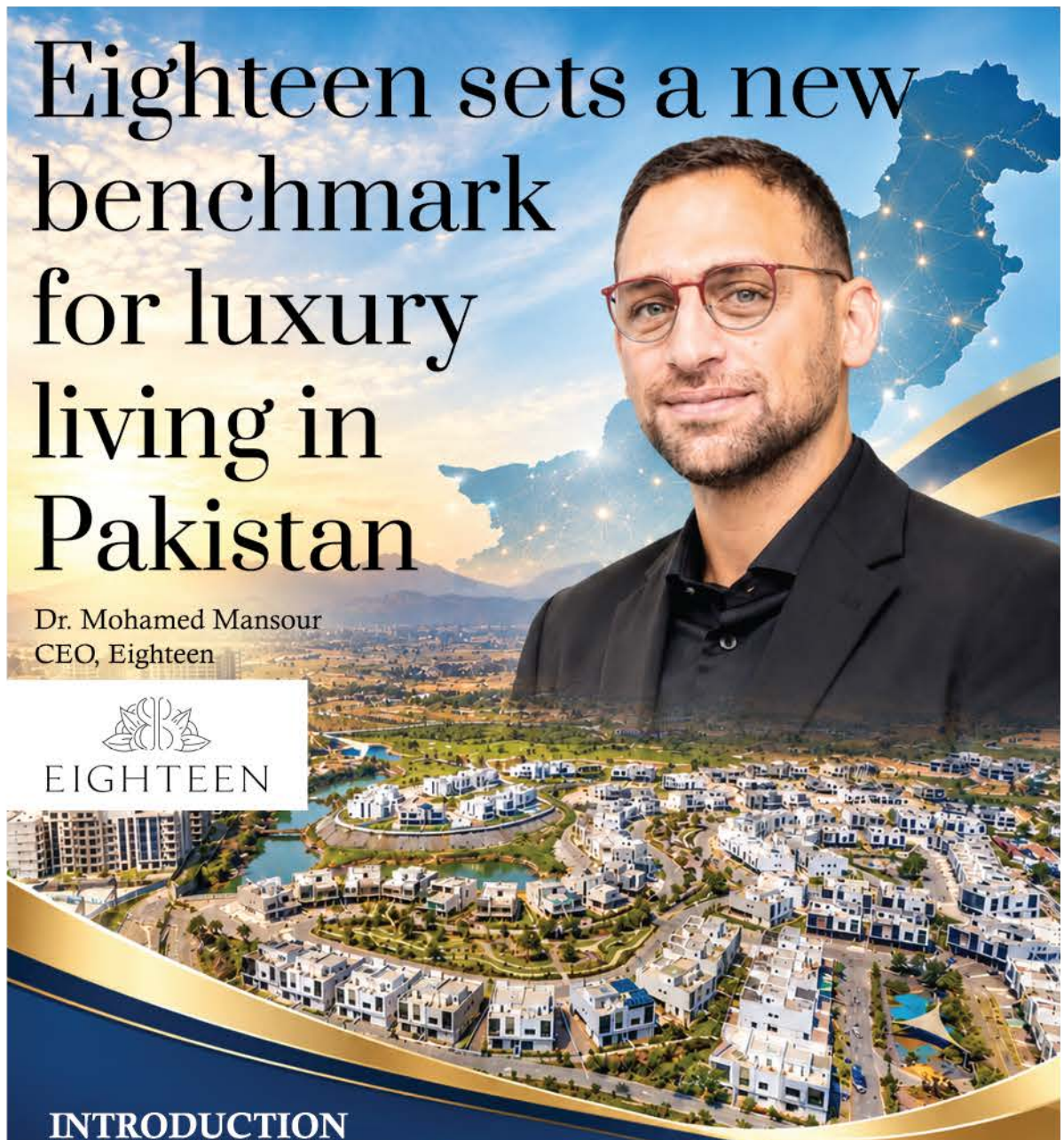
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Eighteen sets a new benchmark for luxury living in Pakistan



INTRODUCTION

Dr. Mohamed Mansour serves as the Chief Executive Officer of Eighteen, a premier luxury real estate development located in Pakistan. Prior to this position, he held the role of Group Chief Technical Officer at Ora Developers, where he managed significant international real estate and hospitality projects worldwide. In the earlier stages of his career, Dr. Mansour played a key role in various large-scale initiatives, such as airport constructions, substantial mixed-use developments, and important infrastructure projects, which provided him with considerable experience in directing complex, multidisciplinary programmes in varied settings.

Dr. Mansour did Ph.D. in Civil Engineering from Purdue University in the United States, recognised as one of the top engineering schools globally. Additionally, he completed both his Master of Engineering and Bachelor of Science in Construction Engineering (graduating with High Honors) at the American University in Cairo.

With over 20 years of experience encompassing executive leadership, engineering innovation, and the delivery of large-scale projects, Dr. Mansour merges technical knowledge with a visionary approach, fostering excellence, sustainability, and value creation.



Flare interviews Dr. Mohamed Mansour, CEO of Eighteen, who says Pakistan's evolving real estate market will be shaped by visionary, integrity-driven developers. Eighteen aims to raise industry benchmarks and set new standards for luxury real estate in Pakistan

Flare: What is your vision for leading Eighteen?

Dr. Mohamed Mansour: Eighteen has tremendous potential to redefine luxury living in Pakistan. My vision is to establish it as the country's most prestigious and reliably delivered luxury community, setting new benchmarks for quality and lifestyle. Our focus is on accelerating progress, fulfilling commitments and creating a world-class neighbourhood residents are proud to call home.

Flare: ORA Developers, Eighteen's parent company, is owned by Egyptian businessman Naguib Sawiris. Could you tell us about its global operations?

Dr. Mohamed Mansour: ORA Developers operates in Egypt, Pakistan, Cyprus, Grenada, Greece, Iraq and the UAE, spanning four continents. Despite differences in culture and geography, its philosophy remains consistent: creating integrated, people-centred communities that enhance how people live, work and connect. Quality, respect for nature and long-term value remain central to its developments.

Flare: What message would you give stakeholders about your transition to CEO, and how will you strengthen their confidence?

Dr. Mohamed Mansour: My message is one of confidence, commitment and continuity. Moving from Group CTO of ORA Developers to CEO of Eighteen reflects our priority of placing quality at the centre of the project's next phase.

Having worked closely with Eighteen, I aim to translate my technical and development experience into faster progress and stronger execution. We will build confidence through visible results, transparent communication, fulfilled commitments, clear accountability and adherence to ORA Developers' global quality standards.

Flare: What makes Eighteen distinct from other real estate developments in Pakistan?

Dr. Mohamed Mansour: Eighteen was designed to redefine luxury living rather than become just another housing society. Master-planned by WATG UK, it centres on an 18-hole championship golf course. Its architecture, landscaping, public spaces and amenities reflect a commitment to beauty, balance and quality, combining elegant design, comfort and green spaces to create lasting value.

Flare: What are your immediate priorities and strategic goals for the next 12 to 24 months?

Dr. Mohamed Mansour: Our priority is to accelerate delivery without compromising quality, while strengthening client engagement through transparency and responsiveness.

A recent milestone is the introduction of Eden by Eighteen — Where Nature Draws the First Line. Eden offers residential plots of ½, 1, 2 and 4 kanal, alongside commercial spaces. Its design follows the site's natural valleys, contours and green spaces, integrating the landscape into the living experience.

Approximately 72.4% of Eden's area is dedicated to parks and green spaces, 15.4% to roads and pavements, and 12.19% to building footprints. This balance supports sustainable living and reflects the project's vision of development in harmony with nature.

Flare: With housing projects often facing delays in Pakistan, how will Eighteen maintain investor confidence and ensure timely handovers?

Dr. Mohamed Mansour: Confidence grows through visible progress. We are implementing a cluster-based delivery framework with independent quality checks, enabling investors to monitor measurable progress and ensuring each phase meets the required standards.

Flare: What is your outlook on Pakistan's real estate market?

Dr. Mohamed Mansour: Pakistan's real estate market is evolving, and its future will be shaped by developers with vision and integrity. Eighteen aims to lead this transformation by raising industry benchmarks and setting new standards for luxury real estate in Pakistan.

Flare: How can large-scale projects like Eighteen contribute to Pakistan's economic development?

Dr. Mohamed Mansour: Eighteen contributes through employment generation, infrastructure development and increased investor confidence. ORA Developers' continued investment reflects its confidence in Pakistan's economic potential and long-term growth opportunities, as well as its commitment to the country's progress.

Flare: What is the latest progress on Eighteen's direct access via the M-1/M-2 Link Road?

Dr. Mohamed Mansour: Eighteen has inaugurated its direct entry and exit connection from the M-1/M-2 Link Road, improving accessibility and convenience for residents, visitors and the wider community.

We appreciate the Special Investment Facilitation Council (SIFC) for supporting strategic investment and the National Highway Authority (NHA) for approving the access and providing technical expertise and guidance. This milestone reinforces the long-term commitment of Eighteen's international sponsors and investors to the project and Pakistan.

Flare: How does Eighteen ensure construction quality, supervision and timely completion?

Dr. Mohamed Mansour: We have strengthened site supervision and introduced tighter operational controls, focusing on accelerating progress while maintaining construction quality.

Flare: How do you view government policies on real estate, and what reforms could further support projects like Eighteen?

Dr. Mohamed Mansour: The government's focus on real estate and infrastructure development is encouraging. Efforts to streamline approvals, facilitate foreign investors through platforms such as SIFC and improve regulatory transparency are positive steps. These initiatives strengthen investor confidence and support long-term development planning.

Flare: How does Eighteen ensure security through surveillance, gated access and emergency response systems?

Dr. Mohamed Mansour: Security combines gated access, regular surveillance and rapid-response capabilities, providing residents with peace of mind while preserving the community's aesthetic appeal and openness.

Redway Innovations Transforming ideas into innovative, customer-focused solutions



The Flare panel held a sit-down meeting with Waqas Ahmad, the CEO of Redway Innovations (Pvt) Ltd, for an interview. He shared that Redway Innovations aims to build a business environment where technology and creative ideas lead to real solutions. Our goal is to seek out chances where innovation can enhance processes, boost competitiveness, and provide better service to customers

Flare:Kindly share your professional journey and experiences that shaped you as an entrepreneur and business leader.

Waqas Ahmad: My entrepreneurial journey has been driven by identifying opportunities and transforming ideas into practical solutions. I have always believed business is not simply about selling a product or service; it is about understanding problems and creating value for people and organisations. The rapidly changing technological environment provided an opportunity to pursue this philosophy through Redway Innovation. Each stage has brought new challenges and learning experiences that continue to shape my approach to leadership and business development.

Flare: What inspired you to establish Redway Innovations, and what was the original vision behind the company?

Waqas Ahmad: The vision behind Redway Innovations is to create a business environment where technology and innovative thinking become meaningful solutions. We focus on opportunities where innovation can improve processes, strengthen competitiveness, and better serve customers. Our approach is based on understanding market requirements, developing practical solutions, and continuously improving our capabilities. For us, innovation should ultimately produce measurable value.

Flare: What are the core areas of Redway Innovations, and what makes your company different in today's competitive business environment?

Waqas Ahmad: I believe innovation means finding better, smarter, and more effective ways of doing things. It does not always mean inventing something completely new. It can involve improving an existing process, introducing technology into a traditional business model, or finding a more efficient solution to a customer's problem. At Redway Innovations, we encourage new ideas and evaluate them based on their practical potential and ability to create value.

Flare: What are some of the most significant challenges you faced while building and growing Redway Innovations, and how did you overcome them?

Waqas Ahmad: One major challenge is the rapidly changing nature of technology, requiring companies to continuously learn and adapt. Access to skilled human resources, investment, infrastructure, market uncertainty, and changing economic conditions can also create difficulties. However, challenges can encourage businesses to become more efficient and creative. Organisations should focus on strong fundamentals, cost control, developing people, understanding customers, and maintaining flexibility.

Flare: As a CEO, what leadership philosophy do you follow when building teams, encouraging creativity, and managing organisational growth?

Waqas Ahmad: My leadership philosophy is based on responsibility, teamwork, continuous learning, and adaptability. A CEO cannot build a successful organisation alone. Sustainable growth requires people who understand the company's objectives and feel responsible for achieving them. I give team members opportunities to contribute ideas and take ownership while maintaining clear direction and making difficult decisions when necessary.

Flare: How is digital transformation changing the way Pakistani businesses operate, and what opportunities do you see for technology-driven companies?

Waqas Ahmad: Technology is changing how businesses communicate, market products, manage operations, and interact with customers. Pakistan has enormous potential because of its young population and growing digital awareness. Businesses embracing digital tools can improve efficiency, reach wider markets, and compete beyond geographical boundaries. AI, automation, cloud solutions, digital platforms, and data-driven decision-making will increasingly influence business models.

Pakistan has significant opportunities in technology, software, digital services, e-commerce, automation, and technology-enabled solutions. Our young population provides a strong talent base, while global connectivity allows Pakistani companies to access international customers. However, entrepreneurs must focus on quality, reliability, professionalism, and international standards.

Flare: How can Pakistani entrepreneurs turn innovative ideas into successful businesses?

Waqas Ahmad: The first step is identifying a genuine problem. Entrepreneurs can become too focused on an idea without asking whether there is a real market need. They should understand customers, study competitors, test the concept, and develop a practical business model. Starting small, learning from feedback, and improving the solution can be more effective than building everything at once. Most importantly, entrepreneurs must remain persistent and treat failure as a learning experience.

Flare: What role should government and industry play in strengthening Pakistan's innovation ecosystem?

Waqas Ahmad: Government, industry, educational institutions, and entrepreneurs all have important roles. We need policies that encourage investment, entrepreneurship, research, technology adoption, and skill development. Stronger university-industry links can ensure education responds to market requirements. Businesses should also help develop talent and create opportunities for young professionals. A strong innovation ecosystem requires cooperation rather than isolated efforts.

Flare: What would you advise to young Pakistanis who want to become entrepreneurs?

Waqas Ahmad: I will advise them to start with learning. Do not wait for perfect circumstances because they rarely exist. Develop expertise, understand the market, observe problems, and seek opportunities to provide solutions. Building a business takes time and involves setbacks, criticism, and uncertainty. The key is to remain focused, learn from mistakes, and continue improving. Entrepreneurship requires patience, discipline, courage, and a willingness to take calculated risks.

Flare: Finally, what is your vision for Redway Innovations, and what message would you like to share with Pakistan's business community?

Waqas Ahmad: Our vision is to continue developing as an organisation that embraces innovation, technology, quality, and customer-focused solutions. We want to build long-term value rather than focus only on short-term achievements. The future belongs to businesses that can adapt, innovate, and understand changing customer expectations.

I believe that when Allah Almighty blesses you with success and elevates you to a certain position, that success carries responsibility. If you achieve success but the people around you do not benefit from it, in my view, it is not true success. True success is when your progress creates opportunities, support, and positive change for others.Success is not only about what you achieve for yourself, but also what you create for others.

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LONGi drives continuous innovation to meet customer needs



The Flare panel facilitates a conversation in an interview with Osman Mohammad Maud, who serves as the Head of LONGi Pakistan & Afghanistan Branch and the Head of Technical Operations for the Central Asia Region. While talking toFlare, he discusses the significance of advanced cell technology as one of the key developments in the field. Cells with higher efficiency produce greater energy output from the same space. LONGi is dedicated to utilising advanced back-contact technology, which is among the top technologies available in the industry

Flare: Kindly share your professional journey and experiences that shaped your leadership in renewable energy.

Osman Mohammad Maud: I have worked in the solar industry for many years and witnessed its development. I joined LONGi as a Technical Manager, focusing on solar modules, technology, and technical support. As the market evolved, my responsibilities expanded, and I am now involved in BESS sales and solutions. This experience taught me that technical expertise is important, but understanding customer requirements and providing reliable, long-term solutions is equally essential.

Flare: How would you describe LONGi's global vision and strategic role in Pakistan and Central Asia?

Osman Mohammad Maud: For me, LONGi is not simply about selling solar panels. Our focus is providing reliable technology customers can trust and that delivers long-term value. We continuously innovate and improve products according to market and customer needs. In Pakistan and Central Asia, we aim to be a reliable technology partner, offering strong solar and, increasingly, energy-storage solutions such as BESS.

Flare: What key factors are driving Pakistan's rapid transition towards solar energy?

Osman Mohammad Maud: Rising electricity costs and energy demand are major factors. Customers want to reduce electricity expenses and gain greater control over energy costs. Solar has become more accessible, with installations across homes, agriculture, commercial buildings, and industry. It is now familiar to ordinary consumers rather than limited to large projects. This combination of cost pressures, strong solar resources, and accessibility is driving adoption.

Flare: What are the major opportunities and challenges for Pakistan's solar industry?

Osman Mohammad Maud: There are major opportunities in residential, commercial, industrial, agricultural, and utility-scale solar, while BESS also has significant potential. Higher-efficiency modules can help customers generate more energy where space is limited. However, misinformation remains a challenge. People may stand on panels, causing invisible microcracks, use unsuitable cleaning chemicals, or clean panels during peak sunlight hours. Fake panels are another concern. The opportunity is not only to install more solar, but to build a technically mature industry based on quality products, proper installation, maintenance, and customer education.

Flare: What innovations are improving solar efficiency, reliability, and performance?

Osman Mohammad Maud: Advanced cell technology is a major development. Higher-efficiency cells generate more energy from the same area. LONGi is working with advanced back-contact technology, one of the leading technologies in the market. We are also improving wafers, temperature coefficients, shading performance, and other module features. Ultimately, innovation should deliver higher energy yield, better real-world performance, and greater long-term value.

Flare: How can solar help Pakistan's industrial, commercial, agricultural, and residential sectors reduce costs and improve productivity?

Osman Mohammad Maud: Solar can benefit almost every sector because electricity is a high cost for businesses and households. Industries and commercial customers can reduce operating costs, while agriculture can use solar for applications such as irrigation. Residential customers can lower bills and gain greater control over energy consumption. However, solutions should be customer-specific. We need to understand the customer's load, available space, operating pattern, and future requirements before recommending a system.

Flare: How is LONGi ensuring product quality, authenticity, and customer confidence in Pakistan?

Osman Mohammad Maud: LONGi is a Tier 1 company, and our panels undergo multiple testing and quality-control stages. We work with distributors across Pakistan and have flagship stores in cities including Lahore, Karachi, Islamabad, and Peshawar, providing access to authentic A-grade products. Our serial number is placed under the glass and can be verified through our app, making authentication easier. We also have a large team across Pakistan to provide local support.

Flare: As Head of Technical Operations for Central Asia, how do you see the renewable energy potential of Pakistan, Afghanistan, and neighbouring markets?

Osman Mohammad Maud: The region has significant potential. Pakistan has strong solar resources and a large energy market, while Afghanistan and neighbouring markets also offer opportunities, especially where reliable electricity is limited. Solar and energy storage will increasingly work together. Understanding local needs and providing practical solutions will be key to making renewable energy more reliable and accessible.

Flare: What steps are needed to accelerate renewable energy adoption?

Osman Mohammad Maud: Customer education, supportive policies, transparency, and quality standards are essential. Customers need clear information about products, system design, maintenance, and performance. Policymakers should provide consistent policies that encourage investment, while industry stakeholders should educate customers rather than simply sell products. These measures will support sustainable market growth.

Flare: How important are technical training, skilled manpower, and knowledge sharing for sustainable industry growth?

Osman Mohammad Maud: They are essential. Even quality modules cannot perform properly if systems are poorly designed, installed, or maintained. We train installers and share technical knowledge with partners and customers. As technology evolves, professionals must continuously learn about modules, installation, safety, and maintenance. Strong technical skills lead to better systems and satisfied customers.

Flare: How do you see Pakistan's solar future, and what role will LONGi play?

Osman Mohammad Maud: Solar will remain vital to Pakistan's energy future, while BESS will become increasingly important. LONGi has entered the BESS market as demand for energy storage grows. We will continue advancing solar technology, improving efficiency, and adapting solutions to customer needs and evolving energy policies.

Flare: What message would you give young engineers, entrepreneurs, and professionals entering Pakistan's renewable energy sector?

Osman Mohammad Maud: Keep learning and asking questions. Renewable energy is evolving rapidly, so verify information and build strong technical fundamentals. Gain practical experience and understand customers' real needs. The sector offers significant opportunities for professionals who remain curious, technically strong, and open to learning.

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Rs 120 billion online gambling scam guised as corporate activity unearthed

Pakistan has stepped up its crackdown on illegal online gambling amid rising concerns over financial fraud, cybercrime and identity theft. The alleged Rs120 billion network exposes potential gaps in digital financial safeguards and how the government will combat online gambling, fraud, illegal businesses and financial malpractice in future.

FIA has taken legal action against eight individuals, two of whom were arrested, in an alleged gambling and financial operation involving transactions exceeding Rs120 billion. Investigators traced funds through 11 companies suspected of facilitating illegal betting, raising concerns over the potential misuse of digital payment platforms.

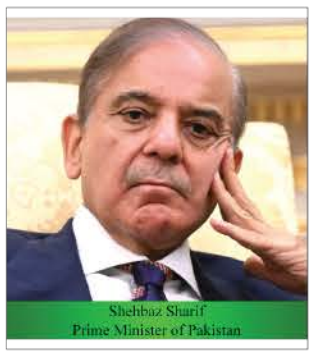
PTA can block unlawful platforms, but operators may evade restrictions by shifting to alternative channels. Authorities have urged the public to safeguard banking details, avoid suspicious applications and never transfer money to unverified accounts.



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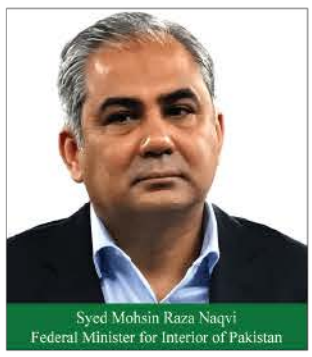
An investigation by the Federal Investigation Agency (FIA) into an alleged Rs120 billion online gambling and financial network has uncovered a complex web of corporate accounts, digital payment channels, suspicious transactions and cryptocurrency settlements, raising serious questions about the misuse of Pakistan's financial technology infrastructure.

At the centre of the investigation are 11 single-member companies whose bank accounts recorded Rs119.93 billion in aggregate credit turnover and Rs118.80 billion in debit turnover. These figures represent transaction volumes, not a proven financial loss.


Shehbaz Sharif
Prime Minister of Pakistan

FIR No. 32/2026, registered by the FIA Composite Circle Faisalabad, alleges that apparently legitimate businesses were used to receive payments linked to online gambling applications and channel funds through multiple financial institutions. Eight individuals are named in the FIR, including Muhammad Zeeshan and Muhammad Hamza Sarwar, who have been arrested. Investigators are also examining the roles of financial intermediaries, suspected facilitators and overseas contacts.

The investigation highlights the concentration of substantial financial activity in companies associated with a small number of individuals. Muhammad Zeeshan is linked to Martnmarts SMC Private Limited, Rifamart SMC Private Limited and Martspay.com, whose accounts recorded approximately Rs47.78 billion in credit turnover. Martnmarts alone accounted for Rs33.65 billion.


Syed Mohsin Raza Naqvi
Federal Minister for Interior of Pakistan

Three companies associated with Imran Ali—Teamsmart, Housemart and Coastal Connections—recorded approximately Rs37.93 billion, while New Heights Builders and Developers and Trendy Innovative Marketing, linked to Muhammad Amir, accounted for Rs19.76 billion. Together, these eight companies recorded more than Rs105 billion in credits. Martbox, Winnie Technologies and Unleash Utopia Mall brought the total for all 11 companies to nearly Rs120 billion.

The FIA alleges that these corporate structures gave gambling-related transactions the appearance of legitimate commercial activity. The FIR identifies U7777 Game, TD777 Game, 89F Game, EPIWIN, 1ee.com, 3rr.com, Z7.com, i8.fun, B9 Game and S9 Game as platforms connected to the suspected payment network.

According to investigators, these platforms offered real-money betting through bank transfers, mobile wallets and cryptocurrency. Similar website interfaces and referral incentives reportedly provided further leads in tracing their activities.

The financial examination found that five branchless collection accounts received approximately Rs8.586 billion through 10.49 million transactions. Investigators said the deposit amounts corresponded with payment denominations displayed on suspected gambling platforms, providing a potential link between the websites and local financial accounts.

The FIR describes a layered payment system in which funds were allegedly collected through branchless corporate accounts and transferred to accounts maintained with Mobilink Microfinance Bank Limited in Faisalabad, Sahiwal, and Rawalpindi, with many clubbed together in Sahiwal. Some accounts reportedly served as intermediary or "swap" accounts before money moved to disbursement accounts and numerous counterparties.

Substantial sums also reportedly passed through corporate accounts at Faysal Bank Limited and Dubai Islamic Bank Limited. The FIR separately records approximately Rs19.27 billion in credit turnover across five accounts at these two banks.

> Investigators also describe transfers, cash settlements and the alleged conversion or settlement of proceeds through unauthorised foreign-exchange channels, hawala/hundi networks and USDT cryptocurrency

Investigators traced further transfers to counterparties in Peshawar, Buner, Shahkas and other locations. Recipients reportedly included scrap dealers, mobile phone and clothing traders, general suppliers and commission agents. The FIA considered these transactions suspicious because they appeared inconsistent with the companies' declared business activities. Investigators suspect that repeated transfers between entities helped obscure the origin, purpose and destination of funds.



Form No. FIA-26 — Sr. No. 32

FEDERAL INVESTIGATION AGENCY
FIRST INFORMATION REPORT
FIRST INFORM OF A COGNIZABLE CRIME REPORTED UNDER SECTION 154 CODE OF CRIMINAL PROCEDURE

Police Station. Composite Circle, Faisalabad

No. FIR-CC-FSD(CBC)-32/26	**Date and Hour of Occurrence:** 20-Aug-2024 12:00
1. Date and Hour when Reported	21-Oct-2025 13:00
2. Name and Residence of Informant and Complaint	State Through Muhammad Arslan Jamal (Inspector), FIA CC FAISALABAD
3. Brief description of offence (with section) and of property carried off, if any	u/s 4, 5 and 23 of the Foreign Exchange Regulation Act, 1947 read with Sections 420, 468 and 471 PPC
4. Place of Occurrence, Distance and Direction from Police Station	Faisalabad & Sahiwal
5. Steps taken regarding Investigation, Explanation of delay in recording information	After the completion of Enquiry No. 1698/2025 of FIA/CBC/Faisalabad. Shahid Imran AD/FIA will investigate the case.
6. Date and Hour of dispatch from Police Station	24-Sep-2026 04:15

During probe of Enquiry No. 1698/2025 dated 21-10-2025 regarding an organized financial/payment network involving multiple Single Member Companies (SMCs), bank accounts, branchless banking/payment channels and online gambling platforms, the financial transactions, corporate structure, bank accounts, payment channels, source and destination of funds and actual nature of the business activities of the persons/entities involved were examined in detail. The evidence collected during the probe, including financial analysis data, account statements, transactional records, corporate records and statements of relevant persons, has prima facie established that the accused persons, in furtherance of a common design and in connivance with each other and other associates, established and operated multiple bogus companies and bank/payment accounts which were ostensibly maintained for legitimate commercial activities, including e-commerce and digital marketing. However, examination of the actual banking and transactional activity established that the said companies and accounts were utilized for collection, routing, layering, transfer and disbursement of illegal funds generated through online gambling platforms, followed by settlement of substantial portions of the funds through digital hawala/hundi and USDT/cryptocurrency channels. The probe identified, inter alia, these gaming platforms connected with the payment network U7777 Game, TD777 Game, 89F Game, EPIWIN, 1ee.com, 3rr.com, Z7.com, i8.fun, B9 Game and S9 Game. They are all online casino platforms and above-mentioned gaming platforms not only offering similar nature of games but also their websites have an exact interface with only slight change of color scheme, indicating that the same designers or developers might have been operating these platforms. Further, reviewing the details mentioned on websites, these platforms offer their players the chance to bet the real money which can be deposited through three different modes of transactions which include bank transfers, mobile wallets and cryptocurrency payments. They attract users through generous referral rewards. From these exorbitant referrals reward it appears that these platforms also defraud individuals of their hard-earned money, beyond promoting gambling in Pakistan. These gambling platforms were using branchless banking accounts of various Single Member Companies-SMCs to collect, route, layers and disburse the illegal proceeds of these gambling applications. Details of the said SMCs are as

Sr. No.	Name of SMC	Owner Name	CNIC of Owner	Account Opening Year	Aggregate Credit Turnover (PKR)	Aggregate Debit Turnover (PKR)
1	Martnmarts SMC Pvt. Ltd	Muhammad Zeeshan s/o Ghulam Nabi	36502-5002815-1	2024	33,653,474,888	33,317,380,526
2	Rifamart SMC Pvt. Ltd	Muhammad Zeeshan s/o Ghulam Nabi	36502-5002815-1	2024	9,600,132,748	9,518,764,710

The inquiry record also contains statements attributed to Zeeshan concerning the alleged origins of the arrangement. According to the FIR, Viqar Rashid Khan introduced a proposal involving an alleged Chinese associate known as Michael, described as an international contact connected to online gambling platforms.

The proposed arrangement would connect local corporate payment accounts to gaming platforms, allowing them to receive deposits in return for commissions of one to two per cent. Viqar reportedly arranged an online meeting between Zeeshan and Michael, after which corporate accounts were allegedly established through businesses presented as legitimate commercial enterprises.

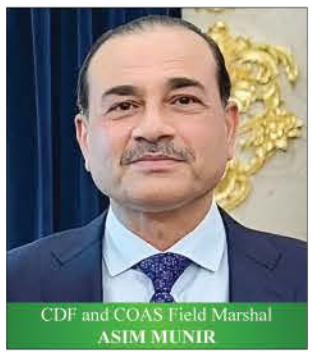
The FIR further alleges that Muhammad Hamza Sarwar created dummy websites and assisted in testing business websites during the account-opening process.

An initial profit-sharing arrangement reportedly allocated 25 per cent to Viqar and 37.5 per cent each to Zeeshan and Michael. The arrangement was subsequently said to have changed to an equal division between Zeeshan and Viqar. The FIR attributes estimated earnings of Rs400 million to Rs450 million to Zeeshan and Rs100 million to Rs150 million to Viqar over approximately one year. These alleged earnings are separate from the much larger transaction turnover recorded by the companies.

Investigators also describe transfers, cash settlements and the alleged conversion or settlement of proceeds through unauthorised foreign-exchange channels, hawala/hundi networks and USDT cryptocurrency. The alleged use of easypaisa and a local mobile payment application for corporate payment facilities has brought digital financial intermediaries under scrutiny.

According to the FIR, certain officials associated with payment services allegedly facilitated corporate account openings for businesses whose actual transactions did not correspond with their declared activities. Investigators are examining account-opening procedures, supporting documentation, transaction monitoring and the possible involvement of individual facilitators.

The inquiry raises broader questions about safeguards governing branchless corporate wallets and payment aggregation services. The FIR states that the roles of other persons, including bank officials, will be examined during further investigation. No crime should be inferred from the allegations alone.


CDF and COAS Field Marshal
ASIM MUNIR

The FIR identifies 29 currency transaction reports involving approximately Rs357.02 million, including around Rs321.97 million attributed to transactions involving Zeeshan. It invokes Sections 4, 5 and 23 of the Foreign Exchange Regulation Act, 1947, alongside Sections 420, 468 and 471 of the Pakistan Penal Code. Shahid Imran, Assistant Director FIA, is designated to investigate the case.

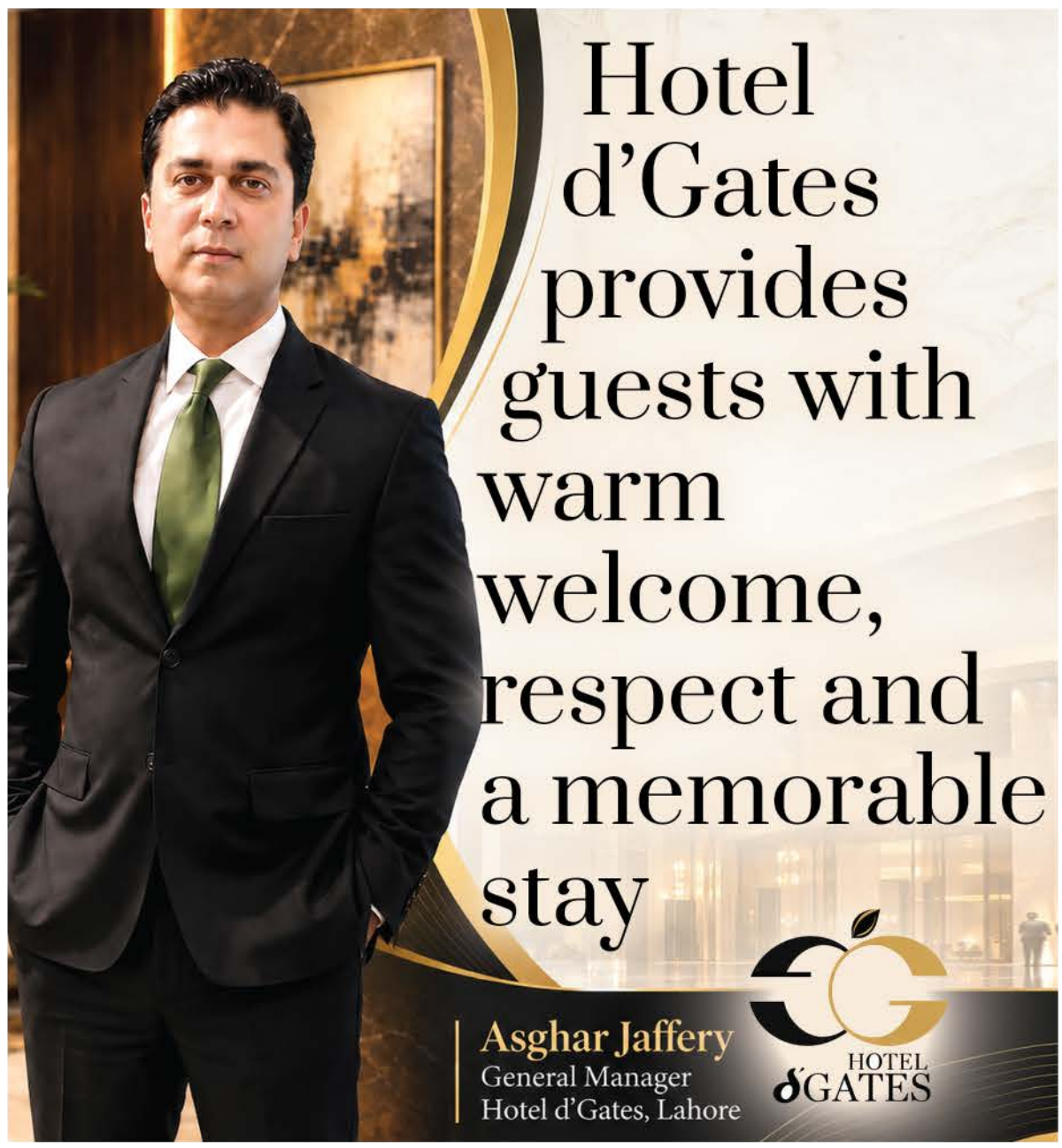
The alleged network raises serious questions about how companies presenting themselves as e-commerce, marketing and other commercial businesses could access financial infrastructure and process transactions on such an extraordinary scale.



For banks, payment providers and regulators, the case underscores the need for robust corporate verification, effective monitoring of unusual transaction patterns and checks for inconsistencies between declared business activities and actual account usage.

The central question is how nearly Rs120 billion in credits passed through 11 companies and how the alleged network maintained access to financial channels capable of processing such volumes. The findings could have significant implications for financial oversight and the safeguards protecting Pakistan's expanding digital payment ecosystem.

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The Flare panel interacted with Asghar Jaffery, General Manager of Hotel d'Gates in Lahore. He mentioned that he took the role of General Manager in February 2024. Since then, he has concentrated on improving operations, raising service levels, creating new business opportunities, and fostering a strong team environment. Running a hotel goes beyond overseeing rooms; it involves curating the full experience for visitors, business clients, and event collaborators

Flare: Kindly share your hospitality career journey and experience managing Hotel d'Gates Lahore with our readers.

Asghar Jaffery: Hospitality brings professionalism, people management and attention to detail together to create memorable experiences. My hotel operations experience has given me a strong understanding of guest expectations, sales, revenue management, team leadership and hotel management.

I joined Hotel d'Gates Lahore as General Manager in February 2024. Since then, my focus has been strengthening operations, improving service standards, expanding business opportunities and building a strong team culture. Leading a hotel is not simply about managing rooms; it is about managing the entire experience for guests, corporate clients and event partners.At d'Gates, I have worked to align operations, sales and revenue management around one objective: guest satisfaction and sustainable business growth.

Flare: What is your vision for Hotel d'Gates, and what distinguishes it from other hotels in the City?

Asghar Jaffery: My vision is to rank Hotel d'Gates as one of Lahore's preferred hotels for accommodation, dining, corporate meetings, conferences and social events.

What distinguishes us is our combination of comfortable accommodation, quality food and beverage, event facilities and personalised service. Our revolving rooftop restaurant is also an important part of our identity, offering guests a distinctive dining experience.

A successful hotel must offer more than a good room. Guests should feel welcomed, respected and valued throughout their stay. Our objective is to create that complete experience while continuously improving our standards.

Flare: How does the hotel's location influence its business and guest profile?

Asghar Jaffery: Lahore is one of Pakistan's key business, cultural and tourism destinations, making location important to our business. Our guests include corporate travelers, families, domestic tourists, groups and visitors attending business and social events. Lahore also provides access to a large corporate and events market. We focus on maintaining a balanced business mix rather than relying on one segment. Corporate business, leisure guests, groups, conferences, banquets and food and beverage all contribute to overall performance.

Flare: What are your main priorities as GM for guest satisfaction, service standards and operational efficiency?

Asghar Jaffery: My first priority is guest satisfaction. Guests may forget many things about a hotel, but they remember how they were treated. I focus on service consistency, cleanliness, responsiveness and staff behaviour. Operational efficiency is equally important, with every department managing costs responsibly. I monitor performance, listen to guest feedback and address issues before they become complaints. Training and communication are also critical. My philosophy is simple: take care of the guest and the team, and the business will benefit.

Flare: How has Pakistan's hotel and tourism market changed in recent years?

Asghar Jaffery: Pakistan's hospitality market has become more competitive, while guests are better informed. Domestic tourism, corporate travel, weddings, conferences and social events continue to offer opportunities.Guests also have higher expectations and compare hotels through online reviews, social media and booking platforms. The industry must therefore become more professional, technology-driven and customer-focused, responding quickly to changing guest needs.

Flare: How is Hotel d'Gates adapting its marketing and digital strategy?

Asghar Jaffery: Digital presence is essential to hotel marketing, as guests discover and evaluate hotels through booking platforms, Google, social media and reviews.

At d'Gates, we focus on digital visibility, engaging content, guest reviews and promoting our rooms, restaurants and event facilities. However, marketing must be backed by a strong guest experience. Advertising may attract guests once, but consistent service brings them back.

Flare: What steps do you take to train and motivate hotel staff?

Asghar Jaffery: Hospitality is a people-driven business, so staff development is a key priority. Training should cover not only technical skills but also communication, grooming, teamwork, complaint handling and guest satisfaction.Recognition is also a powerful motivator. Employees who demonstrate excellent performance should be appreciated and encouraged. I aim to create a culture where employees understand that their performance directly contributes to the hotel's success. A motivated team ultimately creates a better guest experience.

Flare: How do food, events and corporate business support the hotel's growth?

Asghar Jaffery: They are extremely important. A modern hotel cannot rely only on room revenue. Food and beverage, banquets, conferences, corporate meetings and social events help diversify revenue.

Our restaurants and banquet facilities serve various segments, from corporate meetings to family functions and larger events. We aim to build strong relationships with corporate clients, event planners, travel partners and institutions while maintaining quality and competitive value.

Flare: What are the major challenges currently facing Pakistan's hospitality sector?

Asghar Jaffery: Major challenges include rising operating costs, energy prices, taxation, inflation and the availability and retention of skilled manpower. Hotels are particularly sensitive to increases in electricity, gas, food, salaries and other expenses, while guests expect competitive room rates.The solution requires greater efficiency, professional revenue management, staff training and closer cooperation between the private sector and government. Hotels must improve productivity without compromising guest service.

Flare: What policy measures would you like the government to take to support tourism and hospitality?

Asghar Jaffery: I would like a coordinated national strategy focusing on infrastructure, taxation, investment incentives, skills development and destination marketing. The government can also promote Pakistan internationally and encourage investment in hotels and tourism infrastructure.

Hospitality can create jobs, attract investment and contribute to economic growth. With effective policies and public-private cooperation, Pakistan can build a stronger tourism and hospitality sector.

My vision for Hotel d'Gates is to remain a professionally managed, guest-focused and successful hotel. As General Manager, I aim to achieve business growth, develop people, strengthen service standards and establish d'Gates as a trusted hospitality brand in Lahore. To me, hospitality is about serving people well, earning their trust and giving them a reason to return.

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Czech Ambassador lauds Pakistan's role in regional and global peace

The event was hosted by Ambassador Ladislav Steinhübel, along with his wife Dagmar Steinhübel and Colonel Stanislav Tesařek. It attracted diplomats from various nations, defence officials, members of diplomatic missions, and esteemed guests from diverse sectors

Ladislav Steinhübel, the Ambassador of the Czech Republic to Pakistan, remarked on Pakistan's role as a vital and constructive ally in fostering both regional and global peace. He noted that the Czech Republic holds in high regard Islamabad's dedication to resolving conflicts through dialogue.

The Czech Ambassador made these comments during a reception at Serena Hotel in Islamabad, organised to celebrate Czech Statehood Day and Czech Armed Forces Day.

The event was hosted by Ambassador Ladislav Steinhübel, along with his wife Dagmar Steinhübel and Colonel Stanislav Tesařek. It attracted diplomats from various nations, defence officials, members of diplomatic missions, and esteemed guests from diverse sectors.

Czech Statehood Day, commemorated on September 28 every year, was recognised at the Islamabad event alongside Czech Armed Forces Day.

In his address to attendees, Ambassador Steinhübel pointed out the intricate conflicts and security issues faced by the global community. He emphasised the increasing necessity for peaceful, sustainable, and diplomatic approaches in resolving international disputes.

> Czech Republic values Pakistan's diplomatic role; both countries seek stronger trade and defence cooperation

The Czech ambassador acknowledged Pakistan's positive contributions to both regional and global diplomacy, specifically highlighting its ongoing focus on dialogue and peaceful methods to resolve persistent issues.

He affirmed that Pakistan continues to be a key partner in efforts to reinforce peace, security, and stability on both regional and international fronts.

Regarding bilateral relations, Ambassador Steinhübel reiterated the commitment shared by Pakistan and the Czech Republic to enhance their long-standing friendship and to expand collaboration in areas of shared interest, notably in trade and defence.

The reception also served as a platform for diplomats and defence representatives to engage in discussions about the amicable relationship between the two nations and to explore opportunities for increased bilateral cooperation.

Federal Minister Musadik Malik also spoke at the event, underscoring the importance of the friendly relationship that exists between Pakistan and the Czech Republic. He highlighted the need to strengthen bilateral cooperation further and to promote connections between people.

The ceremony concluded with conversations among diplomats, defense officials, and notable guests, embodying the atmosphere of camaraderie and persistent diplomatic relations between Pakistan and the Czech Republic.



















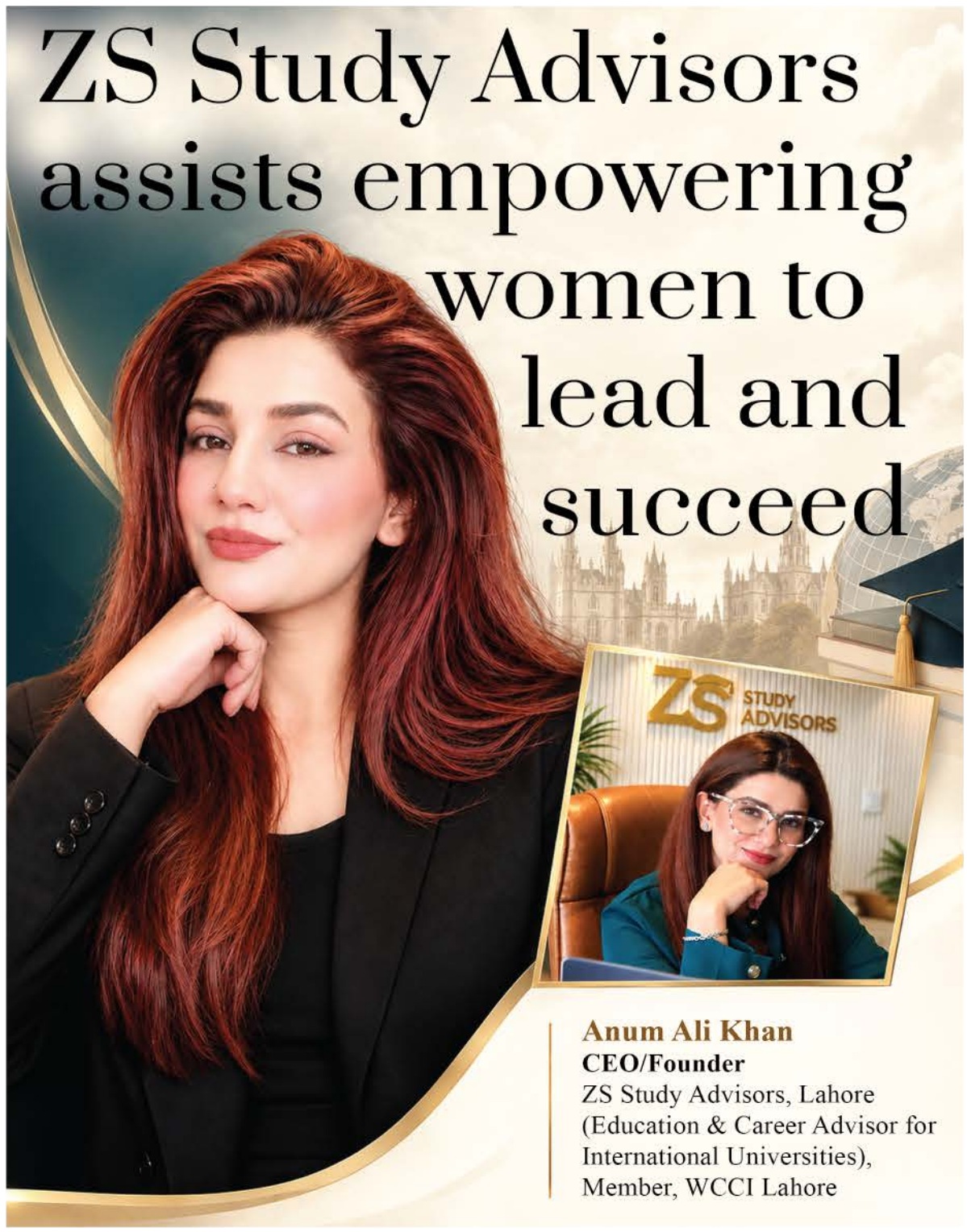






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ZS Study Advisors assists empowering women to lead and succeed



Anum Ali Khan
CEO/Founder
ZS Study Advisors, Lahore
(Education & Career Advisor for International Universities),
Member, WCCI Lahore

The Flare panel interviews the CEO/Founder of ZS Study Advisors and a member of WCCI Lahore. In the discussion, she explained that our process begins with evaluating the student's grades and figuring out the family's realistic budget. Next, we look into suitable universities, any scholarships on offer, tuition breaks, and other ways to fund education. We also consider the overall cost of getting an education, which includes housing and living expenses

Flare: Please share your professional background and the motivations behind founding ZS Study Advisors.

Anum Ali Khan: The inception of ZS Study Advisors took place in 2022, driven by a clear mission: to offer genuine, practical, and tailored support for students pursuing international education. I aimed to create a platform that empowers students and their families to make informed choices instead of merely following popular trends. Since its establishment, ZS has expanded through partnerships with universities, personalised counselling for students, and a dedicated effort to assist individuals in accessing suitable global educational opportunities.

Flare: What is the fundamental vision of ZS Study Advisors, and how do your services stand out from other education consultancy agencies in Pakistan?

Anum Ali Khan: Our mission is to enhance the accessibility of international education through effective guidance. At ZS, our approach involves more than just handling applications. We take the time to assess each student's academic background, career aspirations, and financial capabilities before suggesting suitable options. We prioritise transparency, ensuring that students have a clear understanding of both the opportunities and responsibilities associated with studying abroad.

Flare: What key factors should Pakistani students evaluate when choosing a university and degree programme abroad?

Anum Ali Khan: Students must look past rankings and popularity. It is essential to evaluate how well the programme aligns with their career objectives, the university's reputation, costs of tuition and living, available scholarships, location, employability prospects, and visa prerequisites. Above all, the decision should reflect the individual student's profile and future ambitions rather than merely following the choices of friends or relatives.

Flare: Which countries and study destinations are generating the highest levels of interest among Pakistani students, and what trends are you noticing?

Anum Ali Khan: The regions of the UK, Europe, the USA, Canada, Australia, and New Zealand remain highly appealing. Concurrently, locations like Malaysia, Turkey, and the UAE are gaininghigh popularity. A noticeable shift is that students are more critical about assessing costs. They are carefully evaluating scholarships, tuition costs, living expenditures, visa regulations, and potential job opportunities before reaching a decision.

Flare: There is a significant concern among students and parents regarding inaccurate information and deceptive practices in the study-abroad consulting industry. What steps can students take to recognise a trustworthy education consultant?

Anum Ali Khan: It is essential for students to confirm the qualifications of the advisor, their university collaborations, physical office presence, and relevant professional associations. They should request an explicit breakdown of fees and clarify the specific services included. Most importantly, students mustbe wary of individuals who promise a visa or offer unrealistic guarantees. A reputable advisor will provide honest advice instead of fostering false hopes.

Flare: Scholarships and affordability remain challenges for Pakistani families. How do you help students find scholarships, financial aid, and affordable education options?

Anum Ali Khan: Our process begins with assessing the academic qualifications of the student and establishing the family's practical budget. We then investigate appropriate universities, available scholarships, tuition discounts, and other funding options. The total cost of education is also taken into account, including housing and living costs. Occasionally, a programme with a slightly higher tuition might be the more economical choice if it provides better financial aid opportunities.

Flare: What are the common errors made by Pakistani students when applying to universities abroad, and how can these be mitigated?

Anum Ali Khan: A frequent error made by students is selecting a university or programme without adequately assessing its compatibility with their personal profiles and career aspirations. Additionally, many wait until the final moments to arrange their documentation and financing. Through proactive planning, thorough research, and obtaining professional advice, students can evade several of these challenges.

Flare: What role do women entrepreneurs play in Pakistan's education and consultancy sector, and how have you navigated it as a woman in business?

Anum Ali Khan: Women have a significant role to play in the educational and entrepreneurial framework of Pakistan. Establishing ZS Study Advisors as a business led by women has highlighted to me that entrepreneurship demands persistence, resilience, and assurance in one's vision. I am convinced that women should not only engage in professional fields but also generate opportunities, establish businesses, and assume leadership positions.

Flare: As a representative of the Women Chamber of Commerce & Industry Lahore, how vital are professional networks and business platforms in bolstering women-led ventures?

Anum Ali Khan: Professional networks hold substantial significance, especially for women entrepreneurs. Membership in the Women Chamber of Commerce & Industry Lahore creates avenues for connecting with fellow businesswomen, sharing insights, and cultivating valuable professional relationships. These platforms enhance visibility for women-led businesses and promote collaboration and growth.

Flare: What are your aspirations for ZS Study Advisors moving forward, and what message would you wish to convey to Pakistani students aiming to pursue higher education abroad?

Anum Ali Khan: I aim to continue the expansion of ZS Study Advisors as a reliable education and career consulting service, fostering robust relationships with international universities and broadening opportunities for students. I wish for ZS to maintain its emphasis on transparency, tailored guidance, and student achievement.

My advice to students is straightforward: conduct thorough research, inquire appropriately, and select an educational route that truly aligns with your future aspirations. Avoid making such a significant choice solely based on current trends.



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Hashoo Group, Al Rehman Group sign MoUs for three mega projects in Faisalabad



Hashoo Group's Real Estate Division and Al Rehman Group have entered into a formal agreement to collaborate on the development of Pearl City Faisalabad, PC Legacy, and Lyallpur Raya by Hashoo, thereby reinforcing their partnership within Pakistan's real estate and hospitality industries

Hashoo Group's Real Estate Division and Al Rehman Group have entered into a formal agreement to collaborate on the development of Pearl City Faisalabad, PC Legacy, and Lyallpur Raya by Hashoo, thereby reinforcing their partnership within Pakistan's real estate and hospitality industries. This collaboration goes beyond a mere contract; it embodies a collective vision for the future of urban living in the area.

The Memorandums of Understanding (MoUs) were signed during an important groundbreaking ceremony that celebrated the launch of their flagship joint-venture project, Grandeur by Hashoo, a significant undertaking featuring a Pearl-Continental Hotel, a shopping centre, and an executive club, all situated in Bahria Town Phase 8, Business District, Rawalpindi. The event garnered attention from prominent figures in the industry, including Murtaza Hashwani, Deputy Chairman and CEO of Hashoo Group, Shakir Bhura, CEO of Hashoo Group Real Estate Division, and Muhammad Yousaf, Chairman of Al Rehman Group, all of whom gathered to mark this important occasion.



This partnership demonstrates the companies' strong dedication to increasing modern residential, commercial, and hospitality projects not only in Faisalabad but also in other key cities throughout Pakistan.

By concentrating on significant mixed-use and hospitality developments, Hashoo and Al Rehman seek to improve the urban experience nationwide.

IHMS signs MoU with Emirates Mall & Residency for hotel and apartments construction



The agreement pertains to the construction of a new branch of Faletti's Hotel, featuring 150 luxury rooms and 250 apartments within a 19-storey development, open on all four sides and covering 11 kanals at Al Kabir Downtown, Lahore







Imperial Hotel Management Services (IHMS), the management entity for Faletti's Hotel, has formally signed a Memorandum of Understanding (MoU) with Emirates Boulevard (Pvt) Ltd at Al Kabir Downtown, Lahore.

The agreement pertains to the construction of a new branch of Faletti's Hotel, featuring 150 luxury rooms and 250 apartments within a 19-storey development, open on all four sides and covering 11 kanals at Al Kabir Downtown, Lahore.

The project will also include commercial shops, showrooms, kiosks, smart offices, co-working spaces, studios designed exclusively for families, signature apartments and hotel apartments.



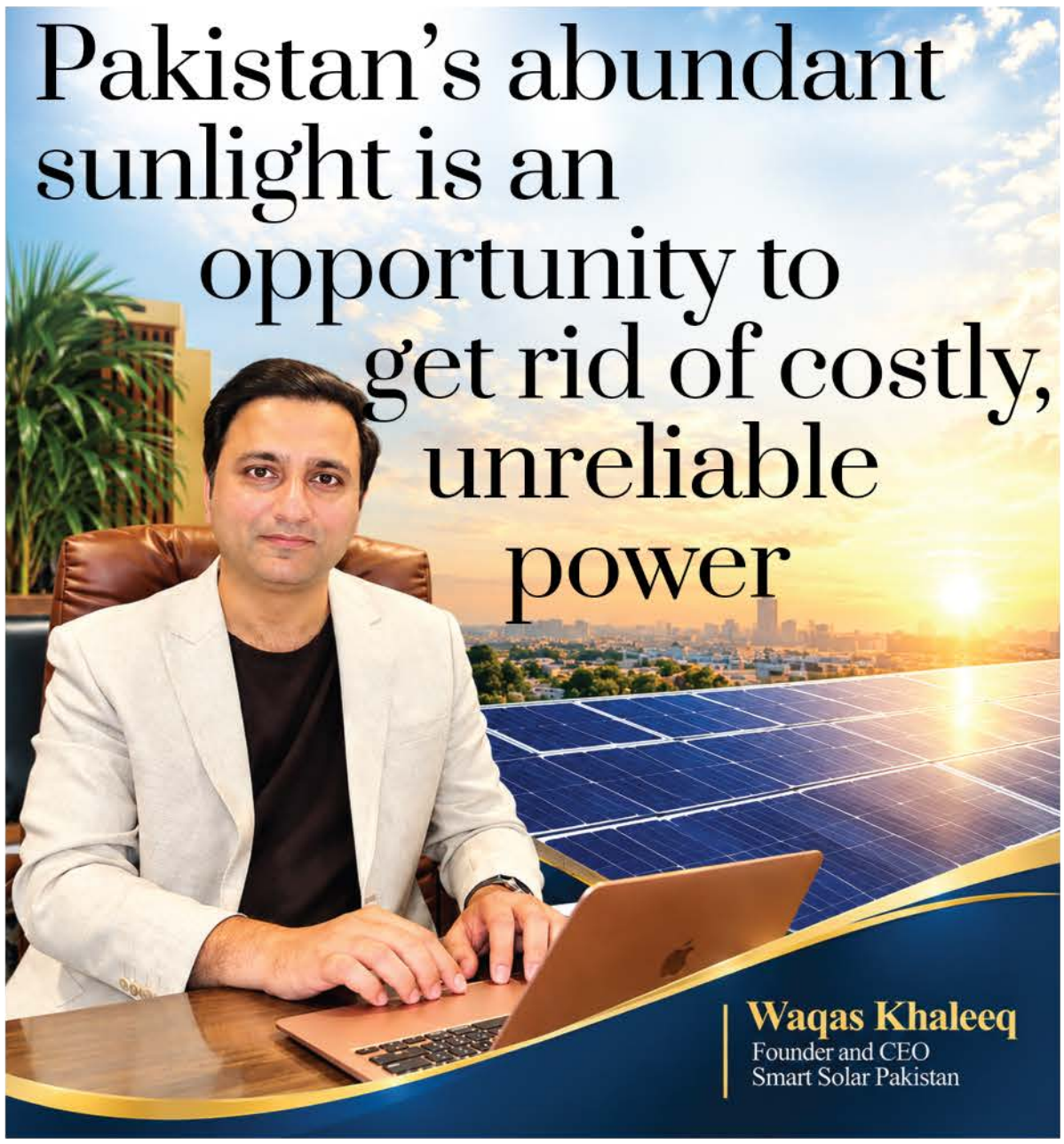
Irshad B. Anjum, Executive Director/Director of Operations at IHMS, joined Asad Attari, CEO of Emirates Mall & Residency, along with Zeeshan Malik, GMOF, Muhammad Sajid, DF, Babar Nazir Raja, CFM, Rizwan Butt, CDSM, Asad Haider, Legal Advisor and Asad Ikram Ullah, owner of Emirates Mall, and his son, Baghdad Raza, along with their entire team.

Faletti's/IHMS will oversee the management of both the hotel and the residential/apartment tower, providing maintenance and hospitality services in line with four-star and five-star standards.

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Pakistan's abundant sunlight is an opportunity to get rid of costly, unreliable power



The Flare team had an opportunity to talk to Waqas Khaleeq, the Founder and CEO of Smart Solar Pakistan. He mentioned that Pakistan requires steady policies, clear net-billing rules, enforceable safety and product standards, certified installer systems, and quicker approval processes. Banks need to create useful green-finance options, and the industry must improve responsibility for design quality and after-sales support

Flare: What inspired you to establish Smart Solar?

Waqas Khaleeq: My professional journey began with a simple observation: Pakistan has abundant sunlight, yet families and businesses face expensive and unreliable electricity. I founded Smart Solar in 2010 to turn this conflict into an opportunity. My mathematics background helped me approach energy problems analytically, while working with customers taught me that technology alone is not enough; execution, transparency, and dependable after-sales support matter equally. My motivation remains to make clean energy practical, trustworthy, and accessible.

Flare: How do you assess Pakistan's solar sector and its next five years?

Waqas Khaleeq: Pakistan's solar sector has moved from early adoption to mass-market relevance. High tariffs, grid constraints, and falling technology costs have made solar an economic decision, not merely an environmental preference. The next five years will focus less on panel sales and more on complete energy solutions, including hybrid inverters, battery storage, intelligent load management, and commercial and industrial systems. The opportunity is enormous, but rapid growth also attracts underqualified installers and low-quality products.

Flare: How is Smart Solar supporting Pakistan's transition to clean energy?

Waqas Khaleeq: Smart Solar helps customers move from electricity dependence towards energy control. We design and deliver grid-tied, hybrid, and storage-backed systems for homes, farms, offices, and industries based on actual consumption and operational priorities. For industrial clients, we focus on reducing energy costs without compromising safety, uptime, or power quality. For households, we explain realistic savings, backup capability, and changing net-billing rules. This combination of EPC execution and public education encourages informed adoption.

Flare: What distinguishes Smart Solar from other providers?

Waqas Khaleeq: We operate as an engineering, procurement, and construction company, not simply an equipment reseller. We assess site conditions, load profiles, shading, structures, protection, future expansion, and financial objectives before recommending a system. Our teams use professional design and simulation tools, select bankable equipment, follow documented installation practices, and provide monitoring and after-sales support. Our experience across Pakistan means our processes reflect different climates, grid conditions, and customer needs. Most importantly, we communicate limitations honestly.

Flare: How is Smart Solar using digital technology and smart energy management?

Waqas Khaleeq: We use digital design, simulation, and remote-monitoring platforms throughout the project cycle. Software helps assess generation, losses, shading, and equipment compatibility, while online monitoring identifies performance trends and faults. We are also integrating smarter energy management to prioritise solar consumption, battery charging, backup loads, and grid interaction. Digital workflows improve surveying, coordination, documentation, and service response.

Flare: What challenges Pakistan's renewable-energy sector, and what reforms are needed?

Waqas Khaleeq: Key challenges include policy uncertainty, weak financing, inconsistent standards, variable equipment quality and a shortage of skilled installers. Pakistan needs stable policies, transparent net-billing rules, stronger safety standards, certified installers, streamlined approvals and accessible green financing. Industry must also ensure quality design and after-sales service.

Flare: What advice would you give first-time solar customers?

Waqas Khaleeq: Start with 12 months of electricity data, not a salesperson's package. Identify daytime and nighttime loads and decide whether your priority is savings, backup, or energy independence. Compare proposals on engineering, safety, warranties, installation, and service—not just price per watt. Verify the installer, product authenticity, and system compatibility. Industrial customers should also assess structural capacity, power quality, shutdown planning, and expected generation through a proper feasibility study.

Flare: How does Smart Solar contribute to sustainability and climate goals?

Waqas Khaleeq: Every well-performing solar installation displaces electricity that would otherwise come from fossil-fuel-based generation and reduces pressure on energy imports. Through more than 130 MW of delivered capacity, Smart Solar has helped homes and businesses reduce operating emissions while improving energy resilience. We promote high-efficiency equipment, responsible system sizing, long service life, and preventive maintenance because sustainability depends on lifetime performance. Our public education also encourages energy conservation and informed adoption.

Flare: How will AI, battery storage, and smart grids shape Pakistan's renewable energy future?

Waqas Khaleeq: These technologies will reshape the sector. Battery storage can turn solar into a more flexible source of backup and energy independence. AI can improve demand forecasting, fault detection, predictive maintenance, and decisions about when to charge, consume, or export energy. Smart grids can coordinate distributed assets while maintaining network stability. However, software cannot compensate for poor hardware or unsafe installation. Pakistan needs interoperable standards, cybersecurity, accurate metering, trained technicians, and sensible tariff signals.

Flare: How is Smart Solar developing skilled professionals and employment?

Waqas Khaleeq: Smart Solar has built multidisciplinary teams in engineering, project management, procurement, sales, monitoring, and field services. We train employees through live projects, safety procedures, manufacturer knowledge, design tools, and supervision. Our projects also create indirect jobs for technicians, fabricators, transporters, and local service partners. Through educational content and industry engagement, I also help young professionals understand solar technologies and practices.

Flare: How can government, industry, finance, and education accelerate renewable energy adoption?

Waqas Khaleeq: Government needs stable rules and standards; industry must ensure quality and transparency; financial institutions should improve affordability; and educational institutions must develop skilled professionals and local research. Collaboration should focus on certified installers, accessible financing, shared performance data, and storage and smart-grid pilots. Universities and banks can also work with EPC companies using real project data and verified performance criteria.

Flare: What is your message to businesses, policymakers, investors, and young entrepreneurs about clean energy?

Waqas Khaleeq: Clean energy is becoming core economic infrastructure. Businesses should view efficiency and distributed generation as competitiveness tools, while policymakers need consistency. Investors can explore EPC, storage, financing, software, recycling, and local technical capabilities. For young entrepreneurs, the sector offers strong potential, but success requires knowledge, ethics, and execution. Pakistan has the sunlight, demand, and talent to build a strong clean-energy economy.

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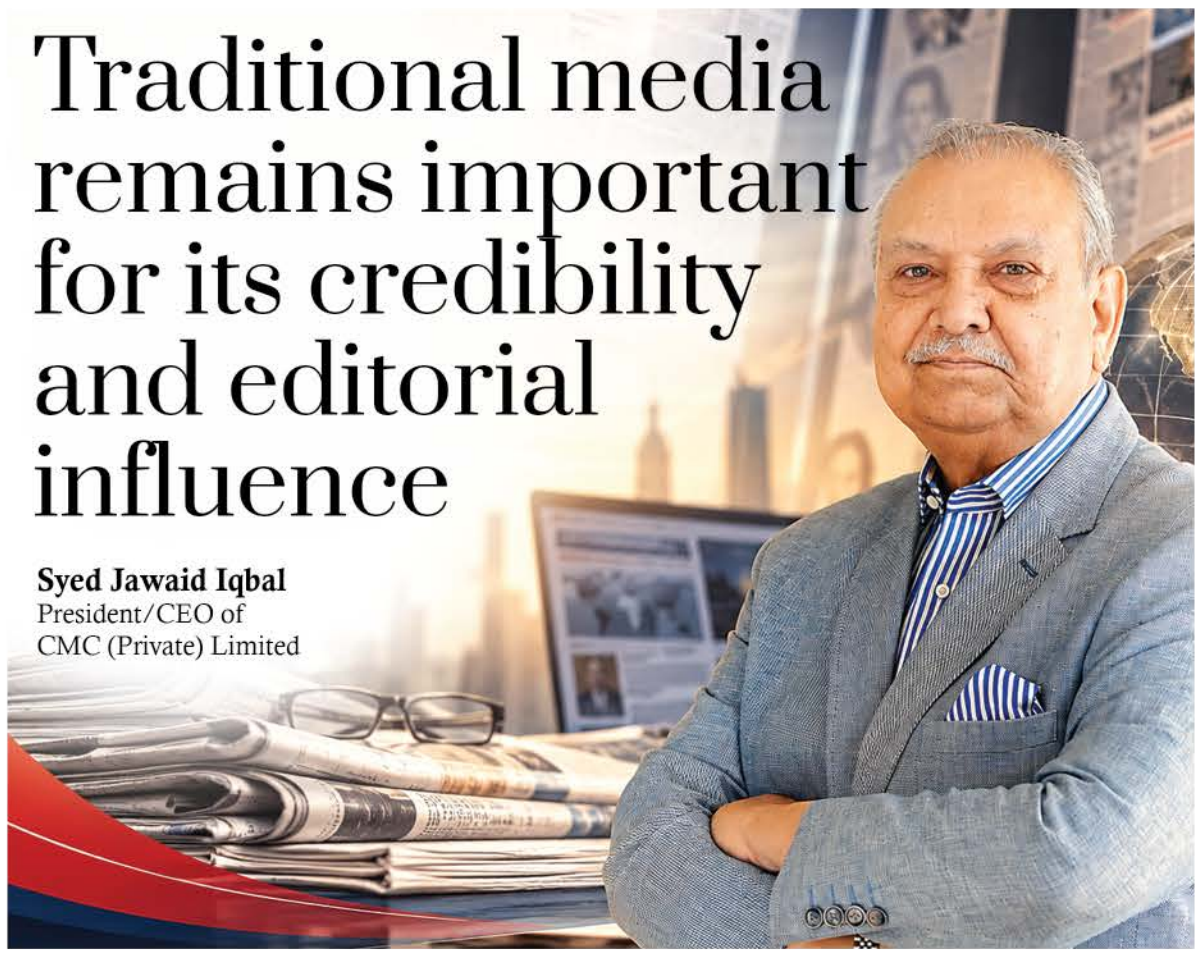
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Traditional media remains important for its credibility and editorial influence



Syed Jawaid Iqbal
President/CEO of
CMC (Private) Limited

The Flare panel interviews CMC (Pvt) Ltd President/CEO Syed Jawaid Iqbal, who highlights that digital media has changed the speed and scale of communication, but the significance of human expertise is intact and irreplaceable. He notes that while AI can aid in research, monitoring and content development, it cannot replace skilled communicators and professionals. Machines analyse data and recognise patterns, but humans add context, creativity, cultural understanding, emotion, judgment and connection. He believes organisations should invest in skilled manpower, as effective communication relies on human experience, intelligence and relationships, not just technology

Flare: How would you describe CMC's journey, present position and core strengths in Pakistan's communications industry?

Syed Jawaid Iqbal: CMC's journey is closely linked with Pakistan's communications industry. I began my advertising career in 1973 and established Corporate & Marketing Communications (CMC) in 1980. At that time, PR largely meant press releases and media appointments. We believed communication should become a management function that influences perceptions, builds relationships and supports business objectives.

CMC evolved into a broader communications and perception-management company covering strategic communications, media relations, crisis management, corporate reputation, content, digital communication and stakeholder engagement. Its affiliation with the US-based Ketchum network has provided it with an international connection, alongside strong knowledge of Pakistan's cultural, political, business and media environment.

Our key strengths remain experience, relationships, strategic understanding and local insight.

Flare: How has corporate communication and public relations changed in Pakistan during the past decade?

Syed Jawaid Iqbal: The change has been fundamental. A decade ago, PR centred on newspapers, television, press releases, events and media relations. Today, communication is continuous, multi-platform and increasingly audience-driven. The biggest change is the loss of the traditional gatekeeper. Customers, employees, investors, journalists, influencers and citizens now create and distribute information every day.Data Reportal estimates that Pakistan had 117 million internet users and 79.9 million social-media user identities at the end of 2025. Corporate reputation can now be influenced by a social-media post, complaint, employee comment, video or creator's opinion as easily as by a newspaper story. PR has, therefore, moved from publicity to reputation management. Professionals must understand business, data, digital behaviour, media, public sentiment and technology, while traditional media remains important for its credibility and editorial influence.

Flare: What are the biggest communications challenges facing Pakistani businesses today?

Syed Jawaid Iqbal: The first is trust. Information moves exceptionally quickly, while confidence in institutions and information sources can be fragile. Companies therefore need greater transparency and consistency. The second is the speed of the news cycle. Organisations may have only a few hours—or even minutes—to respond to an issue that can reach millions. A delayed response can allow speculation to become accepted as fact.

Third is audience fragmentation. Employees, regulators, investors, customers, communities and media may expect different information, making generic messages insufficient.

Businesses must also communicate sensitive issues such as pricing, taxation, layoffs, regulation, environmental impact and service disruptions without appearing defensive or disconnected from public concerns. Generally, clients want the PR agency to "control" the media. It cannot be done, as the media has to be "managed" and not "controlled."

Communications should also be involved earlier in business decisions so stakeholder and reputational consequences are considered before implementation.

Flare: How are digital media, AI and data changing PR, reputation management and stakeholder engagement?

Syed Jawaid Iqbal: Digital media has changed the speed and scale of communication, while AI is beginning to change how communication is produced and managed. AI can improve research, monitoring, content development, audience analysis and workflow efficiency. It can identify themes, analyse conversations, develop initial content and accelerate creative processes. I have described AI as a tool that can enhance creativity, accelerate workflows and support research and content creation.

But AI does not replace communications professionals. Machines can identify patterns; people must understand context, culture, emotion, politics and consequences.

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Data is equally important. Modern PR should measure more than audience reach. We need to know whether the right stakeholders were reached, what they thought, whether sentiment changed, whether messages travelled and whether communication contributed to organisational objectives.

Pakistan is still developing this capability, with research highlighting opportunities for AI in monitoring and crisis management alongside the need for training, ethical safeguards and responsible use.

Flare: How does CMC approach crisis communication and misinformation?

Syed Jawaid Iqbal: Crisis communication must begin before a crisis, with clear responsibilities, spokespersons and response plans. When an issue emerges, we establish facts quickly and communicate accurately. Misinformation requires credible, transparent and human responses, while social listening helps identify emerging risks. Ultimately, a strong reputation provides resilience during crises.

Flare: What qualities should companies look for in a communications partner?

Syed Jawaid Iqbal: Look beyond agency size and media contacts. A good partner understands the business, stakeholders and regulatory environment and offers strategic advice. Credibility, integrity, confidentiality, judgement and digital capabilities are essential. Ultimately, an agency's greatest asset is its people.

Flare: How important are research, measurement and accountability?

Syed Jawaid Iqbal: They are fundamental. Research ensures evidence-based strategies, while measurement should assess coverage quality, sentiment, engagement and changes in perception—not just impressions. Professionals must show not only what was achieved, but why it mattered.

Flare: Which sectors offer the greatest growth opportunities for communications?

Syed Jawaid Iqbal: Major opportunities exist in technology, fintech, energy, infrastructure, mining, healthcare, consumer businesses and education. These sectors need communication around innovation, trust, investment, regulation and social impact. The key opportunity is helping organisations explain their contribution to Pakistan's economic and social development.

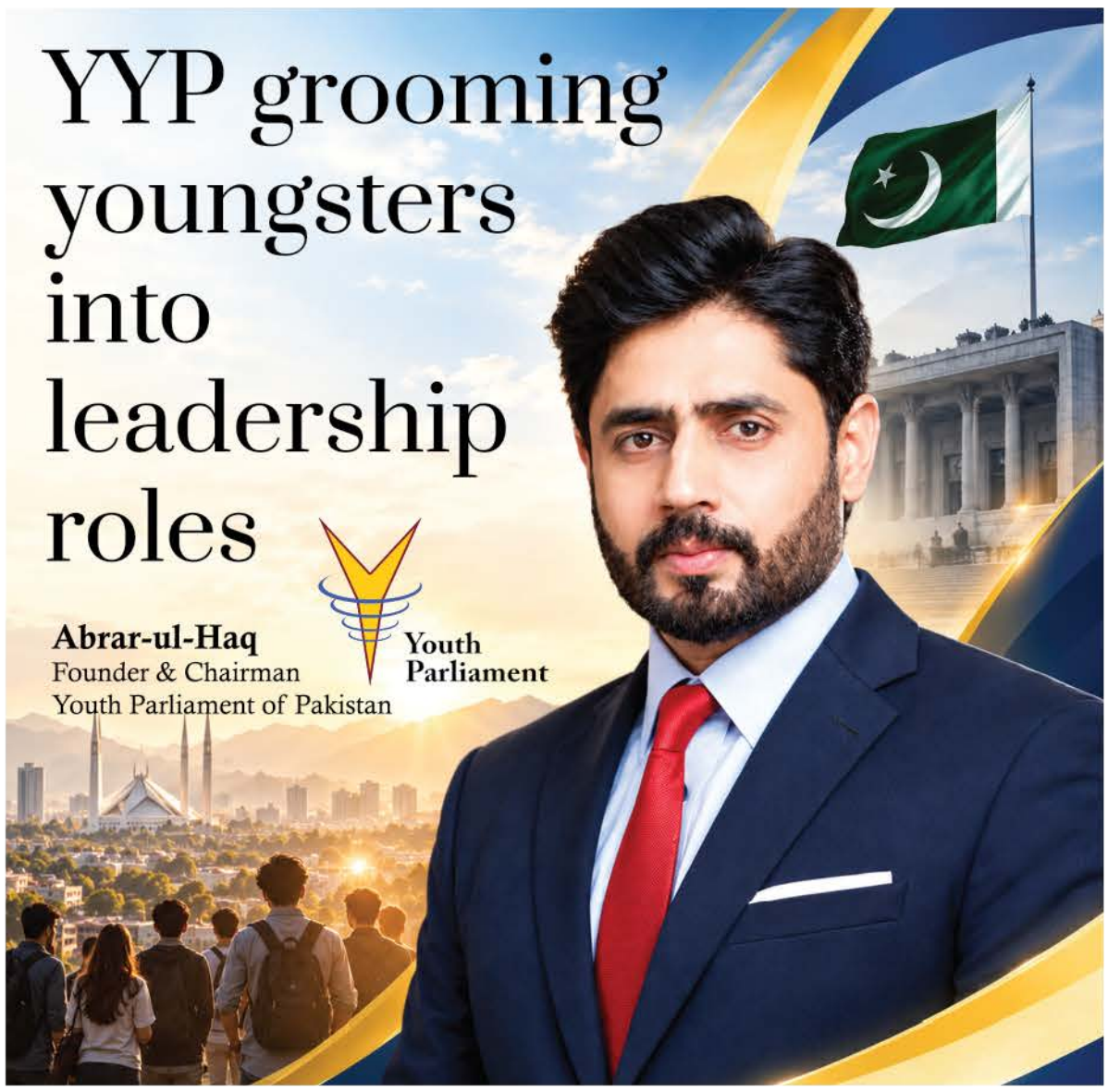
Flare: What are CMC's priorities for the next few years?

Syed Jawaid Iqbal: We aim to strengthen CMC's digital reputation, data and insights, crisis preparedness, corporate positioning, stakeholder engagement and integrated communications. AI will support this evolution, but human judgement remains essential. We will also continue investing in young talent and professional development.

Flare: What advice would you give young PR and communications professionals?

Syed Jawaid Iqbal: Learn beyond communications. Understand business, politics, economics, technology and people. Build listening skills, protect your credibility and never compromise integrity. Use AI as a tool, not a substitute for judgement and empathy. Since I started my career in 1973, the fundamentals remain: understand people, tell the truth, build relationships and deliver on commitments.

YYP grooming youngsters into leadership roles



Abrar-ul-Haq is known for his humanitarian efforts, advocacy for education, and leadership in youth development. He is also the Founder and Chairman of the Youth Parliament of Pakistan (YPP). Throughout the years, YPP has aimed to offer young people in Pakistan chances to engage in leadership, participate in civic duties, serve their communities, learn about democracy, respond to humanitarian needs, and connect on an international level.

Here is a Q&A session Flare held with Abrar-ul-Haq,Founder and Chairman of the Youth Parliament of Pakistan (YPP).

Flare: What inspired you to establish YPP?

Abrar-ul-Haq: When we established the Youth Parliament of Pakistan (YPP), our vision was to empower young people to contribute to the betterment of present-day Pakistan and not only to think about its future. YPP was created as a non-profit, non-political and non-religious platform to develop leadership, civic responsibility, community service and democratic understanding. Its philosophy rests on four pillars: Inform, Inspire, Invigorate and Involve. We seek to inform youth about their rights, responsibilities and national challenges; inspire them to recognise their potential; invigorate their confidence to transform ideas into action; and involve them in leadership, community service, policy discussions, humanitarian activities and civic engagement. Leadership means character, responsibility and service.

Flare: What was your vision for young Pakistanis when YPP was established?

Abrar-ul-Haq: Our vision was to develop young people into active, responsible citizens with strong leadership skills and an understanding of governance, democracy, human rights and social responsibility. True leadership is expressedthrough practical service to communities.

Flare: How did you seek to make YPP different from conventional youth organisations?

Abrar-ul-Haq: We wanted to combine learning with action, turning leadership training into practical community initiatives and Social Action Projects. Our programmes cover democratic participation, human rights, leadership development, policy dialogue, voter education, youth-led development, humanitarian assistance and international engagement, linking knowledge with service.

Flare: What did YPP's Active Citizens of Pakistan programme with the British Council achieve?

Abrar-ul-Haq: The programme promoted leadership, advocacy, community engagement and social responsibility through workshops on project management, communication, conflict resolution and community mobilisation. Its key feature was the Social Action Project model, which encouraged young people to identify community problems and develop practical solutions.

Flare: What was the concept behind the initiation of "Kon Ho Ga Nojawano Ka Wazir-e-Azam"?

Abrar-ul-Haq: "Kon Ho Ga Nojawano Ka Wazir-e-Azam," broadcast on ATV, promoted youth leadership and political awareness. It provided a platform for young people to debate national issues, present ideas and develop leadership and communication skills. The programme encouraged critical thinking about governance and responsible leadership while promoting constructive civic dialogue through mainstream media.

Flare: You also worked on youth skills and economic empowerment through "Umeed-e-Jawan". What did the programme aim to achieve?

Abrar-ul-Haq: Umeed-e-Jawan aimed to equip vulnerable youth and women with practical livelihood skills. Supported by USAID, it operated through Youth Resource Centres in Bahawalpur, Lodhran, Multan and Muzaffargarh, offering embroidery, stitching and income-generation training. In April 2015, beneficiaries from 11 centres showcased their work at the Southern Punjab Youth Festival in Multan. The programme promoted economic opportunity, dignity and self-reliance.

Flare: How significant was your recognition by the OIC?

Abrar-ul-Haq: I was honoured by the OIC as its first Humanitarian Ambassador. I consider this recognition a responsibility, reflecting the importance of humanitarian service and young Pakistanis' contributions during national crises. It also reinforced my belief that humanitarian work can build bridges between countries and communities.

Flare: Why is YPP's participation in UN youth forums important?

Abrar-ul-Haq: Platforms such as the UN ECOSOC Youth Forum and High-Level Political Forum enable young Pakistanis to contribute to global discussions on sustainable development, climate change, gender equality and governance. Representation must be meaningful, equipping youth to share informed ideas, engage policymakers and build partnerships.

Flare: What does YPP's growing presence at the UN represent for Pakistan?

Abrar-ul-Haq: YPP demonstrates that Pakistani youth can contribute meaningfully to international policy discussions, not merely benefit from development programmes. In 2025, YPP hosted a sideline session during the UN ECOSOC Youth Forum on youth governance, climate action, digital inclusion and partnerships. In 2026, it again engaged alongside the Forum, focusing on climate, water, peace, resilience, inclusive governance and youth and women's participation. These engagements help bring Pakistan's perspectives to global platforms while connecting young Pakistanis with international knowledge and opportunities.

Flare: What is your view of youth participation in policymaking?

Abrar-ul-Haq: Youth participation should move beyond consultation.

Young people should be given opportunities to understand how policies are developed, how institutions function and how evidence can be used to influence policy.

At YPP, we have always believed that leadership development must include policy education.A young person should be able to understand an issue, study evidence, debate respectfully, propose a solution and communicate that solution to decision-makers.That is how youth participation becomes meaningful.

Flare: After nearly two decades of YPP's journey, what did youpersonelly learned from it?

Abrar-ul-Haq: It has taught me that leadership is ultimately about service.

I have met thousands of young people across Pakistan, and I have seen extraordinary talent in places where opportunities were limited.

The lesson is very simple: talent exists everywhere, but opportunity does not.



Our responsibility is to create those opportunities.I have also learned that institutions survive when their mission is bigger than any individual.

YPP must continue beyond personalities and individual terms. Its values, systems, programmes and culture of service must be passed from one generation of young leaders to another.

Flare: Finally, what is your message to the youth of Pakistan?

Abrar-ul-Haq: Do not wait for someone else to change Pakistan.

Start with your own community.

Learn. Question. Participate. Serve. Respect differences. Understand your rights and responsibilities. Do not be afraid of failure.And remember that leadership is not a title.You can be a leader in your classroom, your university, your workplace, your village, your neighbourhood or your profession.

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The Flare panel conversed with Afsheen Iftikhar, who serves as the Regional Head of HR for Pakistan and India at WestPoint Home. She explains that she completed an MBA in HR, during which she received a gold medal, and has since applied her knowledge in her professional role. This unique blend of expertise has enabled her to identify her strongest contributions: merging insights about technology and integrated systems with the human aspects of business

Flare: What drew you to HR, and which experiences shaped your leadership journey?

Afsheen Iftikhar: I began as an IT engineer after completing my BCS Hons. from Pak-Aims. While working full-time, I pursued an MBA in HR, earning a gold medal and applying my learning at work. This combination helped me recognise where I could contribute most: bringing technology and integrated systems together with the human side of business. Developing people has always mattered to me, helping them find direction, solve problems and become independent. I moved into HR deliberately to build on that strength. My technical foundation still shapes my approach: understand the system, understand the person and develop solutions that help both perform better.

Flare: How did your experience across operations and regional HR shape your leadership?

Afsheen Iftikhar: A defining lesson is that no function works effectively in isolation from the business. Operations taught me to connect recommendations with delivery, cost and customer needs. As Regional Head of HR for Pakistan and India at WestPoint Home (a 22-year-old global home textiles business), I bring that perspective to people decisions. A recruitment request, for example, should clarify the work, missing capability and whether hiring, development or a process change would address it best. Understanding the business helps HR offer relevant choices and anticipate how decisions affect other teams.

Flare: What does strategic HR leadership mean to you, and how do you balance business goals with people's needs?

Afsheen Iftikhar: It means bringing evidence, options and an understanding of consequences into decisions while strengthening leaders' ability to make them. I believe in equipping people to solve problems themselves. When a manager brings an issue, I help clarify the concern, assess options and agree on responsibilities. This builds judgment and ownership. Business priorities also require attention to capacity: transferring work between teams needs clear ownership, training and realistic workloads. Responsibility towards people means communicating honestly, applying consistent standards and treating individuals respectfully. My test is whether a recommendation supports delivery, works for the team and can be explained with integrity.

Flare: What have you learned about building trust across cultures and leadership teams?

Afsheen Iftikhar: Working across WestPoint Home's international business, with global leaders from the US, UK and Bahrain, has reinforced my belief in adaptable leadership. A practice that works in one organisation or culture may need a different approach elsewhere. I first understand the environment, listen to local perspectives and clarify the outcome. Then I adapt my communication, practices or strategy while keeping principles such as fairness and accountability consistent. I believe in collaborating and winning together as a team. That requires checking understanding, agreeing on ownership and keeping commitments. Influence grows when colleagues see that you respect their context, understand their pressures and work with them towards a shared result.

Flare: How can HR use AI to solve business problems, and what is a practical way to begin?

Afsheen Iftikhar: Start with a business problem, such as slow onboarding or repeated customer handover errors. My technology background reinforces the importance of understanding the process before selecting a tool. AI could turn approved procedures into role-specific learning materials, practice scenarios and searchable guidance. Experienced employees should validate the content before a small team tests it. Compare preparation time, errors and time to independent performance with the existing approach. Use authorised tools, protect sensitive information and keep people accountable for decisions. The opportunity is to make expertise easier to access and apply. Scale what works: success means measurable improvement in business performance.

Flare: What must leaders do to build a culture where people can contribute, grow and perform?

Afsheen Iftikhar: Make expectations clear, welcome questions and give people opportunities to exercise judgment. When an employee asks for a solution, I believe in helping them analyse the issue and propose a response, with appropriate support. Over time, this develops independence. Regular conversations about objectives, obstacles and feedback make learning part of work. Leaders must also respond to suggestions and explain what happens next; otherwise, invitations to contribute lose credibility. Recognition should identify the behaviour and contribution being valued. The legacy I want to leave is people who can solve problems, take responsibility and develop others. That is how capability continues beyond one leader.

Flare: What helps women advance into leadership, and how do diverse perspectives improve decisions?

Afsheen Iftikhar: Women's advancement requires fair access to responsibility, development and decision-making. The Women's Empowerment Principles, established by UN Women and the UN Global Compact, offer a framework for leadership commitment, fair treatment and accountability. Representation matters; people must also have meaningful influence. A colleague with frontline experience, for example, may identify a risk others have missed. Gender, culture and professional background can bring different perspectives, without any individual representing an entire group. Review who receives challenging assignments, whose ideas are credited and whether promotion criteria are consistent. My advice to women is to build expertise, communicate their impact and seek sponsors who advocate for their progression. WestPoint Vision is strong at developing successful business women.

Flare: How has Toastmasters shaped your leadership, and what value can it bring to organisations?

Afsheen Iftikhar: Toastmasters International, founded in 1924, is a global communication and leadership development organisation. It has taught me to manage nerves, respond spontaneously and recover when things do not go as planned. As an Area Director, I value that combination of practice, feedback and resilience. Through our Pakistan and international Toastmasters activities with colleagues from Pakistan and China, I have seen competent professionals who hesitated to express themselves in English gain confidence in sharing their expertise. Communication is a continuing practice: improve each day and contribute before everything feels perfect. Corporate clubs offer organisations opportunities to develop clearer presentations, better listening and confident communication across cultures.



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Amnah Aftab, Founder and CEO of the Hum Mashal-e-Rah Foundation, Lahore, shares her journey in an interview with Flare Magazine. She said her experience as a committed mother of two children with special needs inspired her to turn her personal challenges into a mission to foster positive change. Witnessing her children navigate a society that is not adequately prepared to support them motivated her to make a significant impact in the special needs sector of Pakistan

Flare: What motivated you to establish the Hum Mashal-e-Rah Foundation, and how has your journey influenced its mission?

Amnah Aftab: As a dedicated mother of two children with special needs, I turned my personal struggles into a mission to drive positive change. Seeing my children cope with a society ill-equipped to meet their needs led me to take a pivotal step in Pakistan's special needs sector.

The journey began with rejection, setbacks, limited opportunities, and societal apathy. Yet, every challenge strengthened my determination. Driven by my faith in Almighty Allah and belief in my children's value, I remained committed to creating a better future for them and others like them.

Today, by the grace of Allah, those efforts have evolved into a legacy. HMR is recognised across Pakistan for its dedication to the special needs community. With a passionate team, I have led numerous innovative projects focused on hope, inclusion, and love. In nine years, what began as a mother's struggle has become a movement for change.

Flare: What are the Foundation's main programmes, and how many people have benefited?

Amnah Aftab: Hum Mashal-e-Rah Foundation operates several institutions and programmes:

- Maskan: Skill Development & Vocational Training Institute with Hostel — 3,500 beneficiaries.
- Mashal-e-Noor: Institute for Abandoned & Specially Challenged Children with Hostel — 4,200 beneficiaries.
- HMR Bright Beginnings: Independent Living & Rehabilitation Center — 380 beneficiaries.
- Mashal-e-Iqra: Girls' School in Kasur — 9,600 students.
- Independent Living Centre: Renovated facility for special needs students and faculty.
- Mashal-e-Rozgar: Entrepreneurship support for persons with disabilities — 850 beneficiaries.
- Mashal-e-Hunar: Skills training for marginalised women — 2,800 beneficiaries.
- Mashal-e-Shifa: Free medical camps, medicines, and assistive devices — 8,600 beneficiaries.
- Ramadan Drive: Rations, Sehris, Iftaris, and Eid gifts — more than one million beneficiaries.
- Disaster Management: COVID-19 and flood relief — more than 500,000 beneficiaries.
- Awareness Campaigns: Lectures, walks, and social media campaigns reaching millions.

Flare: What are the major hindrances individuals with disabilities face in Pakistan?

Amnah Aftab: Many challenges are shaped by societal attitudes rather than disabilities themselves. Limited inclusive education, inaccessible public spaces, inadequate healthcare, unemployment, and social stigma continue to marginalise millions. Pakistan must move from sympathy to genuine inclusion and from charity to equal rights and opportunities.

Flare: Please explain the Noor-e-Maskan project and the long-term support it will provide.

Amnah Aftab: Noor-e-Maskan will be Pakistan's first nursing home accompanied by a research centre dedicated to children and adults with special needs. It will provide comprehensive rehabilitation, residential, and research facilities for neurodivergent individuals and those requiring spinal care, Alzheimer's support, and other special needs. The facility will offer round-the-clock care and therapies, including speech, physiotherapy, occupational, and behavioural therapy.

It will also focus on independent living, vocational training, education, recreation, medical supervision, and residential support. Its research centre will promote evidence-based practices, contribute to disability-related policies, and support professional development.

Flare: How will the Foundation address parents' concerns about who will care for their children when they are no longer able to do so?

Amnah Aftab: We are addressing this concern through Noor-e-Maskan, a long-term rehabilitation and residential care initiative designed to provide a safe, dignified, and supportive environment for children and adults with special needs throughout their lives.

The vision is simple: parents should not have to fear for their children's well-being after they pass away. Noor-e-Maskan aims to provide continuity of care, security, dignity, belonging, and a home where every individual can have a promising future.

Flare: How can vocational training, technology, and entrepreneurship help individuals with disabilities achieve financial independence?

Amnah Aftab: Vocational training, technology, and entrepreneurship can create opportunities that traditional systems often overlook. By developing practical and digital skills and promoting inclusive employment, individuals with disabilities can achieve financial independence and become active members of society. We must create opportunities for their abilities to shine.

Flare: How effective are Pakistan's current disability laws and policies, and where is implementation lacking?

Amnah Aftab: Pakistan has made progress in recognising disability rights, but effective implementation remains the major challenge. Policies must translate into accessible infrastructure, inclusive education, quality healthcare, and meaningful employment. The corporate sector, educational institutions, and media must work together to build an inclusive society—not simply as an act of charity, but as a shared responsibility.

Flare: What roles can the corporate sector, educational institutions, and media play in creating employment and changing perceptions?

Amnah Aftab: The corporate sector can create inclusive jobs, internships, and entrepreneurship opportunities that focus on abilities rather than disabilities. Educational institutions should ensure equal access, provide skills training, and develop career pathways that build confidence and economic independence. Media can challenge stereotypes, address stigma, and highlight success stories, helping replace pity with respect and recognition.

Flare: What are the Foundation's major achievements, partnerships, challenges, and impact?

Amnah Aftab: Hum Mashal-e-Rah Foundation empowers individuals with disabilities through education, vocational training, rehabilitation, and livelihoods. Through partnerships with the corporate sector, educational institutions, government, and development organisations, HMR has expanded opportunities for inclusion and independence.

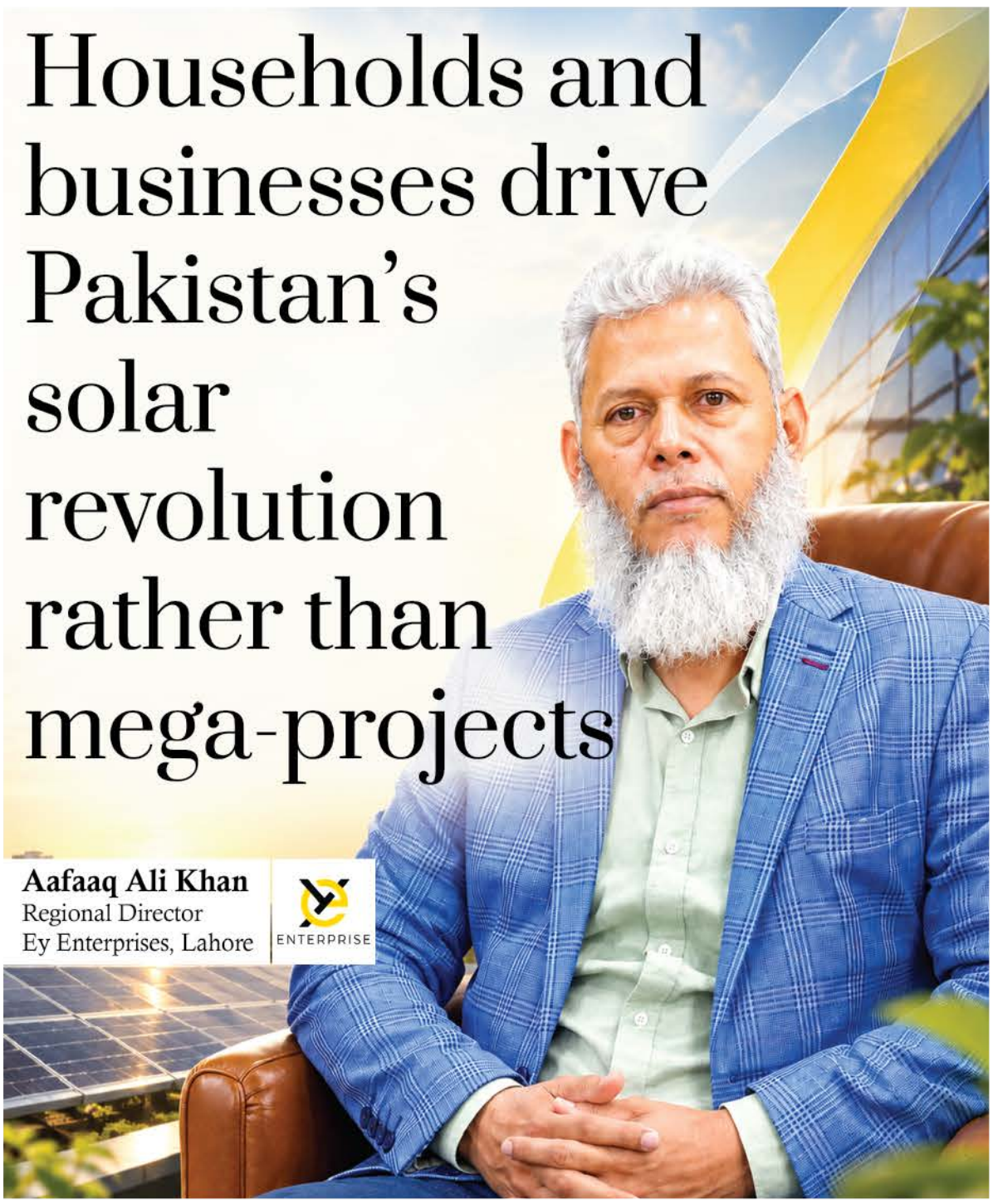
Challenges include stigma, limited employment, accessibility barriers, and sustainable funding. HMR measures impact through skills gained, employment and business placements, increased independence, and improved quality of life—transforming lives from dependency to dignity and exclusion to opportunity.

Flare: What is your long-term vision for Hum Mashal-e-Rah Foundation, and what message do you have for individuals with disabilities, their families, and policymakers?

Amnah Aftab: Our vision is an inclusive Pakistan where disability never limits access to rehabilitation, education, employment, or independent living. We will continue developing sustainable initiatives such as Noor-e-Maskan.

Disability does not limit potential. With opportunity, accessibility, and respect, every individual can achieve dignity, purpose, and independence.

Households and businesses drive Pakistan's solar revolution rather than mega-projects



The Flare panel had the opportunity to interview Aafaaq Ali Khan, the Regional Director at Ey Enterprises in Lahore. In his talk, he highlighted his career journey, which started in 2000 as a personal assistant to a CEO. After that, he spent almost nine years in the telecom sector, gradually advancing from an office assistant to an Area Sales Manager. His senior sales positions in telecom, broadband, and logistics provided him with the experience to establish sales channels from the ground up and to manage substantial regional teams

Flare: Kindly share your professional journey and the experiences that shaped your career in the energy sector.

Aafaaq Ali Khan: My career began in 2000 as a personal assistant to a CEO, followed by nearly nine years in telecom, where I rose from office assistant to Area Sales Manager. Senior sales roles across telecom, broadband and logistics taught me to build sales channels from scratch and lead large regional teams.

I entered solar in 2019, leading regional residential sales, then co-founded a solar EPC company, serving as Director of Sales and Marketing and later COO. Currently, I am a partner and Regional Director at EY Enterprise, and from 2024 to 2026, I served as Vice Chairman of the Pakistan Solar Association.

One lesson connects it all: customers make expensive decisions on guesswork, while honest companies struggle to stand apart. That is why I founded EnergyGurus.Online.

Flare: What is EnergyGurus.Online's objective and role in Pakistan's energy sector?

Aafaaq Ali Khan: Our mission is simple: confidence, not guesswork. EnergyGurus.Online makes solar and storage adoption transparent and reliable by connecting customers with verified brands, certified installers, trusted information, quality checks, monitoring and dependable O&M.

The platform rests on four pillars: Awareness, Authenticity, Transparency and Accountability. Our podcast shares expert insights, while installers are verified through licence checks, site audits, project videos and customer testimonials. Monitoring and O&M services keep systems performing long after installation.

Pakistan's solar market has grown faster than its trust infrastructure. We aim to close that gap by rewarding honest brands and installers while protecting customers. It is a purpose-before-profit project, and I welcome partners who share that vision.

Flare: As Regional Director of EY Enterprise, what are your priorities for supporting high-growth businesses across the region?

Aafaaq Ali Khan: EY Enterprise works in Solar EPC, Battery Energy Storage Systems and premium energy solution imports. My priorities are expanding beyond major cities, building global brand partnerships, strengthening our positioning, and developing revenue streams such as storage solutions and service contracts.

For growing businesses, energy is now a strategic cost. Helping them secure affordable, reliable power frees capital for expansion. My PSA experience helps me understand both the policy landscape and the standards customers deserve.

Flare: What opportunities offer the greatest potential for Pakistani entrepreneurs and SMEs?

Aafaaq Ali Khan: The energy transition is the clearest. Pakistan's solar growth has been driven by households and businesses rather than mega-projects, creating opportunities in installation, storage, monitoring, maintenance, financing and training.

Battery storage is the next wave. As net metering gives way to net billing, self-consumption becomes more valuable and storage becomes central to the economics.Trust-based services, such as verification, monitoring and maintenance, are another opportunity, as customers increasingly ask who they can rely on for 25 years.

Flare: What are the major challenges facing Pakistani businesses, and how can they overcome them?

Aafaaq Ali Khan: Volatility comes first: currency swings, policy shifts and import costs. Businesses should build buffers, diversify suppliers and negotiate price protection with partners.Rising energy costs are the second challenge. Solar and storage turn an unpredictable expense into a planned one.

The third is a race to the bottom on price, which erodes quality across industries. The answer is to compete on trust: dependable after-sales service and verified quality. This is why PSA championed industry standards and certification, and why EnergyGurus.Online verifies installers rather than simply listing them.

Flare: How important is corporate governance in building investor confidence?

Aafaaq Ali Khan: It is fundamental. Investors value how decisions are made and whether the numbers can be trusted, not just the business plan. Growing businesses should separate ownership from management, maintain audited accounts, form an independent advisory board, document policies and report honestly to stakeholders, including when things go wrong. At PSA, the sector's credibility improved when companies followed shared standards. We apply the same principle at EY Enterprise and EnergyGurus.Online. Governance is not bureaucracy; it enables businesses to outgrow their founders.

Flare: What would you adviseyoung entrepreneurs seeking to build scalable, globally competitive businesses?

Aafaaq Ali Khan: Start with a problem you understand deeply. Build sustainably, as growth on weak foundations rarely lasts. Learn sales and distribution, where businesses are often won or lost. Engage with your industry body to help shape standards and understand your market. Above all, find partners and mentors who believe in your vision.

Flare: What role can public-private collaboration play in accelerating growth, investment and employment?

Aafaaq Ali Khan: A central one. At PSA, I saw that policies developed with implementing businesses are more practical, stable and trusted. Foreign investors value predictability above incentives.Solar has created work for thousands of technicians, engineers and sales professionals. Joint certification and training can turn this into a structured, exportable workforce. The private sector must also bring transparency, which is part of what EnergyGurus.Online offers.

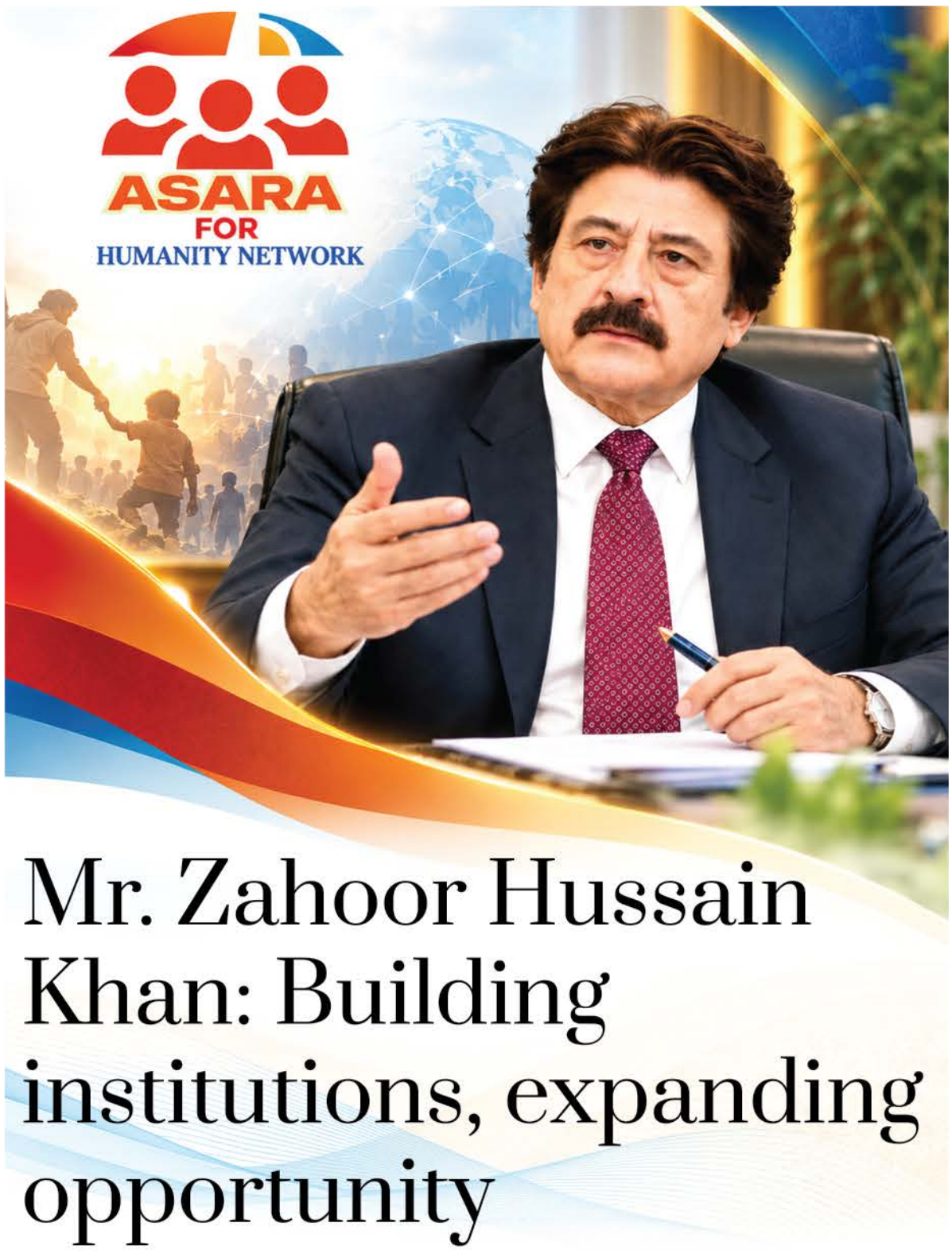
Flare: What leadership qualities matter the most today, your vision for the next decade, and what message would you give to Flare readers?

Aafaaq Ali Khan: Integrity, adaptability, care for people and a long-term view matter the most. I built EnergyGurus.Online as a purpose-before-profit venture because sustainability matters more than speed.I envision a more transparent, professional and globally connected corporate sector, where clean energy and customer trust are key competitive advantages. Through EY Enterprise, we deliver solar and storage solutions; through PSA, I worked to strengthen standards; and through EnergyGurus.Online, we are building trust into every solar and storage decision.

My message is simple: make decisions based on verified information, not guesswork, and build something that lasts. Pakistan has the talent, market and momentum to make the next decade its best.

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Mr. Zahoor Hussain Khan: Building institutions, expanding opportunity

Zahoor Hussain Khan
Chairman of the Board of Directors
Asara For Humanity Network (AHN)

A defining achievement was Mr. Khan's transformation of NRSP's NGO microcredit programme into a regulated nationwide microfinance bank. As founding President and CEO of NRSP Microfinance Bank, he helped secure its SBP licence and institutional backing from NRSP, IFC, KfW and Acumen Fund. Launched in March 2011, the bank was led by Mr. Khan for nearly 13 years

From the mountain communities of Gilgit-Baltistan to the leadership of a national microfinance bank, Mr. Zahoor Hussain Khan's career reflects a sustained commitment to expanding opportunity for underserved people. With more than 38 years of experience in rural development, microfinance and infrastructure, he brings a broad understanding of community needs and institutional leadership to his role as Chairman of the Board of Directors of Asara for Humanity Network (AHN).

An engineer by training, Mr. Khan built his early career around practical improvements to rural life. His work with the Aga Khan Rural Support Programme involved village infrastructure, project supervision and collaboration with community organisations. Roads, water supplies and other essential facilities were central to this work, alongside the participation of the people who would use and maintain them. These responsibilities gave him experience of how technical expertise and community ownership can work together to support lasting development.



He later held senior positions with the Balochistan Rural Support Programme and the National Rural Support Programme, leading initiatives across infrastructure, agriculture, livestock, education and financial inclusion. In Southern Punjab, he established NRSP's Bahawalpur programme office and expanded its operations across 39 tehsils in 14 districts of Punjab and Sindh within seven years. His responsibilities included building multidisciplinary teams, strengthening community organisations and advancing women's livelihoods through vocational training.

A defining achievement of his career was the transformation of NRSP's NGO microcredit programme into a regulated, nationwide microfinance bank. As founding President and Chief Executive Officer of NRSP Microfinance Bank, Mr. Khan helped secure the State Bank of Pakistan (SBP) banking licence and equity participation from NRSP, the International Finance Corporation, KfW and Acumen Fund. The bank launched in March 2011, and he served as President and CEO for almost 13 years.

During his tenure, the bank grew to approximately 150 branches, including 42 Islamic banking branches, and served more than 400,000 loan and deposit customers. It reached approximately eight per cent of Pakistan's microfinance gross loan portfolio and maintained a PACRA entity rating of A/A1 from 2017 to 2021. Its services included conventional and Islamic microenterprise financing, deposits and micro-insurance, extending financial access to people and businesses with limited access to formal banking.

This expansion was accompanied by investment in the systems needed to operate a regulated institution. Mr. Khan established governance, risk management, compliance, internal control, internal audit and anti-money laundering frameworks from inception. He also oversaw the introduction of a core banking system, mobile banking and an ATM network. His contribution combined business development with the operational discipline needed to support institutional credibility and customer access.

Before leading NRSP Microfinance Bank, Mr. Khan played a key role in establishing Khushhali Bank, Pakistan's first microfinance bank. His work included setting up its initial branches, recruiting and training staff, and developing reporting and monitoring procedures.

Across his career, he has worked with the State Bank of Pakistan, provincial governments and development partners including the Asian Development Bank, USAID, CIDA and the Pakistan Poverty Alleviation Fund.

Mr. Khan holds a bachelor's degree in Civil Engineering from the University of Engineering and Technology, Peshawar. His executive education has included learning at Harvard Business School, Harvard Kennedy School, Frankfurt School of Finance & Management and Naropa University, alongside programmes associated with the Asian Productivity Organization and the International Institute for Development in Japan. This combination of engineering, development practice and financial leadership gives him a distinctive perspective on building effective institutions.

As Chairman of AHN, Mr. Khan brings this experience to an organisation committed to uplifting underserved communities through healthcare, education and sustainable development. His background in community mobilisation, women's economic inclusion, institutional governance and partnerships offers a strong foundation for guiding AHN's strategic direction. His career demonstrates how local development experience can inform national institution-building—and how both can contribute to a wider purpose: enabling people to improve their lives with dignity and opportunity.

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*Product pictures and display contents are provided for reference only, please refer to the actual product.



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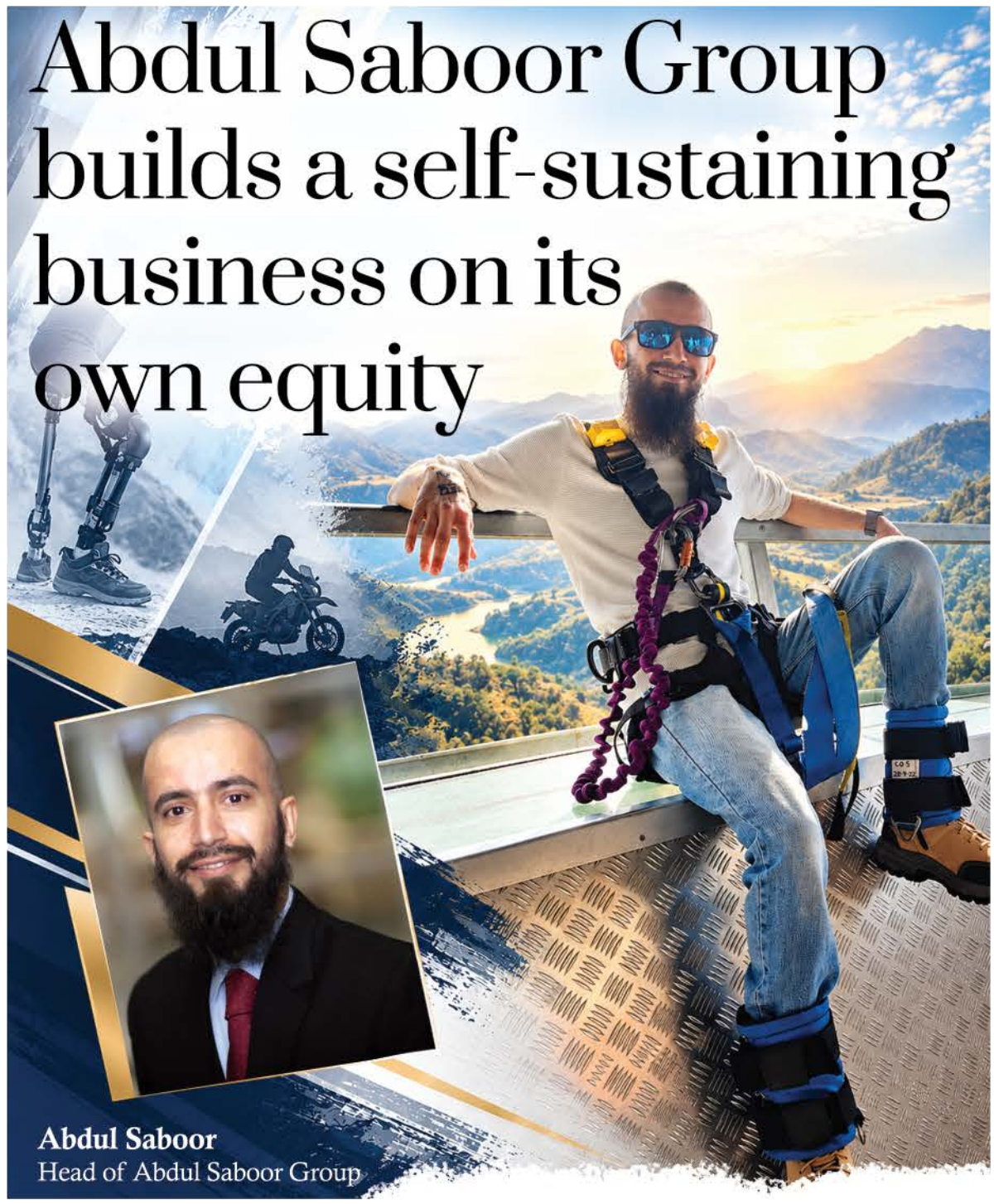
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*Product images are provided for reference only, please refer to the actual product.

GOLDEN -CONNECT-

Abdul Saboor Group builds a self-sustaining business on its own equity



Abdul Saboor, the first engineer in his family, leads three ventures spanning assistive mobility, consultancy and adventure motorsports. Inspired by an Iron Man suit, his journey at NUST led to a robotic ankle for paralysed patients and a mission to make mobility accessible in Pakistan. His Sahara iO has sold over 5,000 mobility devices through 50+ partners, while Abdul Saboor & Co. has served 140+ clients. He tells Flare about entrepreneurship, social impact and a promise made to his father

Flare: Who is Abdul Saboor, and what is the Abdul Saboor Group?

Abdul Saboor: I am a NUST Mechanical Engineer and Melbourne Business School MBA graduate, supported by an Australia awards scholarship. I lead the Abdul Saboor Group, comprising three businesses: Sahara iO (assistive mobility, founded 2016), Abdul Saboor & Co. (global mobility consultancy, founded 2022) and Madcap Adventures and Motorsports (launched 2026). Together, they focus on mobility, opportunity and exploration.

Flare: Tell us about your beginning as the first engineer in your family.

Abdul Saboor: I come from a lower-middle-class family. My father was civil servant and was determined to provide his children with quality education. His commitment enabled me to attend NUST and become our family's first engineer.

Flare: How did robotics inspire your Iron Man ambition?

Abdul Saboor: I developed an early interest in robotics and AI and initially wanted to build an Iron Man suit. Dr. Yasar Ayaz, Head of Robotics and AI at NUST, guided me towards wearable robots for people with mobility challenges. Over two years, I developed an intelligent ankle robot for people with paralysed ankles. I entered university seeking a job but graduated determined to build something for Pakistan.

Flare: How did your university project become a company?

Abdul Saboor: I established AIMS Academy for financial stability and worked at Lucky Cement and Bestway Cement to learn industrial operations. Returning to Islamabad in February 2016, I partnered with Kunwer Faran Ali, while Muhammad Usman Yousaf joined as CTO. Sahara iO was founded in June 2016.

Flare: Why did Sahara iO shift from wearable robots to wheelchairs?

Abdul Saboor: Pakistan's market lacked basic powered mobility, making exoskeletons difficult to commercialise. We began selling electric wheelchairs to generate revenue and fund our wearable device, iO Alpha. Development is currently on hold because of funding constraints, and we are seeking an investor.

Flare: What does Sahara iO offer today?

Abdul Saboor: We supply electric, manual and sports wheelchairs, patient lifters, transfer chairs, powered beds and medical products, including glucometers and physiotherapy equipment. Our customers include government departments, NGOs, hospitals, individuals and retailers. We have also won several electric-wheelchair supply tenders.

Flare: What achievement are you most proud of?

Abdul Saboor: Our nationwide distribution network is our greatest achievement. We work with over 50 resellers and retail partners and have sold more than 5,000 wheelchairs and mobility scooters. Reaching remote areas, including Burwai, Moola Chotok, Kel and Parachinar, required years of travel and partnership-building. Our mission is to make assistive technology accessible across Pakistan.

Flare: How did you overcome staffing and funding challenges?

Abdul Saboor: We recruited people committed to our mission, some of whom rejected higher-paying jobs to join us. With few investors interested in healthcare hardware, I arranged inventory financing through friends and family on a Shariah-compliant profit-sharing basis without equity commitments. The funds have been repaid, and Sahara iO now operates on its own equity.

Flare: What are Sahara iO's next milestones?

Abdul Saboor: We hold a DRAP establishment licence for importing medical devices and locally assemble and customise products. We aim to achieve ISO 13485 certification by June 30, 2028, and obtain CE marking. Our partnerships include NUST, STEP, DIA and PEDO. Following incubation at GIKI and PITB's Plan9, we began exporting to Afghanistan, the UAE and Australia, with plans to expand into the Middle East, UK, Australia and New Zealand.

Flare: What services does Abdul Saboor & Co. provide?

Abdul Saboor: Our nine-member team has served over 140 clients, helping them before and after relocation. Services include higher education in Europe, Australia, the UK, USA and Canada; skilled migration; specialised visa pathways; Germany's Opportunity Card; and investment and business options, including second citizenship by investment and Portugal's D2 visa.

Flare: Why add motorsports to a group focused on mobility and migration?

Abdul Saboor: Madcap combines my passion for adventure with my concern for men's mental health. During my studies in Australia, a classmate introduced me to Movember. I believe motorsports provide men with a healthy outlet, while better employment and family opportunities support the same goal.

Flare: What has Madcap achieved so far?

Abdul Saboor: From September 9–16, 2026, we organised a motorcycle tour from Islamabad through Burwai, Rama Meadows, Minimarg, Deosai and Skardu. Since January 2026, we have also held weekly Saturday sports-bike rides to the Murree Hills.

Flare: What comes next for Madcap?

Abdul Saboor: We plan international tours, heritage visits, overlanding, skiing, rafting, surfing, hiking, trekking, skydiving, paragliding and bungee jumping.

Flare: Where do you see the group in three to five years?

Abdul Saboor: I aim to build a recognised Pakistani group around consulting, mobility and technology. Sahara iO will expand its products and markets while seeking investment for iO Alpha. Abdul Saboor & Co. will guide more Pakistanis abroad, while Madcap will take adventurers from Pakistan's northern areas to international destinations.

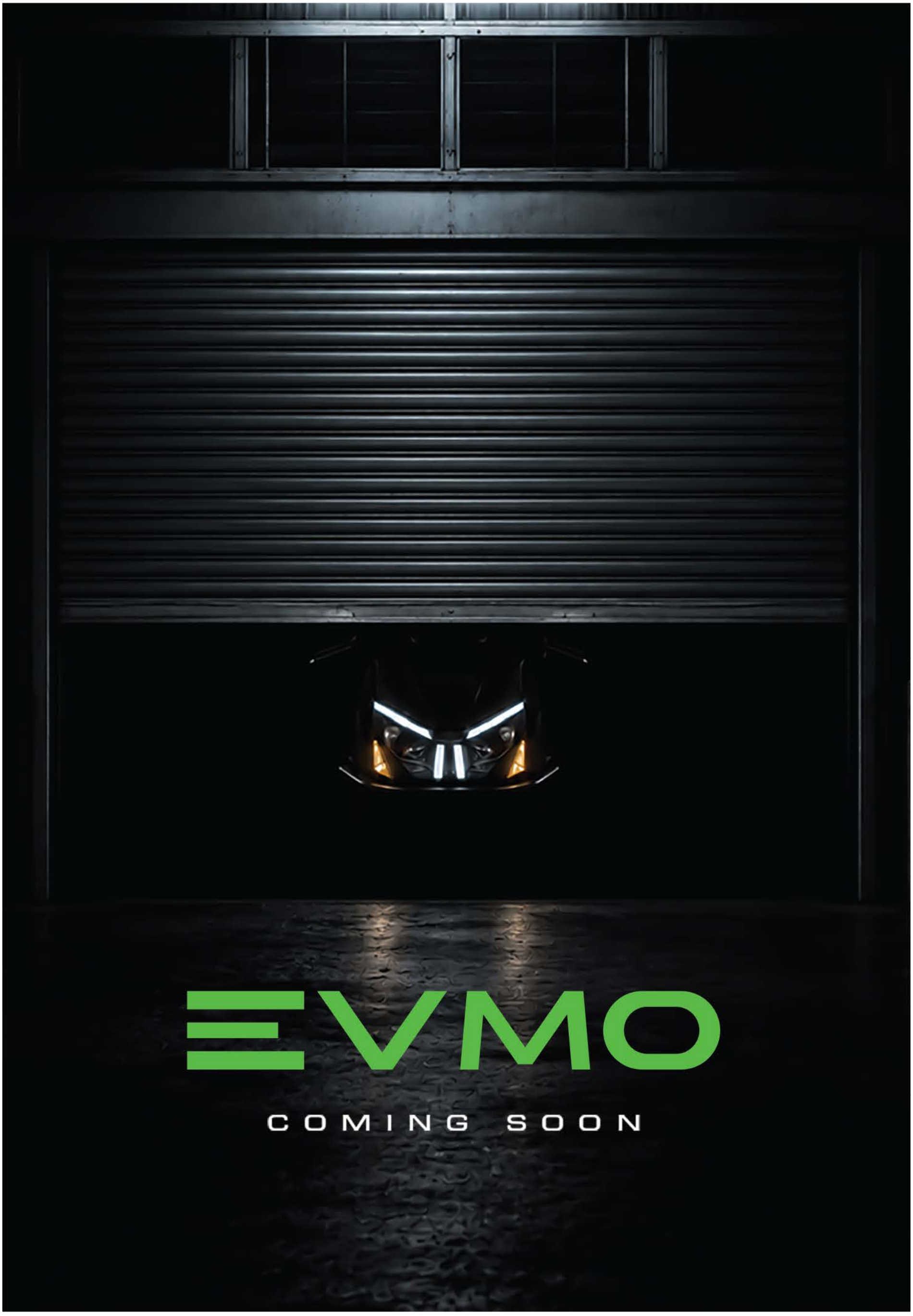
Flare: What advice would you give young Pakistani entrepreneurs?

Abdul Saboor: "Where there is a will, there is a way." Focus on solving real problems rather than chasing money. A commitment to serving others helps entrepreneurs overcome challenges and create meaningful impact.

Flare: Whom would you like to thank?

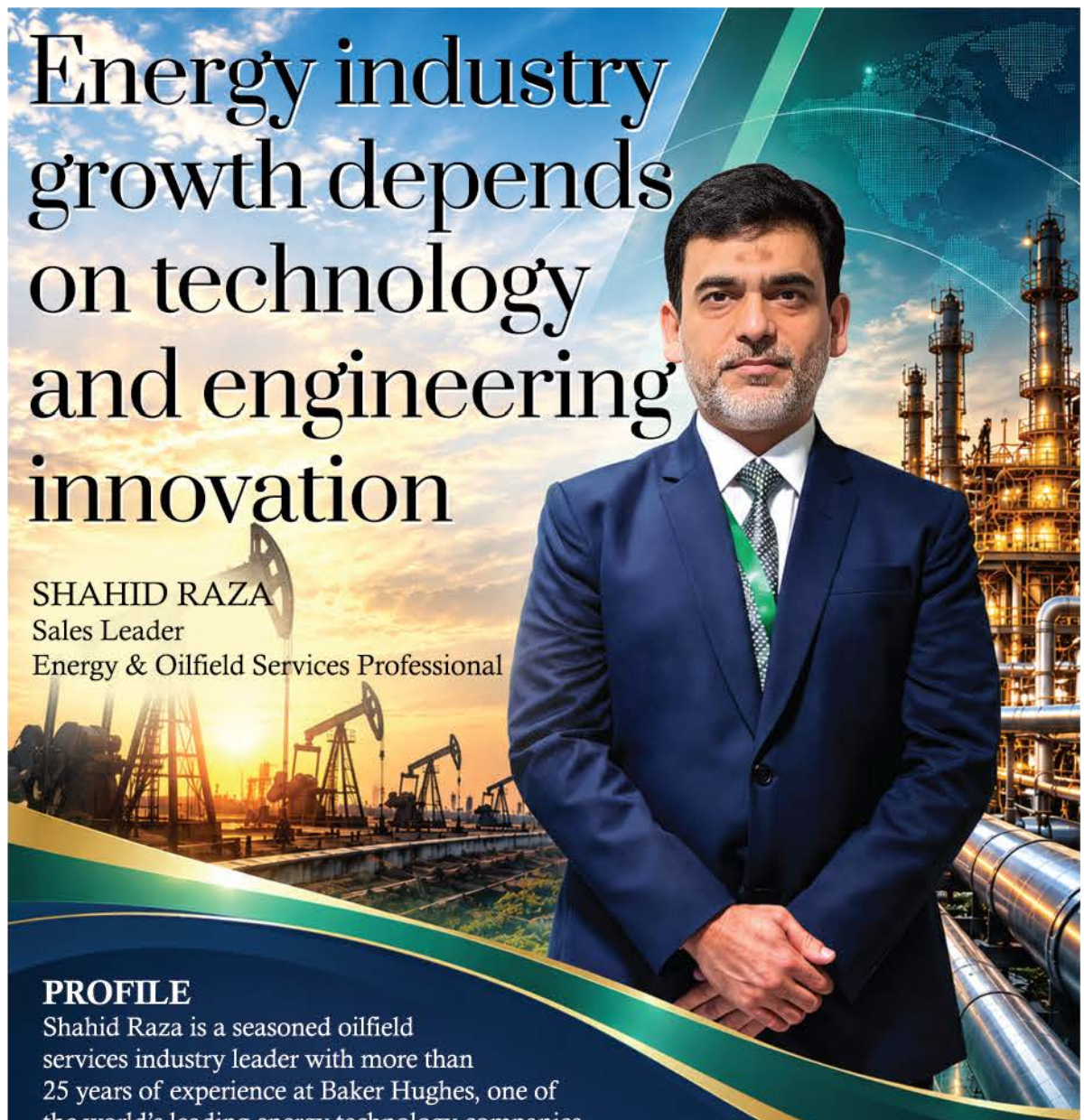
Abdul Saboor: My father, who gave me an education and his trust. He is proud of what we have built and says my journey motivates him to keep going. That is my greatest reward.

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Energy industry growth depends on technology and engineering innovation



PROFILE

Shahid Raza is a seasoned oilfield services industry leader with more than 25 years of experience at Baker Hughes, one of the world's leading energy technology companies. Throughout his career, he has built a reputation for driving business growth, fostering strategic customer relationships and leading commercial organisations across diverse markets.

He served as Country Director for Pakistan Operations from 2016 to 2022 before relocating to Doha, Qatar, to assume broader regional responsibilities across the MENAT region. In his current role, he leads strategic sales initiatives for Drilling Services and Well Construction, helping customers achieve operational excellence through innovative technologies and tailored business solutions.

Known for his customer-focused approach and collaborative leadership style, Shahid remains committed to advancing the energy industry through innovation, digital transformation and people development.Outside work, he advocates physical fitness, continuous learning and mentoring the next generation of industry professionals.

The Flare panel spoke with Shahid Raza, a Sales Leader in Energy & Oilfield Services. He said, "My journey has been shaped by a strong desire to understand customer challenges and find valuable solutions." Over the years, he has developed skills in business development, commercial strategy, technical sales, and customer relationship management, contributing to organisational growth and customer success

Here is a Q&A session Flare held with Shahid Raza, Sales Leader, Energy & Oilfield Services Professional.

Flare: Kindly introduce yourself and tell us about your professional journey.

Shahid Raza: I am a strategic sales leader at Baker Hughes, one of the world's leading energy technology companies, with 25 years of experience in the oilfield services industry. Throughout my career, I have worked closely with customers across Pakistan and the MENAT region, specialising in well construction, particularly drilling and formation evaluation.

My journey has been shaped by a passion for understanding customer challenges and identifying solutions that deliver measurable value. Over the years, I have developed expertise in business development, commercial strategy, technical sales and customer relationship management, contributing to organisational growth and customer success.

Flare: What inspired you to pursue a career in the energy industry?

Shahid Raza: The energy industry plays a vital role in economic development and improving quality of life worldwide. I was drawn to its unique combination of advanced technology, engineering innovation and business impact.

What continues to inspire me is the opportunity to support energy security and resource development while collaborating with talented professionals from diverse backgrounds and cultures.

Flare: What have been the key milestones in your career?

Shahid Raza: Key milestones include supporting customers across multiple markets and delivering complex technology solutions that improve operational performance and efficiency.

I have also built long-term relationships with key stakeholders and contributed to strategic business growth through targeted commercial initiatives, successful proposals and collaborative partnerships. I take pride in continually expanding my technical and commercial knowledge, enabling me to bridge customer requirements and business objectives.

Flare: What does your current role involve?

Shahid Raza: My primary focus is identifying and developing mid- to long-term growth opportunities across the region, including market entry and business expansion in emerging markets such as Iraq and Syria. This involves understanding customer needs, developing technical and commercial strategies, coordinating cross-functional teams and driving sustainable business growth.

I work closely with regional leadership, operations, engineering, product line specialists and customers to ensure solutions are delivered safely, efficiently and in line with project requirements. My responsibilities also include proposal development, contract negotiations, market analysis and maintaining strong customer relationships.

Flare: What qualities are essential for success in sales and business development?

Shahid Raza: Success in sales goes beyond selling products or services. It requires understanding customer challenges, building trust, delivering value and maintaining long-term relationships.

I believe integrity, adaptability, resilience, effective communication and continuous learning are essential. Successful sales professionals must balance customer objectives with business goals while maintaining credibility and professionalism.

Flare: How is technology transforming the oil and gas industry?

Shahid Raza: Technology is reshaping the energy sector. Digitalisation, advanced analytics, artificial intelligence, automation and real-time data solutions are helping operators improve efficiency, reduce costs and make better decisions.

Continued innovation will enable companies to optimise asset performance while operating more safely and sustainably. Organisations that embrace technological advancements will be better positioned for long-term success.

Flare: What challenges does the industry currently face?

Shahid Raza: The industry faces a dynamic environment characterised by evolving energy demand, market volatility, sustainability expectations and increasing operational complexity.

Companies must remain agile, invest in innovation, maintain financial discipline and strengthen collaboration to address these challenges. At the same time, technological advancements, digital transformation and operational excellence offer significant growth opportunities.

Flare: What is your leadership philosophy?

Shahid Raza: I believe leadership is about empowering people, fostering collaboration and creating an environment where individuals can perform at their best.A strong leader listens, supports professional development, encourages innovation and leads by example. I value transparency, accountability and mutual respect, and believe sustainable success comes from teams working together towards a common purpose.

Flare: What advice would you give to young professionals entering the industry?

Shahid Raza: Be curious, stay humble and never stop learning.

Develop both technical expertise and interpersonal skills. Seek opportunities to learn from experienced professionals, embrace challenges and remain open to feedback. Success rarely happens overnight, but consistent effort, discipline and a positive attitude can create valuable opportunities over time.

Flare: What are your future aspirations?

Shahid Raza: My goal is to continue contributing to the growth and transformation of the energy industry while taking on broader leadership responsibilities. I am passionate about helping organisations create value through innovation, strategic thinking and strong customer partnerships.I also aspire to mentor young professionals and help develop the next generation of industry leaders. Ultimately, I hope to leave a legacy of professionalism, integrity and meaningful impact.

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SWITCHER —TECHNO drives smarter business with next-generation ERP



Zaid Shahid
Founder and CEO
Switcher Techno

Company Profile

AmalERP is an all-in-one cloud ERP developed by Karachi-based Switcher Techno, operating since 2010. It integrates accounting, inventory, offline-capable POS, manufacturing, payroll, and business intelligence in one browser-based system for small and mid-sized businesses.

The platform offers built-in tax compliance for Pakistan, Saudi Arabia, and the UAE, WhatsApp-enabled business documents, and POS billing during internet outages.

Pricing starts at Rs 2,500 per month, billed annually, with a seven-day free trial and no implementation fee.

Its AI features include a business assistant, AI-assisted data entry, cash-flow forecasting, inventory intelligence, and risk alerts. More than 500 businesses across Pakistan and the Gulf use AmalERP, including the Hashwani Group, Gota Plastic Industry, Popular Marble Industries and Star Chem Pakistan.

Switcher Techno is registered with PSEB and PASHA and is an FBR- and SRB-registered company.



Here is a Q&A session Flare held with Zaid Shahid, Founder and CEO of Switcher Techno.

Flare: What gap did you address when you founded Switcher Techno in 2010?

Zaid Shahid: I started Switcher Techno after seeing small and mid-sized businesses relying on registers, files, and Excel. Owners knew their businesses, but obtaining accurate sales, stock, or earnings figures could take days.

For a decade, we developed desktop software for retail, restaurants, manufacturing, distribution, hospitals, schools and pharmacies, as well as FBR digital invoicing. AmalERP emerged when the desktop model became limiting: data was tied to individual machines, branches operated separately and tax changes required physical visits. It represents 15 years of domain knowledge rebuilt for the cloud and Pakistani business practices.

Flare: Why did SMEs need a local ERP?

Zaid Shahid: Three problems stood out. Accounts often lagged behind reality, international ERPs were too costly and complex, and local tax compliance such as FBR digital invoicing and SRB needed to be built into the system rather than added later.

Pakistani businesses also rely heavily on WhatsApp for orders, payments and customer queries. Software must reflect that reality.

Flare: How does AmalERP differ from international solutions?

Zaid Shahid: FBR digital invoicing and SRB are built into the core. Invoices, receipts and statements can be sent via WhatsApp as branded PDFs, while the POS continues billing during internet outages and syncs afterwards.

Pricing starts at Rs 2,500 per month, billed annually, with no implementation fee. Customers receive a seven-day free trial without a credit card and remote onboarding.SAP and Oracle are excellent systems, but they are not our competition. We compete with registers, Excel and outdated desktop software.

Flare: How do you address cost, complexity and resistance to change?

Zaid Shahid: Pricing is published openly, while our modular approach lets businesses start with what they need and add modules as they grow.

Resistance to change is addressed by meeting users where they are. A shopkeeper may not know accounting software but is comfortable with WhatsApp. When an invoice reaches a customer through WhatsApp in the business's branding, the value becomes clear. That first success encourages wider adoption.

Flare: Who uses AmalERP, and what results have they achieved?

Zaid Shahid: More than 500 businesses use AmalERP across manufacturing, textiles, retail, wholesale, marble and stone, plastics, pharmacies, restaurants, food processing and IT services in Pakistan and the Gulf, including Kuwait and Bahrain.

The Hashwani Group's eight export companies and 140 users across 11 locations reduced group consolidation from 12 days to 40 minutes. Month-end closing fell from 15 days to five, export documentation from six hours to 20 minutes, and the shipment-to-LC payment cycle from 45 days to 15. Stock variance fell from nine per cent to 0.9 per cent, around PKR 80 million in working capital was released from inventory, and monthly tax compliance work dropped from 60 hours to six. The investment paid for itself in four months.

At Popular Marble Industries, stock is tracked by size in square feet, improving item- and size-level profitability. At Gota Plastic Industry, one ledger covers raw-material purchases, production, costing and payroll without re-entry.

Flare: How does AmalERP protect customer data?

Zaid Shahid: AmalERP runs on Google Cloud and Firebase, with daily backups. Security includes two-factor authentication, role-based permissions and a complete audit trail. Posted invoices cannot simply be deleted; corrections are made through credit and debit notes.Switcher Techno is registered with PSEB and PASHA and is an FBR- and SRB-registered company. Formal information-security certification remains on our roadmap.

Flare: How is AI shaping AmalERP?

Zaid Shahid: AI is already live through an assistant that answers questions about business data, AI Studio, AI-assisted data entry, cash-flow forecasting, inventory intelligence and automated risk alerts.

We are also developing a WhatsApp-native ERP, allowing users to enter data and manage their business through WhatsApp. They could record sales, check customer balances or analyse margin changes without learning another interface.

Flare: What is holding Pakistan back as a SaaS exporter?

Zaid Shahid: Four issues stand out: payment gateways, funding, marketing and the shortage of sustainable product companies. Collecting recurring international payments remains difficult, while product companies need patient capital.

We also need stronger global positioning, content and distribution. Pakistan has excellent developers and freelancers, but needs more companies with the structure and staying power to support products for a decade or more. Building software is not the hardest part; sustaining a product is.

Flare: Is AmalERP primarily a Pakistani or international company?

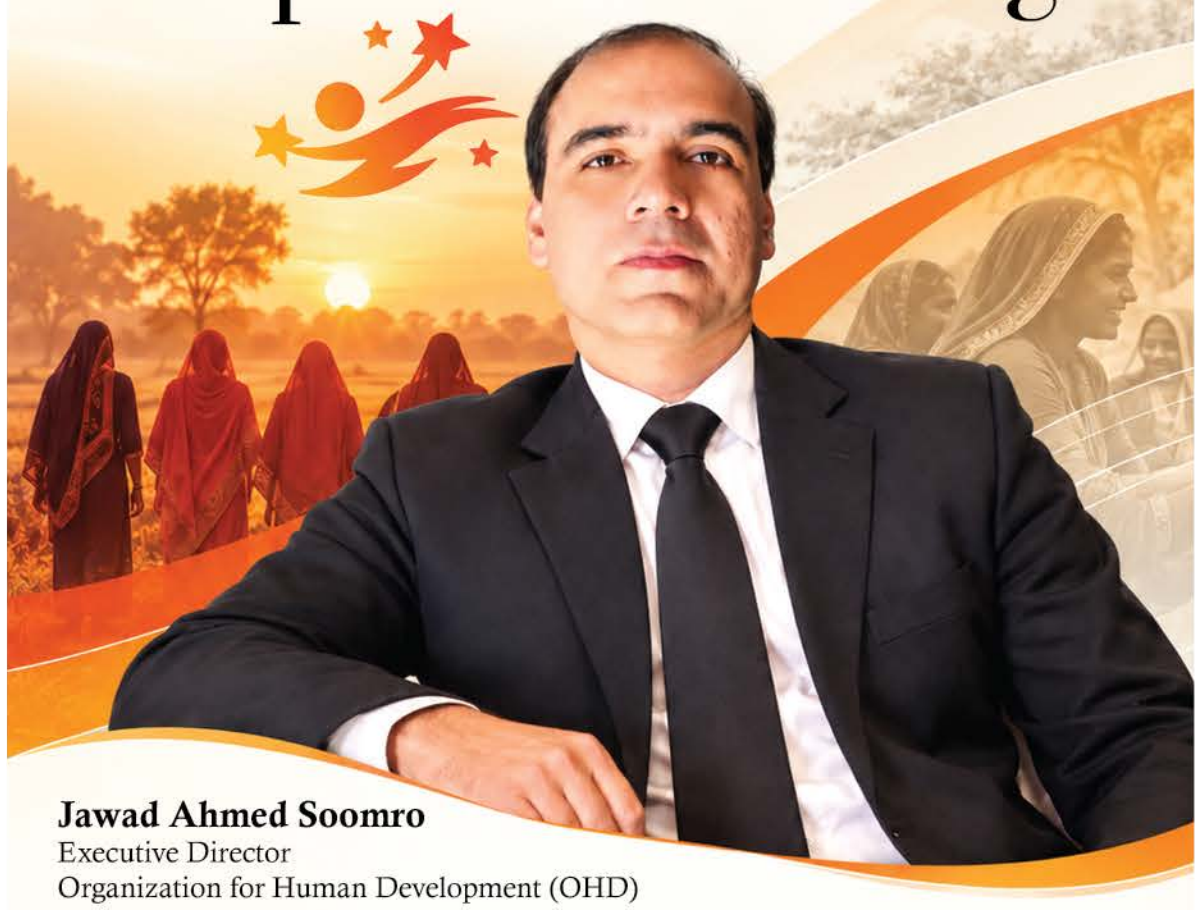
Zaid Shahid: Our long-term objective is regional and international, but Pakistan is where the product earns its right to expand. We already have customers in Kuwait and Bahrain. Saudi Arabia is our immediate priority, with ZATCA Phases 1 and 2 and Fatoora integration, followed by the UAE with FTA VAT compliance.

The Gulf has a large base of SMEs seeking simpler, affordable alternatives to enterprise systems, including many Pakistani and Indian business owners familiar with the way our product works.

Flare: What is your three-to-five-year vision for AmalERP?

Zaid Shahid: I want AmalERP to become Pakistan's Odoo: a full ERP built outside Silicon Valley, offered globally at an honest price and trusted by businesses of different sizes.Our goal is to become the natural choice for Pakistani SMEs moving beyond registers and spreadsheets while becoming a serious Gulf SME solution. The key milestone will be generating a meaningful share of revenue outside Pakistan, marking our transition from a local software house that exports occasionally to a Pakistani product company competing internationally.

OHD empowers rural women and opens new paths for change



Jawad Ahmed Soomro
Executive Director
Organization for Human Development (OHD)

PROFILE

Jawad Ahmed Soomro is Executive Director of the Organization for Human Development (OHD), Pakistan, with over 20 years of experience in the development sector and a Master's degree in Economics. Associated with OHD for 14 years, he has contributed to organisational development and community-focused initiatives, particularly in rural Sindh.

Under his leadership, OHD promotes education, gender equality, women's leadership, social justice and community empowerment. Its initiatives address women's rights, community mediation, peaceful dispute resolution, access to public services and educational opportunities for underserved communities.

Committed to integrity, collaboration and community participation, Soomro encourages local leadership and constructive partnerships to promote sustainable change. Through OHD's Women Leadership Circles under the Amn Rang III initiative in District Shikarpur, he supports women's leadership, rights awareness, peaceful dispute resolution and access to national identity registration services. He continues to work with communities, government institutions, civil society and development partners to build more inclusive and equitable communities.

Here is a Q&A session Flare held with Jawad Ahmed Soomro, Executive Director, Organization for Human Development (OHD).

Flare: What inspired OHD's establishment, and which unmet needs in rural Sindh are you determined to address?

Jawad Ahmed Soomro: The Organization for Human Development (OHD) was founded on the belief that everyone deserves dignity, equal opportunities and essential services. In rural Sindh, poverty, limited education and gender inequality remain major challenges.

OHD promotes education, women's rights, community participation and peaceful dispute resolution. Through the Women Leadership Circles under Amn Rang III in Shikarpur, we strengthen women's leadership, raise awareness of domestic violence and inheritance rights, and improve access to identity documents. Education, particularly for girls and disadvantaged children, remains a priority, building on our experience of operating a school in Shikarpur for over eight years.

Flare: How has Amn Rang III improved women's participation in decision-making and dispute resolution?

Jawad Ahmed Soomro: OHD established two Women Leadership Circles in Shikarpur, engaging 35 women and training 30 in leadership, mediation and women's rights. Through 20 Social Action Projects, they reached 268 women, raising awareness of domestic violence, inheritance rights, girls' education and public services.

Women leaders have helped address family and property disputes in Shikarpur city, Abdoo village and Garhi Yaseen. An OHD dialogue in June 2026 brought together 55 participants to discuss women's role in local governance. However, mediation must never compromise women's legal rights or access to formal justice, particularly in cases of violence or abuse.

Flare: Which Social Action Projects produced the most meaningful results, and how do you assess lasting impact?

Jawad Ahmed Soomro: Through 20 Social Action Projects, the Women Leadership Circles reached 268 women across four talukas, helping them raise concerns and engage community elders and local representatives on women's rights and dispute resolution.

We measure lasting impact by assessing women's confidence in asserting their rights and communities' responses to their concerns. Follow-up discussions, case documentation and stakeholder feedback help determine whether trained women continue providing support, facilitating dialogue and making appropriate referrals. We aim to sustain women's leadership through local ownership and partnerships with government departments and civil society.

Flare: What barriers do rural women face in obtaining identity documents, and how can the government help?

Jawad Ahmed Soomro: Rural women face distance, transport costs, mobility restrictions, household duties and missing documents when accessing NADRA services. Without identity cards, they may struggle to access government assistance, open bank accounts and exercise their civic and economic rights.

Under AMN RANG III, OHD coordinated with NADRA mobile teams in Rustam (Lakhi Ghulam Shah) and Nim Shareef (Garhi Yaseen), facilitating 140 registrations–102 women and 38 men.

Regular mobile services, simpler procedures, local-language information and targeted outreach can improve access. Civil society can assist applicants, but lasting progress requires institutional commitment to ensure women's access to identity documents and public services.

Flare: How do you balance community mediation with women's legal rights, safety and access to formal justice?

Jawad Ahmed Soomro: Community mediation can resolve disputes but must never compromise women's rights, dignity or safety. Through the Women Leadership Circles, we raise awareness of women's rights and encourage engagement with families and community elders.

Cases involving domestic violence, threats, coercion or serious abuse require protection and access to legal advice, police assistance or formal justice. Women must never be pressured into reconciliation or surrendering their rights. Support must respect confidentiality, informed consent and women's choices, with referrals to legal aid and protection services where needed.

Flare: Why do children, especially girls, remain out of school in rural Sindh, and what is OHD's education plan?

Jawad Ahmed Soomro: Poverty, distance, inadequate facilities, early marriage, household responsibilities and a shortage of female teachers keep many children, particularly girls, out of school.

OHD operated the British English Grammar School in Shikarpur for over eight years before financial pressures forced its closure. In District Dadu, OHD assessed 500 children across 14 locations, including 310 girls and 190 boys. We aim to expand flexible, non-formal and post-primary learning through partnerships with families, education authorities and development partners, measuring progress through attendance, learning and retention.

Flare: What funding challenges do local organisations face, and how can partners help?

Jawad Ahmed Soomro: Local organisations understand community needs but often lack long-term funding, making it difficult to retain staff and sustain projects.

Under Amn Rang III, OHD established two Women Leadership Circles, conducted 20 Social Action Projects reaching 268 women, and facilitated 140 identity registrations, including 102 for women.

Government agencies should involve local organisations in planning, development partners provide long-term funding, and businesses support education, vocational training and livelihoods. Trust, transparency and accountability are essential for lasting partnerships.

Flare: What are OHD's future priorities, and what message do you have for policymakers and Flarereaders?

Jawad Ahmed Soomro: OHD aims to expand rural education, strengthen women's leadership and improve access to identity documents and public services, especially for out-of-school girls.

I urge policymakers to involve communities and local organisations in development planning. Greater investment in education, women's rights and accessible services is essential to reduce inequality and ensure every child receives an education, every woman enjoys equal rights, and every community has a voice.

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vivo introduces OriginOS 7: A smartly smooth way to multitask, connect and make it your own



To ensure this effortless fluidity endures across the device's entire lifecycle, OriginOS 7 adopts a holistic approach with a new memory allocation and reclamation strategy, targeted optimization for high-frequency scenarios, aging management across the board, and reduced system fragmentation

vivo introduced OriginOS 7, settinga new benchmark for a smartly smooth experience, engineered across touch response, fluid motion, and peak-load performance, and built to stay smooth even after six years of daily use. These enhancements to performance capabilities are made tangible through Origin Workbench, redefining the multitasking experience on a smartphone. OriginOS 7 further elevates the user experience with effortless native connectivity with other devices users already own, and Jovi, a powerful personal AI agent that works across devices to help users get things done. Its cohesive design language combines varied material textures, light-and-shadow aesthetics, and physics-driven motion with deep customization options, making every interaction feel intuitive and distinctly personalized.

vivo introduces OriginOS 7

OriginOS 7 was designed for the moments that shape how people use their phones, like moving an idea between apps, finding a document while away from your desk, or trying to share dozens of photos with family and friends after a gathering. The goal was to make these interactions feel effortless and ensure this smooth experience would last for years of daily use.

Smarter and smoother, engineered for peak productivity

OriginOS 7 comes with the next-generation Origin Smooth Engine, a comprehensive architectural redesign for graphics computation, memory management, and system scheduling. Ultra-Core Computing dynamically allocates processing resources where demand is highest, keeping the system fully responsive during the most demanding scenarios, such as gaming, heavy multitasking, and extended video sessions. The result is a 10% reduction in app cold start time and an 11% improvement in app page switching, keeping every interaction instant and every transition fluid. Memory Fusion goes deeper, rebuilding the kernel file system and memory management architecture from the ground up to make memory allocation and reclamation dramatically more efficient. This translates to 60% greater memory reclamation and up to 25GB of additional storage freed on a 256GB device, giving the system consistent room to perform at its best. Completing the foundation, Dual Rendering introduces an entirely new rendering pipeline and compilation framework, lifting rendering efficiency by 14.4% to power richer visuals and demonstrably smoother animations across the interface.

> OriginOS 7 brings a smartly smooth, delightful experience, flexible multitasking with Origin Workbench, seamless cross-ecosystem flow, and Jovi as your personal AI agent

This engineering foundation powers Origin Workbench, a true game changer for multitasking on a classic smartphone form factor. Users can seamlessly coordinate up to five active applications within a unified task space, such as exporting high-resolution footage while cross-referencing notes, discovering inspiration, and conversing in real time.

To ensure this effortless fluidity endures across the device's entire lifecycle, OriginOS 7 adopts a holistic approach with a new memory allocation and reclamation strategy, targeted optimization for high-frequency scenarios, aging management across the board, and reduced system fragmentation. The entire experience has been validated against stricter aging-model standards than ever before and proven in vivo labs with a 72-month anti-aging test, ensuring that the crisp, immediate responsiveness experienced on day one remains unchanged after six years of daily use.

A more natural flow from touch to transition with origin animation

Motion in OriginOS 7 is engineered to feel as tangible and organic as the physical world. Through Origin Animation, every swipe, tap, and transition follows natural physics principles.

Fluid Motion introduces liquid-inspired dynamics that allow interface elements to stretch, bounce, and merge organically as they track the speed and direction of every finger. Complementing this, Spring Animation applies a unified physics profile across the entire system, from components and apps to in-page elements, creating an intuitive sense of momentum that mirrors natural tactile feedback, while Seamless Interaction makes scrolling in any direction completely seamless.

Effortless continuity, bridging the devices you already love

Recognizing that modern digital lives naturally span multiple platforms, OriginOS 7 breaks down traditionalbarriers with native, thoughtful cross-ecosystem connectivity designed around total convenience.

For users invested in surrounding accessories, OriginOS 7 integrates seamlessly into their existing routines. Apple Watch pairs naturally to display notifications while syncing essential workout and health data straight into the OriginHealth app. AirPods connect instantly with rich battery telemetry in Origin Island and support for Spatial Audio.

Through vivo Office Kit, iPad, Mac or Windows users can hand off creative tasks, synchronize notes in real time and drag files directly across screens. Essential memories stored in iCloud are accessible natively within the vivo File Manager, allowing photos and files to be browsed, uploaded, and downloaded without leaving the system.

A personal AI agent to help you get things done across devices

OriginOS 7 introduces Jovi, your cross-device personal agent that proactively manages complex workflows between mobile and desktop environments.

Deeply integrated through vivo Office Kit, Jovi coordinates tasks across connected phones and PCs. A single command on the go, such as retrieving a project spreadsheet from a home computer, summarizing key figures, and delivering the takeaways directly to the handset, is executed autonomously. Users can also configure scheduled tasks, allowing Jovi to compile weekly reports or organize files at specified intervals automatically.

For everyday productivity, Snap Note uses intelligent structural recognition to transform photos of whiteboards, handwritten notes, or presentation slides into editable, formatted rich-text documents with a single capture. Because powerful intelligence demands equal responsibility, Jovi PC establishes a comprehensive chain of trust. With Jovi Security, every autonomous action an agent takes is explicitly recorded, fully transparent, and subject to direct user authorization for key steps.

A more personal feel, with every interaction

The visual language of OriginOS 7 extends to deeply personal, tactile expression on the lock and home screens. Wiggle Theme transforms personal photos into interactive liquid surfaces that ripple, compress, and rebound to the touch, while Glint Theme uses gyroscope sensing to cast realistic light and shadow across wallpapers as the device tilts, evoking the tactile charm of collectible holographic cards. With StickIt, users can build layered, dynamic collage compositions from photos and live photos across their lockscreen, home screen and the Always-On Display. Home screens come alive with Pet Pals, interactive companion themes that respond dynamically to device motion, charging states, music playback, and the progression of day into night.

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CDF transforms local leadership into lasting community development and progress

Muhammad Jan Odhano
CEO
Community Development Foundation (CDF)

PROFILE

Muhammad Jan Odhano is a development expert, civil society leader, and CEO of the Community Development Foundation (CDF), which works on humanitarian and development initiatives across Sindh and Balochistan. Hehas an MA in Sociology and an LL.B. degree, with over 20 years of experience in grassroots mobilisation, education, civic governance, and emergency response. At CDF, he provides executive leadership, oversees governance and risk management, leads fundraising, and guides programmes in disaster-prone and crisis-affected areas. A strong advocate for human rights, civic engagement, and social equity, he serves on the PDMA Sindh Provincial Emergency Working Group and the Sindh Social Welfare Department's CSO Regulation Advisory Council. He previously served on the National Commission on the Status of Women (2012–2015) and currently chairs the Sindh chapters of the National Humanitarian Network (NHN) and Free and Fair Election Network (FAFEN).



Here is a Q&A session Flare held with Muhammad Jan Odhano, CEO of the Community Development Foundation (CDF).

Flare: CDF has worked with vulnerable communities since 2005. How has its mission evolved?

Muhammad Jan Odhano: Established in Jacobabad in 2005 as a community-funded youth development centre, the Community Development Foundation (CDF) has grown into a humanitarian and development organisation operating in over 18 districts across Sindh, Balochistan and Punjab. Its work now spans education, literacy, legal empowerment, child protection, disaster preparedness and climate resilience. Through more than 90 projects, CDF has reached over 3.1 million people, promoting community ownership and local leadership.

Flare: How does CDF's localisation-first approach improve community outcomes?

Muhammad Jan Odhano: We place communities at the centre of decision-making by recruiting locally, partnering with community-based organisations and involving residents in planning. Women represent 54% of our workforce, ensuring stronger community engagement. Our Feedback and Complaint Response Mechanism (FCRM) has achieved a 99.9% resolution rate. Local teams enable faster emergency responses, while community ownership makes development initiatives more sustainable. We also advocate for locally led development through national and international networks.

Flare: How do early warnings and anticipatory action protect communities before disasters strike?

Muhammad Jan Odhano: CDF has shifted from reactive relief to anticipatory action and Community-Based Disaster Risk Management (CBDRM). We conduct hazard assessments, develop village disaster plans, train local committees and strengthen early-warning systems. In flood-prone areas, we arrange evacuations and provide relocation cash, food and hygiene supplies. Before heatwaves, we establish heatstroke wards, distribute protective kits and provide shade shelters. These measures help safeguard lives and livelihoods before crises escalate.

Flare: Which initiatives are strengthening climate resilience in water, agriculture and infrastructure?

Muhammad Jan Odhano: We establish solar-powered drinking-water schemes and filtration facilities, supporting their management through village committees. Our climate-smart agriculture initiatives provide small farmers and female-headed households with resilient seeds, kitchen gardening and tools. Veterinary campaigns protect livestock through vaccination and deworming. We also establish heatstroke wards, shaded rehydration stations and shelters for informal workers. These interventions improve water security, protect livelihoods and strengthen communities against climate-related shocks.

Flare: What keeps children out of school, and how is CDF addressing these issues?

Muhammad Jan Odhano: Poverty, geographic isolation, gender barriers, age restrictions and climate disasters limit educational access. Our Non-Formal Education (NFE) centres and Adolescent and Adult Literacy and Training Program (AALTP) provide accelerated learning, helping over-age children and adolescents catch up and transition into formal education. We also support girls through menstrual hygiene initiatives and equip young people with vocational and digital skills to improve their employment prospects.

Flare: Which project best demonstrates CDF's impact?

Muhammad Jan Odhano: AALTP, implemented with the Sindh Education Foundation in Jacobabad and Shikarpur, best reflects our mission. It supports out-of-school children, adolescent girls and young adults through accelerated primary education and vocational training. By bringing learning opportunities closer to remote communities, the programme helps participants overcome educational barriers, develop employable skills and achieve greater economic independence.

Flare: How do partnerships strengthen CDF's capacity and expand its impact?

Muhammad Jan Odhano: Partnerships with UN agencies, international organisations, donors and government departments combine global expertise with local knowledge. They strengthen institutional capacity, promote accountability and share operational risks. These collaborations also help scale successful initiatives in disaster preparedness, non-formal education and solar-powered water supply into sustainable, wider-reaching solutions.

Flare: How has women's participation shaped CDF's programmes and community engagement?

Muhammad Jan Odhano: With women comprising 54% of our workforce, we engage more effectively with women and girls, particularly in conservative communities. Their participation helps us deliver gender-responsive initiatives, including menstrual hygiene support, private water, sanitation and hygiene (WASH) facilities, nutrition awareness and kitchen gardening. Female staff also build trust, support learning centres and create safe spaces where women can raise concerns, form savings groups and lead community initiatives.

Flare: How does CDF's feedback system ensure accountability?

Muhammad Jan Odhano: Our FCRM is overseen by the Monitoring, Evaluation, Accountability and Learning (MEAL) department. Communities can submit confidential complaints through toll-free hotlines, complaint boxes, registers and local-language channels. Each complaint is recorded and addressed through time-bound procedures, with safeguarding concerns receiving confidential attention. Of 2,900 complaints, we resolved 2,897, achieving a 99.9% resolution rate. Feedback also helps improve programmes and build community trust.

Flare: What are CDF's priorities for the next three to five years?

Muhammad Jan Odhano: We aim to expand non-formal education for girls and marginalised youth, integrate digital and vocational skills, and strengthen livelihoods through climate-smart agriculture, kitchen gardening and livestock protection. We also plan to scale anticipatory action, early-warning systems, pre-emptive cash assistance and heatwave preparedness. In WASH, we will expand solar-powered water supply, filtration and hygiene promotion to improve water security and public health.

Flare: What government reforms could strengthen locally led humanitarian and development work in Pakistan?

Muhammad Jan Odhano: Federal and provincial governments should recognise local organisations as strategic partners rather than merely implementers. Direct, flexible disaster financing would help local responders act before crises peak. Digital, single-window systems for registrations, no-objection certificates (NOCs) and other approvals would reduce delays. Governments should also integrate proven community-led models into public programmes to strengthen local capacity and resilience.

Flare: What message would you give to donors, policymakers and the private sector about community-led development?

Muhammad Jan Odhano: True resilience must be built from the ground up, with communities leading solutions to the challenges they face. Donors, governments, development partners and the private sector should invest in local leadership and sustainable, community-owned initiatives.

Jazz 5G
HAMARI SUPERPOWER

JAZZWORLD

The growing popularity of local perfume brands in Pakistan



As numerous consumers perceive imported perfumes as prohibitively expensive, local alternatives provide access to quality scents at more affordable prices. Prominent brands are enhancing their market visibility through modern branding, better distribution, and strategic engagement on social media platforms. This increase in competition encourages local innovation and broadens options for consumers while remaining within budget

Introduction

Pakistan's domestic perfume sector is experiencing growth as consumers look for budget-friendly options to high-priced international fragrances. Local brands are creating unique scents, focusing on appealing packaging, enhanced quality, and competitive pricing to cater to evolving consumer demands. With many buyers finding imported perfumes to be unaffordable, local offerings enable access to quality fragrances at more reasonable rates. Notable brands such as J., Saeed Ghani, Scents N Stories, Khaadi, and Sapphire are strengthening their market presence through contemporary branding, increased availability, and strategic use of social media. This rising competition fosters local creativity and expands consumer choices without overspending.

In Pakistan, perfumes have transitioned from luxury items to common essentials linked to personal identity and self-assurance. Local brands, including J., Saeed Ghani, Scents N Stories, Khaadi, and Sapphire, are establishing themselves in a market previously controlled by foreign fragrances. Their ability to offer competitive prices, better quality, broader distribution, and modern marketing strategies allows them to draw in consumers. This study explores the increasing popularity of local perfumes, their competition with international counterparts, and the elements that influence purchasing choices, such as price, the quality of scent, longevity, packaging, and consumer confidence.

Methodology

A mixed-method approach guided the study. A survey created via Google Forms, shared through Instagram, WhatsApp, and personal networks, garnered hundreds of responses. The questions addressed perfume usage patterns, purchasing preferences, shifts towards local options, and essential factors considered during buying decisions.

In-depth interviews were conducted with representatives from Massarat Misbah, Lama, Maison de Parfum, and a supplier working with several brands. The survey results were analyzed quantitatively, while the interviews offered insights into current market trends and business challenges.

Due to its reliance on personal networks, the survey results may not fully reflect the broader Pakistani market.

> Packaging plays a crucial role in defining a product's identity and enhancing its appeal. At the same time, Instagram and TikTok have emerged as essential marketing platforms

Consumer findings

Perfume plays an integral role in the lives of respondents, with 90% indicating they use it daily. Nevertheless, local fragrances serve to enhance the appeal of imported perfumes rather than entirely replace them. Approximately 56.7% of individuals purchase both local and imported brands, whereas 36.7% predominantly buy imported fragrances, and 4.2% favor local varieties. The purchasing behaviours indicate a slow transition towards local products. While 46.7% mentioned acquiring both categories, 20% expressed that they are starting to shift towards local perfumes.

The most popular local brand was J., noted by 50.8% of participants, followed by Scents N Stories at 15.8%, Saeed Ghani at 10%, and WB by Hemani at 5%. The predominant reason for selecting local perfumes was improved quality, acknowledged by 42.5% of respondents. Supporting local brands attracted 34.2% of individuals, while 30.8% pointed out that imported fragrances had become increasingly costly. The effectiveness of products remained the most significant factor in purchasing decisions. Scent quality ranked highest at 87.5%, followed by longevity at 80% and price at 50%. Packaging and brand name had lesser influence, indicating that consumers prioritise fragrance effectiveness and value for money over mere aesthetics.

Business findings

Discussions with representatives from Lama, Massarat Misbah, Maison de Parfum, and a perfume supplier revealed a rising consumer interest in local fragrances. They attributed this growth to better quality, affordability, enhanced branding, and greater visibility through social media.

Pricing varies based on market positioning. Massarat Misbah noted a typical price range of Rs2,500 to Rs5,000, while the supplier referred to Rs3,000 to Rs5,000 for a 100ml bottle. Maison de Parfum indicated that premium customers are prepared to spend Rs6,000 to Rs9,000 for fragrances that offer uniqueness, distinct aromas, and sophisticated presentation. This suggests a market catering to both budget-conscious and high-end consumers.

Quality and longevity were identified as key competitive elements. Lama highlighted the importance of unique fragrance profiles, Massarat Misbah stressed consistency and enduring quality, while Maison de Parfum concentrated on originality, oud, and craftsmanship. Packaging plays a crucial role in defining a product's identity and enhancing its appeal. At the same time, Instagram and TikTok have emerged as essential marketing platforms. Events hosted by Maison de Parfum, along with its Instagram presence, effectively connect with potential customers. These events are particularly advantageous, as many consumers prefer to experience a fragrance before making a purchase. However, businesses face difficulties in sourcing. A number of fragrance oils, bottles, pumps, and packaging components are sourced from abroad, which poses risks related to supply chain limitations. Maison de Parfum has also pointed out that inconsistencies in oil quality and a lack of supplier transparency complicate quality assurance efforts. In a market that is becoming increasingly competitive, brands need to set their products apart and convey their quality effectively, especially when consumers cannot try fragrances prior to online purchasing.

Discussion

Insights gathered from consumer feedback and business interviews indicate shared priorities: fragrance quality, longevity, and cost-effectiveness. While affordability is important, consumers are not merely looking for the lowest prices; they want dependable performance for a fair value.

Nonetheless, a disconnect in trust remains. Businesses are optimistic about local fragrances standing up in the global market, while many consumers tend to buy both imported and local products. Well-established international brands continue to hold a reputation and consumer trust advantage.

Local brands have made advancements, yet maintaining growth will necessitate consistent quality, unique fragrances, impactful marketing, and strengthened customer relationships.

Conclusion

The rise of local perfume brands in Pakistan indicates enhanced product quality, competitive pricing, effective branding, and evolving consumer preferences. Even though local fragrances are increasingly integrated into daily use, a majority of respondents who purchase them also buy imported scents.

To solidify their market presence, local brands need to ensure consistent fragrance quality and longevity, refine sourcing and testing processes, create innovative scents, and foster consumer trust through dependable products and positive shopping experiences. The market offers considerable potential for Pakistani perfume brands that provide quality, creativity, and authentic value for consumers.

Jazz 5G HAMARI SUPERPOWER



JAZZWORLD

Jazz 5G
HAMARI SUPERPOWER

German Embassy hosts concert of German Air Force Jazz Band

Islamabad: The German Embassy in Islamabad hosted a captivating jazz concert featuring the Jazz Quintet of the German Air Force whose performance mesmerized the audience.

The co-hosts, German Defense Attaché Colonel (GS) Joern Rist and Counsellor Jan Gerald Krausser, Head of the Communications and Cultural Affairs, welcomed the guests at the latter's house and garden.

The ensemble comprises Master Sergeant Benjamin Kaapke, Sergeant 1st Class Heiko Schulz, Sergeant 1st Class Maurice Nau, Sergeant 1st Class Julian Teltenkötter and Sergeant 1st Class Johann Günther. The musicians delivered a remarkable performance, showcasing the versatility and expressive power of jazz through a diverse musical repertoire.

The evening brought together music lovers from diverse walks of life, celebrating music as a universal language that transcends borders and brings people together.■

PTCL, Ufone 5G win four honours at Dragons of Asia Awards 2026

Islamabad: Pakistan Telecommunication Company Limited (PTCL) and its subsidiary, Pak Telecom Mobile Limited (PTML), operating under the Ufone 5G brand, have won four honours at the Dragons of Asia Awards 2026 for their marketing and social impact campaigns.

PTCL's social impact initiative, Dil Se Ba-Ikhtiar, won a Bronze Dragon in the Best in Digital category, while its Mother's Day campaign received a Black Dragon in the Marketing Discipline category.

Ufone 5G won a Gold Dragon in the highly competitive Best in Media category for its Super 5 campaign and a Black Dragon in the Marketing Discipline category for Babar Azam's Lost Phone. Ufone was the only Pakistani telecom brand to secure a Gold Dragon at the awards.

Commenting on the achievement, Amad Khan, Chief Marketing Officer at PTCL, said the recognition reflected the regional impact of campaigns that had already received accolades in Pakistan.

"We believe the true value



of our work lies in the difference it makes in people's lives. Our ambition is to use our reach and capabilities to contribute to meaningful social progress. We remain committed to building initiatives that empower communities and support a more inclusive digital future for Pakistan," he said.

The Dragons of Asia Awards recognise excellence in marketing communications across Asia. Campaigns are evaluated by international judging panels on strategy, concept, execution and results. The awards highlight campaigns that combine creativity with strategic relevance and measurable effectiveness, reflecting PTCL's focus on purpose-driven communications.

Syed Atif Raza, Chief Commercial Officer at PTML, said the company aimed to develop campaigns that engaged audiences and generated conversations beyond conventional advertising.

"We wanted our campaigns to be something people would talk about, not just watch. Our approach is to understand consumer behaviour, challenge conventional thinking and back ideas that stand out," he said.

Raza said the recognition was a proud moment for the company and demonstrated that locally developed ideas could earn international acclaim. He added that the achievement strengthened Ufone's ambition to take its work beyond Pakistan.

He also commended the company's Brands and Media teams, along with its agency partners, for their strategic thinking, creativity and execution in bringing the campaigns to life.■

Spanish police document raises questions over Sahrawi applicants' records

Madrid: A document reportedly attributed to Spain's National Police has raised concerns over possible irregularities in paternal-lineage records submitted by individuals from the Sahrawi refugee camps in Tindouf, Algeria, amid Spain's proposed legislation on nationality for eligible Sahrawis.

Dated October 1, 2026, the document is reportedly associated with the National Police's Unit Against Illegal Immigration Networks and Document Forgery (UCRIF) in Ibiza. According to international media reports, authorities have initiated verification procedures to establish the authenticity of certificates and other family records submitted to Spanish organizations and companies.

The development comes as Spain considers legislation providing a special route to nationality for qualifying Sahrawis born in Western Sahara during Spanish administration and certain descendants. The Congress of Deputies approved the bill on September 10, 2026, with 168 votes in favour, 31 against and 145 abstentions. It subsequently advanced to the Senate■

easypaisa partners with Transsion to expand digital banking access in Pakistan

Islamabad: easypaisa Digital Bank has partnered with Transsion to expand access to digital financial services in Pakistan. Under the initiative, the easypaisa app will be preinstalled on more than five million new smartphones from Transsion's popular brands in Pakistan, including Infinix, TECNO and itel, giving users convenient access to digital banking services upon activating their devices.

As smartphone adoption continues to grow in Pakistan, with the penetration of 3G/4G devices reaching 71.6%, the collaboration aims to reduce barriers to financial access and bring millions of unbanked and underserved



people into the formal financial system.

The agreement was signed in Islamabad by Farhan Hassan, Chief Digital Officer at easypaisa, and Michael Wang, Vice President of Global Partnerships at Transsion. Both companies highlighted the importance of combining technology, scale and local market insights to deliver meaningful benefits to consumers. Easypaisa reaffirmed its commitment to simplifying access to financial services, while Transsion emphasized the potential to make financial inclusion an integral part of the smartphone experience.

Muhammad Abdul Qadeer, Country Manager for Transsion Pakistan, said, "This collaboration demonstrates the value of combining technology, scale and an understanding of the local market to create meaningful digital experiences for consumers. As millions of smartphones reach Pakistani consumers through our brands, providing access to reliable digital financial services such as Easypaisa presents an opportunity to integrate financial inclusion seamlessly into the smartphone experience. We take pride in partnering with Easypaisa on an initiative that can make a significant impact across Pakistan."■

Efforts underway to expand women's rugby at university level: Shireen Hina Asghar

Islamabad: Shireen Hina Asghar, women's representative of the Pakistan Rugby Union, has said efforts are underway to expand women's rugby at the university level and improve training facilities through engagement with educational institutions, government bodies and corporate sponsors.

Asghar said two years of sustained efforts had led to an important development for university-level women's rugby. During a recent meeting with Ms Taira, she was shown a document indicating that UMT had taken responsibility for organising the women's rugby event on January 17.



"This is an important milestone for us, and we hope it will create lasting opportunities for women players at the university level," she said.

Asghar said discussions were underway with the relevant authorities to secure a rugby ground in Rawalpindi, while efforts were also being made to restore the rugby ground in Islamabad's F-10 sector.

She said suitable grounds and regular training were essential to developing players' skills and encouraging more women to take up the sport.

"Our priorities are players' training, welfare and access to essential facilities. We want more Pakistani women to have opportunities to compete at national and international levels," she said.

She urged universities, government institutions and the private sector to support these efforts and help talented women players advance in rugby.■

JAZZWORLD

JazzWorld CEO calls for urgent investment in artificial intelligence

California: JazzWorld CEO Aamir Ibrahim urged countries and businesses to invest in AI, scalable digital infrastructure and applications that deliver measurable economic value.

JazzWorld CEO Aamir Ibrahim has called for immediate investment in artificial intelligence, scalable digital infrastructure and AI applications capable of generating tangible economic value.

Speaking on the sidelines of the GSMA Nova Future Summit in Napa Valley, California, Ibrahim outlined three priorities for countries and businesses seeking to benefit from AI: investing early, developing the infrastructure needed for large-scale adoption, and ensuring AI solutions address practical needs and create value that users are willing to pay for.

"Countries need to be intentional about their AI investments and invest now. For countries like Pakistan, we have to make sure that the digital divide does not be-



come an intelligence divide," Ibrahim said.

He also highlighted the importance of infrastructure, including data centres and partnerships required to support AI development. According to Ibrahim, AI adoption must focus on improving productivity and addressing real-world problems if investment is to remain sustainable.

Kazim Mujtaba, President Jazz GSM, JazzWorld, and Fatima Akhtar, VP Corporate Communications & ESG, also attended the summit, which brought together technology, telecommunications and business leaders to discuss developments shaping the digital economy.

Discussions at the event focused on AI, intelligent connectivity, digital infrastructure and emerging business models, including partnerships needed to expand new technologies at scale.

The growing adoption of AI is increasing demand for computing resources, data centre capacity and reliable connectivity. Telecom operators can support this development through network infrastructure, enterprise services and partnerships with technology providers.

JazzWorld's participation also provided an opportunity to engage with international industry stakeholders on Pakistan's digital and AI potential, including the infrastructure, investment and partnerships needed to support future growth.

Meanwhile, VEON has increased its planned investment in Pakistan from $1 billion to $1.5 billion over the next three years. The additional $500 million raises the company's previously announced investment commitment as Pakistan continues efforts to attract foreign capital and expand private-sector participation in the digital economy. Finance Minister disclosed during a virtual address at the SDGs Investment Fair 2026. He described the increase as a significant jump and linked it to continued interest from international investors in Pakistan. ■

USF deploys over $1 billion for telecom projects in Pakistan

Islamabad: Pakistan's Universal Service Fund has deployed $1.054 billion in contracted subsidies for telecom connectivity, IT Minister Shaza Fatima Khawaja said in Islamabad on Tuesday. The fund has completed 158 of 185 awarded projects and used more than Rs 169 billion in subsidies. USF CEO Ch. Mudassar Naveed said the projects directly benefited over 38.4 million people.. ■

Wedding of Hanif Abbasi's daughter draws political heavyweights

Islamabad :The wedding of Dr. Zoha Khalil Abbasi, daughter of Federal Minister



for Railways Muhammad Hanif Abbasi, to Barrister Zaid Islam became a major political and social gathering at the Montage Event Complex in Islamabad.

NA Speaker Sardar Ayaz Sadiq, DPM Ishaq Dar, Federal Information Minister Attaullah Tarar, NCCIA Director General Ali Nasir Rizvi, federal and Punjab cabinet ministers, MNAs, diplomats, senior officials, journalists and other prominent personalities attended the ceremony.

Speaking to media, Hanif Abbasi thanked the guests for sharing his family's happiness, describing their presence, affection and good wishes as a source of joy and honour. Guests congratulated both families and extended their best wishes to the newlyweds. ■

LONGi partners with FC Bayern Munich in global solar deal

Lahore: LONGi has announced its global partnership with FC Bayern Munich, bring-



ing together advanced solar technology and one of the world's most successful football clubs. The partnership, unveiled in Hong Kong during FC Bayern's Asia visit, will run through 2028.

The partnership was formally unveiled at Rosewood Hong Kong during FC Bayern Munich's Asia visit. The launch brought together Zhong Baoshen, Chairman and CEO of LONGi; Rouven Kasper, Board Member for Marketing & Sales at FC Bayern; Charles Jiang, VP of LONGi and President of the PV Product Management Center; and FC Bayern legend Roy Makaay. Built around the theme "POWER ON, GAME ON", the partnership connects LONGi's focus on clean energy with FC Bayern's global football community. The theme will serve as the central message across future joint campaigns, content and fan engagement initiatives. ■

Pakistan Ambassador honours outstanding students at Embassy College Beijing

Beijing: Pakistan's Ambassador to China, Dr Syed Ali Asad Gillani, attended the Student Council Investiture Ceremony for the 2026–27 academic session at Pakistan Embassy College Beijing (PECB) as chief guest, recognising outstanding academic achievements and encouraging students to develop leadership skills rooted in integrity, responsibility and service.

The ceremony celebrated the exceptional performance of students in the Cambridge International Education (CIE) examinations. Hareem Naeem achieved the prestigious Top in the World distinction in English as a Second Language at the IGCSE level.

Mahnoor Bilal received a High Achievement distinction in Urdu as a Second Language, Zayna Ahmad in Islamiyat, and Rania Malik in Pakistan Studies.

Ambassador Gillani congratulated the students and appreciated the dedication of their teachers, including Mr Anwar Khan (English), Mr Rao Obaid ur Rehman (Urdu), Mr Noor Mustafa (Islamiyat) and Ms Nayyab Arshad (Pakistan Studies).

During the ceremony, sashes were presented to newly appointed student leaders, including club presidents, vice presidents, sports captains, the Head Boy and the Head Girl. The Student Council members took their oath of office, pledging to fulfil their responsibilities with honesty and dedication. ■



PTML and myco team up to bring exclusive EPL discounts to Ufone and Telenor customers

Islamabad: Pakistan Telecommunication Company Limited (PTML), through its brands Ufone and Telenor, has partnered with myco to bring exclusive discounted access to English Premier League (EPL) packages for its customers. The arrangement makes premium football entertainment more accessible to fans across Pakistan.

Under the three-month promotional offer, Ufone and Telenor customers will receive an exclusive 55% discount on all myco EPL packages during the first month. The offer will continue into the second and third months, with customers eligi-



ble for 15% off the Monthly Pass, 30% off the Quarterly Pass, and 50% off the Seasonal Pass.

The partnership reflects PTML's continued focus on expanding its digital lifestyle proposition beyond traditional connectivity by bringing customers greater value through relevant entertainment and digital experiences. By collaborating with a leading digital content platform such as myco, PTML is creating differentiated entertainment opportunities tailored to the interests of its diverse customer base. ■

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vivo X300 Pro



Display	6.78"
Camera	Front 50MP Rear Camera 200+50+50MP
Battery	6510mAh
Memory	RAM & ROM 16GB+512GB
Charging	90W Flash Charge

vivo X300 FE



Display	6.31"
Camera	Front 50MP Rear Camera 50+8+50MP
Battery	6500mAh
Memory	RAM & ROM 12GB+256GB
Charging	90W Flash Charge

vivo V80 Lite 5G



Display	6.83”
Camera	Front Camera:32MP Rear Camera:50MP+2MP
Battery	7050mAh
Memory	RAM & ROM 8GB+128GB 8GB+256GB
Charging	44W

vivo V70 FE



Display	6.83"
Camera	Front 32MP Rear Camera 200+8MP
Battery	7000mAh
Memory	RAM & ROM 8GB+256GB 12GB+256GB
Charging	90W

vivo Y31d



Display	6.75"
Camera	Front Camera:8MP Rear Camera:50+2MP
Battery	7200mAh
Memory	8GB+128GB 8GB+256GB
Charging	44W

vivo Y500



Display	6.83"
Camera	Front 32MP Rear Camera 50+2MP
Battery	8100mAh
Memory	RAM & ROM 8GB+128GB 8GB+256GB
Charging	44W

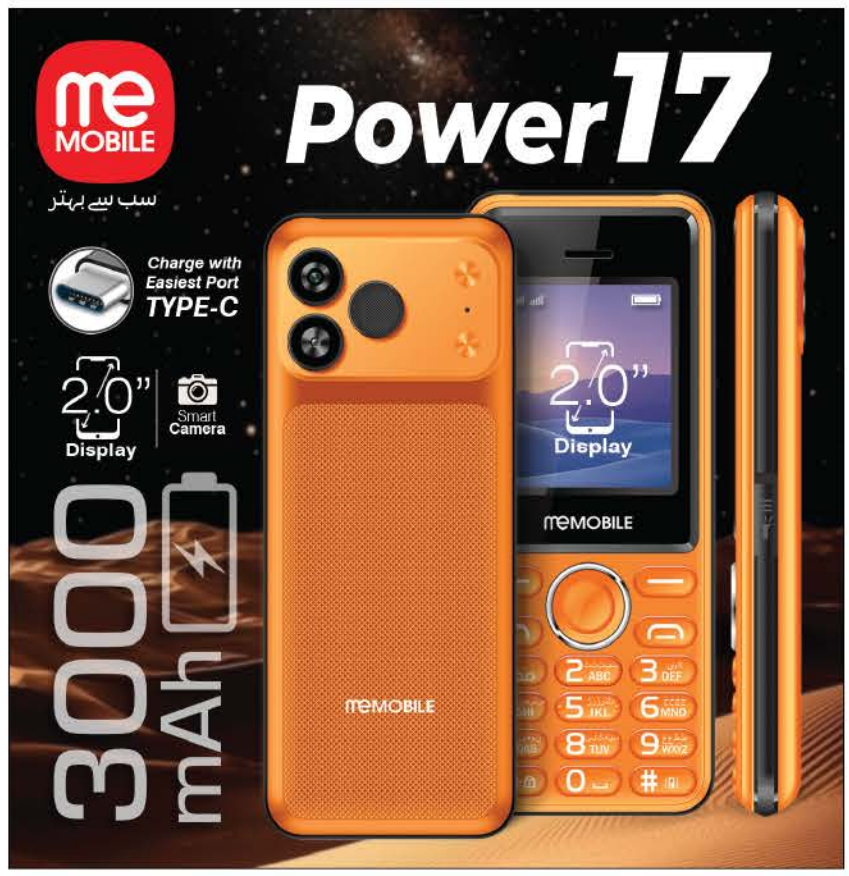
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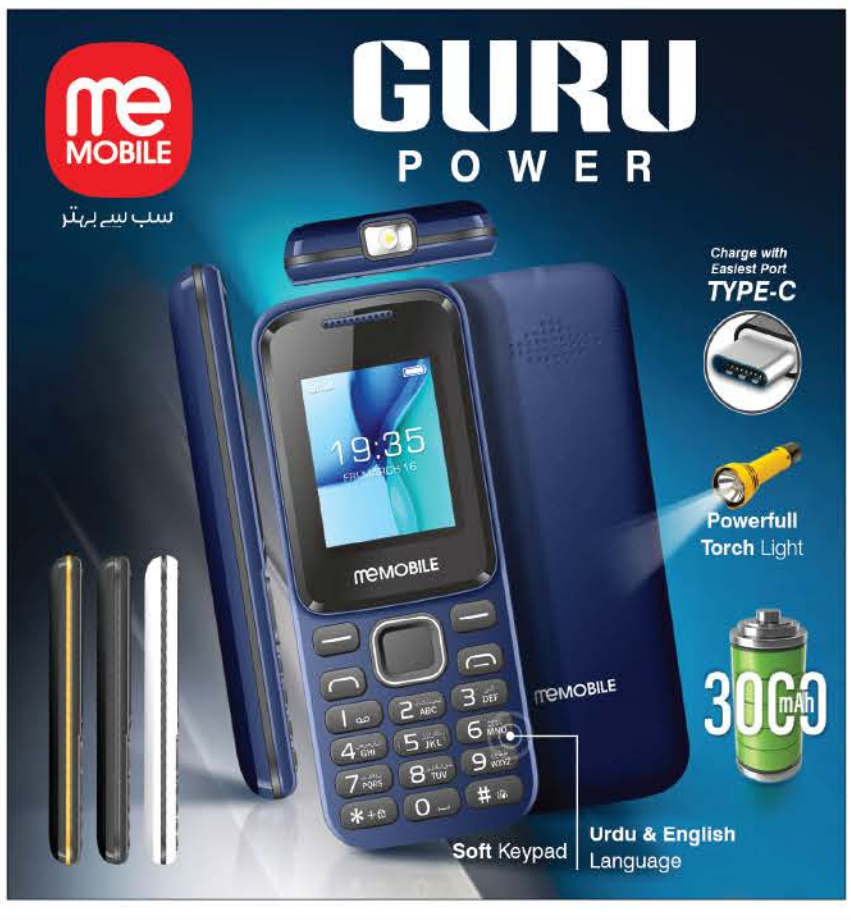













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50MP AI Rear
8MP Selfie Camera
Built-in
NFC
AI Buddy
xAI

Jazz 5G
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JAZZWORLD

Realme 15T 5G
Rs. 89,999



Processor	Chipset: Mediatek Dimensity 6400 GPU:Mali-G57 MP2
Display	6.57 Inches, AMOLED Capacitive Touchscreen
Camera	Front: 50 MP, Back:Dual Camera 50 MP + 2 MP
Battery	7000 mAh
Memory	RAM 8GB ROM 256 GB

Realme C85
Rs. 64,999



Processor	Chipset: Qualcomm Snapdragon 685 GPU: Adreno 610
Display	6.8 Inches IPS LCD Capacitive Touchscreen
Camera	Front:8MP Back: 50 MP
Battery	7000mAh
Memory	8GB +128GB

Oppo A6
Rs. 74,999



Display	6.75 Inches
Camera	Front: 8MP Rear: 50MP +2MP
Battery	7000mAh
Memory	8GB +128GB
Charging	45W

Oppo A6s
Rs. 99,999



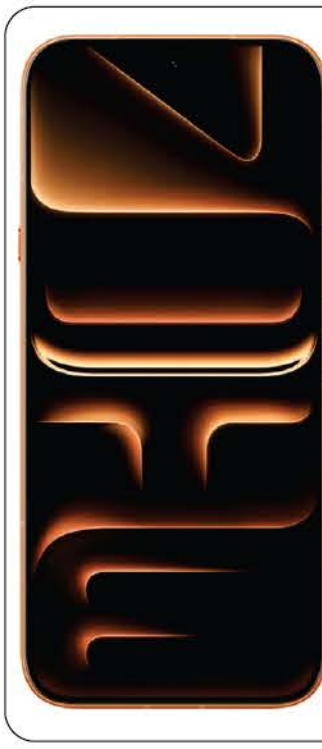
Display	6.75 Inches
Camera	Front: 16MP Rear: 50MP +2MP
Battery	7000mAh
Memory	8GB +256GB
Charging	80W

Infinix Note 60



Processor	Chipset: Mediatek Dimensity 7400 GPU: Mali-G615 MC2
Display	6.78 Inches
Camera	Front: 13 MP Back: Dual Camera 50 MP + 8 MP
Battery	6500 mAh
Memory	RAM 8GB ROM 256GB

Infinix Note 60 Pro



Processor	Chipset: Qualcomm SM7635-AC Snapdragon 7s Gen 4, CPU: Octa-Core
Display	6.78 Inches
Camera	Front: 13 MP Back: 50MP+ 8MP
Battery	6500mAh
Memory	RAM 8GB ROM 256GB

vivo Y400



Display	6.67"
Camera	Front Camera:8MP Rear Camera:50+2MP
Battery	6000mAh
Memory	RAM & ROM 8GB+256GB
Charging	44W

vivo Y29



Display	6.68"
Camera	Front Camera:8MP Rear Camera:50+2MP
Battery	6500mAh
Memory	RAM & ROM 8GB+128GB 8GB+256GB
Charging	44W

vivo Y05



Display	6.74"
Camera	Front Camera:5MP Rear Camera:8MP
Battery	6500mAh
Memory	4GB+64GB 4GB+128GB
Charging	15W

vivo Watch GT



Features	Bluetooth Call, NFC Access Card, 100+ Sports Modes, Heart Rate Monitoring
Display	1.85 Inches HD AMOLED
System	vivo Blue OS
Battery	505mAh
Colour	Summer Black





Jazz 5G
HAMARI SUPERPOWER

HonorX6C



Display	6.61 Inches
Camera	Front: 5 MP Rear: 50 MP
Memory	RAM 6GB ROM 128GB
Charging	35W
Battery	5300 mAh

HonorX7C



Display	6.77 Inches
Camera	Front: 8 MP Rear: 108MP + 2 MP
Memory	RAM 8GB ROM 256GB
Charging	35W
Battery	6000 mAh

TECNO



TECNO SPARK 40 PRO

Display	6.78"AMOLED144Hz
Camera	Front Camera:13MP Rear Camera:50MP
Memory	RAM/ROM 8GB+256GB
Charging	45W Fast Charging
Battery	5200 mAh

TECNO



TECNO SPARK 40 PRO PLUS

Display	6.78"AMOLED144Hz
Camera	Front Camera:13MP Rear Camera:50MP
Memory	RAM/ROM 8GB+256GB
Charging	45W Fast Charging 30W Wireless Charging
Battery	5200 mAh

TECNO



TECNO CAMON 40 PRO

Display	6.8" AMOLED 120Hz
Camera	Front Camera:50MP Rear Camera:50MP+8MP
Memory	RAM/ROM 8GB+256GB
Charging	45W Fast Charging
Battery	5200 mAh

TECNO



TECNO SPARK 40

Display	6.67"
Camera	Front: 8MP Rear:50 MP
Memory	6+128 GB
Charging	45W, SUPER CHARGING
Battery	5200 mAh

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پاکستان میں امپورٹ ہونیوالے موبائل فون کے یہ اعداد و شمار ہیں اور اس بات سے اندازہ لگایا جاسکتا ہے کہ قانونی طریقے سے پاکستان میں کتنے موبائل فون آرہے ہیں

یہ موبائل فون امپورٹ ڈیٹا ستمبر کے اندر جو پاکستان میں آئے اسکا تفصیلی اعداد و شمار شائع کیا جارہا ہے

Import Data	Smart Phones (Importer Wise)			
Importer Name	Brand	Sep-26		
		Qty	Amt	
FUTURE TECH	APPLE	328	333,721	
APEX MOBILE (PRIVATE) LIMITED	APPLE	130	127,250	
M/S. EHTASHAM ENGINEERING	APPLE	126	32,024	
HUSSAIN MOBILES	APPLE	126	92,504	
A4 IMPEX	APPLE	150	4,300	
ADVANCE TELECOM (PVT) LIMITED	APPLE	220	252,800	
SYED ENTERPRISES	APPLE	5,286	1,021,374	
M/S SPACE TRADERS.	APPLE	-	-	
M/S FONE SHOP	APPLE	-	-	
M/S M TECH TRADERS	APPLE	150	160,500	
M/S TECHBOO.COM	APPLE	101	142,808	
BLUE BELLS ELECTRONICS	APPLE	130	126,200	
CELLXPRESS (PRIVATE) LIMITED	APPLE	-	-	
SILVER ZONE	APPLE	2,857	151,161	
APPLE HOUSE	APPLE	-	-	
HUGGLO (PVT.) LIMITED.	APPLE	-	-	
IWORLD	APPLE	268	325,278	
IOT TRADERS (SMC-PRIVATE) LIMITED	APPLE	51	23,492	
DB LINK (PRIVATE) LIMITED	APPLE	-	-	
INTRO TECHNOLOGY	APPLE	629	126,727	
M/S CELL CO	APPLE	1,955	560,150	
SELECTO RETAIL	APPLE	281	273,189	
NEXTWAVE DISTRIBUTION (PRIVATE) LIMITED	APPLE	-	-	
SKY LINK TECHNOLOGIES	APPLE	-	-	
M/S AS TRADING	APPLE	-	-	
SKUNKER	APPLE	1,239	327,644	
IOT TRADERS (SMC-PRIVATE) LIMITED	APPLE	-	-	
M/S BK TRADERS	APPLE	6,856	1,215,693	
ROCKERS TRADING	APPLE	-	-	
AJS LINK COMMUNICATION LTD	APPLE	684	217,980	
NEXALINK DISTRIBUTION (PRIVATE) LIMITED	APPLE	413	520,320	
M/S NEXALINK	APPLE	-	-	
SMART FLOW (PRIVATE) LIMITED	APPLE	-	-	
ENABLING SOLUTIONS (SMC-PRIVATE) LIMITED	APPLE	-	-	
CITI TECHNOLOGIES (PRIVATE) LIMITED	APPLE	-	-	
IPHONE CITY	APPLE	-	-	
SELECT TECHNOLOGIES (PRIVATE) LIMITED	APPLE	-	-	
SMART SOLUTIONS	APPLE	-	-	
AL NAFEESA ENTERPRISES	APPLE	-	-	
SNEXT SERVICES (PRIVATE) LIMITED	APPLE	50	32,525	
SNEXT SOLUTIONS (PRIVATE) LIMITED	APPLE	332	598,800	
SNEXT TECHNOLOGIES (PRIVATE) LIMITED	APPLE	3,288	4,432,353	
SAHAA TRADERS	APPLE	-	-	
ACTION MOBILE	APPLE	-	-	
MOBICARRY (PRIVATE) LIMITED	APPLE	-	-	
MICROTEL TRADING	APPLE	331	220,169	
SHOPME	APPLE	14,561	1,217,475	
DRIMOO ENTERPRISES	APPLE	-	-	
MOOO MOBILE (PVT.) LIMITED	APPLE	-	-	
SMART TECHNOLOGIES	APPLE	200	252,600	
LEADING FOOD PAKISTAN (PRIVATE) LIMITED	APPLE	3,350	5,127,230	
WAQAS MOBILES	APPLE	-	-	
MISHA ENTERPRISES	APPLE	-	-	
NAYYAB ENTERPRISES	APPLE	-	-	
TELLOSTONE TECHNOLOGIES (PRIVATE) LIMITED	APPLE	254	320,865	
M/S. C RIGHT MOBILE	APPLE	-	-	
TRADE BATCH INTERNATIONAL	APPLE	-	-	
MY REHMANI TRADERS	APPLE	118	21,085	
GREEN ENTERPRISES	APPLE	-	-	
CORETECH	APPLE	1,828	2,059,988	
CORETRIK (PRIVATE) LIMITED	APPLE	-	-	
S.A.Q COMMUNICATION	APPLE	8,122	1,677,302	
USRA COMMUNICATION	APPLE	757	125,076	
PICK N SAVE	APPLE	7,282	1,441,343	
EUROTEL TRADING	APPLE	757	676,861	
AL-BARKAT SYSTEMS	APPLE	218	44,001	
HEAVEN TECHNOLOGIES	APPLE	1,645	2,138,748	
GOLDEN TECHNOLOGIES	APPLE	-	-	
MMT RAPID (PRIVATE) LIMITED	APPLE	-	-	
SECCOTEL TRADING	APPLE	-	-	
DEPLOY (PVT.) LIMITED	APPLE	-	-	
UNITED TRADERS	APPLE	-	-	
JINSUNG INTERNATIONAL	MEIZU	-	-	
BELLCO TRADING COMPANY (PRIVATE) LIMITED	8.7ACIS	-	-	
AA TRADING	SOLOKING	-	-	
SAZZ MOBILE TECHNOLOGIES (PRIVATE) LIMITED	XATOM	7	203	
M/S BK TRADERS	LG	-	-	
SECCOTEL TELECOM (PRIVATE) LIMITED	HMD	-	-	
SECCOTEL TRADING	HMD	-	-	
G' FIVE MOBILE (PRIVATE) LIMITED	GFIVE	-	-	
INFOCOM GADGETS (PRIVATE) LIMITED	CALME	-	-	
FATWA TRADING (PRIVATE) LIMITED	FATWA	-	-	
M/S. EHTASHAM ENGINEERING	GOOGLE	10	1,355	
SILVER ZONE	GOOGLE	75	8,256	
SYED ENTERPRISES	GOOGLE	746	84,466	
HUSSAIN MOBILES	GOOGLE	16	1,590	
DEPLOY (PVT.) LIMITED	GOOGLE	-	-	
NAYYAB ENTERPRISES	GOOGLE	-	-	
PICK N SAVE	GOOGLE	6,362	674,442	
INTRO TECHNOLOGY	GOOGLE	-	-	
USRA COMMUNICATION	GOOGLE	210	20,715	
FOCAL INTERNATIONAL	GOOGLE	-	-	
SKUNKER	GOOGLE	3,209	523,281	
M/S CELL CO	GOOGLE	2,469	203,424	
ACTION MOBILE	GOOGLE	-	-	
MY REHMANI TRADERS	GOOGLE	10	1,480	
M/S AS TRADING	GOOGLE	-	-	
CORETECH	GOOGLE	-	-	
DB LINK (PRIVATE) LIMITED	GOOGLE	-	-	
SAHAA TRADERS	GOOGLE	-	-	
EUROTEL TRADING	GOOGLE	47	3,510	
M/S BK TRADERS	GOOGLE	6,341	659,761	
MICROTEL TRADING	GOOGLE	272	29,981	
SHOPME	GOOGLE	6,337	758,230	
SECCOTEL TRADING	GOOGLE	-	-	
S.A.Q COMMUNICATION	GOOGLE	11,088	985,087	
SMART TECHNOLOGIES	GOOGLE	-	-	
AL-BARKAT SYSTEMS	GOOGLE	1,410	169,462	
SMART SOLUTIONS	GOOGLE	-	-	
POLE COMMUNICATION TECHNOLOGY (PRIVATE) LIMITED	HELLO TECH	-	-	
EXPERT TECH SOLUTIONS	BLACKVIEW	-	-	
SECCOTEL TRADING	BLACKVIEW	4	495	
UNITED COMMUNICATION (PVT.) LIMITED	INFINITY	-	-	
AZURE TECH (PRIVATE) LIMITED	SEGO	-	-	
SEGO PAKISTAN (PRIVATE) LIMITED	SEGO	50,923	2,727,442	
A.S. TELECOM (PRIVATE) LIMITED	ALLCALL	-	-	
UNITED COMMUNICATION (PVT.) LIMITED	D CODE	-	-	
PREMIER CODE (PRIVATE) LIMITED	D CODE	4,000	161,455	
SWIFT BIZ SOLUTIONS PVT LTD	DIGIT 4G	5,000	330,000	
PICK N SAVE	DIGNO	-	-	
ALPHA SNETWORK (PRIVATE) LIMITED	M-HORSE	-	-	
SECCOTEL TELECOM (PRIVATE) LIMITED	MEIZU	-	-	
A.S. TELECOM (PRIVATE) LIMITED	ETEL	-	-	
GOLDEN TECHNOLOGIES	HONOR	4,000	196,000	
SECCOTEL TRADING	HONOR	5	490	
COSTA LOGISTICS	HONOR	-	-	
INOVI TECHNOLOGIES	HINOS	-	-	
INOVI TELECOM (PVT.) LIMITED	INFINIX	101,000	22,245,525	
ZENITH ENTERPRISE	INFINIX	78	24,870	
CARLCARE SERVICE (PVT.) LIMITED	INFINIX	-	-	
SECCOTEL TRADING	INTINIX	-	-	
ADVANCE TELECOM (PVT.) LIMITED	INFINIX	-	-	
MOBICELL (PRIVATE) LIMITED	INFINIX	-	-	
TRANSSION TECNO ELECTRONICS (PRIVATE) LIMITED	INITINIX	20,000	5,103,790	
AJS LINK COMMUNICATION LTD	ITEL	10,000	707,000	
CARLCARE SERVICE (PVT.) LIMITED	ITEL	-	-	
INOVI TELECOM (PVT.) LIMITED	ITEL	-	-	
ADVANCE TELECOM (PVT.) LIMITED	ITEL	3	146	
ENERCOM TECHNOLOGIES (PRIVATE) LIMITED	ITEL	10,000	664,500	
TECNO PACE ELECTRONICS (PRIVATE) LIMITED	ITEL	-	-	
TRANSSION TECNO ELECTRONICS (PRIVATE) LIMITED	ITEL	-	-	
ATSCON (PRIVATE) LIMITED	OUKITEL	-	-	
SKYLINES INTERNATIONAL ASSOCIATES	OUKITEL	-	-	
UNITED COMMUNICATION (PVT.) LIMITED	NEXO	5	145	
YOUNG TECH (PRIVATE) LIMITED	KXD	-	-	
ACTION MOBILE	MOTOROLA	-	-	
SHOPME	MOTOROLA	13	494	
M/S CELL CO	MOTOROLA	-	-	
S.A.Q COMMUNICATION	MOTOROLA	72	2,196	
CONSTECH	MOTOROLA	4,162	571,906	
M/S BK TRADERS	MOTOROLA	6	621	
AL-BARKAT SYSTEMS	MOTOROLA	-	-	
TECH WRAY (PRIVATE) LIMITED	MOTOROLA	-	-	
SMART TECHNOLOGIES	MOTOROLA	-	-	
PICK N SAVE	MOTOROLA	33	1,689	
SKUNKER	MOTOROLA	10	3,510	
FORTUNE (PRIVATE) LIMITED	MOTOROLA	-	-	
ENERCOM TECHNOLOGIES (PRIVATE) LIMITED	NOKIA	-	-	
TECNO PACE ELECTRONICS (PRIVATE) LIMITED	NOKIA	-	-	
SECCOTEL TRADING	NOKIA	2	360	
UNITED NATION	NOKIA	-	-	
YELLOSTONE TECHNOLOGIES (PRIVATE) LIMITED	NOTHING	-	-	
EXPERT TECH SOLUTIONS	NO NAME	-	-	
DEPLOY (PVT.) LIMITED	NO NAME	-	-	
SEGO PAKISTAN (PRIVATE) LIMITED	NO NAME	-	-	
SWIFT BIZ SOLUTIONS PVT LTD	NO NAME	-	-	
S.A.Q COMMUNICATION	NO NAME	-	-	
STRATEGIC LOGISTIC SERVICES (PRIVATE) LIMITED	NO NAME	-	-	
LOGISTICS PROPEL	NO NAME	-	-	
ACTION MOBILE	NO NAME	-	-	
ENERCOM TECHNOLOGIES (PRIVATE) LIMITED	NO NAME	-	-	
EDGE CONSULTING SOLUTIONS	NO NAME	-	-	
M/S GREEN GATE GLOBAL	NO NAME	-	-	
ICONIC STARS ELECTRONICS	NO NAME	-	-	
A.S. TELECOM (PRIVATE) LIMITED	NO NAME	-	-	
AZURE TECH (PRIVATE) LIMITED	NO NAME	-	-	
EUROTEL TRADING	NO NAME	-	-	
PICK N SAVE	NO NAME	-	-	
EXERT TECH (PRIVATE) LIMITED	OPPO	8,800	2,748,600	
IMPEL TECH (PRIVATE) LIMITED	OPPO	-	-	
UNITED COMMUNICATION (PVT.) LIMITED	Q MOBILE	-	-	
EXERT TECH (PRIVATE) LIMITED	REALME	27,000	3,078,000	
SUNTON MOBILE TECH (PRIVATE) LIMITED	REALME	-	-	
LOGISTICS PROPEL	REALME	-	-	
SILVER ZONE	SAMSUNG	76	14,944	
NAYYAB ENTERPRISES	SAMSUNG	-	-	
FOCAL INTERNATIONAL	SAMSUNG	-	-	
MY REHMANI TRADERS	SAMSUNG	-	-	
DB LINK (PRIVATE) LIMITED	SAMSUNG	998	198,581	
ACTION MOBILE	SAMSUNG	-	-	
M/S BK TRADERS	SAMSUNG	1,186	185,408	
MICROTEL TRADING	SAMSUNG	-	-	
MOBICARRY (PRIVATE) LIMITED	SAMSUNG	-	-	
CORETECH	SAMSUNG	-	-	
SECCOTEL TRADING	SAMSUNG	-	-	
SMART TECHNOLOGIES	SAMSUNG	-	-	
SMART SOLUTIONS	SAMSUNG	-	-	
M/S AS TRADING	SAMSUNG	-	-	
SHOPME	SAMSUNG	4,985	827,890	
PICK N SAVE	SAMSUNG	1,657	233,041	
AL-BARKAT SYSTEMS	SAMSUNG	1,798	365,766	
SAMSUNG KC PAKISTAN (PRIVATE) LIMITED	SAMSUNG	113	10,325	
HUSSAIN MOBILES	SAMSUNG	85	23,920	
GREEN ENTERPRISES	SAMSUNG	30	5,146	
LUCKY MOTOR CORPORATION LIMITED	SAMSUNG	-	-	
SAHAA TRADERS	SAMSUNG	93,070	24,740,086	
SKUNKER	SAMSUNG	-	-	
M/S CELL CO	SAMSUNG	621	122,291	
M/S SPACE TRADERS.	SAMSUNG	387	83,388	
SYED ENTERPRISES	SAMSUNG	108	28,026	
EUROTEL TRADING	SAMSUNG	109	20,227	
YOUNG TECH (PRIVATE) LIMITED	SAMSUNG	80	14,784	
CORETRIK (PRIVATE) LIMITED	SD MOBILE	-	-	
AJS LINK COMMUNICATION LTD	TECNO	-	-	
SAHAA TRADERS	TECNO	16,030	2,149,824	
ADVANCE TELECOM (PVT.) LIMITED	TECNO	-	-	
TRANSSION TECNO ELECTRONICS (PRIVATE) LIMITED	TECNO	92,011	16,257,787	
CORETECH	TECNO	-	-	
UNITED MOBILE	TECNO	-	-	
SECCOTEL TRADING	TECNO	-	-	
CARLCARE SERVICE (PVT.) LIMITED	TECNO	-	-	
EDGE SOLUTIONS	ULEFONE	-	-	
COASTAL JADE TECHNOLOGY (PRIVATE) LIMITED	VIVO	90,506	17,143,403	
SVH TELECOM (SMC-PRIVATE) LIMITED	VSOTEL	50,014	2,945,695	
ADVANCE TELECOM (PVT.) LIMITED	VILLAON	-	-	
CARLCARE SERVICE (PVT.) LIMITED	VILLAON	-	-	
M/S ZENITH ENTERPRISE	VILLAON	9	720	
INOVI TELECOM (PVT.) LIMITED	VILLAON	20,000	1,228,455	
EDGE CONSULTING SOLUTIONS	XIAOMI	1	184	
CORETECH	XIAOMI	-	-	
TECH WRAY (PRIVATE) LIMITED	XIAOMI	-	-	
M/S GREEN GATE GLOBAL	XIAOMI	14	2,600	
MOBILE LINK IMPEX (PRIVATE) LIMITED	XIAOMI	500	82,450	
GLOBAL CUSTOMER CARE (PRIVATE) LIMITED	XIAOMI	-	-	
STRATEGIC LOGISTIC SERVICES (PRIVATE) LIMITED	XIAOMI	-	-	
OPTIMUS.	XIAOMI	-	-	
SELECT TECHNOLOGIES (PRIVATE) LIMITED	XIAOMI	10,560	1,377,030	
MULTIMICO TECHNOLOGIES (PRIVATE) LIMITED	X MOBILE	-	-	
UNITED COMMUNICATION (PVT.) LIMITED	X MOBILE	-	-	
DEPLOY (PVT.) LIMITED	X MOBILE	2	190	
VUMBOT BRANDS PAKISTAN PRIVATE LIMITED	X MOBILE	-	-	
IOT TRADERS (SMC-PRIVATE) LIMITED	ONE PLUS	10	378	
PREMIER CODE (PRIVATE) LIMITED	ZEBEX	-	-	
VUMBOT BRANDS PAKISTAN PRIVATE LIMITED	ZTE	-	-	
SECCOTEL TELECOM (PRIVATE) LIMITED	ZTE	8,915	1,479,890	
SECCOTEL TRADING	ZTE	-	-	
AZURE TECH (PRIVATE) LIMITED	ZYE	-	-	
UNITED COMMUNICATION (PVT.) LIMITED	ZTE	-	-	
APPLE		63,469	26,576,313	
NEXEL		5	145	
CALME		-	-	
INFINITY		-	-	
SOLOKING		-	-	
HMD		-	-	
ALLCALL		-	-	
MEIZU		-	-	
GFIVE		-	-	
GOOGLE		44,859	3,641,139	
F-TACHI		-	-	
LG		-	-	
OUKITEL		-	-	
FAYWA		-	-	
ULEFONE		-	-	
HELLO TECH		-	-	
SEGO		50,923	2,727,442	
BLACKVIEW		4	495	
D CODE		4,000	161,455	
DIGIT 4G		5,000	330,000	
DIGNO		-	-	
M-HORSE		-	-	
ETEL		-	-	
HONOR		4,088	196,490	
INFINIX		130,078	27,436,185	
MIONE		-	-	
ITEL		20,002	1,371,690	
KXD		-	-	
MOTOROLA		4,676	580,726	
ONE PLUS		10	378	
NOKIA		2	360	
NO NAME		-	-	
OPPO		8,800	2,748,600	
NOTHING		-	-	
Q MOBILE		-	-	
REALME		27,000	3,078,000	
SAMSUNG		126,617	24,677,678	
SD MOBILE		-	-	
TECNO		108,031	16,407,591	
VIVO		90,506	17,143,403	
VILLAON		20,009	1,229,175	
VSOTEL		50,014	2,945,695	
X MOBILE		2	190	
XATOM		7	203	
XIAOMI		10,879	1,492,284	
ZEEKER		-	-	
ZTE		8,915	1,479,890	
Total		716,767	134,394,938	

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سہیل یعقوب

فلمی دنیا کے مبصرین اور ناقدین کا کہنا ہے کہ فلمیں صرف پردۂ سیمیں پر نہیں بنتیں، کچھ فلمیں لوگوں کے دلوں میں بھی بنتی ہیں اور کچھ اداکار صرف کردار ادا نہیں کرتے بلکہ لوگوں کی یادوں کا حصہ بن جاتے ہیں۔ فلم ختم ہوجاتی ہے، پردہ گر جاتا ہے، روشنیاں جل جاتی ہیں، لوگ سینما سے باہر نکل آتے ہیں، مگر کچھ چہرے وہیں رہ جاتے ہیں؛ دل میں، ذہن میں یا شاید یادوں میں۔ برصغیر میں فلمی صنعت کی تاریخ بھی کچھ ایسی ہی یادوں سے عبارت ہے۔ خاموش فلموں کے دور سے شروع ہونے والا سفر جب بولتی فلموں تک پہنچا تو برصغیر کے لوگوں کو ایک نئی دنیا مل گئی۔ پردۂ سیمیں پر کہانیاں تھیں، موسیقی تھی، محبت تھی، جدائی تھی، خوشی تھی، غم تھا اور سب سے بڑھ کر انسان تھے۔ فلم صرف تفریح نہیں رہی بلکہ آہستہ آہستہ ہمارے معاشرے، ہماری سوچ اور ہمارے اجتماعی جذبات کا آئینہ بنتی چلی گئی۔

اس کے بعد وہ دور آیا جب دلیپ کمار، راج کپور اور دیو آنند جیسے فنکاروں نے اداکاری کو نئی شناخت دی۔ دلیپ کمار نے درد کو زبان دی، راج کپور نے عام آدمی کے خواب کو پردۂ سیمیں پر اتارا اور دیو آنند نے رومانس کو ایک نئی دلکشی عطا کی۔ بعد میں امیتابھ بچن آئے تو ایک پورے عہد کا غصہ ان کی آواز بن گیا۔ وقت گزرتا رہا اور سینما بھی بدلتا رہا۔ بھارتی سنیما اور تھیٹر کی تاریخ میں کچھ اداکار ایسے ہوتے ہیں جو صرف پردے پر نظر آتے ہیں، لیکن کچھ ایسے بھی ہوتے ہیں جو پردے کو اپنے جذبات کی حدت سے روشن کردیتے ہیں۔ نانا پاٹیکر ایک ایسا ہی نام تھا۔ وہ محض ایک فنکار نہیں بلکہ اداکاری کے ایک منفرد، بے باک اور یادگار انداز کا نام تھے۔ 8 اکتوبر 2026 کو گوا سے ان کے اچانک انتقال کی خبر آئی تو برصغیر کے کروڑوں مداح سوگوار ہوگئے۔ پچھتر برس کی عمر میں دل کا دورہ پڑنے سے دنیا چھوڑ جانے والے اس فنکار نے اپنے پیچھے اداکاری کا ایسا معیار چھوڑا ہے جس تک پہنچنا آنے والی نسلوں کے لیے ایک مشکل چیلنج رہے گا۔

کہتے ہیں کہ زندگی کے آخری لمحات میں کہے گئے بعض الفاظ، انسان کے جانے کے بعد ایک نئی معنویت اختیار کرلیتے ہیں۔ نانا پاٹیکر کے ساتھ بھی کچھ ایسا ہی ہوا۔ میڈیا میں شائع ہونے والی اطلاعات کے مطابق، اپنی وفات سے چند روز پہلے گوا میں ایک تقریب کے دوران انہوں نے اپنے مخصوص فلسفیانہ انداز میں کہا تھا کہ انہیں معلوم نہیں کہ وہ اگلے دن وہاں موجود ہوں گے یا نہیں، کیونکہ ہر شخص کو ایک دن دنیا سے جانا ہے۔ ان کے یہ الفاظ اب ان کے چاہنے والوں کے دلوں میں ایک الگ کیفیت کے ساتھ گونج رہے ہیں۔

اطلاعات کے مطابق، وہ 8 اکتوبر کی صبح گوا میں اپنے گھر پر دل کا دورہ پڑنے کے بعد انتقال کرگئے۔ یوں زندگی اور موت کے بارے میں بات کرنے والا ایک فنکار خود زندگی کے اس سفر سے رخصت ہوگیا جسے اس نے اپنے فن سے کئی دہائیوں تک یادگار بنایا۔

نانا پاٹیکر کا فلمی سفر روایتی بالی ووڈ ہیروز جیسا چمکدار نہیں تھا۔ ان کی زندگی کے ابتدائی حالات کے بارے میں کہا جاتا ہے کہ انہوں نے کم عمری ہی میں کام کرنا شروع کردیا تھا اور زندگی کے کئی مشکل مراحل سے گزرے۔ ان کی جدوجہد کے بارے میں مختلف روایات بیان کی جاتی ہیں، جن میں کم عمری میں معمولی معاوضے پر کام کرنے اور سخت حالات میں زندگی گزارنے کے واقعات بھی شامل ہیں۔ ان تمام مشکلات کی تفصیلات سے قطع نظر، یہ حقیقت اپنی جگہ موجود ہے کہ ان کا فلمی سفر آسان نہیں تھا۔ شاید زندگی کی تلخیوں اور حقیقی تجربات نے ہی ان کی اداکاری میں وہ کھردرا پن اور سچائی پیدا کی جس نے انہیں اپنے ہم عصروں سے ممتاز کردیا۔ نانا پاٹیکر کو دیکھتے ہوئے کبھی کبھی محسوس ہوتا ہے کہ یہ شخص اداکاری نہیں کر رہا، ہمارے سامنے کوئی حقیقی انسان موجود ہے۔ ایک ایسا انسان جو غصہ بھی کرتا ہے، ٹوٹتا بھی ہے، لڑتا بھی ہے، محبت بھی کرتا ہے، شکست بھی کھاتا ہے اور کبھی کبھی اپنی خاموشی میں وہ سب کچھ کہہ دیتا ہے جو کئی صفحات کے مکالمے بھی نہیں کہہ سکتے۔



کچھ اداکار کردار ادا کرتے ہیں، نانا پاٹیکر کردار میں اتر جاتے ہیں۔ ان کی آواز میں ایک عجیب سی کھردری کیفیت تھی، لیکن یہی کھردرا پن ان کی پہچان بن گیا۔ وہ جب غصے میں بولتے تھے تو صرف غصہ سنائی نہیں دیتا تھا، اس غصے کے پیچھے چھپی ہوئی بے بسی بھی محسوس ہوتی تھی۔ وہ جب کسی کردار کی تکلیف بیان کرتے تھے تو ایسا نہیں لگتا تھا کہ وہ ہمیں کسی اور کی کہانی سنا رہے ہیں، یوں محسوس ہوتا تھا جیسے وہ ہمارے اپنے معاشرے کے کسی زخم پر ہاتھ رکھ رہے ہوں۔ شاید یہی ایک بڑے اداکار اور اچھے اداکار میں فرق ہوتا ہے۔ اچھا اداکار ہمیں کردار دکھاتا ہے، بڑا اداکار ہمیں کردار کے اندر موجود انسان دکھاتا ہے۔

فلم 'کرانتی ویر' میں ان کی بے باک اداکاری نے انہیں بہترین اداکار کا نیشنل فلم ایوارڈ دلوایا۔ 'پرندہ' میں ان کا کردار بھی ان کی فنی صلاحیتوں کا ایک اہم حوالہ بنا، جس پر انہیں فلم فیئر کا بہترین معاون اداکار کا ایوارڈ ملا۔ 'تیرنگا' میں ان کا انداز بھی شائقین کے ذہنوں میں نقش رہا۔ ان فلموں میں ان کا غصہ، ان کی بے باکی اور ناانصافی کے خلاف ان کا بپھرا ہوا انداز محض اداکاری نہیں محسوس ہوتا تھا بلکہ معاشرے کے اندر جمع ہونے والی بے چینی کی آواز بن جاتا تھا۔

مراٹھی شاہکار 'نٹسمرات' میں ایک زوال پذیر تھیٹر آرٹسٹ کے دکھ کو جس خوب صورتی سے انہوں نے پردے پر جیا، وہ ان کی فنی زندگی کے یادگار ترین کاموں میں شمار ہوتا ہے۔ فلم 'خاموشی: دی میوزیکل' میں گونگے اور بہرے باپ کے کردار میں ان کی اداکاری اس بات کی دلیل تھی کہ جذبات کی ترجمانی کے لیے ہمیشہ الفاظ کی ضرورت نہیں ہوتی۔ کبھی ایک نگاہ، ایک اشارہ اور ایک خاموشی بھی طویل مکالمے سے زیادہ اثر پیدا کرسکتی ہے۔ فلم 'راج نیتی' میں ماما کا کردار ہو یا 'ویلکم' میں ادے شیٹی کا مزاحیہ روپ، نانا پاٹیکر نے بارہا ثابت کیا کہ وہ کسی ایک قسم کے کردار کے اسیر نہیں تھے۔ وہ سنجیدگی میں بھی کمال دکھاتے تھے اور مزاح میں بھی۔ ان کے چہرے کے تاثرات، مکالمے ادا کرنے کا انداز اور غیر متوقع ردعمل معمولی سے منظر کو بھی یادگار بنا دیتے تھے۔

جس طرح 'شعلے' میں گبر سنگھ کا مکالمہ ''کتنے آدمی تھے؟'' زبان زدِ عام ہوا، اسی طرح فلم 'یشونت' میں نانا پاٹیکر کا مشہور مکالمہ ''سالا ایک مچھر آدمی کو ہیجڑا بنا دیتا ہے'' بھی عوامی یادداشت کا حصہ بن گیا۔ یہ مکالمے محض فلمی جملے نہیں رہے بلکہ روزمرہ گفتگو اور عوامی ثقافت میں اپنی جگہ بنا گئے۔ کہتے ہیں کہ ایک موقع پر شاہ رخ خان نے نانا پاٹیکر سے اپنی پہلی ملاقات کا واقعہ بیان کیا تھا۔ روایت کے مطابق، جب شاہ رخ خان اپنے بال سنوار رہے تھے تو نانا پاٹیکر نے انہیں یہ کہہ کر متوجہ کیا کہ ہیرو کی طرح بال بنانے کے بجائے اداکار بننے پر توجہ دو۔ اس واقعے کی اصل تفصیلات سے قطع نظر، اس میں ایک ایسا پیغام ضرور پوشیدہ ہے جو نانا پاٹیکر کی فنی شناخت سے مطابقت رکھتا ہے: اداکاری کا اصل کمال ظاہری چمک دمک میں نہیں، کردار کی سچائی میں ہوتا ہے۔

اداکاری سے ہٹ کر نانا پاٹیکر کی زندگی کا ایک اور پہلو بھی قابلِ ذکر ہے۔ ان کے بارے میں اکثر کہا جاتا ہے کہ وہ فلمی چکاچوند اور نمود و نمائش سے نسبتاً دور رہنے کو ترجیح دیتے تھے اور سماجی خدمت میں بھی دلچسپی رکھتے تھے۔ مہاراشٹر کے خشک سالی سے متاثرہ علاقوں میں کسانوں کی مشکلات نے انہیں بھی متوجہ کیا۔ انہوں نے اداکار مکرند انپور تے کے ساتھ مل کر 'نام فاؤنڈیشن' کے قیام میں کردار ادا کیا، جس نے کسانوں اور دیہی آبادی کی مدد کے لیے کام کیا۔

کسانوں کی مشکلات، قرضوں کے بوجھ اور خودکشیوں کے واقعات نے اس خطے کو طویل عرصے سے متاثر کر رکھا تھا۔ ایسے میں کسی معروف فنکار کا فلمی دنیا سے نکل کر ان مسائل کی طرف توجہ دینا اس بات کی یاددہانی ہے کہ شہرت کی اصل قدر بھی تب سامنے آتی ہے جب اسے دوسروں کے کام آنے کے لیے استعمال کیا جائے۔ نانا پاٹیکر کے بارے میں بیان کی جانے والی فلاحی سرگرمیوں کی تفصیلات اپنی جگہ، لیکن ان کی شخصیت کا یہ پہلو ان کے فن کے انسانی پہلو کو سمجھنے میں مدد دیتا ہے۔

ایک ہی شخص کبھی ہمیں رلاتا ہے، کبھی ہنساتا ہے، کبھی غصہ دلاتا ہے اور کبھی ہمیں اپنے ہی معاشرے کے بارے میں سوچنے پر مجبور کردیتا ہے۔ مگر شاید نانا پاٹیکر کی اصل خوبی فلم ختم ہونے کے بعد سامنے آتی ہے۔ کیمرہ بند ہوجاتا ہے، کردار ختم ہوجاتا ہے، فلم کا آخری منظر گزر جاتا ہے، مگر سوال باقی رہ جاتا ہے۔ کیا ہم نے اس کردار کو صرف دیکھا تھا یا اس میں اپنے معاشرے کا کوئی چہرہ بھی پہچانا تھا؟ ایک فنکار کی کامیابی شاید یہی ہے کہ وہ ہمیں دوسروں کو دیکھتے دیکھتے خود کو دیکھنے پر مجبور کردے۔ اگر ایک فنکار معاشرے کے دکھ کو محسوس کرتا ہے تو اس کا فن بھی محض تفریح نہیں رہتا، وہ ایک احساس بن جاتا ہے۔

برصغیر کے سینما نے ہمیں بہت سے عظیم فنکار دیے۔ کچھ اپنی خوب صورتی کے باعث یاد رہے، کچھ اپنی آواز کے باعث، کچھ اپنی مقبولیت کے باعث اور کچھ ایسے بھی ہیں جو اس لیے یاد رہتے ہیں کہ انہوں نے ہمیں انسان کے مختلف روپ دکھائے۔ نانا پاٹیکر کا شمار شاید آخری قسم کے فنکاروں میں ہوتا ہے۔ انہوں نے ہمیں صرف وہ انسان نہیں دکھایا جو پردۂ سیمیں پر نظر آتا ہے، بلکہ اس کے پیچھے چھپا ہوا انسان بھی دکھایا؛ خوف زدہ، زخمی، غصے میں، محبت میں، شکست خوردہ اور پھر بھی زندگی سے لڑتا ہوا۔ شاید اسی لیے نانا پاٹیکر کو دیکھتے ہوئے کبھی کبھی یوں محسوس ہوتا ہے کہ ہم سینما میں بیٹھ کر کسی اداکار کو نہیں دیکھ رہے ہوتے، ہم اپنے اردگرد کے کسی انسان کو دیکھ رہے ہوتے ہیں۔ وہ انسان جو شاید ہماری گلی میں رہتا ہے، ہمارے ساتھ سفر کرتا ہے، ہمارے دفتر میں بیٹھتا ہے یا کبھی کبھی تو ہمارے اپنے اندر موجود ہوتا ہے۔

فلمیں وقت کے ساتھ پرانی ہوجاتی ہیں۔ پوسٹر اتر جاتے ہیں، سینما بدل جاتے ہیں، نئی نسلیں نئے ہیرو تلاش کرلیتی ہیں۔ مگر اصل فنکار وقت کا محتاج نہیں ہوتا۔ وہ صرف پردے پر نہیں رہتا بلکہ لوگوں کی یادوں اور احساسات میں زندہ رہتا ہے۔ نانا پاٹیکر بھی شاید اسی لیے صرف ایک اداکار نہیں تھے۔ وہ ایک ایسی آواز تھے جو بہت کچھ کہہ کر بھی خاموش ہوجاتی تھی۔ وہ ایک ایسا چہرہ تھے جس پر کردار ختم ہونے کے بعد بھی کہانیاں باقی رہتی تھیں۔ وہ ایسے فنکار تھے جنہیں دیکھ کر کبھی کبھی یقین ہوجاتا ہے کہ اداکاری اگر سچائی کے قریب پہنچ جائے تو فن نہیں رہتی، زندگی بن جاتی ہے۔ نانا پاٹیکر کے لیے شاید اس سے بڑا خراجِ تحسین اور کیا ہوگا کہ ہم ان کی فلم دیکھ کر صرف یہ نہ کہیں کہ ''کیا زبردست اداکاری تھی!'' بلکہ فلم ختم ہونے کے بعد کچھ دیر خاموش رہیں اور سوچیں: ''یہ شخص اداکاری کر رہا تھا یا ہمیں زندگی دکھا رہا تھا؟''



ہاشو گروپ اور الرحمان گروپ کے درمیان فیصل آباد میں تین بڑے منصوبوں کی ترقی کا معاہدہ

پرل سٹی فیصل آباد، پی سی لیگیسی اور لائل پور رایا بائی ہاشو کے منصوبے باہمی اشتراک سے آگے بڑھائے جائیں گے، جدید رہائشی، تجارتی اور مہمان نوازی کی سہولتوں کے فروغ پر توجہ

فیصل آباد (فلیئر نیوز) پاکستان کے معروف کاروباری اداروں ہاشو گروپ اور الرحمان گروپ نے فیصل آباد میں رئیل اسٹیٹ، جدید رہائشی سہولتوں، تجارتی سرگرمیوں اور ہوٹلنگ کے شعبوں کو فروغ دینے کے لیے اہم معاہدے پر دستخط کر دیے ہیں۔ اس معاہدے کے تحت پرل سٹی فیصل آباد، پی سی لیگیسی اور لائل پور رایا بائی ہاشو کے منصوبوں کی ترقی کے لیے دونوں گروپس کے درمیان تعاون کو مزید وسعت دی جائے گی۔ معاہدے پر ہاشو گروپ کے رئیل اسٹیٹ ڈویژن اور الرحمان گروپ کے نمائندوں نے ایک خصوصی تقریب کے دوران دستخط کیے۔ تقریب میں دونوں اداروں کے اعلیٰ حکام، کاروباری شخصیات اور متعلقہ نمائندوں نے شرکت کی۔ معاہدے کی دستیاب تفصیلات کے مطابق دونوں گروپس نے تین اہم منصوبوں پر اشتراک کیا ہے۔ پرل سٹی فیصل آباد اور لائل پور رایا بائی ہاشو کو رئیل اسٹیٹ اور شہری ترقی کے وسیع تر تعاون کا حصہ بنایا گیا ہے، جبکہ پی سی لیگیسی منصوبہ ہاشو گروپ کے معروف ہوٹلنگ برانڈ سے منسلک ہے۔ اس اشتراک کا بنیادی مقصد دونوں اداروں کی پیشہ ورانہ مہارت، ترقیاتی تجربے اور کاروباری وسائل کو یکجا کرتے ہوئے ایسے منصوبوں کو آگے بڑھانا ہے جو فیصل آباد میں رہائش، کاروبار اور مہمان نوازی کے شعبوں کی بڑھتی ہوئی ضروریات پوری کرنے میں کردار ادا کر سکیں۔ ہاشو گروپ پاکستان کے ہوٹلنگ اور مہمان نوازی کے شعبے میں نمایاں مقام رکھتا ہے۔ پرل کانٹینینٹل ہوٹلز، پی سی لیگیسی اور ہوٹل ون جیسے برانڈز کے ذریعے گروپ ملک میں خدمات فراہم کر رہا ہے۔ دوسری جانب الرحمان گروپ رہائشی اور تجارتی منصوبوں کی ترقی کا تجربہ رکھتا ہے اور فیصل آباد سمیت مختلف شہروں میں رئیل اسٹیٹ کے منصوبوں سے وابستہ ہے۔ دونوں اداروں کے درمیان اس شراکت داری کو فیصل آباد جیسے بڑے صنعتی اور تجارتی شہر کے لیے اہم قرار دیا جا سکتا ہے، جہاں جدید رہائشی منصوبوں، کاروباری مراکز اور معیاری ہوٹلنگ کی سہولتوں کی ضرورت مسلسل اہمیت اختیار کر رہی ہے۔ معاہدے کے نتیجے میں تعمیراتی سرگرمیوں میں اضافے، متعلقہ صنعتوں کے لیے کاروباری مواقع اور مقامی سطح پر روزگار کے نئے امکانات پیدا ہونے کی توقع ظاہر کی جا سکتی ہے۔ تاہم ان معاشی فوائد کی حقیقی نوعیت اور حجم منصوبوں پر عملی پیش رفت کے بعد ہی واضح ہوگا۔ معاہدے کے مالی اور انتظامی پہلوؤں کے حوالے سے تاحال یہ تفصیلات سامنے نہیں آئیں کہ تینوں منصوبوں پر مجموعی طور پر کتنی سرمایہ کاری کی جائے گی، دونوں گروپس کا مالی حصہ کیا ہوگا، تعمیراتی اور انتظامی ذمہ داریاں کس تناسب سے تقسیم ہوں گی اور منصوبوں کی تکمیل کے لیے کیا مدت مقرر کی گئی ہے۔ اسی طرح منصوبوں کے تفصیلی نقشوں، رقبے، تعمیراتی مراحل اور متعلقہ سرکاری منظوریوں کی مکمل معلومات بھی دستیاب نہیں ہیں۔ اس کے باوجود ہاشو گروپ اور الرحمان گروپ کے درمیان تین منصوبوں کے حوالے سے ہونے والا یہ معاہدہ فیصل آباد کے رئیل اسٹیٹ اور مہمان نوازی کے شعبوں میں تعاون بڑھانے کی ایک اہم پیش رفت ہے۔ توقع ہے کہ آنے والے مراحل میں دونوں ادارے منصوبوں کے عملی آغاز، سرمایہ کاری، تعمیراتی شیڈول اور دیگر انتظامی امور کے بارے میں مزید تفصیلات جاری کریں گے۔



JAZZ 5G
HAMARI SUPERPOWER
JAZZWORLD

پاک امریکن شکاگو لینڈ چیمبر آف کامرس کے زیر اہتمام مینٹورشپ پروگرام

مقصد دوطرفہ تعلیمی پیشہ ورانہ اور کاروباری روابط کو مضبوط بنانے کی اہمیت کو اجاگر کرنا تھا

اسلام آباد (فلیئر نیوز) پاک امریکن شکاگو لینڈ چیمبر آف کامرس (PACCC) کے زیر اہتمام اسلام آباد کے مقامی ہوٹل میں مینٹورشپ پروگرام کی سرٹیفکیٹ تقسیم کرنے کی تقریب منعقد ہوئی۔تقریب کا مقصد نوجوانوں کی پیشہ ورانہ صلاحیتوں کو فروغ دینا، ان کی رہنمائی کرنا اور مستقبل کے لیے باصلاحیت قیادت تیار کرنا تھا۔تقریب کا عنوان" آج رہنمائی،کل قیادت" رکھا گیا تھا۔ پروگرام کے ذریعے پاکستان اور امریکہ کے درمیان تعلیمی، پیشہ ورانہ اور کاروباری روابط کو مضبوط بنانے کی اہمیت کو اجاگر کیا گیا۔





اسلام آباد میں چین کے قومی دن کی پروقار تقریب

وزیراعظم شہباز شریف کی خصوصی شرکت، میزبانی پاکستان میں چینی سفیر اور ان کی اہلیہ نے کی

اسلام آباد (خصوصی رپورٹ) عوامی جمہوریہ چین کے قیام کی 77 ویں سالگرہ کے موقع پر اسلام آباد میریٹ ہوٹل میں پروقار تقریب منعقد ہوئی، جس میں وزیراعظم محمد شہباز شریف نے بطور مہمان خصوصی شرکت کی۔تقریب کی میزبانی پاکستان میں چین کے سفیر جیانگ زائی ڈونگ اور ان کی اہلیہ نے کی۔تقریب میں شریک معزز مہمانوں نے چینی سفیر اور عوام کو قومی دن کی مبارکباد پیش کرتے ہوئے پاک چین دوستی کو پاکستان کی خارجہ پالیسی کا اہم ستون قرار دیا اور دونوں ممالک کے تعلقات مزید مضبوط ہونے کی امید ظاہر کی۔







پاکستان میں خواتین صحافیوں کو درپیش صنفی جسمانی اور ڈیجیٹل تحفظ کے خطرات

آصف محمود

پاکستان میں خواتین صحافیوں کو پیشہ ورانہ زندگی میں درپیش خطرات اب صرف نیوز روم یا فیلڈ رپورٹنگ تک محدود نہیں رہے۔ کام کی جگہ پر ہراسانی، فیلڈ میں بدسلوکی اور دھمکیوں کے ساتھ سوشل میڈیا پر کردارکشی، ٹرولنگ، بلیک میلنگ، نجی تصاویر کا غیر رضامندانہ استعمال، جعلی ویڈیوز اور مصنوعی ذہانت سے تیار کردہ مواد نے خواتین صحافیوں کے تحفظ کا مسئلہ مزید پیچیدہ بنا دیا ہے۔ خواتین صحافیوں کے ذاتی تجربات، ملکی و بین الاقوامی تحقیقات اور دستیاب اعداد و شمار ظاہر کرتے ہیں کہ یہ مسائل ان کی رپورٹنگ، سوشل میڈیا پر اظہارِ رائے اور پیشہ ورانہ سرگرمیوں کو متاثر کر رہے ہیں۔ تاہم قوانین اور مختلف ادارہ جاتی فورمز کی موجودگی کے باوجود خواتین صحافیوں سے متعلق الگ اور جامع قومی ڈیٹا دستیاب نہیں ہے۔

فیلڈ رپورٹنگ میں ہراسانی

خاتون صحافی لائبہ زینب کہتی ہیں کہ خواتین صحافیوں کو نیوز روم، فیلڈ اور سوشل میڈیا تینوں جگہوں پر صنفی امتیاز، ہراسیت اور نامناسب رویوں کا سامنا رہتا ہے، جس سے ان کے پیشہ ورانہ مواقع اور آزادیِ اظہار متاثر ہوتی ہے۔ ان کے مطابق صحافت میں نئی آنے والی خواتین کو اکثر کرائم، سیاست اور دیگر اہم بیٹس کے بجائے خواتین سے متعلق موضوعات تک محدود رکھنے کی کوشش کی جاتی ہے۔ ملازمت کے انٹرویوز میں بھی شادی، شادی کے منصوبے اور حمل جیسے ذاتی سوالات کیے جاتے ہیں۔ لائبہ زینب نے فیلڈ کے تجربات بیان کرتے ہوئے بتایا کہ لاہور میں موٹر سائیکل سواروں نے ان کی گاڑی کا پیچھا کیا، قریب آ کر گھورا اور فحش اشارے کیے، جبکہ نیوز روم کے ایک مرد ساتھی نے ان کی گاڑی میں بیٹھ کر نامناسب انداز میں ان کے گال پر چٹکی کاٹی۔ ان کے مطابق ایسے واقعات اور مسلسل نامناسب رویوں کے باعث انہوں نے نجی چینل سے استعفیٰ دے دیا۔

لاہور سے تعلق رکھنے والی رپورٹر فاخرہ خلیل نے بھی فیلڈ رپورٹنگ کے دوران ہراسانی کا ذکر کیا۔ ان کے مطابق بعض اوقات مرد رپورٹرز سمیت دیگر افراد نامناسب نظروں سے دیکھتے ہیں جبکہ خواتین رپورٹرز کے لباس اور شکل وصورت پر جملے کسنا معمول بن چکا ہے۔ نارووال کی فری لانسر صحافی صبا چوہدری نے ایک حساس تحقیقاتی رپورٹ کے دوران مقامی سطح پر دباؤ کا سامنا کرنے کا بتایا۔ ان کے مطابق ایک بڑے ٹی وی چینل سے وابستہ سینئر رپورٹر نے انہیں خبر کی کوریج سے باز رہنے کی تاکید اور علاقے میں جانے کی صورت میں ضلع میں کام نہ کرنے کی دھمکی دی۔ تاہم انہوں نے متاثرہ علاقے میں جا کر رپورٹنگ مکمل کی اور اسٹوری شائع ہوئی۔

نیوز روم میں امتیازی سلوک

خواتین صحافیوں کو نیوز روم میں بھی اسائنمنٹس اور پیشہ ورانہ صلاحیت کے حوالے سے امتیازی رویوں کا سامنا رہتا ہے۔ نجی ٹی وی کی رپورٹر عمارہ خان کے مطابق سابق ادارے میں احتجاج اور جلسوں سمیت اہم اسائنمنٹس کے لیے بعض ذمے داران کا مؤقف تھا کہ وہ یہ کام نہیں کر سکتیں۔ ایک موقع پر شدید گرمی میں نہر میں قربانی کے جانور نہلانے والوں کی فوٹیج بنانے کے لیے بھیجا گیا۔ مطلوبہ فوٹیج نہ ملنے پر ان پر کام نہ کرنے کے الزامات لگائے گئے۔ معاملہ ڈائریکٹر نیوز کے سامنے اٹھانے کے بعد ان کے لیے ادارے میں کام کرنا مزید مشکل ہو گیا اور بالآخر انہیں ملازمت چھوڑنا پڑی۔

سابق ایڈیٹر ایکسپریس ٹریبون اور سینئر صحافی کمال صدیقی کے مطابق ورک پلیس ہراسمنٹ صرف جنسی نوعیت کے واقعات تک محدود نہیں۔ کسی ملازم کو دھمکانا، مسلسل چیخنا چلانا، بُلنگ کرنا یا اسے کام کی جگہ پر خوف زدہ اور غیر محفوظ محسوس کرانا بھی ہراسانی کے دائرے میں آ سکتا ہے۔

صحافتی تحقیق کے دوران دباؤ

ڈی ڈبلیو سے وابستہ صحافی اور نیوز پورٹل دی رپورٹر کی سربراہ سعدیہ مظہر نے بتایا کہ رائٹ ٹو انفارمیشن کے ذریعے معلومات حاصل کرنے کی کوشش کے دوران انہیں دباؤ، دھمکیوں اور ہراسانی کا سامنا کرنا پڑا۔ ان کے مطابق 2023 میں ساہیوال کلب سے معلومات طلب کرنے پر کلب انتظامیہ نے ان کے خلاف کارروائی کی درخواست دی، جبکہ لاہور ایکسائز دفتر سے معلومات حاصل کرنے کے بعد ایک اہلکار کی جانب سے مختلف نمبروں سے پیغامات موصول ہوئے۔ 2024 میں سیاسی معاملات سے متعلق ایک پوسٹ کے بعد انہیں سوشل میڈیا پر نازیبا پیغامات اور مسلسل ٹرولنگ کا بھی سامنا کرنا پڑا۔

سوشل میڈیا پر کردارکشی اور دھمکیاں

سوشل میڈیا نے خواتین صحافیوں کے لیے عوام تک معلومات پہنچانے کے مواقع بڑھائے ہیں، تاہم یہی پلیٹ فارم ہراسانی، ٹرولنگ، کردارکشی اور دھمکیوں کا ذریعہ بھی بن رہا ہے۔

لائبہ زینب کے مطابق ایک کم عمر بچی سے زیادتی کی خبر رپورٹ کرنے اور عورت مارچ کی ویڈیو پوسٹ کرنے کے بعد انہیں شدید تنقید، کردارکشی، موت اور ریپ کی دھمکیوں کا سامنا کرنا پڑا۔ ان کی تصاویر میں ردوبدل کر کے توہین آمیز میمز بھی بنائے گئے۔ انہوں نے آن لائن ہراسانی کے خلاف ایف آئی اے میں دو شکایات درج کرائیں، تاہم ان کے مطابق مؤثر کارروائی نہ ہو سکی۔

نجی ٹی وی سے وابستہ رپورٹر دعا مرزا کے مطابق اسلام آباد کے پمز اسپتال میں آتشزدگی کے واقعے میں نومولود بچوں کی ہلاکت کی رپورٹنگ کے دوران انہیں سوشل میڈیا پر شدید تنقید کا سامنا کرنا پڑا۔ بعض صارفین نے میڈیا کو بکاؤ قرار دیا، ان کے لباس پر تنقید کی اور رپورٹرز پر فالورز بڑھانے کے لیے غلط معلومات دینے کے الزامات لگائے۔ سینئر ملٹی میڈیا جرنلسٹ ثمن خان کے مطابق پاکستان میں خواتین صحافیوں کے خلاف آن لائن ہراسانی اور ٹرولنگ کا کوئی جامع سرکاری یا نجی ڈیٹا موجود نہیں۔

بلیک میلنگ سے ڈیپ فیک تک

ڈیجیٹل رائٹس فاؤنڈیشن کے مطابق خواتین صحافیوں کی جانب سے آن لائن تعاقب، بلیک میلنگ، براہ راست دھمکیوں، جعلی پروفائلز، ذاتی معلومات کے غیر مجاز پھیلاؤ اور سوشل میڈیا اکاؤنٹس ہیک ہونے سے متعلق شکایات موصول ہوتی رہی ہیں۔ مصنوعی ذہانت سے تیار کردہ مواد اور نجی تصاویر یا ویڈیوز کی بغیر اجازت شیئرنگ کے واقعات بھی سامنے آتے ہیں۔ ڈی آر ایف کے اعداد و شمار کے مطابق خواتین صحافیوں کی جانب سے ڈیجیٹل سیکیورٹی اور آن لائن ہراسانی سے متعلق 2023 میں 23 درخواستیں موصول ہوئیں۔ 2024 میں یہ تعداد 65، 2025 میں 47 جبکہ 2026 میں اب تک 26 رہی۔ چار سال کے دوران ایسی درخواستوں کی مجموعی تعداد 161 بنتی ہے۔ فاؤنڈیشن متاثرہ صحافیوں کو شواہد محفوظ کرنے، اکاؤنٹس محفوظ بنانے، متعلقہ سوشل میڈیا پلیٹ فارمز پر شکایات درج کرانے اور نیشنل سائبر کرائم انویسٹی گیشن ایجنسی سے رجوع کرنے میں معاونت فراہم کرتی ہے۔

تحقیقاتی رپورٹس اور اعداد و شمار

ویمن جرنلسٹس ایسوسی ایشن آف پاکستان اور فریڈم نیٹ ورک کی 2024 کی رپورٹ میں اسلام آباد کے 15 نیوز اداروں کا جائزہ لیا گیا۔ رپورٹ کے مطابق صرف دو اداروں میں ہراسانی کی شکایات کی تحقیقات کے لیے خصوصی انکوائری کمیٹیاں موجود تھیں، حالانکہ قانون کے تحت ایسی کمیٹی کا قیام لازم ہے۔ جائزے میں چھ ٹی وی چینلز، چار اخبارات، تین خبر رساں اداروں اور دو نیوز ویب سائٹس شامل تھیں۔ ان اداروں میں خواتین صحافیوں کی اوسط نمائندگی 11 فیصد تھی جبکہ زیادہ تر اداروں میں قیادت کے عہدوں پر کوئی خاتون صحافی موجود نہیں تھی۔ تقریباً 75 فیصد ادارے صنفی معاملات کے حوالے سے غیر حساس پالیسیوں پر عمل کر رہے تھے۔

پاکستان پریس فاؤنڈیشن کے مطابق 2024 میں ملک بھر میں صحافیوں اور میڈیا پروفیشنلز کے خلاف کم از کم 162 تصدیق شدہ حملے یا آزادی اظہار محدود کرنے کے واقعات ریکارڈ کیے گئے، جن میں 14 آن لائن ہراسانی اور پانچ دھمکیوں کے واقعات شامل تھے۔ فاؤنڈیشن کی 2026 کی جائزہ رپورٹ کے مطابق جنوری 2025 سے اپریل 2026 کے دوران صحافیوں اور میڈیا پروفیشنلز کے خلاف تشدد، دھمکیوں، قانونی کارروائیوں اور دیگر پابندیوں کے کم از کم 233 واقعات دستاویزی شکل میں ریکارڈ کیے گئے۔ رپورٹ میں خواتین صحافیوں کو مصنوعی ذہانت سے تیار کردہ مواد کے ذریعے نشانہ بنانے اور کردارکشی پر مبنی حملوں میں اضافے کی بھی نشاندہی کی گئی ہے۔

یونیسکو کی معاونت سے انٹرنیشنل سینٹر فار جرنلسٹس کی 2022 میں شائع ہونے والی عالمی تحقیق میں 714 خواتین صحافیوں کے تجربات کا جائزہ لیا گیا۔ تحقیق کے مطابق 73 فیصد نے آن لائن تشدد کا سامنا کیا، 38 فیصد نے اپنی پیشہ ورانہ یا آن لائن موجودگی محدود کی، 11 فیصد نے کام سے چھٹی لی، چار فیصد نے ملازمت چھوڑی جبکہ دو فیصد نے صحافت ترک کر دی۔ سال 2025 میں 351 خواتین صحافیوں پر کی گئی ایک اور تحقیق میں 25 فیصد نے آن لائن تشدد کے باعث اضطراب یا ڈپریشن، 13 فیصد نے پی ٹی ایس ڈی، 45 فیصد نے سوشل میڈیا پر خود سنسرشپ اور 22 فیصد نے کام کی جگہ پر خود سنسرشپ کی اطلاع دی۔ نو فیصد خواتین صحافیوں کی نجی تصاویر رضامندی کے بغیر شیئر کی گئیں جبکہ پانچ فیصد کو ڈیپ فیک یا تبدیل شدہ تصاویر اور ویڈیوز کے ذریعے نشانہ بنایا گیا۔

قانون موجود، مکمل ڈیٹا غائب

پاکستان میں کام کی جگہ پر ہراسانی سے تحفظ کے لیے 2010 کا قانون موجود ہے، جس کے تحت اداروں کے لیے تین رکنی انکوائری کمیٹی تشکیل دینا لازم ہے اور کم از کم ایک خاتون رکن شامل ہونا ضروری ہے۔ وفاقی محتسب برائے انسداد ہراسانی کے مطابق اداروں کو مجاز اتھارٹی مقرر کرنے، ہراسانی کے خلاف ضابطۂ اخلاق نمایاں کرنے، شکایت کنندہ کو انتقامی کارروائی سے تحفظ دینے اور کارروائی کے دوران رازداری برقرار رکھنے کی ذمہ داری بھی حاصل ہے۔ فوسپاہ کے مطابق 2024-25 کے دوران اسے ہراسانی کی ایک ہزار 119 شکایات موصول ہوئیں جبکہ ایک ہزار 47 شکایات کے فیصلے کیے گئے۔ شکایات کی تعداد گزشتہ سال کے مقابلے میں 375 فیصد بڑھی۔ تاہم ان اعداد و شمار میں میڈیا اداروں یا خواتین صحافیوں کے کیسز کی الگ تعداد دستیاب نہیں ہے۔

نیشنل سائبر کرائم انویسٹی گیشن ایجنسی کے مطابق 2023 سے 2026 تک سائبر کرائم کی شکایات میں اضافہ ہوا۔ قومی اسمبلی میں پیش کردہ سرکاری اعداد و شمار کے مطابق 2023 میں 1 لاکھ 34 ہزار 710، 2024 میں 1 لاکھ 61 ہزار 828 اور 2025 میں 1 لاکھ 57 ہزار 465 شکایات موصول ہوئیں جبکہ 2026 میں اب تک 77 ہزار 23 شکایات درج ہو چکی ہیں۔ تاہم ان میں خواتین صحافیوں، اینکرز یا میڈیا ورکرز کی شکایات الگ شمار یاتی زمرے میں موجود نہیں ہے۔

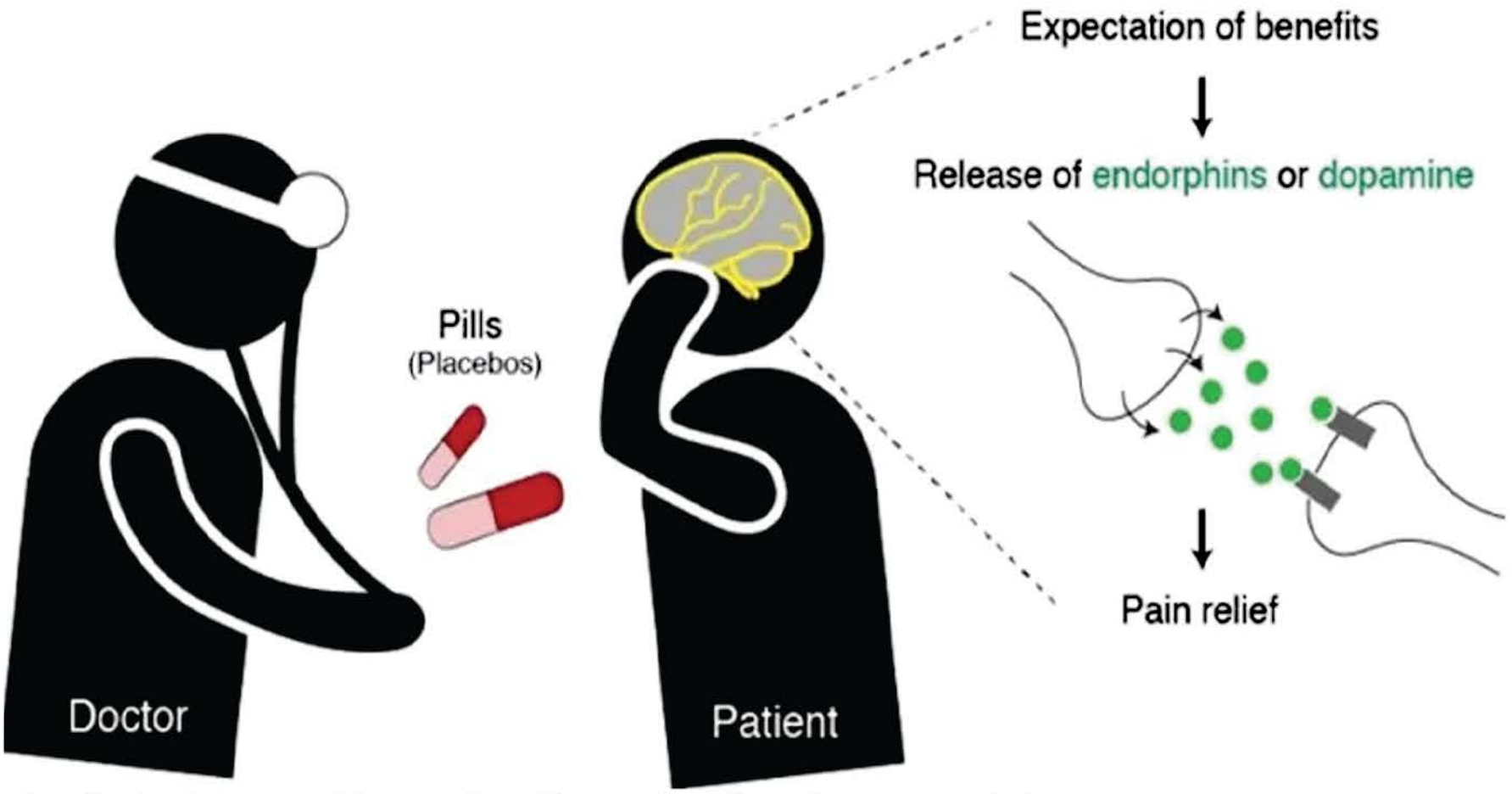
پروٹیکشن آف جرنلسٹس اینڈ میڈیا پروفیشنلز ایکٹ 2021 صحافیوں اور میڈیا پروفیشنلز کے تحفظ کا قانونی فریم ورک فراہم کرتا ہے، تاہم خواتین صحافیوں کو نیوز روم، فیلڈ یا آن لائن ہراسانی سے متعلق شکایات اور ان پر کارروائی کا الگ جامع ڈیٹا عوامی سطح پر دستیاب نہیں ہے۔

میڈیا اداروں کی ذمے داری

ایکسپریس نیوز، جیو نیوز اور سما نیوز میں ایچ آر کے سربراہ کی حیثیت سے خدمات انجام دینے والے ثاقب ڈوگر کے مطابق ہراسانی کے خلاف پالیسی کا ہونا محفوظ اور باوقار کام کے ماحول کے لیے بنیادی ضرورت ہے۔ مؤثر پالیسی میں ہراسانی کی مختلف شکلوں، شکایت کے واضح طریقہ کار، غیر جانب دارانہ تحقیقات، رازداری اور شکایت کنندہ کے تحفظ کی ضمانت شامل ہونی چاہیے۔ ان کے مطابق اصل اہمیت پالیسی کے عملی نفاذ کی ہے۔ کمال صدیقی کے مطابق ہراسمنٹ کمیٹی کو انتظامی معاملات سے آزاد رکھنا ضروری ہے تاکہ شکایات کی غیر جانب دارانہ تحقیقات ہو سکیں۔ نیشنل ویمن جرنلسٹس فورم کی صدر فرزانہ چوہدری کے مطابق خواتین صحافیوں کو خصوصی خطرات کے پیش نظر نیوز رومز میں مؤثر حفاظتی نظام اور داخلی احتساب ضروری ہے۔ ان کے مطابق شکایات کو جنس کے ساتھ ساتھ پیشے، میڈیا ادارے، شکایت کی نوعیت، تحقیقات، ایف آئی آر، گرفتاری، چالان، فیصلے اور سزا کے مراحل کے اعتبار سے بھی ریکارڈ کیا جانا چاہیے۔

لاہور پریس کلب کے جنرل سیکرٹری افضال طالب کہتے ہیں آن لائن حملوں کی صورت میں ڈیجیٹل سیکورٹی، قانونی معاونت اور شواہد محفوظ کرنے کا نظام ضروری ہے۔ ریاستی اداروں کو خواتین صحافیوں کی شکایات کا الگ اور باقاعدہ ریکارڈ مرتب کرنا چاہیے تاکہ معلوم ہو سکے کہ کتنی شکایات درج ہوئیں، کتنی تحقیقات مکمل ہوئیں، کتنے مقدمات درج ہوئے اور کتنے کیسز میں کارروائی نتیجہ خیز ثابت ہوئی۔ ثمن خان کا کہنا اگر کوئی خاتون رپورٹر کردارکشی، دھمکی یا ہراسانی کے خوف سے اپنی آن لائن موجودگی محدود کر دے یا کسی موضوع پر رپورٹنگ سے گریز کرے تو اس کا اثر صرف اس صحافی تک محدود نہیں رہتا بلکہ معلومات کے آزادانہ بہاؤ اور عوام کے حقِ معلومات پر بھی پڑتا ہے۔ فرزانہ چوہدری سمجھتی ہیں خواتین صحافیوں کے تحفظ کا اصل امتحان قوانین اور اداروں کی موجودگی نہیں بلکہ ان کے مؤثر نفاذ، شکایات کے بروقت ازالے، متاثرہ صحافیوں کے تحفظ اور قابل اعتماد اعداد و شمار کی دستیابی ہے۔

HAMARI SUPERPOWER
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پلیسیبو: جھوٹی دوا کا سچا اثر

ڈاکٹر عبید علی

تصور کرتے ہیں کہ آپ کو کئی دنوں سے سر درد محسوس ہو رہا ہے۔ آپ کے دوست ڈاکٹر نے ایک دوا کا نسخہ لکھا، ساتھ فارماسسٹ کو فون کر کے کچھ بتا دیا۔ آپ سے کہا وہاں چلے جاؤ اور دوا کھالو۔ اس دوا سے درد میں آرام آئے گا۔ آپ گولی کھاتے ہیں اور کچھ دیر بعد آپ کے سر کا درد واقعی کم ہونے لگتا ہے۔ مزے کی بات تو یہ ہے کہ یہ چنے کے دال کے پاؤڈر کی ٹیبلٹ تھی، اس میں اور کچھ نہیں تھا، یعنی کوئی درد کم کرنے والی دوا کا جز موجود ہی نہیں تھا۔ یہ فرضی کہانی نہیں۔ سائنسی تحقیقات بار بار بلکہ تقریباً ہر طبی آزمائش میں یہ یاد دلاتی ہے کہ بعض حالات میں ایسی دوا جس میں کوئی مؤثر دوائی جز و نہ بھی ہو مریض کو فائدہ پہنچاتا ہے۔ میں اگر یہ کہوں کہ اس مخصوص شخص کا حیاتی جسم اس کا مرض خود صحیح کر رہا تھا یعنی وہ از خود صحتمند ہو رہا تھا، اسے دوا دیں یا نہ دیں اس نے صحتمند ہونا ہی تھا یا پھر اس کے ذہن میں پوشیدہ امید نے دوا کے احساس کے سہارے جسم کی مدافعتی قوت کو حوصلہ بخشا۔ اب اس نکتے کو کئی بار پڑھیں اور سمجھیں۔ اسے ہی پلیسیبو ایفیکٹ کہا جاتا ہے۔

دلچسپ بات تو یہ ہے کہ یہ کہانی یہاں ختم نہیں ہوتی۔ کبھی اصل دوا کا فائدہ پلیسیبو سے زیادہ ثابت نہیں ہوتا، اور بعض تجربات میں پلیسیبو لینے والوں کی علامات اصل دوا لینے والوں سے بہتر نظر آتی ہیں۔ اس سے بھی حیران کن بات یہ ہے کہ ایک شخص بے اثر دوا کھاتا ہے مگر سر درد، متلی یا چکر محسوس کرنے لگتا ہے، صرف اس لیے کہ اسے بتایا گیا تھا کہ یہ دوا کا سائیڈ ایفیکٹ ہے۔ اس مظہر کو نوسیبو ایفیکٹ کہتے ہیں۔ کیا انسانی دماغ جسم کو آرام بھی پہنچا سکتا ہے اور تکلیف بھی؟ کیا دوا کا اثر صرف اس کے کیمیائی اجزا سے پیدا ہوتا ہے؟ کیا مریض کا یقین علاج کا حصہ بن سکتا ہے؟ اور اگر ایسا ہے تو ہم کیسے جان سکیں کہ مریض دوا سے ٹھیک ہوا، اپنے یقین سے، یا بیماری خود بہتر ہوگئی؟ یہ سوالات ہماری توجہ کے طلبگار اور جدید طب کی سنجیدہ بحث کا حصہ ہونے چاہئیں۔

آیئے بنیادی فرق کی گرہ کھولتے ہیں تاکہ سمجھنے کی کوشش ہو۔ اگر مریض پلیسیبو کے بعد بہتر ہو جائے تو ضروری نہیں کہ بہتری پلیسیبو کی وجہ سے ہوئی ہو۔ بہت سی بیماریاں وقت کے ساتھ خود بہتر ہوتی ہیں، درد کی شدت بدلتی رہتی ہے اور بعض مریض علاج اس وقت شروع کرتے ہیں جب علامات انتہائی شدید ہوتی ہیں۔ اچھی سائنس صرف یہ نہیں پوچھتی کہ مریض بہتر ہوا یا نہیں، وہ یہ بھی جاننا چاہتی ہے کہ کیوں بہتر ہوا، کتنا بہتر ہوا اور کیا یہی بہتری علاج کے بغیر بھی ممکن تھی۔ یہی فرق سائنسی تحقیق کو عام مشاہدے سے ممتاز کرتا ہے۔

2001 میں نیو انگلینڈ جرنل آف میڈیسن میں شائع تحقیق اور بعد میں ایک بڑے جائزے نے واضح کیا کہ پلیسیبو ہر بیماری میں غیر معمولی فائدہ نہیں پہنچاتا، البتہ درد جیسی محسوس کردہ علامات میں اس کے قابلِ پیمائش اثرات سامنے آسکتے ہیں۔ گویا پلیسیبو نہ مکمل دھوکا ہے، نہ ہر بیماری کا معجزاتی علاج۔ پارکنسن کی بیماری کے مریضوں پر ایک حیرت انگیز تجربے میں جدید دماغی تصویر میں دیکھا گیا کہ علاج کی توقع کے نتیجے میں دماغ میں ڈوپامین کا اخراج بڑھ گیا، حالانکہ انہیں اصل دوا کے بجائے پلیسیبو دیا گیا تھا۔ گولی میں دوا نہیں تھی مگر دماغ میں قابلِ پیمائش کیمیائی تبدیلی واقع ہوئی۔ یہ دریافت دماغ اور توقع کے تعلق کے بارے میں بتاتی ہے کسی معجزاتی علاج کے بارے میں نہیں۔ درد کے حوالے سے بھی تحقیقات بتاتی ہیں کہ بعض حالات میں پلیسیبو جسم کے اپنے درد کم کرنے والے نظام کو متحرک کر سکتا ہے لیکن یہ اثر ہر شخص یا ہر قسم کے درد میں یکساں نہیں اور اصل درد کش ادویات کا متبادل نہیں۔

سب سے چونکا دینے والی تحقیق گھٹنوں کے آپریشن سے متعلق تھی۔ 2002 کی امریکی تحقیق میں 180 مریضوں کو گروہوں میں تقسیم کیا گیا۔ بعض کی اصل آرتھروسکوپک سرجری ہوئی جبکہ ایک گروہ میں صرف نمائشی طریقہ اختیار کیا گیا تاکہ مریض کو محسوس ہو کہ آپریشن ہوا ہے۔ نتائج میں اصل طریقوں کا فائدہ نمائشی سرجری سے بہتر ثابت نہیں ہوا۔ اس کا مطلب یہ بھی نہیں کہ گھٹنے کی تمام سرجریاں غیر ضروری ہیں۔ یہ نتیجہ مخصوص حالات سے متعلق تھا لیکن اس نے اہم لازمی سوال ضرور پیدا کیا کہ اگر آپریشن کے بعد مریض بہتر ہو جائے تو ہم کیسے ثابت کریں کہ بہتری واقعی اس دوا سے ہوئی جسے ہم علاج سمجھ رہے تھے؟ یہ سوال ادویات، انجیکشن وغیرہ پر بھی لاگو ہوتا ہے۔

ایک اور دلچسپ خیالی پہلو یہ ہے کہ پلیسیبو صرف اس وقت اثر کرتا ہے جب مریض کو معلوم نہ ہو کہ اسے اصل دوا نہیں دی جارہی۔ 2010 میں کچھ مریضوں پر تحقیق ہوئی جس میں بعض مریض کو صاف بتایا گیا تھا کہ دواؤں میں کوئی فعال دوائی جز و نہیں۔ اس کے باوجود ان میں بعض علامات کے حوالے سے زیادہ بہتری دیکھی گئی۔ تحقیق چھوٹی تھی مگر اس نے سوال اٹھایا کہ اگر مریض جانتا ہے کہ گولی میں دوا نہیں تو اس جاننے کے بعد بھی فائدہ کیوں ہوا؟ کیا دوا لینے کا عمل، ڈاکٹر کی گفتگو، امید اور علاج کا ماحول جسمانی احساسات پر اثر ڈالتے ہیں؟ ابھی ہمارے پاس مکمل جوابات نہیں۔ پلیسیبو کی کہانی کا دوسرا رخ نوسیبو ہے۔ فرض کیجیے مریض کو بتایا جاتا ہے کہ نئی دوا سے سر درد، تھکن یا متلی ہو سکتی ہے۔ کچھ عرصے بعد وہ واقعی ان علامات کی شکایت کرنے لگتا ہے۔ کیا یہ دوا کے مضر اثرات ہیں؟ ممکن ہے کہ یہ بیماری کی اپنی علامات ہوں؟ ویسے یہ بھی ممکن ہے کہ یہ بیماری منفی توقعات علامات پیدا یا شدید کر سکتی ہیں؟ سائنسی شواہد کے مطابق ایسا بھی ہو سکتا ہے اور نہیں تو کیوں نہیں ہو سکتا؟

2020 کی سمسن ٹرائل نے اس سوال کو دلچسپ انداز میں جانچا۔ اس میں ایسے 60 افراد شامل تھے جنہوں نے پہلے چربی کم کرنے والی دوا اسٹیٹن کو مضر اثرات کی شکایت پر چھوڑ دی تھی۔ مختلف مہینوں میں انہیں اصل اسٹیٹن، پلیسیبو یا کوئی گولی نہیں دی گئی۔ نتائج حیران کن تھے۔ اصل دوا کے دوران علامات کا اوسط اسکور 3.16، پلیسیبو کے دوران 4.15، اور بغیر دوا والے مہینوں میں صرف 8 یعنی بے اثر گولی لینے والے مہینوں میں بھی شکایات تقریباً اصل دوا جتنی تھیں۔ اس سے یہ ثابت نہیں ہوتا کہ اسٹیٹن کے تمام مضر اثرات خیالی ہیں لیکن یہ ضرور سکھاتا ہے کہ دوا کے بعد پیدا ہونے والی ہر تکلیف لازماً اس کے کیمیائی اثر کی وجہ سے نہیں ہوتی۔ اس حقیقت کا تعلق ادویات کے تحفظ سے بھی جوڑا جا سکتا ہے۔

مریض کی شکایت سنجیدگی سے سنی چاہیے مگر ساتھ ہی جانچنا چاہیے کہ سر درد دوا سے پیدا ہوا یا پہلے سے موجود تھا یا توقعات کا کردار تھا۔ نوسیبو کا تصور مریض کی شکایت کو جھٹلانے کے لیے نہیں بلکہ اسے سائنسی انداز میں سمجھنے کے لیے استعمال ہونا چاہیے۔ ویسے ڈاکٹر ہو یا فارماسسٹ، مریض کو ممکنہ مضر اثرات بتانے کا پابند ہے، کیونکہ یہ مریض کا حق ہے۔ لیکن بیان کرنے کا انداز بھی مریض کے تجربے پر اثر ڈال سکتا ہے۔ سچی معلومات دینا ضروری ہے مگر انہیں ذمے داری سے اور غیر ضروری خوف پیدا کیے بغیر پیش کرنا بھی اہم ہے۔ اگر پلیسیبو بعض علامات میں فائدہ پہنچا سکتا ہے تو کیا اسے کینسر، ذیابیطس یا انفیکشن کے علاج کے طور پر استعمال کیا جا سکتا ہے؟ سائنس کا جواب واضح ہے، پلیسیبو سے سکون ملنا یا درد کم محسوس ہونا اس بات کا ثبوت نہیں کہ کینسر کے خلیے ختم ہو گئے یا جراثیم مر گئے۔ علامات میں بہتری اور بیماری کے بنیادی عمل میں بہتری دو مختلف چیزیں ہیں۔ اس فرق کو سمجھے بغیر نظر انداز کرنا خطرناک ہو سکتا ہے۔

پلیسیبو اور نوسیبو کی تحقیقات کا سب سے اہم سبق یہ ہے کہ ہم اکثر کہتے ہیں ''مریض نے دوا کھائی اور ٹھیک ہو گیا''۔ لیکن یہ مکمل سائنسی نتیجہ نہیں۔ ہمیں پوچھنا یہ بھی چاہیے کہ اگر وہ دوا نہ کھاتا تو کیا ہوتا؟ اگر پلیسیبو دیا جاتا تو کیا فرق پڑتا؟ کیا بہتری مستقل تھی؟ کیا بیماری کے بنیادی عمل میں بھی تبدیلی آئی؟ اور کیا ہمارے پاس اتنے اچھے شواہد ہیں کہ ہم بہتری کی اصل وجہ پہچان سکیں؟ انسان صرف ایک کیمیائی مشین نہیں۔ اس کا دماغ، تجربات، خوف، امید اور بیماری کا احساس ایک دوسرے سے جڑے ہیں، لیکن اس حقیقت کو بنیاد بنا کر یہ دعویٰ بھی غلط ہوگا کہ محض مثبت سوچ ہر بیماری کا علاج ہے۔ شاید سب سے دلچسپ بات یہ ہے کہ ایک بے اثر جھوٹی دوا بعض حالات میں حقیقی آرام پیدا کر سکتی ہے جبکہ ایک مؤثر دوا کے ساتھ منفی توقعات حقیقی تکلیف میں اضافہ کر سکتی ہیں۔ دونوں باتیں بیک وقت درست ہو سکتی ہیں اور دونوں ہمیں یاد دلاتی ہیں کہ انسانی جسم کے بارے میں ہمارا علم ابھی مکمل نہیں۔ بہت کچھ نامعلوم ہے۔

پلیسیبو کا اصل معجزہ یہ نہیں کہ بے اثر گولی ہر بیماری کا علاج کر سکتی ہے۔ اصل حیرت یہ ہے کہ ایسی گولی بعض حالات میں دماغ اور جسم کے قابلِ پیمائش ردعمل سے وابستہ ہو سکتی ہے اور اس سے بھی بڑی حیرت یہ ہے کہ صدیوں کی طبی ترقی کے باوجود ہمیں ابھی بھی یہ جاننے کے لیے مزید تحقیق درکار ہے کہ علاج میں کتنا حصہ دوا کا ہے، کتنا مریض کی توقعات کا، کتنا ماحول کا اور کتنا بیماری کے قدرتی سفر کا۔ سائنس کی خوبصورتی اسی میں ہے کہ وہ حیرت کو معجزہ قرار دے کر خاموش نہیں ہو جاتی بلکہ اس کے پیچھے حقیقت تلاش کرتی ہے۔ اچھے علاج کی ابتدا بھی یہیں سے ہے کہ مریض کی بات پر توجہ دی جائے، دوا کے بارے میں دیانت داری سے کام لیا جائے، شواہد کی درست تشریح کے لیے علم کے زیر اثر گفتگو کا رواج ہو اور یہ اعتراف کہ ہم بہت کچھ جاننے کے باوجود ابھی بہت کچھ نہیں جانتے۔ شاید ہمیں اندازہ بھی صحیح نہیں کہ ہم کتنا نہیں جانتے۔

HAMARI SUPERPOWER
Jazz 5G
JAZZWORLD

اسمارٹ زراعت: کم وسائل سے زیادہ پیداوار کی طرف ایک نیا راستہ



ڈاکٹر عمران شوکت

زراعت پاکستان کی معیشت کی ریڑھ کی ہڈی ہے۔ یہ شعبہ ملکی جی ڈی پی میں نمایاں حصہ ڈالتا ہے، آبادی کے بڑے حصے کو روزگار فراہم کرتا ہے اور کروڑوں لوگوں کی غذائی ضروریات کو پورا کرتا ہے۔ لیکن آج یہی شعبہ پانی کی کمی، موسمیاتی تبدیلی، بڑھتی ہوئی لاگت اور گھٹتی ہوئی پیداواری صلاحیت جیسے سنگین مسائل سے دوچار ہے۔ ایسے حالات میں یہ سوال انتہائی اہم ہو جاتا ہے کہ ہم محدود وسائل کے باوجود اپنی زرعی پیداوار کو کیسے برقرار رکھ سکتے ہیں اور اس میں مزید اضافہ کیسے کر سکتے ہیں؟

ہمارے کھیتوں میں آج بھی بڑی حد تک دہائیوں پہلے اپنائے گئے روایتی طریقے رائج ہیں۔ جس کی مثال کھیت کو بھر کر پانی دینا اور موسم کے بدلتے مزاج کو نظر انداز کر کے پرانے کیلنڈر کے مطابق فصل بونا شامل ہیں۔ دوسری طرف دنیا کے کئی ممالک ڈیٹا، جدید ٹیکنالوجی اور درست منصوبہ بندی کے ذریعے کم وسائل سے زیادہ پیداوار حاصل کر رہے ہیں۔ ایسے میں ہمارے ذہنوں میں ایک اہم سوال پیدا ہوتا ہے کہ ہم اپنی پیداواری لاگت میں کمی لا کر کیسے زیادہ پیداوار حاصل کر سکتے ہیں؟ اس سوال کا جواب اسمارٹ زراعت کی صورت میں ہمارے سامنے موجود ہے۔

اسمارٹ زراعت میں جدید ٹیکنالوجی، ڈیٹا اور سائنسی معلومات کو بروئے کار لاتے ہوئے کاشتکاری کے فیصلے کیے جاتے ہیں۔ جس میں سینسر، سیٹلائٹ تصاویر، موسمی پیش گوئی، ڈرون، موبائل ایپس اور درست آبپاشی کے نظام جیسے ذرائع شامل ہیں۔ اس کا بنیادی مقصد یہ ہے کہ ہر کھیت کو اس کی اصل ضرورت کے مطابق پانی، کھاد اور دیگر زرعی ضروریات فراہم کی جائیں، یہ کاشتکاری کے طریقہ کار میں ایک تبدیلی ہے۔ یعنی اندازے کی جگہ پیمائش اور روایتی فیصلوں کی جگہ سائنسی معلومات کی بنیاد پر فیصلہ سازی کی جائے۔

ہماری زراعت نہری نظام اور زیرِ زمین پانی پر بڑا انحصار کرتی ہے۔ نہروں سے پانی کا رساؤ اور کھیتوں میں آبپاشی کے دوران پانی کا ضیاع ایک اہم مسئلہ ہے، جبکہ ٹیوب ویلوں کے بے تحاشا استعمال سے کئی علاقوں میں زیرِ زمین پانی کی سطح مسلسل گر رہی ہے۔ روایتی طریقۂ آبپاشی میں ضرورت سے زیادہ پانی استعمال ہونے کے باعث اس قیمتی وسائل پر دباؤ مزید بڑھ جاتا ہے۔ ایسے میں پانی کی ضرورت کا درست تعین اور اس کا درست استعمال ناگزیر ہے۔ زراعت کو درپیش مسائل میں ایک اور بڑا مسئلہ موسمیاتی تبدیلی ہے۔ موسمیاتی تبدیلی سے مراد عالمی درجہ حرارت میں اضافہ اور بارشوں کے نظام میں غیر یقینی صورتحال میں اضافہ ہے۔ حالیہ برسوں میں بے وقت بارشیں، غیر معمولی گرمی کی لہریں، خشک سالی اور تباہ کن سیلاب ہماری فصلوں کو متاثر کر چکے ہیں۔ جب موسم غیر یقینی ہو جائے تو صرف روایتی تجربے پر انحصار کافی نہیں رہتا، بلکہ درست موسمی معلومات اور بروقت فیصلے اہم ہو جاتے ہیں۔ دوسری طرف کھاد، بیج، بجلی اور ڈیزل کی قیمتوں میں اضافے نے کاشتکاروں کے لیے منافع برقرار رکھنا مشکل بنا دیا ہے۔ اگر ان وسائل کو ضرورت کے مطابق استعمال کیا جائے تو پیداواری لاگت میں کمی لائی جا سکتی ہے۔

ملکی آبادی میں مسلسل اضافے کے ساتھ قابلِ کاشت رقبہ محدود ہوتا جا رہا ہے۔ اس لیے مستقبل میں غذائی ضروریات کو پورا کرنے کے لیے زرعی رقبہ بڑھانا ممکن نہیں ہوگا، بلکہ اس کے لیے ہمیں پہلے سے موجود رقبے سے زیادہ پیداوار حاصل کرنے پر توجہ دینا ہوگی۔ پاکستان کی فی ایکڑ پیداواری صلاحیت دوسرے ممالک کے مقابلے میں کم ہے۔ اس فرق کو کم کرنے کے لیے بہتر زرعی انتظام، جدید ٹیکنالوجی اور سائنسی طریقوں کا استعمال اہم کردار ادا کر سکتا ہے۔

اسمارٹ زراعت مختلف طریقوں اور ٹیکنالوجیز کا مجموعہ ہے، جنہیں ہماری زرعی ضروریات کے مطابق اپنایا جا سکتا ہے۔ مثال کے طور پر ڈرپ اور اسپرنکلر آبپاشی کے نظاموں کے ذریعے پانی پودوں کی جڑوں یا فصل کے مطلوبہ حصے تک پہنچایا جاتا ہے، جس سے پانی کے غیر ضروری استعمال میں کمی لائی جا سکتی ہے۔ یہ طریقے خاص طور سبزیوں اور باغات کے لیے مؤثر ثابت ہو سکتے ہیں۔ اسمارٹ زراعت میں سینسرز کی مدد سے مٹی میں نمی کی مقدار کو معلوم کیا جا سکتا ہے اور فصل کو پانی دینے کی صحیح ضرورت کا اندازہ لگایا جا سکتا ہے۔ جس سے پانی اور توانائی دونوں کی بچت کی جا سکتی ہے۔ سیٹلائٹ تصاویر اور ڈرون کے ذریعے فصل کی صحت، بیماریوں، کیڑوں کے حملے اور پانی کی کمی کی ابتدائی علامات کا پتہ چلایا جا سکتا ہے۔ جس سے متاثرہ حصوں کی بروقت نشاندہی اور ضروری اقدامات ممکن ہوتے ہیں۔ اسی طرح ڈرون کے ذریعے زرعی محلول کا چھڑکاؤ وقت اور محلول کے ضیاع کو کم کرتا ہے۔

اسمارٹ زراعت کا ایک اور اہم پہلو کھاد کا درست استعمال کرنا ہے۔ مٹی کے تجزیے کی بنیاد پر کھاد کی مقدار اور وقت کا تعین کیا جا سکتا ہے۔ جس سے غیر ضروری کھاد کے استعمال اور پیداواری لاگت میں کمی کے ساتھ ساتھ مٹی اور زیرِ زمین پانی کی آلودگی کو بھی کم کیا جا سکتا ہے۔ اسی طرح بارش، درجہ حرارت، ہوا اور دیگر موسمی عوامل کی پیش گوئی کی بنیاد پر بوائی، آبپاشی اور کٹائی کا وقت بہتر انداز میں طے کیا جا سکتا ہے۔ آج بہت سے کاشتکاروں کے پاس اسمارٹ فون موجود ہیں، جو انہیں موسمی معلومات اور زرعی رہنمائی فراہم کرنے کا ایک مؤثر ذریعہ بن سکتے ہیں۔

یہاں یہ بات سمجھنا ضروری ہے کہ اسمارٹ زراعت کا مطلب کاشتکار کے برسوں کے تجربے کو نظر انداز کرنا نہیں ہے۔ درحقیقت، جدید ٹیکنالوجی اور مقامی تجربے کا امتزاج ہی زیادہ مؤثر نتائج دے سکتا ہے۔ کسان کا روایتی علم اور جدید ٹیکنالوجی ایک دوسرے کی معاون بن سکتے ہیں۔ کسان کو اپنی زمین، مٹی اور فصل کی جو عملی سمجھ ہے، ڈیٹا، سینسر اور سائنسی معلومات اسے مزید مضبوط اور درست بنا سکتے ہیں۔ یوں اسمارٹ زراعت روایتی کاشتکاری کا متبادل بننے کے بجائے اسے بہتر بنانے کا ذریعہ بن سکتی ہے۔

اگرچہ اسمارٹ زراعت کے فوائد واضح ہیں، لیکن پاکستان میں اسے وسیع پیمانے پر اپنانے میں کئی عملی مشکلات موجود ہیں۔ چھوٹے کاشتکاروں کے پاس ابتدائی سرمایہ محدود ہوتا ہے، جبکہ ڈرپ سسٹم، سینسر اور دیگر جدید آلات کی ابتدائی لاگت زیادہ محسوس ہوتی ہے۔ اس کے علاوہ زمین کی چھوٹی ملکیتیں، کسانوں میں تربیت اور آگاہی کی کمی، دیہی علاقوں میں انٹرنیٹ اور بجلی کی ناکافی سہولیات اور زرعی توسیعی خدمات کی محدود رسائی بھی اس عمل میں رکاوٹ بنتی ہیں۔ ان مسائل کو نظر انداز کر کے صرف ٹیکنالوجی متعارف کروانے سے مطلوبہ نتائج حاصل نہیں کیے جا سکتے۔

ان چیلنجز کے باوجود ایسے کئی اقدامات ہیں جن کے ذریعے پاکستان میں اسمارٹ زراعت کو فروغ دیا جا سکتا ہے۔ سب سے پہلے ڈرپ آبپاشی اور جدید زرعی آلات کے لیے رعایتی قرضوں اور سبسڈی کی سہولیات کو وسعت دینے کی ضرورت ہے تاکہ چھوٹے کاشتکار بھی ان ٹیکنالوجیز سے فائدہ اٹھا سکیں۔ اس کے ساتھ ساتھ جامعات، زرعی تحقیقاتی اداروں اور توسیعی محکموں کے اشتراک سے عملی تربیتی پروگرام شروع کیے جائیں تاکہ کسان نہ صرف جدید ٹیکنالوجی کے بارے میں جان سکیں بلکہ اسے استعمال کرنا بھی سیکھیں۔ ہر علاقے میں مظاہراتی فارم قائم کرنا بھی ایک مؤثر حکمت عملی ہو سکتی ہے، جہاں کسان خود جدید طریقوں کے نتائج دیکھ سکیں۔ کیونکہ کسان صرف سننے کے بجائے عملی نتائج دیکھ کر زیادہ بہتر انداز میں فیصلہ کر سکتا ہے۔ اسی طرح کم لاگت کے مقامی سینسرز اور موبائل ایپس کی تیاری کی حوصلہ افزائی کی جائے تاکہ جدید ٹیکنالوجی عام کاشتکار کی پہنچ میں آ سکے۔ زرعی اسٹارٹ اپس اور ٹیکنالوجی کمپنیوں کو بھی کسانوں سے جوڑنے کی ضرورت ہے تاکہ مقامی مسائل کے مطابق قابلِ عمل حل سامنے آ سکیں۔

اس کے علاوہ اسمارٹ زراعت کو صرف جدید مشینری اور ڈیجیٹل آلات تک محدود نہیں رکھنا چاہیے، بلکہ پانی کے مجموعی انتظام کو بھی اس کا حصہ بنانا ضروری ہے۔ بارش کے پانی کو محفوظ کرنا، نہری پانی کی مؤثر تقسیم، آبپاشی کے نظام کو بہتر بنانا اور زیرِ زمین پانی کا پائیدار استعمال ایسے اقدامات ہیں جو مستقبل کی زراعت کے لیے بنیادی اہمیت رکھتے ہیں۔ اسمارٹ زراعت ہمارے لیے کوئی تعیش نہیں بلکہ بدلتے ہوئے حالات میں بقا اور ترقی کی ضرورت ہے۔ پانی کم ہو رہا ہے، موسم بے یقینی کا شکار ہے اور پیداواری لاگت بڑھ رہی ہے۔ ایسے میں پرانے طریقوں پر مکمل انحصار مستقبل میں مزید مشکلات پیدا کر سکتا ہے۔ ٹیکنالوجی ہمارے تمام مسائل کا مکمل حل تو نہیں، لیکن یہ وسائل کے بہتر استعمال، لاگت میں کمی اور پیداوار میں اضافے کا مؤثر ذریعہ ضرور بن سکتی ہے۔



HAMARI SUPERPOWER
JAZZWORLD



سانحہ پشاور اور لائبہ اعجاز کی موت

نظامِ تعلیم کی ناکامی کے منہ بولتے ثبوت

امبر دانش

پشاور اسکول کا سانحہ اور اسلام آباد میں لائبہ کی درخت سے لٹکتی لاش ہمارے تعلیمی نظام اور حکومتی ترجیحات پر ایک ایسی چارج شیٹ ہیں جسے نظر انداز کرنا مجرمانہ غفلت اور اجتماعی بے حسی کا ثبوت ہوگا۔ یہ دو واقعات نہیں بلکہ المیے ہیں جو بظاہر تو مختلف مگر دونوں ایک ہی سوال اٹھاتے ہیں کیا حکومت اپنے بچوں کو محفوظ ماحول اور نوجوانوں کو معیاری تعلیم کے مواقع دے رہی ہے؟ ایک طرف معصوم بچے غیر محفوظ عمارتوں میں پڑھ رہے ہیں، دوسری طرف اعلیٰ تعلیم کے خواہش مند نوجوان محدود مواقع اور ناقص انتظامات کی وجہ سے مایوس ہو رہے ہیں۔ یہ انفرادی واقعات نہیں، بلکہ نظام کی ترجیحات، انتظامی صلاحیت اور ریاستی نگرانی پر سوالات ہیں۔

حالیہ اقتصادی سروے کے مطابق مالی سال 2025 میں پاکستان نے تعلیم پر جی ڈی پی کا صرف 8.0 فیصد خرچ کیا جبکہ یونیسکو کی تجویز 4 سے 6 فیصد ہے۔ یہ فرق واضح کرتا ہے کہ تعلیم ہماری قومی ترجیح نہیں۔



آئین کے آرٹیکل 25-اے کے مطابق پانچ سے سولہ سال تک کی عمر کے بچوں کو بنیادی تعلیم مفت فراہم کرنا ریاست کی ذمہ داری ہے اور چونکہ تعلیم اب صوبائی معاملہ ہے، لہٰذا تمام صوبوں نے اس کے لیے قوانین بنائے تو ہیں، اور سرکاری اسکولوں میں عموماً ٹیوشن فیس نہیں لی جاتی، مگر یہ سمجھنا ضروری ہے کہ بنیادی تعلیم صرف مفت کر دینا کافی نہیں، اسکولوں میں معیاری تعلیم اور بنیادی سہولتوں کے فقدان نے سرکاری اسکولوں کا گراف بتدریج گرایا اور نہ ہی ہم اعلیٰ تعلیم میں کوئی قابلِ ذکر مثال قائم کر سکے۔

حکمران عالمی معیار کی سرکاری جامعات قائم کرنے میں ناکام رہے ہیں جبکہ موجودہ سرکاری جامعات میں تعلیم، تحقیق اور سہولیات کا وہ معیار عام نہیں جو طلبہ کو عالمی سطح پر مقابلے کے قابل بنائے۔ اسی وجہ سے استطاعت رکھنے والے بیرون ممالک جانے کو ترجیح دیتے ہیں، جبکہ محدود وسائل والے اپنے ملک میں ہی معیاری تعلیم سے محروم رہ جاتے ہیں۔ بنیادی تعلیم کا حال بھی مختلف نہیں م پرائمری، سیکنڈری اور کالج کی سطح پر ایسے سرکاری ادارے کم ہیں جہاں محفوظ عمارتیں، سہولیات اور تربیت یافتہ اساتذہ ہوں۔ قانون کے مطابق تعلیم مفت اور طالب علم کو بنیادی سہولیات فراہم کرنا لازم ہیں، مگر کئی سرکاری اسکولوں کا حال یہ ہے کہ پانی کی سہولت اور حاجت کیلیے بیت الخلا تک قابل استعمال نہیں، اساتذہ غیر حاضر رہتے جبکہ جو آتے ہیں وہ وقت پر نہیں۔

اسکولوں کی عمارتیں ٹوٹی پھوٹی ہیں، اور اکثر اوقات بچے زمین پر بیٹھ کر تعلیم حاصل کرنے پر مجبور ہیں۔ ان سب چیزوں کا سب سے زیادہ بوجھ غریب اور نچلے طبقے پر پڑتا ہے۔ وہ مجبور ہو کر بچوں کو سرکاری اسکولوں میں داخلہ دلواتے ہیں۔ پشاور حادثے والے اس نجی اسکول کی ماہانہ فیس 1 ہزار روپے تھی، تو کوئی سہولیات کا فرق ہوگا؟ اس لیے شاید بدقسمت والدین نے اس چھوٹے سے نجی اسکول کو سرکاری تعلیم پر ترجیح دی؟ اور پھر جو مزید بہتر تعلیم و سہولیات چاہتے ہیں، وہ مہنگی نجی اسکولوں کی فیسیں برداشت کرنے پر مجبور ہوتے ہیں۔ مگر وہاں بھی محفوظ ماحول اور مؤثر نگرانی کی ضمانت نہیں ملتی۔ یوں سرکاری اور نجی اسکولوں کی وجہ سے دوہرا تعلیمی نظام بھی قائم ہو چکا ہیں، جس نے ملک میں طبقاتی فرق میں مزید اضافہ بھی کیا۔

لائبہ کی موت ہمیں سوچنے پر مجبور کرتی ہے کہ نوجوان کن حالات میں تعلیم حاصل کر رہے ہیں، وہ گولڈ میڈلسٹ، والدین نے بیٹی کو باہر بھیجنے کا خواب دیکھا، مگر بدقسمتی سے فراڈ کا شکار ہوگئی۔ سوال یہ ہے کہ ہارورڈ جیسی یونیورسٹیوں تک رسائی کا تصور صرف صاحبِ استطاعت لوگوں تک کیوں محدود ہے؟ ایک گولڈ میڈلسٹ بچی، جو متوسط یا نچلے طبقے سے تعلق رکھتی تھی، اپنی ہی یونیورسٹی کی طرف سے بیرونی یونیورسٹی میں داخلے یا اسکالرشپ کے لیے مؤثر رہنمائی تک نہیں پا سکی۔

اصولی طور پر یونیورسٹیوں اور حکومت کو ایسی اسکالرشپس اور رہنمائی دینی چاہییں کہ گولڈ میڈلسٹ خود بڑی یونیورسٹیوں تک پہنچ سکیں۔ یہ تعلیمی اداروں کا کام ہونا چاہیے کہ ذہین طلبہ، چاہے وہ معاشی طور پر کسی بھی طبقہ سے ہوں، بڑی یونیورسٹیوں تک جا سکیں۔

لائبہ کی موت کے حقیقی اسباب کا تعین غیر جانبدارانہ تحقیقات سے ہونا چاہیے۔ تاہم یہ احتیاط ہمیں بنیادی سوالات سے فرار کا راستہ نہیں دیتی۔ کہ کیا ہمارے تعلیمی ادارے نوجوانوں کو معیاری تعلیم کے ساتھ رہنمائی اور مدد بھی فراہم کرتے ہیں؟ کیا ان کے مسائل سننے اور حل کرنے کا مؤثر نظام موجود ہے؟ لائبہ کی موت کو محض افسوس ناک خبر سمجھ کر بھلا دینا کافی نہیں، مکمل تحقیقات ہوں، حقائق سامنے آئیں اور اگر کسی سطح پر غفلت ثابت ہو تو ذمہ داری کا تعین کیا جائے۔ ساتھ ہی تعلیمی اداروں میں طلبہ کی رہنمائی اور ضرورت پڑنے پر نفسیاتی مدد کے انتظامات بھی کیے جائیں۔

دوسری جانب پشاور کے نجی اسکول کا معاملہ بھی ریاستی نگرانی پر سوال اٹھاتا ہے۔ اگر عمارت غیر محفوظ تھی تو بچوں کو وہاں پڑھنے کی اجازت کیسے ملی؟ منظوری، حفاظتی معائنے اور نگرانی کے ذمہ دار صوبائی بلڈنگ لنٹرول اتھارٹی ادارے کہاں تھے؟ اسکول انتظامیہ اور سرکاری اداروں نے اپنے فرائض کس حد تک ادا کیے؟ ان کے جوابات شفاف تحقیقات سے آنے چاہییں۔ تعلیم کوئی احسان نہیں بلکہ ہر بچے کا بنیادی حق اور ریاست کی ذمہ داری ہے۔ ریاست کا فرض صرف ادارے قائم کرنا نہیں، بلکہ یہ یقینی بنانا بھی ہے کہ ان میں معیاری تعلیم ہو، عمارتیں محفوظ ہوں، اساتذہ تربیت یافتہ ہوں اور نگرانی کا نظام جواب دہ ہو۔ اگر کوئی نجی ادارہ بچوں کی سلامتی کو خطرے میں ڈالتا ہے تو اس کے خلاف کارروائی ہو۔ اگر کوئی جامعہ معیار برقرار نہ رکھ سکے تو اس کی اصلاح ضروری ہے۔ اور اگر حکومتی پالیسیاں مساوی مواقع نہیں دیتی تو ان کا بھی احتساب ہونا چاہیے۔ پشاور کے اسکول کے واقعے اور لائبہ کی موت کو چند روزہ خبروں اور رسمی بیانات تک محدود نہیں رہنا چاہیے۔ عمارتوں کے حفاظتی معائنے یقینی بنائے جائیں اور خلاف ورزی کرنے والوں کے خلاف بلا امتیاز کارروائی ہو۔ لائبہ کے معاملے میں مکمل تحقیقات ہوں اور غفلت ثابت ہونے پر احتساب کیا جائے۔

حکومت کو بنیادی اور اعلیٰ تعلیم کے لیے واضح اور طویل المدتی حکمتِ عملی اپنانا ہوگی۔ سرکاری اسکولوں کا معیار بلند کرنا، جامعات میں تحقیق کو فروغ دینا، نجی اداروں کی مؤثر نگرانی کرنا اور کم وسائل والے خاندانوں کو مساوی مواقع فراہم کرنا قومی ترجیحات میں شامل ہونا چاہیے۔

ہم اپنے بچوں کو محفوظ اسکول کیوں نہیں دے سکے؟ ہم اپنے نوجوانوں کو معیاری اعلیٰ تعلیم کے مواقع کیوں فراہم نہیں کر سکے؟ والدین کو محدود اور بعض اوقات غیر معیاری انتخاب پر کیوں اکتفا کرنا پڑتا ہے؟ اگر نظام بچوں کے بنیادی حقوق کا تحفظ اور نوجوانوں کے خوابوں کی تکمیل نہیں کر سکتا تو اس کا احتساب کون کرے گا؟ اور اگر آپ عوام کے لیے مؤثر پالیسیاں نہیں بنا رہے تو ایوانوں میں کر کیا رہے ہیں؟ لائبہ کی موت اور پشاور کا سانحہ یاد دلاتے ہیں کہ تعلیم میں غفلت کی قیمت بچوں کی سلامتی، نوجوانوں کے مستقبل اور خاندانوں کی زندگیوں تک پہنچتی ہے۔ اب اصل سوال یہ ہے کہ ذمہ داری کب طے ہوگی اور اصلاحات کب نظر آئیں گی؟ پاکستان میں وہ دن کب آئے گا جب ہر بچے کو محفوظ اسکول اور ہر نوجوان کو معیاری تعلیم کے ذریعے اپنے خواب پورے کرنے کا حقیقی موقع ملے؟ قوم کو محض افسوس اور تعزیت نہیں، جواب دہی، انصاف اور عملی اصلاحات درکار ہیں۔ حکمرانوں کو سمجھنا ہوگا کہ تعلیم پر غفلت دراصل قوم کے مستقبل سے غفلت ہے۔





مشرق وسطیٰ میں جنگ کا فائدہ امریکا اور اسرائیل کو ہوگا

پروفیسر ڈاکٹر واجد خان

وزیراعظم پاکستان شہباز شریف نے 25 ستمبر 2026ء کو اقوام متحدہ کی جنرل اسمبلی کے 81ویں اجلاس سے خطاب کرتے ہوئے عالمی امن، سفارت کاری اور بین الاقوامی تعاون کو مضبوط بنانے کی ضرورت پر زور دیا۔ انہوں نے کہا کہ دنیا کے پاس دو choices ہیں۔ جنگ یا امن۔ دنیا کو امن کی طرف جانا چاہیے۔ پاکستان نے دنیا میں امن قائم کرنے کی لئے ایران اور امریکہ کے مابین جنگ بند کروائی اور دونوں کو طویل عرصے کے بعد مزاکرات کیلئے ایک ٹیبل پر بٹھایا۔ انہوں نے کہا کہ پاکستان انڈیا اور افغانستان کی مسلط کردہ دہشت گردی میں لاکھوں جانوں کی قربانی دے کر دنیا کو اس ناسور سے بچانے کی کوشش کر رہا ہے۔ وزیراعظم نے جنوبی ایشیا میں پائیدار امن کے لیے جموں وکشمیر کے منصفانہ حل کے لئے انہیں حقِ خودارادیت دینے کی بات کی۔ انہوں نے غزہ میں اسرائیلی جارحیت کی مزمت کرتے ہوئے دنیا میں امن قائم کرنے کے لئے فلسطین کے مسئلے کے حل پر زور دیا۔ انہوں نے موسمیاتی تبدیلی جیسے اہم عالمی چیلنجز پر پاکستان کا مؤقف پیش کیا۔

امریکہ کے صدر ڈونلڈ ٹرمپ نے اقوام متحدہ کی جنرل اسمبلی سے خطاب کرتے ہوئے کہا کہ ایران مشرق وسطیٰ میں جو کچھ کرتا رہا ہے وہ اب نہیں کرسکتا۔ ایران کسی صورت ایٹمی ہتھیار نہیں رکھ سکتا۔ ٹرمپ کا کہنا تھا کہ تہران سے معاہدہ کرنا چاہا لیکن ایران نے انکار کردیا۔ انہوں نے اپنے اس موقف کو دوہرایا کہ انہیں یقین ہے کہ مڈٹرم الیکشن کے بعد ایران سے ڈیل ہوجائے گی۔ انہوں نے کہا کہ ایران دیکھنا چاہتا ہے کہ مڈٹرم الیکشن میں میری پوزیشن کیا رہتی ہے لیکن ایرانیوں کو احساس نہیں کہ میں تو مڈٹرم الیکشن میں حصہ ہی نہیں لے رہا۔ اپنے خطاب میں امریکی صدر نے کہا دعویٰ کیا کہ امریکی بحریہ نے آبنائے ہُرمُز سے ایک ارب بیرل تیل نکلوایا ہے۔

انہوں نے جنرل اسمبلی اجلاس سے خطاب میں ایک بار پاکستان اور بھارت سمیت آٹھ جنگیں ختم کرانے کا ذکر کیا اور شہباز شریف سے سائیڈ لائین ملاقات میں انہیں فنٹاسٹک وزیراعظم قرار دیا۔ ٹرمپ نے مزید کہا کہ کوئی بھی عالمی ادارہ امریکا پر اپنا ایجنڈا مسلط کرنے کی کوشش نہ کرے۔ اقوام متحدہ میں ایرانی صدر نے امریکی صدر کے خطاب پر شدید ردعمل دیتے ہوئے اپنے خطاب میں کہا کہ ہم دہشت گرد نہیں ہیں بلکہ خود دہشت گردی کا شکار ہیں۔ انہوں نے دنیا میں عدم استحکام اور کشیدگی کا ذمہ دار امریکا اور اسرائیل کو ٹھہرایا۔ خطاب کے دوران انہوں نے سابق ایرانی سپریم لیڈر آیت اللہ علی خامنہ ای اور حملوں میں جاں بحق ہونے والے بچوں کی تصاویر بھی دکھائیں۔ مسعود پزشکیان نے واضح کیا کہ ایران بات چیت اور سفارت کاری کے لیے تیار ہے، لیکن وہ دباؤ، دھمکیوں یا کسی بھی قسم کی غنڈہ گردی کے سامنے ہرگز سر نہیں جھکائے گا۔ انہوں نے اس بات کی تردید کی کہ ایران کوئی جوہری ہتھیار بنانا چاہتا ہے، البتہ ملکی ترقی اور توانائی کے حصول کے لیے اپنے پرامن جوہری پروگرام کو جاری رکھنے کے عزم کا اعادہ کیا۔

فرانس کے صدر میکرون اپنی تقریر میں غزہ پالیسی پر برس پڑے اور برطانوی وزیراعظم نے اپنی تقریر میں اسرائیل پر تنقید کرتے ہوئے فلسطینی ریاست کیلئے بین الاقوامی حمایت کے مطابق عملی اقدامات کرنے پر زور دیا۔

ترکیہ کے صدر نے اپنے خطاب میں مکہ معاہدے پر تنقید کرنے والوں کو جواب دیتے ہوئے کہا کہ ہم نے تو ابھی آغاز کیا ہے۔ انہوں نے کہا کہ اسلام کے خلاف دشمنی وبا کی طرح پھیل رہی ہے۔ یہ تو اقوام متحدہ میں عالمی سطح پر متحرک کچھ رہنماؤں کی تقاریر کے اہم نقاط تھے۔ اس دوران امریکہ اور ایران کے مابین رابطے جاری ہیں اور ایرانی وزیر خارجہ عراقچی نے اس بات کی تائید کی ہے کہ قطر کے ذریعے امریکہ سے رابطہ ہوا ہے۔ اسی طرح ایرانی صدر کو جنرل اسمبلی سے خطاب کے لئے امریکہ کی طرف سے ویزہ جاری کرنے کا فیصلہ بھی ایک مثبت پیش رفت ہے اور اس موقع پر ٹرمپ اور پزشکیان کی سائیڈ لائین ملاقات کی توقع بھی ظاہر کی جارہی ہے جبکہ پاکستانی وزیر داخلہ نے بھی گزشتہ دنوں ایران کا دورہ کرکے ایرانی ذمہ داران سے ملاقاتیں کی ہیں۔

دوسری طرف حوثیوں کی طرف سے مکہ سعودی تنصیبات پر حملوں اور یمن میں بڑھتی ہوئی سرگرمیوں نے پاکستان اور ترکی کو امتحان میں ڈال دیا ہے۔ کیونکہ مکہ معاہدے کی سب سے اہم شق یہ ہے کہ تینوں ممالک میں سے کسی ایک پر مسلح حملہ تینوں ممالک پر حملہ تصور کیا جائیگا اور کسی بھی دفاعی معاہدے کی اصل آزمائش اس وقت ہوتی ہے جب اسکی شقوں کو عملی طور پر نافذ کرنے کا مرحلہ آتا ہے۔ اسی لئے سعودی عرب پر حوثیوں کے حملے کو پاکستان ترکیہ اور مکہ دفاعی اتحاد کے لیے چیلنج قرار دیا جارہا ہے۔ دوسری طرف امریکہ کے حوثیوں کے ساتھ تعاون اور معاہدے بھی معنی خیز ہیں۔ ٹرمپ نے شہزادہ سلمان کی درخواست کے باوجود حوثیوں پر حملہ کرنے سے انکار کردیا۔ اب دیکھنا یہ ہے کہ ترکی اور پاکستان اپنے اتحادی سعودی عرب کی مدد کے لیے کس طرح اور کتنی جلدی پہنچتے ہیں۔ سعودی حکام کے مطابق حوثیوں کے حملوں میں ڈرونز اور میزائل استعمال کیے گئے ہیں جن میں 73 شہری زخمی ہوئے جبکہ ابہا، جازان اور نجران سمیت کئی علاقوں میں مختلف مقامات کو نشانہ بنایا گیا۔ ان میں شاہ خالد ایئر بیس، ابہا انٹرنیشنل ایئرپورٹ اور سعودی سرکاری تیل کمپنی آرامکو کی تنصیبات بھی شامل ہیں۔

حوثی ترجمان یحییٰ سریع نے خبردار کیا ہے کہ اگر یمن میں سعودی کارروائیاں جاری رہیں تو مزید حملے کیے جائیں گے جبکہ سعودی عرب کی قیادت میں قائم فوجی اتحاد نے حملوں کا سخت جواب دینے کا عزم ظاہر کیا ہے۔ پاکستان کے وزیراعظم شہباز شریف نے مکہ پر ڈرون حملے اور سعودی عرب پر حوثیوں کے حملوں کی شدید الفاظ میں مذمت کرتے ہوئے کہا کہ ہم سعودی عرب کی خودمختاری، سلامتی اور علاقائی سالمیت کے لیے اپنی مستقل حمایت کا اعادہ کرتے ہیں۔ اس کے علاوہ پاکستان کے وزیرِ دفاع خواجہ آصف کا کہنا ہے کہ اگر بلا اشتعال جارحیت جاری رہتی ہے یا یمن میں جاری تنازع کے اثرات سعودی عرب تک پہنچتے ہیں تو اس صورت میں مکہ دفاعی معاہدہ فعال ہوجائے گا۔

ترکی نے بھی حوثیوں کے حملوں کی شدید الفاظ میں مذمت کرتے ہوئے سعودی عرب کی خودمختاری اور علاقائی سالمیت کے لیے اپنی حمایت کا اعادہ کیا ہے۔ ترک وزارت خارجہ کے مطابق یہ حملے یمن کے تنازع کے پائیدار سیاسی حل کے لیے جاری سفارتی کوششوں کو بھی نقصان پہنچا رہے ہیں۔ ترکی نے حوثیوں سے اپنی جارحانہ کارروائیاں فوری طور پر بند کرنے کا مطالبہ کیا ہے۔ اسی وجہ سے ان حملوں کے بعد پاکستان، سعودی عرب اور ترکی کے مابین ہونے والے مکہ دفاعی معاہدے کو ایک بڑے امتحان کا سامنا ہے اس پس منظر میں یہ اہم سوال سامنے آرہا ہے کہ حالیہ حملوں جو یقیناً پاکستان اور مکہ معاہدے کے لیے چیلنج بن رہا ہے اور ایسی صورتحال میں پاکستان کا ممکنہ کردار کیا ہوسکتا ہے؟

پاکستان کا موقف ہے کہ مکہ معاہدہ کسی ملک کے خلاف نہیں دفاعی نوعیت کا ہے اور اس میں خطے کا کوئی بھی ملک شامل ہوسکتا ہے۔

حوثیوں نے اس سے قبل سعودی عرب کی بحیرہ احمر کے راستے تیل کی ترسیل کو بھی نشانہ بنانے کی دھمکی دی ہے جبکہ سعودی تیل کی تنصیبات اور ٹینکرز پر حملوں نے خطے میں توانائی کی ترسیل اور بحری آمد و رفت کے تحفظ سے متعلق خدشات میں اضافہ کیا ہے۔ سعودی عرب کی قیادت میں قائم فوجی اتحاد نے حملوں کا سخت جواب دینے کا عزم ظاہر کیا ہے تاہم اس کا دائرہ اور نوعیت ابھی واضح نہیں ہے جبکہ سعودی وزیر خارجہ شہزادہ فیصل بن فرحان نے کہا کہ اگرچہ سفارتی راستہ اب بھی کھلا ہے تاہم مملکت اپنے دفاع میں ہچکچاہٹ کا مظاہرہ نہیں کرے گی۔ بعدازاں حوثیوں کے زیرِ انتظام ذرائع ابلاغ نے دعویٰ کیا ہے کہ سعودی جنگی طیاروں نے یمن کے مختلف علاقوں میں فضائی حملے کیے ہیں۔

امریکہ نے بھی اس معاملے میں ایران پر تنقید کی ہے۔ امریکی وزیر خارجہ مارکو روبیو نے کہا ہے کہ حوثی کئی حوالوں سے ایران کے پراکسی ہیں اور بعض حملوں کے پیچھے ایرانی کردار واضح دکھائی دیتا ہے۔ دوسری جانب اقوام متحدہ، یورپی یونین، مصر، اردن اور روس نے کشیدگی میں اضافے پر تشویش کا اظہار کرتے ہوئے فریقین سے تحمل اور سفارتی حل کی طرف واپسی کا مطالبہ کیا ہے۔ یہ حملے ایسے وقت میں ہوئے ہیں جب یمن میں کئی برسوں کی شدید لڑائی جاری ہے۔ حوثی افواج اور بین الاقوامی طور پر تسلیم شدہ یمنی حکومت کی فورسز باب المندب آبنائے کے قریب اور تعز، مرب اور الجوف سمیت مختلف محاذوں پر برسرِ پیکار ہیں۔ حالیہ جھڑپوں میں 300 سے زیادہ جنگجو اور متعدد شہری ہلاک ہوچکے ہیں جبکہ اقوام متحدہ نے خبردار کیا ہے کہ اگر لڑائی دائرہ بڑھا تو اس سے نہ صرف یمن بلکہ پورے خطے کے استحکام کو خطرہ لاحق ہوسکتا ہے۔

اس صورتحال میں یہ سوال بہت اہم ہے کہ کیا پاکستان یمن میں سعودی فوجی کارروائی کا حصہ بنے گا؟

جارج ٹاؤن یونیورسٹی قطر میں پروفیسر اور عرب سینٹر فار ریسرچ اینڈ پالیسی سٹڈیز میں تحقیقی یونٹ کے ڈائریکٹر مہران کامرافر اس سلسلے میں کہتے ہیں کہ ایسے اشارے مل رہے ہیں کہ سعودی عرب یمن پر حملے کی تیاری کررہا ہے اور یمن ابتدا ہی سے ترکی اور پاکستان کے لئے مکہ معاہدے کے حوالے سے ایک آزمائش رہا ہے کہ آیا پاکستانی اور ترک فوجی یمن کے محاذ پر لڑنے کے لیے تیار ہیں یا نہیں۔ اور جو کچھ ہم دیکھ رہے ہیں وہ پاکستانی وزیرِ دفاع کی جانب سے ایک بہت واضح بیان ہے جس سے ظاہر ہوتا ہے کہ پاکستان سعودی عرب کی جانب سے یمن پر ایسے حملے میں شامل نہیں ہوگا جسے جارحانہ کارروائی تصور کیا جاسکتا ہو۔ مہران امرافا کا ماننا ہے کہ پاکستان بہت احتیاط کے ساتھ مکہ معاہدے کے تحت اپنی شمولیت کو اس بات کے تناظر میں طے کررہا ہے کہ اس معاہدے کا عین مطلب کیا ہے۔ اس کا مطلب یہ ہے کہ اگر سعودی عرب 2015 کی طرح یمن پر حملہ یا وہاں فوجی کارروائی کرتا ہے تو اس میں پاکستانی فوج کی اور اس کے نتیجے میں ترک فوج کی بھی شمولیت نہیں ہوگی۔ اور ان کے خیال میں یہ پاکستان کو یمن میں کسی ممکنہ جارحانہ کارروائی سے واضح طور پر الگ رکھنے کا ایک غیر مبہم اعلان ہے۔

JAZZ 5G
HAMARI SUPERPOWER
JAZZWORLD



خیبر پختونخوا میں گورنر راج

کیا اس سے صوبے میں امن قائم کیا جا سکے گا؟

عمر دراز ننگیانہ

پاکستان کے صوبہ خیبر پختونخوا میں ایمرجنسی اور گورنر راج کے نفاذ کے بعد صوبے کا انتظام وفاقی حکومت کے پاس آ گیا ہے، جبکہ گذشتہ 13 برس سے قائم پاکستان تحریک انصاف (پی ٹی آئی) کی صوبائی حکومت عملاً غیر فعال ہو چکی ہے۔ وفاقی حکومت نے یہ اقدام ایسے وقت میں کیا جب سابق وزیر اعظم عمران خان کی رہائی کے مطالبے کے ساتھ پی ٹی آئی نے خیبر پختونخوا سے اسلام آباد کی جانب لانگ مارچ شروع کر رکھا تھا۔ لانگ مارچ کی قیادت وزیر اعلیٰ سہیل آفریدی کر رہے تھے۔ وفاقی حکومت نے اسلام آباد جانے والے راستوں پر کنٹینر لگا کر دارالحکومت کو سیل کیا اور پی ٹی آئی قیادت کو خبردار کیا کہ مارچ کے شرکا کو اسلام آباد میں داخل ہونے کی اجازت نہیں دی جائے گی۔

اگرچہ مارچ خیبر پختونخوا کے مختلف علاقوں تک محدود رہا، لیکن اسی دوران صوبے میں ممکنہ ایمرجنسی اور گورنر راج کی اطلاعات سامنے آنے لگیں۔ پی ٹی آئی نے ایک طرف مارچ جاری رکھنے کا اعلان کیا جبکہ دوسری طرف حکومت کے ساتھ مذاکرات کا عمل بھی شروع کیا۔ فریقین کے درمیان مذاکرات کے ایک دو دور ہوئے، جو بے نتیجہ رہے۔ بعد ازاں وزیر اعلیٰ نے لانگ مارچ کو اسلام آباد کی جانب بڑھانے کا اعلان کیا۔ اگلے ہی روز وفاقی کابینہ نے صوبے کے 12 اضلاع میں ایمرجنسی اور پورے صوبے میں گورنر راج لگانے کی سفارشات صدرِ مملکت کو بھجوا دیں، جن کی اسی روز منظوری دے دی گئی۔ اس دوران وزیر اعلیٰ اور ان کی کابینہ کے کئی ارکان کو گرفتار یا حفاظتی تحویل میں لے لیا گیا۔ پارلیمان کی منظوری کے بعد گورنر راج اور ایمرجنسی باضابطہ طور پر نافذ ہو چکی ہے۔ اب صوبے کا انتظام گورنر کے ذریعے وفاقی حکومت چلا رہی ہے۔ قانون سازی کے اختیارات بھی وفاق کے پاس منتقل ہو چکے ہیں جبکہ انتظامی نگرانی بھی وفاقی حکام کے سپرد ہے۔ اس مقصد کے لیے اہم انتظامی تقرریاں اور تبادلے پہلے ہی مرحلے میں کر دیے گئے تھے۔

پی ٹی آئی نے انہی واقعات کو بنیاد بنا کر الزام عائد کیا ہے کہ خیبر پختونخوا میں گورنر راج لگانے کا اصل مقصد صوبے میں اس کی حکومت کا خاتمہ تھا۔ پارلیمان کے حالیہ اجلاسوں میں پی ٹی آئی رہنماؤں نے یہ مؤقف اختیار کیا کہ 'وفاقی حکومت نے دہشت گردی کو محض ایک جواز کے طور پر استعمال کیا ہے۔' دوسری جانب وفاقی حکومت اپنے مؤقف پر قائم ہے۔ حکومت کا دعویٰ ہے کہ 'صوبائی حکومت دانستاً دہشت گردی اور دہشت گردوں کے خلاف ایکشن لینے اور وفاقی حکومت کا ساتھ دینے سے گریزاں تھی' جس کے باعث یہ قدم اٹھانا پڑا۔

اگرچہ دونوں جانب سے کیے جانے والے دعوؤں کی آزادانہ تصدیق یا تردید فوری طور پر ممکن نہیں، تاہم اس صورتحال نے کئی اہم سوالات کو جنم دیا ہے۔ اس بحث کا مرکزی سوال یہ ہے کہ خیبر پختونخوا میں پی ٹی آئی کی صوبائی حکومت شدت پسندی کے خلاف کیا کر رہی تھی، اور وفاقی حکومت کے مطابق وہ کیا نہیں کر رہی تھی جس کی بنیاد پر گورنر راج اور ایمرجنسی کا فیصلہ کیا گیا۔

وفاقی وزیر دفاع خواجہ آصف کے مطابق خیبر پختونخوا میں ایمرجنسی اور گورنر راج کے نفاذ کی کئی وجوہات ہیں، جن میں شدت پسندی سرفہرست ہے۔ انھوں نے گفتگو کرتے ہوئے کہا کہ گذشتہ چند برسوں کے دوران شدت پسندی میں اضافے اور صوبائی حکومت کی جانب سے اس پر 'قابو پانے میں ناکامی نے یہ صورتحال پیدا کی'۔ خواجہ آصف کا کہنا تھا کہ صوبائی حکومت کے رویے سے یہ تاثر ملتا تھا کہ وہ شدت پسندوں کے لیے نرم گوشہ رکھتی ہے۔ 'نہ وہ ان کے خلاف کوئی ایکشن لیتے تھے، نہ وہ ان کے خلاف وفاق کے ساتھ تعاون کرتے تھے۔ نہ فوج کے ساتھ تعاون کرتے تھے۔ نہ (شدت پسندی کے نتیجے میں) شہید ہونے والے اہلکاروں کے لواحقین سے افسوس کا اظہار کرتے تھے۔

وفاقی وزیر اطلاعات عطا اللہ تارڑ کے مطابق شدت پسندی کے خلاف اقدامات کے لیے خیبر پختونخوا کو این ایف سی ایوارڈ کے تحت تقریباً 800 ارب روپے فراہم کیے گئے، تاہم ان کے بقول ان فنڈز کے مؤثر استعمال کے شواہد نظر نہیں آئے۔

انھوں نے سوال اٹھایا کہ آیا انسدادِ دہشت گردی محکمے (سی ٹی ڈی) کی صلاحیت میں اضافہ کیا گیا، سیف سٹی منصوبے مکمل کیے گئے، پولیس کو جدید ساز و سامان فراہم کیا گیا یا فارنزک لیبارٹری قائم کی گئی؟ وفاقی وزیر اطلاعات کے دعوے کے مطابق ان میں سے کوئی بھی کام نہیں ہوا۔ عطا اللہ تارڑ کا یہ بھی الزام تھا کہ صوبائی حکومت نے شدت پسندوں کے خلاف سخت مؤقف اختیار نہیں کیا، نہ ہی نیشنل ایکشن پلان پر مؤثر عملدرآمد کیا اور نہ صوبائی ایپکس کمیٹی کے اجلاس بلائے۔ عطا اللہ تارڑ نے الزام عائد کیا کہ خیبر پختونخوا میں تحریک انصاف کی حکومت نے 'دہشت گردوں کو پورے صوبے میں فری ہینڈ دیا۔ ان کے خلاف کوئی کارروائیاں نہیں کیں'۔ پی ٹی آئی کی مرکزی قیادت ان الزامات کی تردید کرتی رہی ہے۔

خیبر پختونخوا کے سابق سیکرٹری داخلہ وقبائلی امور سید اختر علی شاہ کے مطابق شدت پسندی سے نمٹنے کے لیے فوجی اور غیر فوجی دونوں سطحوں پر مربوط حکمتِ عملی کی ضرورت ہوتی ہے۔ ان کے مطابق صرف سکیورٹی کارروائیاں کافی نہیں ہوتیں بلکہ



سیاسی جماعتوں، منتخب نمائندوں اور ریاستی اداروں کے درمیان ہم آہنگی بھی ضروری ہوتی ہے۔ اس سوال کے جواب میں کہ شدت پسندی کے خلاف موثر کارروائیوں میں ایسی کون سی رکاوٹیں تھیں جو اب ایمرجنسی کے نفاذ کے بعد دور ہو جائیں گی، سید اختر علی شاہ نے کہا کہ فوج کے شعبۂ تعلقات عامہ (آئی ایس پی آر) کے اپنے اعداد و شمار کے مطابق گذشتہ برس اور رواں سال بھی شدت پسندوں کے خلاف انٹیلیجنس بنیادوں پر تین ہزار سے زیادہ آپریشن کیے گئے۔ ان کے مطابق سی ٹی ڈی اور خیبر پختونخوا پولیس بھی اپنی کارروائیاں جاری رکھے ہوئے تھیں، تاہم اختلاف اس بات پر تھا کہ 'صوبائی حکومت کا سیاسی بیانیہ وفاقی حکومت اور دیگر اداروں کے موقف سے مطابقت نہیں رکھتا تھا۔

سابق سیکرٹری داخلہ اور قبائلی امور سید اختر علی شاہ کہتے ہیں کہ اس صورتحال سے بچا جا سکتا تھا۔ وہ مذاکرات کی طرف اشارہ کرتے ہیں۔

صحافی اور تجزیہ کار مشتاق یوسفزئی کے مطابق خیبر پختونخوا میں سکیورٹی کا مسئلہ نیا نہیں اور اس کی ذمہ داری صرف وزیر اعلیٰ یا منتخب حکومت پر عائد نہیں کی جا سکتی۔ ان کا کہنا تھا کہ سکیورٹی کے نظام میں پولیس، محکمہ داخلہ، وفاقی ادارے اور دیگر انتظامی ڈھانچے بھی شامل ہوتے ہیں۔ وہ یاد دلاتے ہیں کہ سابق قبائلی علاقوں کے خیبر پختونخوا میں انضمام کے وقت وفاق اور دیگر صوبوں نے ترقیاتی اور ادارہ جاتی معاونت کے وعدے کیے تھے، لیکن ان میں سے بہت سے وعدے مکمل نہ ہو سکے۔ ان کے مطابق اگر سکیورٹی اداروں کے اپنے دعووں کے مطابق شدت پسند افغانستان سے سرحد پار کر کے پاکستان میں داخل ہو رہے ہیں تو یہ صرف ایک صوبے کی نہیں بلکہ 'ریاست پاکستان کی ذمہ داری بنتی ہے'۔ گورنر راج کی افادیت پر بات کرتے ہوئے مشتاق یوسفزئی بلوچستان کی مثال دیتے ہیں، جہاں 2013 میں گورنر راج نافذ کیا گیا تھا۔ ان کے بقول اگر گورنر راج بذات خود حل ہوتا تو بلوچستان آج مکمل طور پر پُرامن ہونا چاہیے تھا، لیکن وہاں اب بھی سکیورٹی چیلنجز موجود ہیں۔ تاہم وہ یہ بھی کہتے ہیں کہ پی ٹی آئی حکومت نے بھی بعض معاملات میں مطلوبہ توجہ نہیں دی اور صوبائی انتظام میں کمزوریاں موجود تھیں۔ انھوں نے غیر ذمہ داری کا مظاہرہ کیا۔ وہ خود کئی گروپس میں بٹ چکے تھے۔ انھوں نے صوبے اور لوگوں کے مسائل پر بہت کم توجہ دی۔

پاکستان تحریک انصاف کے چیئرمین بیرسٹر گوہر علی خان گورنر راج کے فیصلے کو سیاسی اقدام قرار دیتے ہیں۔ پارلیمان کے باہر حال ہی میں بات کرتے ہوئے انھوں نے کہا کہ پی ٹی آئی ہمیشہ شدت پسندی کے خاتمے کی حامی رہی ہے اور یہ کہنا درست نہیں کہ ان کی جماعت 'دہشت گردی کے خلاف ایکشن لینے سے گریزاں تھی یا دہشت گردوں کے لیے نرم گوشہ رکھتی تھی'۔ بیرسٹر گوہر کے مطابق گورنر راج اور ایمرجنسی کا نفاذ سکیورٹی صورتحال کے بجائے سیاسی مقاصد کے لیے کیا گیا۔ پی ٹی آئی کے رہنما اور قانونی ماہر سلمان اکرم راجہ بھی حکومت کے الزامات کو مسترد کرتے ہیں۔ انھوں نے بی بی سی کو بتایا کہ مذاکرات کے دوران حکومت کو تمام متعلقہ اعداد و شمار فراہم کیے گئے تھے، جن سے ظاہر ہوتا ہے کہ پولیس اور سی ٹی ڈی کو وسائل مہیا کیے گئے تھے۔ افغان مہاجرین سے متعلق حکومتی مؤقف پر بات کرتے ہوئے سلمان اکرم راجہ نے کہا کہ صوبائی حکومت نے وفاقی پالیسی پر عمل کیا، البتہ اس بات کی کوشش کی گئی کہ مہاجرین کے ساتھ عزت اور احترام کا برتاؤ کیا جائے۔ پی ٹی آئی کا یہ بھی مؤقف ہے کہ دیگر صوبوں کے مقابلے میں خیبر پختونخوا اپنی پولیس پر سب سے زیادہ وسائل خرچ کرتا رہا ہے۔

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ضرورت نمائندگان

پاکستان میں گزشتہ 22 سال سے شائع ہونیوالے فلیئر میگزین کو تحصیل و ضلع لیول پر نمائندگان کی ضرورت ہے۔

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اخبار بینی کا رجحان کم کیوں؟

انسان فطرتاً علم حاصل کرنے اور اپنے اردگرد کی دنیا کے بارے میں جاننے کا خواہش مند ہے۔ وہ ہمیشہ یہ جاننے کی کوشش کرتا ہے کہ اس کے معاشرے، ملک اور دنیا میں کیا ہو رہا ہے، لوگ کن مسائل سے دوچار ہیں، سائنس اور ٹیکنالوجی کے میدان میں کون سی نئی ترقی ہو رہی ہے اور مستقبل میں زندگی کے مختلف شعبوں میں کیا تبدیلیاں رونما ہو سکتی ہیں۔ علم و آگہی کی اسی خواہش کو پورا کرنے کے لیے انسان نے مختلف ذرائع اختیار کیے ہیں، جن میں کتابیں، رسائل، اخبارات، ریڈیو، ٹیلی ویژن اور انٹرنیٹ نمایاں ہیں۔ ان تمام ذرائع میں اخبار کو ایک اہم مقام حاصل ہے۔ اخبار بینی ایک ایسی مفید عادت ہے جو انسان کے علم میں اضافہ کرتی ہے، اس کی سوچ کو وسعت دیتی ہے اور اسے حالاتِ حاضرہ سے باخبر رکھتی ہے۔ اخبار محض خبروں کا مجموعہ نہیں ہوتا بلکہ یہ معاشرے کی زندگی، عوام کے مسائل، حکومت کی پالیسیوں، قومی ترقی اور عالمی حالات کا آئینہ بھی ہوتا ہے۔ ایک اچھا قاری اخبار کے مطالعے سے نہ صرف معلومات حاصل کرتا ہے بلکہ مختلف معاملات کو سمجھنے، ان کا تجزیہ کرنے اور ان کے بارے میں اپنی رائے قائم کرنے کی صلاحیت بھی پیدا کرتا ہے۔ یہی وجہ ہے کہ اخبار بینی کو ایک باشعور اور مہذب معاشرے کی تشکیل کے لیے ضروری سمجھا جاتا ہے۔ اخبار کی تاریخ انسانی تہذیب کی ترقی کے ساتھ وابستہ ہے۔ قدیم زمانے میں خبریں ایک جگہ سے دوسری جگہ پہنچانے کے لیے قاصدوں، منادی کرنے والوں اور خطوط کا سہارا لیا جاتا تھا۔ بادشاہوں کے احکامات، جنگوں کی اطلاعات اور اہم واقعات لوگوں تک مختلف طریقوں سے پہنچائے جاتے تھے۔ اس زمانے میں معلومات کی ترسیل سست اور محدود تھی، اس لیے عام لوگوں کے لیے دور دراز علاقوں کے حالات سے واقف ہونا مشکل تھا۔ چھاپہ خانے کی ایجاد نے معلومات کی اشاعت میں ایک عظیم انقلاب برپا کیا۔ طباعت کے ذریعے تحریری مواد بڑی تعداد میں تیار کرنا ممکن ہوا اور رفتہ رفتہ اخبارات کا رواج بڑھنے لگا۔ جدید دور میں اخبارات نے سیاسی، سماجی اور معاشی زندگی میں اہم کردار ادا کرنا شروع کر دیا۔ اخبارات کے ذریعے عوام کو حکومتی اقدامات، جنگوں، آزادی کی تحریکوں اور معاشرتی تبدیلیوں کے بارے میں معلومات ملنے لگیں۔ برصغیر پاک و ہند میں بھی صحافت نے سماجی اصلاح، تعلیمی بیداری اور سیاسی شعور کی ترقی میں اہم کردار ادا کیا۔ اردو صحافت نے مسلمانوں اور دیگر طبقات میں علمی و ادبی سرگرمیوں کو فروغ دیا۔ تحریکِ پاکستان کے دوران اخبارات نے مسلمانوں کے سیاسی خیالات، مطالبات اور قومی جدوجہد کو عوام تک پہنچانے میں نمایاں کردار ادا کیا۔ قیامِ پاکستان کے بعد اخبارات قومی زندگی کا اہم حصہ بن گئے۔ آج مطبوعہ اخبارات کے ساتھ ساتھ ان کے برقی ایڈیشن، خبری ویب سائٹس اور موبائل ایپلی کیشنز بھی معلومات کی فراہمی میں اہم کردار ادا کر رہی ہیں۔ ایک زمانہ تھا کہ صبح ہوتے ہی چائے کے ساتھ اخبار پڑھا جاتا تھا، گھروں میں باقاعدہ ہاکر آ کر اخبار دے جایا کرتا تھا اس وقت ٹی وی کم دیکھا جاتا اور اخبار کا مطالعہ زیادہ ہوتا تھا۔ گھر کے افراد اخبار کی خبروں پر تبادلہ خیال کیا کرتے، مضامین پڑھے جاتے اور کئی لوگ تو معلومات کے لیے کچھ خاص چیزیں اپنی نوٹ بک میں نوٹ بھی کر لیتے یا تراشے کاٹ لیتے کیونکہ اخبار پرانا ہونے کی صورت میں اسے ردی میں فروخت کر دیا جاتا تھا۔ پھر وقت نے کروٹ لی اور جدید دور آ گیا۔ جدید ٹیکنالوجی نے انسان کو اتنا مصروف کر دیا کہ اس کے پاس مطالعے کا وقت ہی نہ رہا، سوال یہ ہے کہ اخبار بینی کے رجحان میں کمی کیوں ہو رہی ہے تو اسکا سب سے پہلا اور آسان جواب ہے جدید ٹیکنالوجی۔ جیسے جیسے انسان سوشل میڈیا کے ساتھ بندھتا چلا گیا اس کے پاس وقت کی کمی ہوگئی اور مطالعے کے لیے فرصت نہ رہی۔ آج انسان اتنا مصروف ہے کہ اس کے پاس کاغذی اخبار پڑھنے اور خریدنے کے لیے وقت نہیں۔ اخبار خریدنے کا اضافی خرچہ کرنے کا کوئی سوچتا نہیں بلکہ منٹوں میں ریلز اسکرول کر کے خبریں، رپورٹس اور تجزیے دیکھ لیتا ہے۔ جو چیز منٹوں یا سکینڈز میں مل جائے اس کے لیے تردد کرنے کی کیا ضرورت؟ یہ الگ بات ہے کہ سوشل میڈیا کی خبروں کی سچائی کہیں مرتبہ مشکوک ہو سکتی ہے۔ لیکن یہ کہنا بے جا نہ ہوگا کہ آج کل کئی اخبارات آن لائن بھی ہیں اسی طرح فیس بک، انسٹا گرام، ٹک ٹاک اور دیگر پلیٹ فارمز پر خبروں اور تفریحی مواد کا ایک سیلاب ہے، پوڈ کاسٹ اور آن لائن انٹرویو بھی ہوتے ہیں۔ اب صحافت قدیم دور سے نکل کر ڈیجیٹل دور میں آ گئی ہے۔ اب خبریں پل میں ایک جگہ سے دوسری جگہ گردش کرتی ہیں۔ لیکن اخبارات کی اہمیت اب بھی وہیں ہے۔ اخبار بینی سے نہ صرف ہمارے علم میں اضافہ ہوتا ہے بلکہ زبان و بیان کی خوبی بھی حاصل ہوتی ہے۔ اخبار میں اداریے، کالم، مضامین ہماری سیاسی تربیت کرتے ہیں اور ہم میں سیاسی شعور کو اجاگر کرتے ہیں۔ دلچسپ اور عجیب و غریب خبریں دیکھ کر انسان ان چیزوں کے بارے میں جان سکتا ہے۔ اخبار کی ایک خاص زبان ہوتی ہے جو کہ ہمیں سوشل میڈیا میں نہیں ملتی۔ اگرچہ کہ اخبار ہمیں چوبیس گھنٹے دستیاب نہیں ہوتا اور ہمیں اگلے دن کا انتظار کرنا پڑتا ہے تاہم پھر بھی مطبوعہ مواد کی اپنی ایک اہمیت ہے۔ الختصر کہ اخبار بینی کے رجحان میں کمی کی وجوہات میں مطالعے کی عادت میں کمی، جدید ٹیکنالوجی، سوشل میڈیا کا بے تحاشا استعمال وغیرہ شامل ہے۔ دیکھا جائے تو ہمیں سوشل میڈیا کے ساتھ ساتھ روایتی مطالعے کو فروغ دینا ہوگا۔ اخبار کی اہمیت اجاگر کرنا ہوگی، قارئین کے لیے اخبارات کے موضوعات کو دلچسپ بنا کر پیش کرنا ہوگا تاکہ ریڈرشپ بڑھے۔ اسکولوں اور کالجوں میں اخبار بینی کو فروغ دینا ہوگا تاکہ غلط اور گمراہ کن خبروں کے بہاؤ کو روکا جا سکے اور معتبر معلومات حاصل کی جا سکیں۔

P7



P9



P12



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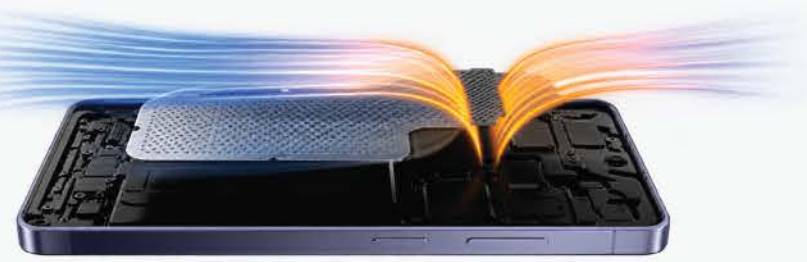
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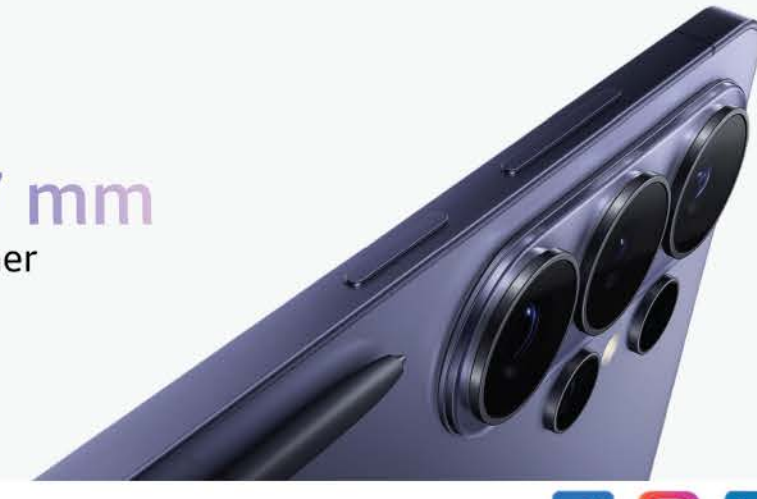
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