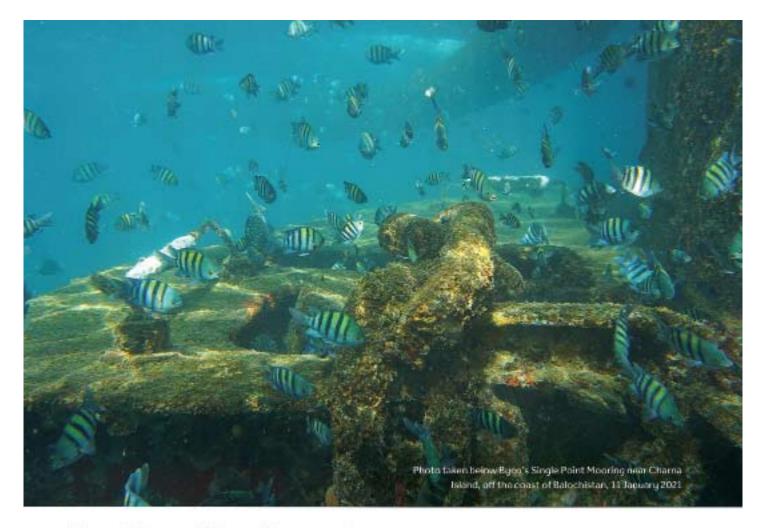
THE MEDIA & CORPORATE WORLD **MAGAZINE** August 2021 www.slogan.com.pk **TV Serial Review: Neeli Zinda Hai** Child Development: Pitfalls of Parenthood endour of For Dilip Kumar, the world was like a screen and his significance on the screen was no more than that of a speck of dust that would just fade away in no time. However, we think this is not the case and his legacy lives on.



Fuelling Biodiversity

Byco's SPM has given rise to an artificial coral reef

In 2012, Byco installed Pakistan's first and only Single Point Mooring (SPM), a floating buoy that allows Byco to import and export crude oil and refined petroleum products directly to and from its refinery in Hub, Balochistan. Fuel is transported from the SPM to Byco's storage tanks through a 12 km pipeline laid. on the ocean floor,

The underwater pipeline has given rise to an artificial coral reef, an underwater natural living structure which attracts fish to feed upon it, and therefore produces ideal living conditions for marine life.

Buco recognises the impact of carbon emissions on climate change, and has therefore launched several green initiatives to mitigate emissions. To increase Pakistan's green cover, Byco distributed 2. million Moringa seeds nationwide and also is planting trees according to the Miyawaki Method in and near its refinery. Byco commits to becoming carbon neutral by 2030.

#BycoBeTheChange







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Transforming Karachi

Pather predictably, the government has announced yet another developmental scheme worth 1.1 trillion rupees for revamping Karachi in response to accusations of inaction. Astonishingly, Karachi was the first metropolitan city of the country and for it to remain problem-ridden reflects consistent failure on part of the authorities. There were projects in the works for updating facilities in Karachi. Why has a new one been introduced and what became of the previous attempts? These are pertinent questions that the government must provide justifications for.

The Karachi Transformation Plan was developed by the federal government to bring about infrastructural developments the city. There has also been a selective focus on water conservation. On the face of it, each new initiative sounds revolutionary and the public anticipates changes that the government promises will materialise. However, little progress can actually be seen in the city. Waste disposal, faulty sewerage systems, unstable infrastructure, inefficient transportation, ineffective energy distribution and a strained water supply are just a few of the problems that the people of Karachi face on a daily basis. Matters are expected to get much worse with the incoming monsoon season which wreaks havoc across the city through flooding, electrocution and the pollution of water sources.

To tackle these issues, the government promised the city billions of rupees through the Karachi Master Plan of 2020, Karachi Strategic Development Plan of 2020, Karachi Developmental Plan of 2021, and Mega-Schemes for Karachi City Project of 2021. What became of these projects is still unknown. More often than not, the authorities go about unplanned expansions and resettlements that only result in the exacerbation of the water crisis and the exposure of the faulty drainage system of the city. Other civic affairs also plunge into destruction. If progress is what is being promised again, the government must stay clear of this pattern. It must plan, adhere to deadlines, release funds and hire contractors so that the initiative can fully materialise. Otherwise, all these just seem to be empty promises.











- 03 Editor's Desk
- 06 Readers' Thoughts
- 07 Who Said That!
- 08 Grapevine
- 09 Newsbeat
- 13 Child Development
 Pitfalls of Parenthood
- 14 Cover Story
 Splendour of the Sun
- 17 Reviews

TV Serial: Supernatural

Jumps

Film: Survival Instinct













Readers' Thoughts



New Venture

his is related to the last month's cover story titled 'Maya Ali Introduces MAYA Pret-a-Porter' showcasing Maya Ali with her new venture. Maya Ali has intensify her career in film and drama industry by following her own direction and she is doing the same to instigate a clothing brand Maya Pret-a-Porter. Co-founded with her cousin sisters Zainab Qadeer and Ansa Qadeer, the trio is reinventing a whole new approach to fashion, specializing in contemporary festive dresses to ensure you look your finest. The collection is amazing and a must try for all. Rahima Tayyab.

Lahore, Pakistan

New Business in Town

ducation in Pakistan has become a business through which a businessman flourishes. He takes interest in

such activity to further deepen his pocket without bothering that this could damage the dreams of many children who are not so wealthy



Commercialising educa-

tion is detrimental for students as this leads to only the elite getting higher education and the masses, who are capable enough, are left unattended. Thus, they suffer at the hands of society. The concerned authorities should take notice of this and visit each private institution to resolve the issues. Tariq Mahmood,

Karachi, Pakistan

Book Lover

ooks are people's best friends, and the dictum is especially true for the elderly.

The happiest people in the world are those who develop the habit of reading, as books expand knowledge and



wisdom, teach love and patience, give courage in difficult times, and groom a personality.

Educational institutions across the country should organise book-reading competitions to encourage this healthy habit. They should also distribute prizes among the students to keep them motivated. Moreover, the government must establish public libraries in every city so that the people may not have to travel long distances to quench their thirst for knowledge.

Dalai Lama has rightly said, 'Share your knowledge. It is a way to achieve immortality.

Nick Travis,

Edinburgh, Scotland



World Population Day

Vorld Population Day is observed on 11 July every year to pay attention to the global-population issues and for highlighting problematic issues caused by overpopulation. Additionally, Pakistan's population is equivalent to 2.83% of the total world population. It ranks number five in the list of most populated countries.

Moreover, this is a colossal challenge for Pakistan to maintain itself considering the lower growth of economy. The government should think of a way out before Pakistan becomes the most populated country with the least fiscal power. Kashaf Sohail,

Karachi, Pakistan

Who Said That!



Humanity

Animals are the most precious creatures and hence, we must protect and facilitate them instead of hunting them. There are numerous instances where dogs, cats, horses, rabbits, chickens, etc., are abused or neglected by humans without any concern that they suffer at no choice of their own.

Animals depend on humans to love them, feed them, give them a good happy home and so many do not receive any of that. There are many organisations who rescues animals and works hard at healing them and finding a good home. Hence, it is our responsibility to take care of them.

Karen Wazen, England, UK



Early Marriage

arly marriage is a big problem that is destroying lives. Every day thousands of children are forced into early marriage. A child has complete rights to love his/her life and should not be forced into early marriage. Particularly, girls are the victim of early marriage at the age of 14 or 15 and it is increasing day by day. The pressure of early marriage destroys their dream of getting educated. Thus, it is a humble request to the government to take concrete steps to stop such undesirable activities which are destroying the youth and upcoming generation. Sana Mirza,

Islamabad, Pakistan

The more you study, the more you know; how less you know.

- Imran Khan, Prime Minister of Pakistan





Success isn't about how much money you make. It's about the difference you make in people's lives.

- Michelle Obama, Attorney & Author

Failure is a great teacher and, if you are open to it, every mistake has a lesson to offer.

- Oprah Winfrey, Author & TV Host





I don't get happy with personal milestones. I get happy when my team wins.

- Babar Azam, Cricketer

If you want to be successful, make reading a habit.

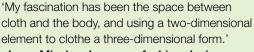
- Warren Buffett, Business Tycoon





I don't like to hire stars. I make stars.

- Shoaib Mansoor, Film Director



-Issey Miyake, Japanese fashion designer





There is no mystery-- that's the beauty of it. We are entirely explicable to each other, and yet we stay. What a miracle that is. – *Kamila Shamsi, Write*

Grapevine



Another Innings?

A strategic planning, marketing and human resource development professional for many years, Andaleeb Abbas is a diehard PTI girl. She appears in TV shows and defends her party vociferously. Married to a former cricketer and the mother of Zainab Abbas, a cricket commentator, she is devoted to Imran Khan, again a former cricketer. Is she batting for another PTI innings in power?



Being Him

One of the inspirations that brought actor Dharmendra to films was Dilip Kumar. It was always his ambition to look like Dilip Kumar and act like him. Over time, they hit it out as great friends though Dharmendra was much younger than Dilip. Dharmendra also never adopted the kind of intense acating that Dilip Kumar was known for but his love for Dilip Kumar was more than evident when he broke down at the late actor's funeral.







Good Catch

Much has been made of singer Asim Azhar's betrothal plans and there is continuous talk of who the lucky lady will be. Some time back, there was even gossip of his relationship with Hania Amir but that turned out to be false. Then there were rumours about Asim getting engaged to Merub Ali and that was again a wrong number. So, if there are still girls around fishing for a good catch, Asim Azhar is a fat fish.



Becoming Famous

Before Ayeza Khan appeared in Meray Pas Tum Ho, no one knew her. Then she became famous overnight – or almost. Now everyone wants her in their serials and her advertisement appearances never cease. Her husband Danish Taimoor, a well-known actor in his own right, basks in her glory too and they come across a very lovey-dovey couple. It also turns out that Ayeza was always a Sridevi fan.

Tourism Malaysia Wins

A collaboration between Tourism Malaysia, SHARP, and Chilli Pepper Films, has won the special award for Best Camerawork at the 21st World Media Festival, under the Tourism & Travel Media Awards category.

Based in Hamburg, Germany, the World Media Festival has been honouring creativity in media worldwide for the past 21 years, including audiovisual, print and online productions. The 2021 Hall of Fame is divided into two main categories: Television & Corporate Media Awards and Tourism & Travel Media Awards.

A two-and-a-half-minute video titled 'AMAZING' has won the Special Award "MAGIC EYE" for Best Camerawork, made possible under the direction of



globally-acclaimed commercial and film director Mark Toia, and production of Chilli Pepper Films. The initial production was a creative collaboration between Tourism Malaysia and SHARP called 'Truly Aquos 8K, Truly Asia Malaysia'; the production team was the first to shoot an 8K video in Malaysia.

■

HUBCO'S NEW CEO

ubco,
Pakistan's
largest IPP has
announced the
appointment of
Kamran Kamal
as its new CEO.
Kamran has succeeded Khalid



Mansoor who led the company for eight years.

Kamran has already been a part of Hubco for the past 6 years as the CEO of Laraib Energy Limited, a hydel subsidiary of the Company. Previously, he held the position of Vice President China Power Hub Generation Company (CPHGC), a joint venture between HUBCO and China Power International Holding (CPIH).

With over 18 years of progressive responsibility and leadership experience in energy, infrastructure, commodities, business development and strategy, Kamran holds a Masters from Harvard and a BSE in Electrical Engineering from Georgia Tech, USA.

Sajal and Azaan Together



After featuring in Atif Aslam's song 'Rafta Rafta', Sajal is now set to pair with Azaan Sami Khan for Hum TV's latest offering 'Ishq-e-Laa', a Momina Duraid production. The series also features Yumna Zaidi, Sohail Sameer, Uzma Hassan, Usman Pirzada and Simi Raheel.

Directed by Amin Iqbal and written by Qaiser Hayat, some scenes of the series were shot in Islamabad while the rest were filmed in picturesque locations of the north. Iqbal also shared some behind-the-scenes pictures of the series which are circulating on the internet.

Asim Azhar Band

Singer Asim Azhar has recently formed a band and former Strings band member Aahad Nayani is the latest member to join the band.

The singer took to Twitter and released a picture with his bandmates. While one have expected him to name the band with a unique touch, Asim named it 'The Asim Azhar Band'. The picture has six other musicians, including bassist Kamran Zafar, who has worked with Ali Azmat and Mekaal Hassan Band.



Mahira Khan Back

ahira Khan has made a comeback to television after five years. She is currently shooting for the TV adaptation of playwright Umera Ahmed's novel, 'Hum Kahan Kay Sachay Thay'. She plays the role of Mehreen Mansoor in the serial.

Directed by Farooq Rind and produced by Nina Kashif and MD Productions, the serial also stars Kubra Khan, Usman Mukhtar, Haroon Shahid, Shamim Hilali, Zainab Qayyum, Huma Nawab, Laila Wasti, Omair Rana and others.

> The synopsis of the novel shows that the story is about three cousins:

> > Mishal, who is a pretty girl from an elite household, her cousin Mehreen who has a troubled background and is known for her bad manners, and their cousin Aswad, a young handsome guy, who is caught between these two girls.

'Hum Kahan Kay Sachay Thay' shows how the flaws of parents haunt their offspring. Children belonging to dysfunctional families are always judged in the shadow of their parents. S

KASHAN HASAN HEADS RECKITT

ashan Hasan has been appointed as the lead for all Pakistan operations at Reckitt Benckiser (RB). Previously, Kashan



was leading the Health business in Pakistan.

Both the Health and Hygiene business divisions in Pakistan will now report to Kashan Hasan to optimize the potential of the complementary nature of the products. It's the next stage in the journey of transformation, and the commitment to a cleaner and healthier country as the business continues to work towards its aim of 'Hoga Saaf Pakistan'. S

J. Perfumes Presented

aving an array of popular stars on board in the past, J. is now proud to launch its two new fragrances: Warrior (Savasci) and Defender, in collaboration with the famous Turkish actors

Cengiz Co kun and Nurettin Sönmez.

The launch of the fragrances became the talk of the town on social media not just because of the collaboration with the Turkish actors, but also for its high-end DVC production which set the bar high for all the other brands in Pakistan.

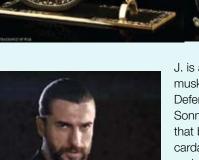
The launch of the new fragrances also marked J. Fragrances' first pre-booking

trial, which proved to be a huge milestone for the brand.

Both the fragrances are bound to set a new



benchmark for traditional fragrances. Warrior (Savasci) for Cengiz Coskun by



J. is an intense oriental musky fragrance, while Defender for Nurettin Sonmez is a fougere that brings together cardamom, bergamot and violet leaf at the top. What also makes the fragrances stand apart, is the top-notch and luxurious look of the bottles, which

reflects the premium persona of the fragrance range. S

Australian HC to Pakistan Enjoys Monsoon in Pakistan

The Australian High Commissioner in Pakistan, Dr Geoffrey Shaw, has discovered the secret of enjoying in monsoon season in Pakistan. The rainy season has its perks when it arrives in Pakistan, and especially when mangoes are also in season.

The perfect way to enjoy the monsoon is to have this fruit included in meals daily and that's what has been discovered by Dr Geoffrey Shaw in Islamabad.

Tasking it to social media, HC Shaw showed how was he enjoying the monsoon in Pakistan.

"Enjoying a sweet and spicy 'Aam



Ki Chutney' with some garam samosas — a perfect recipe to try on a rainy day during Pakistan's #mango season. I made this delicious chutney with fresh tropical mangoes from my garden. Great to store in a jar to enjoy later! #Monsoon2021," His Excellency tweeted. ►

Enter the Wonderful World of Silkbank Visa Signature Card

Silkbank Credit Cards are the most innovative next-generation Cards in the market. In a very short span of time, Silkbank has attained leadership position in the Credit Cards market, and is one of the fastest credit cards issuers in the market today.

Behind the success of Silkbank Credit Card, lies an all-encompassing strategy to deliver best-in-class customer service and a seamless product experience. The product value proposition is continuously enhanced via market research and by incorporating customers' feedback to provide cardholders the best product features and most innovative offers in the market.

In line with this strategy, Silkbank has launched their Silkbank Visa Signature Credit Card targeted at discerning high networth consumers who are often travelers looking for enhanced lifestyle benefits and rewards.

Silkbank Visa Signature Card is a unique card proposition that comes loaded with unmatched travel, hotels lifestyle and protection benefits. Exclusive travel privileges: Free access to 1000+ airport lounges worldwide, complimentary Careem airport transfers and discounted rides, Airport Dining Program, multi-trip travel insurance, car rentals, Meet and Assist service, etc.



 Lifestyle benefits: Exclusive local and global dining and retail offers, digital concierge services, digital entertainment money back, access to golf courses worldwide and much more.



 Protection features: Fraudulent card misuse protection, extended warranty and insurance, Purchase Protection, Global Customer Assistance Services,

Addition of this new variant in Silk-bank's product suite will further strengthen Silkbank market position and will be a game changer as it will empower customers to earn higher value that matches their lifestyle.

Jordanian EdTech Company Team-Up

An award-winning Jordanian EdTech company 'Abwaab' has acquired the e-learning platform Edmatrix.

'Abwaab' has established itself as a premier online learning platform in the MENA (Middle East and North Africa) region. Having already ramped up operations in Egypt, Abwaab now has its eyes set on Asia. Their vision to transform learning outside conventional classrooms matches the thought of Edmatrix and the two have partnered to move into the Asian market.

Edmatrix's co-founder and



CEO Raja Ahmed Shuja was of the view that by teaming up with Abwaab, they won't only be able to accelerate their pace but create a much bigger impact by enabling millions of students across the Middle East, North Africa and Pakistan as the two companies share the same mission and values. He even went on to thank all the learners, the team, investors and supporters for their unrelenting encouragement and commitment towards making Edmatrix a success. S

Female-Centric Ehd-e-Wafa?

he news of the multi-starrer serial 'Sinf-e-Aahan' went viral as pictures started circulating on social media. Five dynamic female actors, including Sajal Aly, Yumna Zaidi, Syra Yousuf, Kubra Khan and Ramsha Khan are together in one project.

The story is written by Umera Ahmed and is directed by Nadeem Baig. Samina Humayun Saeed and Sana Shahnawaz of Next Level Enter-



tainment, along with Humayun Saeed

and Shahzad Nasib of Six Sigma Plus have joined hands to produce the serial

> in association with ISPR. It will be broadcast on ARY Digital soon.

Not much has been revealed about the story but sources say that it will highlight five female cadets who will have their own journeys. It represents the transformation of women who are usually called 'Sinf-e-Naazuk' (the delicate class) to 'Sinf-e-Aahan' (the iron-willed class) i.e. women of steel.

What I Wear

esigner Wardha Saleem exhibited her latest prêt-à-porter line 'What I Wear' at Ensemble in Karachi. The new line aims to be an affordable one that comprises easy-breezy fusion silhouettes made of fine cotton with eccentric embellishments and techniques reflecting the designer's

'What I Wear' targets the young woman who cherishes and celebrates life each day. A woman who loves to go out yet wants to feel comfortable and easy.



She is someone who wants to make a statement and is looking for minimal aesthetic options for a day out or keep easy for daily wear. The price range for the line is under PKR 11.500.

SARMAD ALI RECEIVES LIFETIME ACHIEVEMENT AWARD

he Pakistan Advertisers Society (PAS) has bestowed its Lifetime Achieve-

ment Award for 2021 on Sarmad Ali, Managing Director of the Jang Group and President of the All Pakistan Newspapers Society (APNS), for his contributions towards the development of the marketing communica-



tions industry. The award was presented by PAS President Asif Aziz at the third PAS Effie Awards held virtually.



By Jerrica Fatima Ann

rospective parents must realize parenting is serious business. They should approach it with the requisite sincerity and preparedness or they may ruin the child's life and their own.

Children aren't just extra mouths to feed. They need constant nurturing and demand sacrifices beyond time and money. Likewise, we should dispense with the view that parenthood is innately a joyful state, even as many parents cling to this notion as a psychological defence.

In 2011, researchers at the University of Waterloo found the cost of raising children brought significant mental discomfort to couples. Yet when prompted to focus on the delights of parenting, their anxieties dissipated. Fathers and mothers have, the study concluded, "collectively created a myth of parental joy."

Regrettably, such a dewy outlook befogs the true breadth of this undertaking. Parenthood is no less a challenge than scaling the Himalayas. Anyone who believes the opposite may suffer from ignorance, willful or otherwise.

Without grasping the many challenges that await parents when rearing their young, crafting a navigational blueprint to sail through these murky waters is near impossible. Below, I list the common ones and suggest how to manage them.

Naturally, time management is your first and greatest test as a parent. The moment you alight from bed in the morning, a million things need your immediate attention. Besides a mother or father, you are a partner, a friend, an employee, even

While you may organize your daily tasks with such precision that slight detours don't bring on bouts of hair-pulling, parenting adds many layers of complication.

So, fussing when your clocklike schedule goes off the rails is pointless, more so if you're caring for an infant. Instead, foresee it derailing now and again, and you'll fare much better.

And since life intrudes when we least expect it, there may come a day when you must choose between an urgent business trip and attending your child's first school play. When that happens, resist the urge to scold yourself. Just make it up to your child once you return. There is no perfect way to parenting; what's necessary is doing your best.

The next challenge is spousal relationship. An oft-repeated maxim states parenthood completes a couple and enriches their marriage. But research published in Fortune magazine back in 2016 presented findings to the contrary. This investigationn spanning three decades, found most relationships suffer after couples have kids.

Yet, a more recent study by Bocconi University determined this breakdown need not occur, so long as moms and dads manage the stresses of parenthood and are stable money-wise. Hence, we can deduce the problem isn't children per se. It is the parents' unwillingness or inability to invest in their relationship after their offspring arrive.

The good news is they may avoid these pitfalls, provided they diligently nurture their marriage as they do their kids. Such preservation, of course, must concern both spouses to the same degree. It behooves us to acknowledge our "other relationships" are just as important as the ones with our brood.

Another challenge for couples is wading through the flood tide of confusing messages on parenting. The internet is brimming with them, which leaves many parents scratching their heads in bewilderment.

For instance, a segment of experts encourages them to use "naughty chairs" when children behave inappropriately, while others condemn such a practice as emotional abuse. Who do they believe?

Doubtless, every parent wants their child to grow into a productive, well-rounded adult. Yet the glut of parenting books, magazines, and online articles is frustrating their attempts to fix on a strategy.

Understand that nobody has a surefire way of raising perfect kids. Staying informed is essential, but it serves parents better to edit these "best practices" to suit their households.

Finally, the most important challenge that dissuades many couples from childrearing is financial security. A headline in the Atlantic magazine summed it up succinctly: "Having children makes people happier - if they can afford it."

While this statement won't hold true for everyone, the global economic crunch has undeniably contributed to the surge in childless marriages everywhere. Couples are choosing not to have kids because they impede their life goals.

Mull it over for a moment: every one of us dreams of owning a house, vacationing overseas, and securing a comfortable retirement. But as the worldwide recession finds a new foothold in the Covid-19 pandemic, these may be unthinkable for an average middle-class household if we minus child healthcare costs, school fees, and monthly allowances from the parents' annual income.

In conclusion, prospective mothers and fathers must seriously discuss how having children will remodel their lives. Examine their lifestyles and ask them if they can truly accommodate a new family member. The more they're prepared to tackle the challenges listed here, the more rewarding and "joyful" they'll find parenthood.

Splendour of the Sun

When the history of Indian cinema is written, it'll be divided into, 'before Dilip Kumar' and 'after Dilip Kumar.' - Amitabh Bachhan

BY KHALID SALAMAT

hen Javed Akhtar was invited to the rostrum to deliver Dilip Kumar's Lifetime Achievement Award by the Zee Network, he said, "When Dilip saheb is the recipient of an award, it is the award that is honoured. Describing the profundity of his talent is impossible. Can anyone measure the depth of the ocean or the splendour of the sun?"

I have the privilege of paying tribute to the greatest film personality of this era and my all-time favorite actor. My effort is to summarize Dulip Kumar's career and legacy that spans

decades and lives on in the hearts of fans after his passing.

From Yusuf Khan to Dilip Kumar

Dilip Kumar was born Yusuf Khan. His family left Peshawar for Bombay in the early 1940s and he started to work in a British Army canteen in Pune, selling sandwiches.

Visiting a film studio, he met Devika Rani, the leading lady of the silver screen in those days and co-owner of Bombay Talkies. She offered him a role in a film she was producing. Having no experience or inclination in the field, Dilip Kumar was reluctant to agree. His debut film, *Jwar Bhata*, released in 1944, flopped at the box office.

It was only after the release of *Jugnu* in 1947 in which he costarred with Noor Jehan that his fortunes began to change.

The most defining, even radical imprint of Dilip Kumar on screen was the dignity of silence, the unhurried moments in which he shone with elegance. When he spoke, his words found no reason to beat time. They flowed at their own pace, totally aligned with the character and the mood of the scene.

For the male protagonist in commercial Hindi cinema, the priority was style, not craft. Dilip Saheb chose to blend both, and thus became the thinking man's image on the screen. It would be unfair to limit his legacy to that of a ''tragedy king", the symbol of the forlorn and the languishing.

His performances in *Andaz* (1949), *Jogan* (1950), *Shikast* (1953) or even *Amar* (1953), playing a tormented lover in some way made him an obvious choice to play the most memorable of his tragic roles, the titular character in Devdas (1955).

As the dejected lover, he created the celluloid template for the melancholic male heart. Dilip's portrayal put him in a different league but it was also the last of his major attempts to depict the Devdas archetype. This was followed by a widening of his repertoire in 57 films as the lead actor: the character of a prince in *Mughal-e-Azam* (1960) and conflict-

ing shades in *Ganga Jumna* (1961), being two of the more talked about among his other significant blockbusters in the late 50s and 60s.

Following a break in the 70s, he made a comeback in Manoj Kumar's *Kranti* in 1980, followed by the superhit *Shakti* with Amitabh Bachchan for which he received his 8th Filmfare Award. *Viddhata, Karma, Mishaal, Mazdoor, Dunya, Izzatdar* and *Qanoon Apna Apna* followed, cementing his already well-established image.

When asked about his influences, Dilip Saheb cited Ingrid Bergman (specifically in For Whom the Bell Tolls) and James Stewart in Harvey. He also had a lot of praise for Raj Kapoor's father Prithviraj Kapoor, both as a professional and as a kind and caring person.





The Ultimate Method Actor

In the early 1950s, Hollywood gave credit to Marlon Brando as the pioneer of method acting, a technique by which actors completely identified with the characters they were playing. However, in the 1940s, Dilip Kumar had already started using this technique. In a BBC interview, in the 1970s, he said, "When asked to play the role of a thirty years old, I take that character and do a speculative analysis of his past 29 years, his psyche, his social milieu, family background, the values he cherishes, etc. This helps me in getting under the skin of the character.'

Devotion to His Craft

There are many examples substantiating Dilip Kumar's extreme perfectionism as an actor.

Before playing a blind man in *Deedar*, he would visit the Bombay Central Station and closely watch blind beggars' behaviour for days. For the number *Madhuban mein Radhika...*, in Kohinoor, he learned to play the sitar until he mastered it. He also spent several days in a village in Maharashtra learning majeera, an instrument played in rural temples, for the film *Gopi*.

Vicissitudes of Love Life

Despite being the most critically acclaimed actor of his time, Dilip Kumar's love life wasn't quite as successful. During the making of *Arzoo*, partially based on *Emily Bronte's Wuthering Heights*, he fell in love with Kamini Kaushal, the film's heroine. She was married and was thus unable to reciprocate his love.

Though there were insinuations of his feelings for Nargis and later Vy-jayanthimala, there is no evidence confirming this. His affair with Madhubala spanning over a few years and became talk of the town. However, it ended on an unfortunate note when Madhubala's father rejected him. This happened during the making of *Mughal-e-Azam* and a number of romantic scenes were



Cover Story

shot subsequent to this, when the two were not on talking terms with each other.

Dilip Kumar finally found love in 1966 when he married fellow actor Saira Banu. They were together for more than five decades until his death.

A Model to Emulate

Critics agree that there was something magical about Dilip Kumar. His most remembered performances had distinct tragic undertones. As a prince in self-conflict who rebels against his father the emperor, his delivery was impeccably crisp and articulate in Mughal-e-Azam. From Amitabh to Sharukh, all the leading actors look at him with reverence – someone whose performances have taught them like no one else could.

Amitabh Bachhan, speaking at the launch of the actor's autobiography admitted that he saw Dilip Saheb's Ganga Jumna 45 times. He couldn't believe that someone who did not come from UP would pronounce the nuances and deliver lines in Awadhi with such immaculate fluency. He further went on to say, "When you see a particular scene enacted by Dilip Saheb, you are convinced there cannot be an alternative to it. Nobody could have done it better.'

Dharmendra recalls that he decided to become an actor after watching a Dilip Kumar film. "He is a sparkling star from whom I have stolen a ray and used it to light my candle." Dharmendra says this over and over. He stresses that Dilip Saheb was not his friend but a brother who gave him infinite love.

Jeetendra, like Amitabh, confessed that he pinched money from his father's jewellery shop and saw the afternoon show of the same Dilip Kumar film 16 times because it had

the best acting lessons. "There are countless stars in the sky but there is only one moon, today that moon has disappeared." This was Jeetendra's tribute after Dilip Kumar's demise.

In the same vein, Anupam Kher watched Madhumati 18 and Ram Aur Shyam 40 times. He said in an interview, "There won't be another Dilip Kumar ever. Every actor in

Mughal-e-Azan

India aspires to be like him. He was an institution from whom the coming generations of actors will keep benefitting."

Director Subhash Ghai said, "Dilip Saheb was my mentor. I learned from him not only about films but so many other things. He transformed me completely and gave a new direction to my life.'

While shooting Prem Rog, Raj Kapoor wanted a certain expression on Rishi Kapoor's face which the latter struggled with. Frustrated after a few takes and retakes, Raj Kapoor shouted, "Mujhe Yusuf Chahiye".

The Yashpal Sharma Story

Test cricketer Yashpal Sharma made it to the Indian national team on Dilip Kumar's recommendation after he saw him bat in a Ranji Trophy match; Dilip Kumar was the chief guest. Yashpal Sharma spared no occasion to praise Dilip Saheb for his magnanimity.

Indeed, it was a spooky coinci-

dence when Yashpal Sharma passed away five days after Dilip Kumar's death. Sources close to him say that he always prayed, "Almighty, let me live at least until Yusuf Bhai is alive."

Beyond Stardom

Dilip Kumar's contribution to social and human causes are by no means small. As the Chairman of the Na-

> tional Association of the Blind (NAB), he instituted "talking braille" for blind children.

In 1992, when Bombay was under curfew after the Ayodhya incident, he rode with Sunil Dutt to deliver food to the cordoned localities where food supplies were cut off.

A Personal **Encounter**

In 1981, I met Dilip Kumar for half an hour when he was sitting in the lawn in front of his chalet in Goa. After

initial reluctance, I introduced myself and he asked me to pull up a chair. Russia had just invaded Afghanistan. He told me he was reading a review of VS Naipal's book, Among the Believers and enlightened me on what Naipal had written and the geo-political climate of the region. I will never have enough words to describe his eloquence and diction. Proverbial honey poured through my ears.

Words of Wisdom

In the late 1980s, I saw an interview with Dilip Saheb on Sharjah TV's Urdu transmission. The interviewer started by praising the actor with superlative adjectives and flowery phrases. When the camera zoomed in on Dilip Saheb, he smiled and said, "Mian, what all have you said? Do I deserve this? Let me tell you something, this world is like a screen and my significance on the screen is no more than a speck of dust that will just fade away in no time."

I think it is safe to say – this is not the case, and his legacy will live on.

NEELI ZINDA HAI

SUPERNATURAL JUMPS

By Syeda Maham Rasheed

t is often difficult to predict what a particular show has in store for the viewers, especially when it comes to Pakistani horror TV serials as horror and television have always been a misfit when we talk about Pakistani television and that too on prime time.

Horror demands attention with an equal amount of jump scares that could leave the audience in mystery. Previously, shows like 'Chalawa' and 'Belapur ki Dayan' managed to attract the viewers with their take on kaala jaadu and peer-faqeer. But ARY Digital's latest offering 'Neeli Zinda Hai' has come up with a new dose of horror, suspense and spookiness.

Directed by Qasim Ali Mureed and produced under Six Sigma Plus Production, 'Neeli Zinda Hai' is a suspense-thriller series. With the introduction of all the key characters in the first episode, the serial lays the groundwork for the rest of the season. The story revolves around a married couple Sumbul (Sonia Mishal) and Aman (Mohib Mirza) and their mute daughter Minal (Tehreem Ali Hameed). Aman returns from a long stint in Australia after Sumbul goes through a stillbirth, which leaves her massively traumatized. Sumbul is understandably resentful of her elusive husband who has been away for the past 6 years, leaving her in a toxic household, under the mercy of a petty and problematic mother-in-law, Meherbano (Kinza Malik). Even Minal is not close to her father as she hardly remembers him.

Mehrbano is actually obsessive about her son and hates her daughter-in-law and granddaughter. Aman also notices his mother's disdain for Sumbul and in an attempt to smoothen things over with his wife and build a relationship with his daughter, decides to move out of his



parent's house with his family. But the news doesn't go well with Mehrbano as she accuses Sumbul of taking her son away and curses her that she won't be happy. One can see what kind of a mother Mehrbano is, as she can go to any length to keep her son near her. Things start getting more problematic for the couple as they move to their new home that already looks haunted.

The outlook of the house is full of mystery as it is well-furnished with a trimmed garden and fresh flowers despite being empty for quite some time. Sumbul has her doubts after seeing the house but she keeps her superstitions to herself. It is evident that this is the same house where Neeli (Urwa Hocane) resides. Though the family tries to get closer to each other, they grow further apart due to the paranormal activities in the house.

Sonia Mishal and Mohib Mirza share great chemistry and deliver sincere performances. More power to Sonia for depicting the role of Sumbul as a damsel in distress who then

comes to terms with Neeli in unusual circumstances. The child Tehreem as Minal is the highlight of the show as she is the first to see Neeli in the house, vet she is quite comfortable

> with her. Kinza's character is a bit overrated while Mohammad Ahmed as Aman's father is always an excellent performer and even with limited scenes, he manages to steal the show. Urwa Hocane does a brilliant job as Neeli with her scary aura throughout the show and without the use of makeup or any horror cliches.

'Neeli Zinda Hai' manages to keep its horror quotient while also telling a real story. The serial

is thrilling, exciting and entertaining as it has an intriguing plot written by Adeel Razzaq. The eerie atmosphere and the mysterious happenings in the house seem convincing as the director gives attention to detail. In between all the paranormal happenings, it is good to see how Mehrbano's attempt to get rid of Sumbul through black magic clashes with her personal encounter with the paranormal.

A glimpse of Neeli's life shows her being happy on her wedding night as she marries the love of her life (Osama Tahir) but then realises that it is some other man who she was forced to marry. Neeli also has a child who is no more with her. No one knows what happened with Neeli but it is evident that she will push Sumbal to the point of being considered unstable in an effort to attain Minal.

With a strong script and cast that does its job to perfection, let's hope that this serial gives more chills and goosebumps with an unexpected and twisted end. S

OXYGEN

SURVIVAL INSTINCT

By Muhammad Ali Khan

ilmed during the peak of the coronavirus pandemic, 'Oxygen' is director Alexandre Aja's return to French-language films. His comeback is more dominant than before as he maintains tension throughout the film with just the right amount of horror glimpses and a few scares to attract the audience's attention. Infatuated with one-location cinema, 'Oxygen' is his latest addition to the genre but the film is more a thriller than a

It is about a woman Liz Hansen (Mélanie Laurent) who snaps wide awake from a deep slumber, not knowing who she is and how did she get there. Trapped in a chamber like space, she tries every possible way to escape and find her whereabouts. The entire film takes place within a cryogenic chamber slightly larger than a coffin. The whole setup is gripping, sending viewers a jolt of what might be coming next.

With the opening of the film, viewers are introduced to Liz Hansen aka Omicron 267 wrapped in a cocoon and with restraining straps across her chest. She wakes up in an air-sealed cryogenic hi-tech pod surrounded by screens and readouts and hooked up to various life-support wires with no memory of how she got there. Confused with the situation, she finds it hard to even remember her name or her professional background.

Soon she starts having flashbacks of being rushed to a hospital or was she rushing someone else to the hospital? She has glimpses of her husband, a conversation with



the police, a sedative on an arm and a person in a wheelchair. She has no idea what's going on. All she knows is that her oxygen levels will last around 90 minutes and she has to piece together her fragmented memories and reconstruct her opaque identity.

With dwindling oxygen levels, she communicates with the pod's stateof-the-art A.I. named MILO (voiced by Mathieu Amalric) as she feels it might know more and could do more than it is letting on. The film is more of a mystery where Liz has to ask the right questions to figure out the truth of why she's there and how she can save her life. She asks MILO to run her DNA test that proves to be a game-changer.

Being the film's only real character, the film heavily depends on Laurent's acting ability and she brilliantly depicts a range of emotions as new revelations come her way. Transitioning from fear and anger to

grief and determination, she gives what will easily be one of the best performances of 2021.

The first shots of the film only show her face and she does so much with that. Her features. elongated by red lights, further add depth to her expressions reminding viewers of her incredible range. The film's addled lead shines throughout, from start to finish. Had it not been for her acting, 'Oxygen' might lose its path. She is terrific in practically every frame.

As Milo's voice, Mathieu Almaric matches the cool, detached energy of his surroundings, while simultaneously winning the trust of Laurent. Milo behaves as Siri, offering other interfaces for Laurent to navigate. The two even share a few wry exchanges.

With a simple yet twisted premise by Christie LeBlanc, 'Oxygen' intertwines both grief and optimism, which defines where the world is in 2021. It highlights isolation and loss while hoping for the future. The art and animation departments have expertly constructed a cryo-chamber that is both visually pleasing and creepy. The ethereal music also adds to the drama in 'Oxygen'.

Th film is like a breath of fresh air for people looking for something to watch on Netflix. It will make you put your phone on the other side of the living room and leave you gasping for air. It might be good to re-watch the film after all the secrets are revealed because, in the first attempt, viewers know only as much as Liz knows. The film always keeps the viewer on their toes.

For better understanding, have a whole room to yourself to experience what Liz goes through.



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