





Every SATURDAY & SUNDAY at 08:00 pm







#### President & Editor-In-Chief

Syed Jawaid Igbal

#### **Managing Editor**

Zeba Jawaid

#### Editor

Javed Ansari

#### Assistant Editors

Faizan Usmani - Hafiz Inam - Mukee Bano

### **Feature Writer**

Khawaja Amer

#### **Editorial Team**

Faisal Siddiqi – Farhia Jabbar – Kashif Qadri Sumair Aftab – Kashif Ali – Shajia Raza

### **Layout & Graphics**

Haroon Rasheed Kamran Ghulam Nabi – Raiz Masih

### Marketing & Advertising

Aqam-ud-Din Khan

### **Special Projects**

Waqas Jan – Syed Ovais Akhtar Hira Sarwar

#### Coordinator

Shehryar Zulfiqar

### Circulation

Danish Shahid

## Editorial & Business Address

20-C, Lane 12 off Khayaban-e-Ittehad, Phase II Extension, DHA, Karachi - 75500, Pakistan Tel: +9221 35313821-24

Fax: +9221 35313832 Email: info@slogan.com.pk

### Middle East Representative Office

Pirana Advertising JLT
PO Box 486207, 1704, Level 17, HDS Tower,
Jumeirah Lake Towers Cluster F, Dubai, UAE
Phone: +97-14- 4508309

Fax: +97-14-3688487
Email: info@piranagroup.com

### Price: PKR. 250

Slogan is published every month by Syed Jawaid Iqbal for

### JAWZ Communications (Pvt.) Ltd.

and printed by Shabbirsons, Karachi.

Read complete issue of Slogan on:

### www.slogan.com.pk

The views expressed by the contributors are not necessarily shared by the editor.

Available on EBSCO and affiliated international databases through Asianet-Pakistan.

# Promoting Pakistan Cricket

Much hype has been created about the PSL – the Pakistan Cricket League - and the fact that it is already in its second successful year. What a pity, however, that while Pakistan launched the PSL as a 'me-too' event following the success of the IPL, the BBL, the Big Bang, etc., this particular tournament is played outside Pakistan though it purports to represent Pakistan cricket and to serve as an engine of the game's growth at home. As Pakistan's recent performances in New Zealand and Australia show, nothing of the sort has happened and Pakistan continues to be placed almost at the end of the table in limited overs cricket, not that its performance in Test cricket is anything to write home about. There was a time when Pakistan was one of the world's major cricket teams and competed with a lot of respectability with the likes of England, Australia and the West Indies, while it dominated nations like India, New Zealand, Sri Lanka and Bangladesh. Perhaps South Africa was not a part of the equation in those days because of its isolation due to apartheid. That is a thing of the past, however, and today's top Pakistani cricketers get the jitters when they play on a wicket that takes bounce and swing.

The PSL is played on pitches in Abu Dhabi, Dubai and Sharjah, which are said to be as placid or flat as grounds in Pakistan and the participating teams belong to Pakistan's five cities - Karachi, Islamabad, Lahore, Peshawar and Quetta. The only attractive factor about PSL is that each of the teams also have a smattering of international cricketers and that is perhaps what makes the tournament an interesting proposition. What is not interesting is that while all other tournaments are played in their home countries and provide entertainment for the home crowds, cricket lovers in Pakistan get to see the PSL only on television and the ground spectators are only the Pakistani Diaspora in the UAE or some locals who hardly have any affinity for or interest in the game. They do not understand cricket's intricacies and those finer points of batting, bowling and fielding that gives cricket its particular character. The non-Pakistani players participating in the PSL are probably there because it offers a good chance to them to earn some precious money and that is also perhaps the main reason why the Pakistani players, whether retired or otherwise, play in the League. In fact, according to one report, even the junior players in the PSL get paid more US dollars than they would be making while playing for any other league around the world. It is also said that payments are made to the players before the tournament ends and they do not have to be waiting to get paid till months after the tournament. This probably does not happen in other leagues.

Of late, there has been much talk of bringing the final of the PSL to Pakistan - to Lahore, more specifically. Even then, nothing is certain because it is being feared that none of the foreign players in the two finalist teams would want to come to Lahore. The PCB is of the view that the menace of terrorism has now been largely controlled and a final can be safely played at the Gaddafi Stadium. But it seems that other cricketing boards and more so the participating players don't agree with this view and would rather stay away from Pakistan. What is worth considering is that why is the PCB or the powers behind Pakistan cricket insisting that only the PSL final be played in Pakistan? What about cricket as a game returning to Pakistan and regular home series being played in the country at Test, One Day and T-20 level? Why is the PCB not working towards making this a reality? If the PCB continues to be weak on this front, the rest of the cricketing world will continue to take advantage of Pakistan and will continue to entertain the country only on their own terms. The conditions in Pakistan continue to be dire somewhat from the security point of view and not many risks can be taken. But besides holding the PSL in the UAE, the PCB can make some kind of a beginning by organizing similar tournaments in major cities of Pakistan, such as Karachi, Lahore, Faisalabad, Hyderabad, Sialkot, Islamabad, Peshawar and Quetta, etc. in which top Pakistan players are featured, along with the recently retired ones and young players. This way, local crowds will get to taste some of the thrill and excitement of cricket. This would also boost growth of the game in terms of players and grounds in the long run. If it really takes off, the tournaments could even have the same commercial attraction for sponsors and merchandizers as the PSL or the international cricket leagues.

Javed Ansari







- 03 Editor's Desk
- 06 Who Said That!
- 07 Readers' Thoughts
- 08 Cover Story
  Pakistani Films in 2017
  Some Promising Actresses
  Another Awards Circus
- 12 News Buzz





20 Tributes

The Legacy of Habib Fida Ali A Voice Silenced Death of a Professional The Flying Horse of Women's Football

- 23 Trends
  Fashionable Wear to suit your style
- 25 Review
  Tearjerking Cinema

Launch
Film Launch

26 Events
Art Ki Talaash
Tapmad TV App
Launched
The SPELT Way
To Hyderabad with

Shafaq

NAPA's Basement Playhouse

- 28 Focus
  Buck Up Sid!
- 31 Directions
  Towards Enduring
  National Unity
- 32 Interview
  Shoaib Baig,
  Chief People Officer,
  K-Electric
- 35 Beauty Beat Go Coconut, this Winter...
- 37 Grapevine
- 38 Corporate Moves
- 38 Ins & Outs

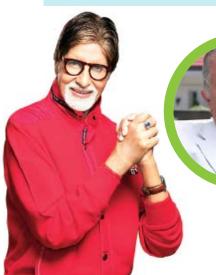






Who Said That!

"I stand before you as a doormat. Oh, I mean, as a female entertainer." **Madonna** 



"There's no perfect relationship." *Kareena Kapoor* 

"Censor boards and filmmakers need to realise that festivals are excused from censor laws around the world." *Usman Peerzada* 



"Bollywood has been ripping off stories from their regional cinema whereas we don't bother about even our regional languages."

Ajab Gul



"I want to continue working, because I'm getting work." *Amitabh Bachchan* 



"I have not had a release for a year and a half. I sat at home." *Arjun Rampal* 

"Artists as entrepreneurs, is the model of today." **Zeb Bangash** 



"If you want space, join NASA." *Ranbir Kapoor* 

"I can hit a six with a toothpick." Chris Gayle



"The film industry is like a basket full of crabs." **John Abraham** 



"Male stars have more differences than their female counterparts."

Karan Johar

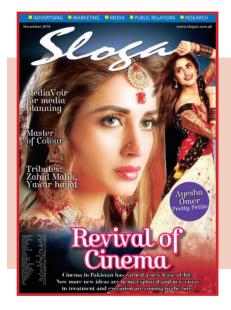
"Women are constantly asked to balance home and work. It's unfair." *Vidya Balan* 



"70% of the kids in Pakistan don't understand English language and they want their own characters and something to relate to." Fahad Mustafa



# Readers' Thoughts



### Miles to Go

This is about Slogan's story on the revival of Pakistani cinema. As it happens, a complete revival of a dying industry takes a good length of time. The same principle applies to our film industry as well, which is, at the moment, not even able to be called as an industry to be honest. Unfortunately, everyone starts talking about revival with the release of some new films, which is not the right approach. In fact, it takes more than a decade for a full resurgence of cinema that seems unlikely at this point in time.

Syed Umair Mustufa, Karachi.

# Well Done, PEMRA!

inally, the Pakistan Electronic Media Regulatory Authority (PEMRA) has successfully awarded a total of three broadcast licences for direct-to-home



(DTH) programming. The DTH auction was highly opposed by the Cable Operators Association of Pakistan that shut down cable services across the country to register its protest and also took the matter to the Lahore High Court. As the matter has now been successfully resolved, it will improve the overall quality of TV services offered to cable subscribers. No doubt, PEMRA has done a great job.

Saima Sharjeel, Rawalpindi.

## Why Indian Ads?

A mid escalating tension with India post-Uri attack, Pakistani government banned the screening of Indian films in local theatres and cinema houses. Similarly, the Pakistan Electronic Media Regulatory Authority (PEMRA) put several conditions on the airing of Indian content on TV channels. However, it has not taken any action against the airing of Indian ads. Currently, every second commercial being aired in Pakistani media happens to be an Indian ad, which is surprising, as well as indicative of the double standards pursued by PEMRA.

Kiran Ali Aftab, Jhelum.

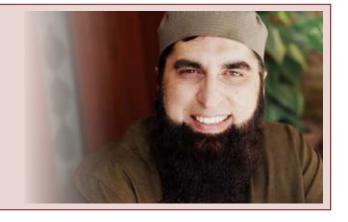


## Alas, Junaid Jamshed

The shocking death of Junaid Jamshed has left the entire nation in grief and pain. Besides his contributions as a singer, Junaid set a unique example by dedicating his life to religious teachings until his sad demise. A trailblazer from head to toe, he was truly a creative soul and will be always remembered for his love for the country and for the passion he had shown for spreading the message of Islam as a preacher. Junaid, we will always miss you.

Tabish Hanif,

Hyderabad.



### **Another Murder**

The murder of stage actress and dancer Qismat Baig has exposed the vulnerable state of performing arts in the country. Unfortunately, it is always easy to target artistes and performers who are compelled to work despite unfavourable conditions and threats. Particularly when it comes to female artistes, they are even more at risk and are exploited

even more at risk and are exploited throughout their career by so-called art promoters and cultural agents. The situation is quite alarming and needs to be addressed immediately.

Kosar Jehan,

Vehari.



### **More Research-Based Articles**

am a regular reader of Slogan. No doubt, the magazine is a quality publication by all standards. It has an impressive layout and contains worth-reading articles and exclusive stories, offering informative and in-depth coverage of the media industry. However, it needs to include some more research-based articles about emerging trends in media with reference to brand management, consumer behaviour and psychol-

ogy, relationship marketing, market segmentation and targeting, production design and positioning, etc. This will help the magazine to stay abreast of latest developments being made in marketing and advertising internationally.

Farheen Aijaz,

Karachi.





progressively picking up.

2016 was a good year with
films like Mah e Mir, Actor in
Law, etc. but there are major hurdles to be crossed.
Other films that were released in 2016 included
Lahore Se Agey, Maalik,
Bachaana, Hijrat, Ishq
Positive, Salute, Saye-eKhuda-e-Zuljalal, 3 Bahadur: The Revenge of
Baba Balaam, Jeewan
Hathi, Zindagi Kitni

Haseen Hai, etc.

Any film industry takes time to evolve and develop and this can take up almost 30 to 40 years. More filmmakers and investors are needed for the film industry to make someheadway. May be there comes a time when Pakistani films will be exported to Iran,

Turkey, India, UAE, Sri Lanka, Nepal, etc. At present, Indian content is being watched in Pakistan with great interest. The Pakistani industry on its own is still in a preliminary phase of revival.

"Pakistani cinema should not experiment. You have to make cinema your unique identity. But right now cinema is evolving and when it evolves it will itself reveal what that identity is," says Indian actor Naseer-ud-din Shah.

Pakistani filmmakers must try not to copy Indian content either. Pakistan is itself full of inspiring stories. Pakistani customs and heritage have a lot to offer and this must be capitalised upon.

Pakistani cinema can offer stories that attract the common man. The focus on going global should be the next step. Pakistan has just 106 screens in a country of over 200 million people. The lack of cinemas and high film ticket prices are basic problems. While there are multiplexes for those who can afford the high ticket prices, there is a need for cinemas with lesser priced tickets to bring in more film-watchers.

# **Cover Story**

There is news that Indian films will hit Pakistani screens once again soon. This cuts boh ways. It will offer more more profits to cinema owners and the benefits will travel all the way to the film producers and actors but on the other hand, it will also add to the insecurity of local filmmakers. This is all the more reason why Pakistani films should be stronger and powerful so that more people are attracted to the cinemas to watch local content.

More than 20 films are said to be in the works covering action, romance, social issues, history and drama. Will these films make a bang at the box office?

Saba Qamar has now turned to film acting. She has already appeared in such films as Lahore Sey Aagay and 8969 and will be seen in Hindi Medium, opposite Irrfan Khan.

Yalghaar is a war epic with a reportedly PKR 60 crore budget. It is based on the true story of Pakistan Army's Swat Operation and explores the aftermath of the operation. Hassan Waqas Raza, director of the film, has revealed that it is a tribute to the slain children of the 2014 Peshawar School attack. It has a star-studded cast such as Shaan Shahid, Humayun Saeed, Adnan Siddiqui, Armeena Khan and Ayesha Omer.

Maula Jatt 2 is an action drama film directed by Bilal Lashari. It is written by Nasir Adib and Bilal. A sequel to the 1979 Maula Jatt, it features Fawad Khan and Hamza Ali Abbasi who will be seen in the lead roles with Mahira Khan and Humaima Malik. "This will be my

take on Gandasa films which are blamed for the death of Lollywood," says Bilal Lashari.

Punjab Nahi Jaoongi is directed by Nadeem Baig and written by Khalil-ur-Rehman Qamar. It is a love story and exposes a cross-culture marriage between two people belonging to Sindh and Punjab. It features Humayun Saeed, Mehwish Hayat, Urwa Hocane and Ahmed Butt.

Project Ghazi is a sort of superhero film that features Humayun Saeed, Sheheryar Munawar and Saira Shahroz. It is directed by Nadir Shah.

Mehrunisa We Lub You is a romantic film, directed by Yasir Nawaz and written by Saqib Saleem. Sana Javed is making her debut in the film. It stars Danish Taimoor, Sana Javed, Javed Sheikh and Saqib Sameer. Amina Ilyas will also be seen in an item song.

Balu Mahi is a romantic comedy film featuring model Sadaf Kanwal in a debut role while Osman Khalid Butt and Ainy Jafferi are in leads roles. It is directed by Haissam Hussain and produced by Sadia Jabbar. Rahat Fateh Ali Khan's Qawwali titled "Rung De Chunar" has already created some excitement among fans.

Rangreza is a musical romantic film, directed by Aamir Mohiuddin and produced by Yasir Mohiuddin and Usman Malkani. It is written by Akhtar Qayyum with music by Hamza Akram Qawwal. Asrar Shah sings in Rangreza. It features Urwa Hocane, Bilal Ashraf, Gohar Rasheed, Tanveer Jamal,

Seemi Pasha, Saba Faisal, Humaira Bano, Saleem Mairaj and Akber Subhani.

Arth2 is a romantic drama film, directed and written by Shaan Shahid. The film is a remake of Mahesh Bhatt's 1982 Arth and stars Shaan Shahid, Humaima Malik, Mohib Mirza, Uzma Hassan and Yasir Hussain. "Shaan Sahib is remaking a film that I started my career with and that makes me very happy. I am very keen to see how he will interpret it," said Mahesh Bhatt, the Indian film-maker.

Chalay Thay Saath stars Syra Shehroz, Kent S. Leung, Behroz Sabzwari and Mansha Pasha. It is directed by Umer Adil and produced by Beenish Umer with Sheikh Shiraz Mubashir as the executive producer. It revolves around emotions, relationships and self-realization.

The Trail is written, directed and produced by news anchor Kamran Shahid. It is based on the historical incidents of 1971 and stars Mikaal Zulfiqar, Sadia Khan, Shamoon Abbasi, Resham and Alyy Khan.

Verna has been written by Shoaib Mansoor. It is based on women in Pakistan. It is also directed by him and features Mahira Khan in the lead role.

Cinema in Pakistan is set to get a new fillip from these films. But generating money at the box office remains a challenge. More commercial films will need to be made and the industry must be facilitated through new technology, a respectable film academy ad other support that promotes film-making.





ver the years, various Pakistani women have ruled showbiz. Single, married or as mothers, they have continued to work. They balanced both home and career with quite some success, such as Sania Saeed, Bushra Ansari and Seemi Pasha.

Mahira Khan, Mawra Hocane and Mehwish Hayat are the new lot among such women. They may be single right now but they have already achieved much and have a long way to go. Wedding bells included!

Mahira is modest, married once but probably

her beauty and brains overtook her conjugal bliss. Whether it

> was in Humsafar or recently in Raees, she came out strong and many young women already see her as their role model.

She remarked recently: "I hope, I can be an example that you can do whatever you want, get married, have a child or have a career. Anything that you want."

While you know Mahira for her films like Bol, Bin Roye and Ho Mann Jahan, she has done well on TV too. In Neeyat, Humsafar,

Mawra Hocane is a girl in a hurry. She appears to be going very fast. She is beautiful, smart and sharp. In fact, she was among the top 3 most Googled showbiz persons in Pakistan in 2016. Her film debut came when she worked in an Indian film, Sanam Teri Kasam.

She played the role of Saru - a nerdy girl who eventually, became a fine-looking woman. The role challenged her as a performer. Mawra made for some excel-

lent on-screen chemistry with actor Harshvardhan Rane and was liked all around.

Her second name has always been intriguing for many. Some support it and many don't like it. What is the real story?

She says, "I was in the 7th grade and I thought that Mawra is a name that nobody has. But my surname was very common so I thought that if I change the spelling, it would be more noticeable so I changed it to Hocane."

By the way, 'Hocane' is supposed to be pronounced as 'Husain.'

She started hosting at 14 and got some recognition. She has also worked in TV plays like Bushra, Aahista Ashista, Mere Harjai, Mere Huzoor, Mein Gunehgar Nahi and Shareek-e-Hayat.

In ads, she has appeared in Sunsilk, Supreme and Huawei and has also worked as a fashion model for HSY, Erum Khan and Republic Womenswear.

Mawra will now be seen in the drama serial Sammi on Hum TV with Adnan Siddiqui.

She can be challenged with difficult and

complex roles because she does them effortlessly. She started with Na Maloom Afraad in an item number. "There is no harm in doing an item number as long as it is done properly," she quips.

Mahira Khan

Mehwish started with modelling and later shifted to TV plays and films. She also sings well and stunned everyone by appearing in Coke Studio Season 9 with her "Tu Hi Tu" which was a romantic love song with Shiraz Uppal.

About Indian films, she says, "I have been getting offers from the Indian film industry for a long time. I didn't take the offers due to uncomfortable roles but I don't mind working in their films if decent and good work is given to me."

In the TV play Dil Lagi she played a bold, aggressive and strong girl who fights against injustice. Her other plays include Roobaru, Kami Reh Gaee, AnSunee, Kabhi Kabhi, Man Jali, Chaand Pe Dastak and Bin Tera.

In the film Jawani Phir Nahi Ani, she was seen as a fashionable girl while her candid work in Actor in Law she was entertaining. Punjab Nahi Jaoongi is her next film. 5

Humsafar,

SLOGAN Jan.- Feb. 2017

Mehwish Hayat

# Another Awards Circus

he first QMobile HUM Style Awards were endorsed by local and international stars. The ceremony featured notable people from Pakistan's fashion, music, sports, TV and film industries.

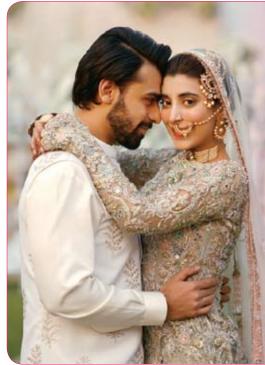
went to Hassan Sheheryar Yasin (HSY) and the Most Stylish TV Actor to Hamza Ali Abbasi. The Most Stylish TV Actress was Syra Shehroz while the Most Stylish Film Actor was Humayun Saeed along with Mahira Khan as the Most Stylish Film Actress.

The Fashion Photographer of the Year was Shahbaz while the Qmobile Rising Star was Ashna Khan.

The Most Stylish Sports Personality was Shahid Afridi while the Style Icon 2016 was Wasim Akram.



### News Buzz



# Urwa, Farhan live happily ever after

rwa Hocane and Farhan Saeed have been reigning on numerous social media for some time. Now they have gotten married and look perfect to-

Urwa Hocane is a VJ, model and actress. She made her film debut in the 2014 romantic comedy Na Maloom Afraad. Playing opposite Fahad Mustafa, Mohsin Abbas Haider and Javed Sheikh, she generally got positive reviews and was praised for her performance. She was offered Ekta Kapoor's film Azhar alongside Emran Hashmi, which she refused saying that she didn't want to do bold scenes.

Farhan is primarily a singer and became a lead vocalist in the band Jal. He also owns a restaurant called Cafe Rock. He says he left Jal to pursue a solo career despite Goher Mumtaz offering him to continue with Jal. He has also done a song for Vikram Bhatt's Creature 3D in 2014. The song, Naam-e-Wafa, is a romantic-duet with Indian vocalist Tulsi Kumar as the co-singer and Mithoon as the composer.

He started acting in the Hum TV serial De Ijazat Jo Tu with Sohai Ali Abro, Saba Hameed and Javaid Sheikh. He then played the lead role as Mohid Shuja in Mere Ajnabi alongside Urwa Hocane who was the female lead. He has also done the lead role in Udaari, again with Urwa. S

**Goher Mumtaz** comeback

> hayal is a family drama with lots of twists and turns. The story revolves around a bubbly girl, Tooba (Sumbul Igbal), who unfortunately lands up with a ruthless psychopath, Adil (Goher Mumtaz). The drama serial shows Tooba's transformation from a fun-loving, lively girl to a serious, mature woman who is subjected to a lot of torture - mental and

The play produced by iDream Entertainment and directed by Furgan Siddigui has tapped Goher Mumtaz's full potential, portraying him in many shades through Adil's twisted personality. One second he is an obedient son and the other, he is a devil who is tormenting Tooba. The highlight of Ghayal is in fact, Mumtaz's acting.

According to director Furgan Siddiqui, "Goher's character has been appreciated among the masses despite being a negative role. When we were casting Gohar we knew he would do justice to the role."

When Goher left for Dubai in the play, people thought he had left for good and that Tooba (Sumbul Igbal) would finally be free but it was not revealed that he would be returning in the next episode.



## Hamza, Muniba amazing

ecently, a video of Muniba Mazari and Hamza Ali Abbasi showed the duo jamming to the famous song Sound of Silence by Simon and Garfunkel. The two individuals who are respectively great at what they do are shown casually sitting and jamming to the song as Muniba sings and Hamza plays the guitar. They sound pretty good. The video went viral at

Abbasi is not scared to have strong political views while Mazari breaks all societal stereotypes and they complement each other.



# A story of courage

t all started back in March 2008 when Anum was returning to Muzaffarabad with her family after attending a wedding in Rawalpindi.

Out of nowhere a group of armed robbers fired at their car to stop them. One of the bullets penetrated Anum's neck and stopped midway. This led to a spinal cord injury that paralyzed her full body from below the neck. The incident left her near-paralyzed..

Anum was a 3rd year MBBS student then. The medical treatment for her injuries did little to improve her condition. But she wasn't ready to give up yet. She was discharged after 5 weeks from the hospital. It was a very hard time for her and her family.

She went back to her studies attended to college in a wheelchair and after completing



her MBBS, she did specialization in Psychiatry and became the first Quadriplegic 

## **OMD** wins at Campaign Awards

MD Pakistan, a part of the Om-Group, won the title of 'Pakistan Media Agency of the Year' at the Campaign Asia-Pacific Agency of the Year Awards 2016.

This is OMD Pakistan's

third consecutive award at Campaign Asia's Agency of the Year Awards, but the first time as a winner of Gold.

OMD Pakistan achieved the accolade by demonstrating a strong business performance in 2016 - obtaining numerous top tier clients, whilst retaining 100% of its existing client base. The team takes pride in their creativity, innovation, service, transparency and commitment to its clients.

CEO OMD Pakistan, Dara Bashir Khan, commented, "Winning the Gold this time goes to show the trust and confidence our clients have in our abilities. It couldn't have been possible without their support and our commitment to our unparalleled potential - the sky is definitely not the limit for us!"

Campaign Asia-Pacific's Agency of the Year Awards honour 'inspired leadership, management excellence, outstanding business performance and overall achievements', in the region's advertising and communications industries.≤

## Benazir Leadership Programme at Harvard



Pakistan and now there is a leadership programme to further the cause.

The Benazir Bhutto Leadership Program (BBLP), aiming to prepare and train people for leadership roles, was launched at the Harvard University.

vard, the goal of the programme is to empower women. It was launched at an assembly called "Leading in the Muslim World: of a fellowship at the Harvard Kennedy School, a mentoring programme and an educational outreach initiative.

# Mahira's Q mobile ad a rip off!

ou might love Mahira Khan in the QMobile ad but did you know it's a straight copy of Alia Bhatt's ad for Gionee S6? The spoken lines, the jingle, the set and even the frames they are all copied blatantly.

Mahira Khan is among top TV actresses in Pakistan. It was ecstatic to see her in the QMobile personal flashlight ad. But it is quite odd that Mahira did a QMobile ad that is a copy of the Gionee S6 ad.

It is not quite fathomable that an actress of Mahira's top standing could do this ad. Was it the money which she couldn't resist or possibly she wasn't aware that the directions she was following in doing the QMobile ad had been directly lifted from an 

































### News Buzz

## **HSY partners** with **OPPO**

fter all the hue and cry on Instagram about HSY, the fashion designer Hassan Sheheryar Yasin (HSY), is in brand partnership with OPPO. He seems to be the perfect choice for the brand since he as a known style icon and possesses the vision to bring together technology and haute design.

The project is expected to move forward in 2017 and HSY will be seen as a part of the product campaigns a la Hrithik Roshan.



## **Shahid Masood** on Bol

hahid Masood is now on BOL News and has abandoned ARY News. The channel already has on board Dr Aamir Liaquat Hussain, Amir Zia, Na-



Now in its test transmission phase, Bol would be formally launched soon. However, there has nothing to write home about the channel so far and all its tall claims are more in the category of self-generated propaganda.

## **Sohail Warraich** joins Dunya

ohail Warraich has bid farewell to Geo and joined Dunya as Executive Director, Dunya News and Group Editor, Daily Dunya. The long years of association with Geo notwithstand-



ing, what is Geo's loss would most certainly be Duniya's gain. Which 'khula tazad' will Warraich be after at Duniya?

# Why Pakistani cinema suffers

any thought the Indian ban would make more room for Pakistani films to grow.

The ban on Pakistani artistes in India post-Uri attack led to a ban on Indian content in Pakistan. The leading cinema houses in Pakistan decided to stop showing Indian films. It sounded like the right thing to do, but looks like the cinema business has greatly suffered ever since.

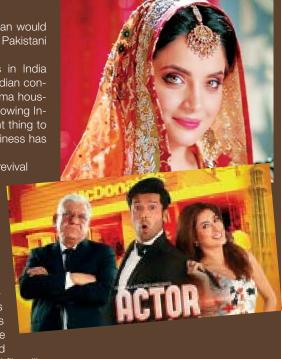
The industry was still in its revival phase when the ban came and, until then, cinemas relied on Indian films to make money.

There were over 200 cinemas in the construction phase which have either been shelved or are on hold.

Says Nadeem Mandviwala, owner of Mandviwala Entertainment, "We do not need Indian films to grow; we need good cinema. It's not even about quality; if that were the case then local cinemas would

run on Indian films alone. We need films like

Janaan and Actor in Law that appeal to the masses. We need popular cinema."





areena Kapoor Khan shone bright throughout her pregnancy and her effortlessly chic style became the talk of the town. She became an inspiration to expecting mothers but little was heard on what her hubby, Saif Ali Khan had to say about her glam pregnancy days. Saif recently said, "We are artistes and rules don't apply to us. I'm happy she set an example but whether others can follow it or not is a different story. Kareena could do it because at home nobody tells her what to do, rather everyone supports her decisions. She makes her own money and is free to do what she wants with it. Being financially independent is the crux of her freedom." Progressive thinking, or what?!



# Milla's penchant

illa Jovovich and Paul WS Anderson had a great time when they attended the premiere of Resident Evil: The Final Chapter, in Taipei.

Milla, 41 has appeared as Alice in every Resident Evil film since the very beginning of the franchise based video game started in 2002. Paul, 51, has written each movie and directed three of them, including the sixth and final installment of the series. \$

# Javed Akhtar is 72

hile Anil Kapoor, Rakesh Roshan and other Indian actors wished Javed Akhtar on his 72nd birthday, wife Shabana Azmi threw a birthday party.

The many guests also included Farah Khan, Shekhar Ravijian

and others. Anil Kapoor said Akhtar was a "man whose words can start a revolution." Suniel Shetty hailed him as the "finest wordsmith."

What wife Shabana Azmi had planned as a magical evening filled with close friends, loved ones and lots of home-made food, turned into a sprawling evening with the promise of outstanding home-made food, a poetry recital and lots of conversation.

Said Shabana, "When it comes to Jadu (Javed), nothing is decided till the last minute... So, till last night nothing was happening but he has magic not only in his name, but also in his persona... Friends say, 'Yaay! Yoohoo! We want to be there for him.'



# Nigar Awards back



ooks like the Nigar Awards will be back after a gap of fourteen years. These awards were an annual event in the heyday of

Pakistani cinema, for whatever it was worth. They recognised outstanding achievements. The awards were introduced in 1957 by Ilyas Rashidi, the pioneer of film journalism in Paki-

stan. They were discontinued when Pakistani cinema fell into bad times. Now they are backthough Ilyas Rashdi, the founder, is dead. The next Nigar Awards ceremony will be held in Karachi in March.

The event announcing the revival featured Kashif Warsi, Aslam Ilyas Rashidi, (Ilyas Rashidi's son), Mustafa Qureshi and Ghulam Mohiuddin, besides many other new entrants to the industry. 

✓

### News Buzz

## Atif Aslam rescues girl

inger Atif Aslam brought a concert to being harassed by some guys during



The singer had taken to the stage to belt

sicians to stop playing when he noticed a group of men bothering a girl in the front row. He went up to them and sternly asked the boys not to harass the girl. "Haven't you seen a girl?" Atif asked the gang angrily, "Your mother or sister could be here as

After issuing a warning to the rowdy boys, the singer pulled up the girl on the stage and asked the concert organisers to get her a place somewhere else. "Insaan ka baccha ban (act like a human being)," Atif reprimanded the boys before resuming the

## **Syed Noor's wife** Řukhsana dies

ukhsana Noor, wife of renowned film writer and director Syed Noor died of cancer in Lahore. She was 58.



She had been suffering from cancer for a long time. Rukhsana Noor was a renowned journalist, poet and a scriptwriter.

On January 2, she shared a piece of her poetry on Facebook, which turned out to be her last activity on social media. S



ollywood star Vin Diesel feels Indian cinema is all about making magic and says he is willing to cross over to the Indian film industry with a project that stars Deepika Padukone. Diesel seems to have a better understanding about the world of Indian films after working with Deepika in "xXx: The Return of Xander

Cage." When asked if given the chance, what kind of a role he would like to do in Indian cinema, he said: "I'd do anything with Deepika Padukone in it!"

Vin is all praises for Deepika and in complete awe of her. It would be super fun to watch Vin do a an Indian film with some thumkas! 🗲

# Shah Rukh doesn't carry his stardom on set



come to the set devoid of any airs. That,



Salman bhai in 'Kick', and Shah Rukh sahab in 'Raees'. All of them have different

"When it comes to Shah Rukh Khan, I en-



like an actor on the set. humble." ≤



# Kangana to marry in 2017

**News Buzz** 

angana Ranawat may get married in the 2017. So, will there be an official announcement anytime soon? She doesn't believe in being diplomatic or politically correct. The 'Queen' of Bollywood, who has made headlines for both pleasant and ugly reasons, apparently wants to settle down now. Who she will choose as her life partner is the big question.

# Chaiwala quits showbiz

rshad chaiwala has said goodbye to showbiz.

His manager said that the video of his new song was not good according to his family and friends. And he was forced to leave showbiz.



# Kylie Jenner buys third home

trophy to a dear friend. But even though he was not there in person, he was there in spirit. He

had asked my manager, Grishma, to put her cellphone on speaker if I won. He texted me later, saying he loved my speech. When I wondered how he had heard it, I learnt

Most 19 year-olds are either living in lessthan-glamorous college dorms or still stuck in their parents' houses until they can afford to move out.

But Kylie Jenner isn't such a teenager. She has bought her third home while the second one is in Los Angeles' exclusive Hidden Hills neighborhood.

She splashed out close to \$4.5 million on the four-bedroom, four-bath home, which she will use as an office for her expanding makeup business. If she ever wants to take a break from work, then there's a pool and a jacuzzi in the property.

It won't be her primary home as she is planning to move into a new \$6.025-million house in Hidden Hills next door, where many other celebrities, including Jennifer Lopez, Miley Cyrus and Jessica Simpson, have homes. Her sister, Kim Kardashian West, and husband Kanye West also have a home in the area. \$



# Vidya Balan's naughty side

lidya Balan says her upcoming film Tumhari Sulu, in which she plays a radio jockey, will bring out her naughty side. Earlier she had opted out of a film based on the life of poet Kamala

She says Tumhari Sulu is a completely different film. In the film, Sulu is a late night RJ and the role will unleash her naughty side. The story revolves around a woman called Sulochana, fondly known as Sulu. She lands herself the job of a fun and feisty RJ and anchors a late night show.

It was earlier reported that Balan will play Das, a true iconoclast known for her controversial and bold work and went on to embrace Islam some time before her death in 2009. She also changed her name to Kamala Surayya. Some media have reported that Vidya refused to play the role after pressure from Shiv Sena. S





## **About Om Puri**

m Puri was a powerful actor with a great body of work. But his personal life was not that easy. His last film was the Pakistani production Actor-in-Law, along with Fahad Mustafa and Mahwiash Hayat. The actor passed away at 66. Here are some details about his personal life:

He married Seema Kapoor, the sister of actor Annu Kapoor, in 1991, but their marriage ended soon. Seema and Om knew each other for 11 years, since 1979. She lived in Delhi and Om in Mumbai. They got married in 1990. But they did not remain together for too long. In 1993, he married journalist Nandita Puri, with whom he had a son named Ishaan. In 2009, Nandita wrote a biography of her husband titled 'Unlikely Hero: The Story Of Om Puri.' Puri and Nandita decided to live separately without going through a divorce.

Om Puri's onscreen persona was very different from his real life. His marital issues often kept him in the news.

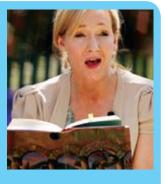
# J. K. Rowling and her five beasts

arry Potter fans got fantastic news when author J.K. Rowling said that the Potter spinoff movie franchise Fantastic Beasts will consist of five films, up from the previously announced three. "We set a trilogy as a placeholder because we knew there would be more than one movie,

but ... we're pretty sure it's going to be five movies, Rowling said.

The British author of the best-selling Harry Potter books was a surprise addition at a question-andanswer event with the Fantastic Beasts cast in London and Los Angeles.

The news was welcomed



by excited screams from the audience.The films will be released by Warner Bros, a unit of Time Warner Inc.

## PEF announces Edhi Scholarship

support deserving and bright students who are unable to pursue further professional education due to financial constraints, Professional Education Foundation (PEF), launched 'PEF-Edhi Scholarship.' The scholarship, named after Abdul Sattar Edhi, honours his outstanding humanitarian services towards people in need.

The scholarship will be initiated all over

Pakistan at 32 universities and the program will be announced in all associated universities by advertising on admission boards, social media pages and the university websites. The Foundation aims to provide scholarships to the maximum number of needy and brilliant students based on the funding that it would receive from donors. S





## film for poor kids

reating Happiness for Self and Others.' Living up to its core values in letter and spirit, TCS arranged a film screening of 3 Bahadur (part 2) for underprivileged children studying in The Citizens Foundation (TCF) schools.

Mr. Naiyar Saifi, Director Marketing and Public Affairs, TCS Holdings welcomed students to the event and praised the efforts undertaken by TCF to provide quality education to underprivileged areas nationwide. He also spoke briefly about the history and operations of TCS, a purely Pakistani company which takes pride in fulfilling the delivery and logistical service needs of Pakistanis worldwide.

# Pooja, Azmat on

ndian actress Pooja Bhatt and singer, Ali Azmat walked the Telenor Fashion Week ramp for Deepak Perwani. This is their future, considering they have done enough for films and music, respectively. What a pitty that Indian actors can visit Pakistan but Pakistani actors are not welcome in India.🔇





# NFEH award and SICPA

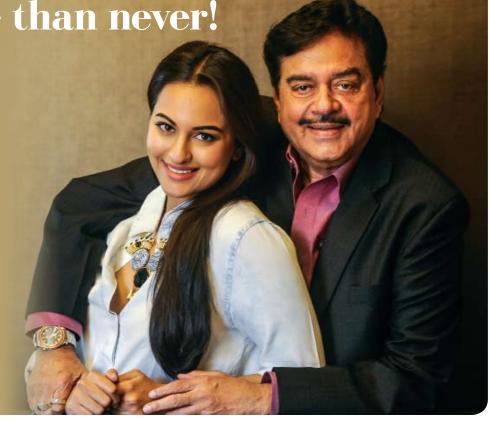
ecently the 9th International CSR Summit and Awards 2017 organized by the National Forum for Environment and Health (NFEH) was held in Islamabad. SICPA won the award in the category of "Best Practices in CSR." The award was presented to Mr. Asif Ikram, Managing Director, SICPA Inks Pakistan (Pvt) Ltd. by the Guest of Honour, Mr. Iqbal Zafar Jhagra, Governor, Khyber Pakhtunkhwa.

# Better late than never!

hatrughan Sinha got a lifetime achievement award at the recent Filmfare Awards. He says it was great to receive the honour from his friend Amitabh Bachchan.

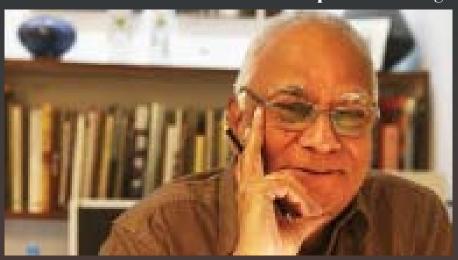
Popularly known by names like Shotgun Sinha and Bihari Babu, the 70-year-old Sinha has played a long innings in politics too. He said, "What more one can ask for...it's better late than never," He also said: "The joy of the award increased manifold when it was presented to me by Amitabh Bachchan in the presence of veteran director Subhas Ghai and my darling daughter Sonakshi Sinha.'

Starting his career with Dev Anand's Prem Pujari, Sinha went on to act in more than 200 films. Some of his popular films were Kalicharan, Vishwanath, Kala Pathar, Dostana, Naseeb and Gautam Govinda. He is now doing his second term as a Lok Sabha member from Patna. S



# The Legacy of Habib Fida Ali

### Pakistan has lost an icon who represented original architectural ideas.



riendship and humility came before fame and fortune for this iconic personality a gentle and loving man with immense aesthetic sense, a great love of art, and talent beyond measure as an architect.

Habib Fida Ali – a name synonymous with modesty, simplicity and excellence - is no more. He died on January 7, 2017 and left behind commendable work in the field of architecture and his remarkable building designs. However, what is remembered most is his innate kindness and how he always went out of his way to give advice to others and lend a hand when needed.

Habib Fida Ali's name was synonymous with Pakistan's functional architecture. A truly homegrown architectural movement has never emerged in Pakistan and whatever there is does not have much substance or character. In contrast, Habib Fida Ali thought originally, keeping the national ethos in mind, laying new directions of architecture that were based on the soil and climate but working strictly on his own terms. His work created vibes of a finesse that a person only of his vast understanding and knowledge could have been



The LUMS Complex

Jumeirah Beach Residences, Dubai



Shell House

capable of executing with such confidence. He strictly believed in straight lines and it was very rare to see him deviating from this ap-

He designed the Shell House, the LUMS complex, the SSGC and SNGPL head office buildings, the National Bank of Pakistan head office, The Forum, the Faysal Bank Building on Sharah e Faisal, the Allied Bank building, the Midway House as well as the CAS School.

He also designed the Dubai Jumeirah Beach Residence and more than 700 residences in Karachi, Lahore, Faisalabad, Islamabad and Dhaka. He also restored the architectural beauty of the Mohatta Palace in Karachi.

Fida Ali's designs had one thing in common: they were all driven by the need for practicality. His designs for residences of several entrepreneurs and businessmen were minimalist, practical and visually appealing. However, his own residence, an old colonial house restored with a brilliant modern touch, was his contribution to the preservation of old architecture.

The late architect was a true Pakistani. His language was not mere drawings and theories based on mathematical calculations. A person of simple habits and an organized lifestyle, he was a music lover and adored classical music. He loved literature, especially books on art and architecture and was known to visit old book shops just to browse through magazines.

He loved films enormously. When he once went to India in his young days, he visited the studios in Bombay and took the autographs of Nargis, Nutan, Meena Kumari, etc.

Habib Fida Ali also collected art and it was a serious passion for him. He loved to buy art for his family and friends. His nephew Adil Kerai says he was a very generous person. He did a lot for his family and they were everything for him. He had a brother and a sister and he doted on them. Adil Kerai admired him for enriching his close relatives' lives with his passions and teaching them to appreciate the good things in life.

While he was recognised for his modern minimalist style of architectural design, he did not go for the 'bare bones' style in his functional and efficient buildings.

Despite all the odds and obstacles in his path, Habib Fida Ali went on to become one of Pakistan's most celebrated and distinguished architects and it brought him numerous awards and accolades. A book on Habib Fida Ali's greatest works was appropriately titled "A Labour of Love." Fida Ali's architectural insight was deeply influenced and inspired by the famed American architect Robert Venturi, who opposed traditional opinions and provided alternate ways in face of established conventions.

Fida Ali has left a rich legacy behind him that will be difficult to match for a long time.

A Voice Silenced

His signature song, Dil Dil Pakistan, will keep his memory alive.

ne year that just passed brought some good and bad news for Pakistanis. Pakistan ranked first in international cricket, though only for a brief period, Mahira Khan made her debut in India alongside Shahrukh and Actor in Law and Jaanaan set new records revenue. Sadly, the same year, we lost the celebrated Abdus Sattar Edhi, Amjad Sabri, Shahlyla Baloch and Shamim Ara. The toll continued when Junaid Jamshed lost his life in a plane crash near Abbottabad. His beautifully sung songs and the memories attached to them will not go away so easily.

Junaid Jamshed, a boy from a humble background, joined the Vital Signs in 1986. This was a pop and rock band which was formed by Rohail Hayat. It became the platform from where JJ shot to stardom when he sang the timeless "Dil Dil Pakistan" in 1987, written by well-known Shoaib Mansoor. The song was featured in the band's first album. Vital Signs 1 in 1989. It instantly became a super hit in Pakistan. With its beautiful composition and soul-touching lyrics, the song was called a pop national anthem. Dil Dil Pakistan has become a signature song of the late Junaid Jamshed. It came third on the BBC World Service international poll of popular songs in 2003.

Fame and fortune smiled upon JJ throughout his music career which spanned over 15 years. The first album of the Vital Signs came in 1989. It was a big hit as it had some good songs like Dil Dil Pakistan, Tum Mil Gaye and Gori. Their second album, Vital Signs 2, was even better with songs like Saanwli Saloni and Tere Liye Mera Dil. Their third and fourth albums, Aitabaar and Hum Tum, had some memorable compositions too. It was the time when a discord is said to have grown among the group members.

Disheartened, JJ left the band and launched his first solo album in 1999, Us Raah Par, which was one of the best selling albums of the year. It was followed by his second solo album, Dil Ki Baat, which was not as popular as the previous one. By this time, Junaid Jamshed had become a national icon of pop music. He was an inspiration for other pop singers and rock bands of the 90s.

In 2002, a drastic change was seen in JJ's personality. This was when he realized the need for introspection to find eternal peace. He quit music and showbiz once and for all and gravitated towards religion. Using his God-gifted beautiful voice in the path of Al-

lah, he became a Naat Khuwan. His first Naat compilation came in 2005 with the title Jalwa-e-Jaanaan. It was well received by fans. Later, he made other Naat albums as well like Mahboob-e-Yazdaan, Badr-ud-duja, Yaad-e-Haram, Noor-ul-Huda, etc. He also started preaching as he had already joined the Tableeghi Jamaat where Tariq Jameel was his mentor. He also had been an integral part of Sahri and Iftari transmissions on ARY for a couple of years.

In 2002 Junaid stepped into the clothing business with the brand name J Dot and developed his own business empire. The idea behind the brand was reintroduction of traditional Pakistani clothes with a blend of modernism. It was a brilliant idea and so was his successful business plan. This fashion retail brand reached across the globe with outlets in the Middle East, UK and North America. The brand is now a success story and caters to fashion trends and designs.

Apart from preaching and singing, Junaid Jamshed was a great humanitarian too. He was involved in charity work, specially with the Muslim Charity Organization since 2003 till his death in 2016. He built the first Muslim Charity assisted hospital in Jhang in 2004. He

led Muslim Charity's #HonouringOurMothers campaign in 2013 and championed the cause of Obstetric Fistula surgery for affected mothers. His persona and charity work got his name in the list of the world's most influential Muslims, issued by The Muslim 500, in 2016. He even did not hesitate to pick a broom to clean the streets of Karachi when it was needed.

Although he had become a national icon, his name remained in the limelight in relation to certain controversies. His misogynistic remarks about women who drive cars and his alleged blasphemous comments stirred consternation. Yet his name soared to fame more than ever. He had 2.8 million followers on Facebook at the time of his death.

With his melodious voice and good looks, Junaid Jamshed was not only a pop star but also a true celebrity. He started his career in an era when pop music in Pakistan was in the cradle. His fame and success inspired many other rock bands like Junoon, Awaz, Strings and Fuzon to unearth their talent. Even after leaving his music career, he remained a celebrity. It is true that only few showbiz personalities enjoy the fame and fortune he was blessed with in a short span of time. \$\infty\$

**Tributes** 

## **Tributes**

# Death of a Professional

TV was identified in its early days by some professional names. That of Burhanuddin Hasan was among them. What brought him to the fore was his appointment as General Manager, Karachi Centre.

Those were the halcyon days of PTV and it stood out in almost all areas. Being Pakistan's only TV channel in those days, anyone who had talent to offer rushed to PTV. That is how PTV became so well-known for its presentations. Aslam Azhar was of course PTV's driving force but Burhanuddin Hasan was also recognized as a respectable professional. It was under his guidance that there was so much creative activity at Karachi Television Centre and it was able to produce so many good programmes.

Under Burhanuddin Hasan, the Karachi TV Centre was almost like a cultural meeting point and one ran into many men and women of talent traversing its corridors and sipping tea in the rooms of producers. In some ways, Burhanuddin Hasan would come across as a hard-nosed bureaucrat not given to small chit chat and not easily accessible but running the diverse affairs of the station with a no-

nonsense attitude and an iron hand.

This is what enabled Burhanuddin Hasan to be selected to join PTV's

Board of Directors. When he retired, after serving the PTV Corporation for 30 years, Geo TV benefited from his services and he became their consultant. Actually, before Burhanuddin Hasan joined PTV, he had already worked for Radio Pakistan and the Voice of America. This experience, combined with his immense comprehension of the broadcast media, enabled him to inject a high degree of professionalism into his work that was bereft of any showmanship and which brought out in him work an understanding of all the positive aspects of the television medium.

It was such a pity that both radio and television were only staterun broadcast media until the beginning of the last decade and people like Burhanuddin Hasan could not bring their professionalism into full play while they worked there. \$



# The Flying Horse of Women's Football

It is rare to see a girl of her age, defying all odds and becoming a star footballer in Pakistan overnight. Quite misogynistic in approach, Pakistan society generally discourages women taking a lead role in any walk of life. But Shahlyla Ahmedzai Baloch, the girl from Kalat, Balochistan, was different. She could not genuflect easily before the manmade social norms. Flouting the idea that battling conventional notions can be a perilous task, she took up the gauntlet and put her best to prove her talent in football which is still considered a man's sport in Pakistan and in most parts of the world.

Shahlyla, was a striker in the national women's football team. She was spectacular with her brilliance and shrewdness on the field. She left her mark on the world when she scored a hat-trick during her stint in the Maldives in 2015 and became the first Pakistani woman to grab this milestone in a foreign league. She represented Pakistan at the South Asian Football Federation (SAFF) and Women Football Championship 2014 in Islamabad. She also played a key role in Pakistan's 4-1 victory over Bhutan in the SAFF Women Football Championship 2014. Her passion was as immense as her talent.





She was awarded FIFA's youngest player award at the age of 7. She also had the honour of being the best player of Pakistan three times in 2009, 2011 and 2013. No wonder, she was rightly dubbed as the flying horse of women's football because of her blistering pace and dodging ability.

She belonged to a sports-loving family. Her mother, Senator Rubina Irfan, has been the chairperson of the Pakistan Football Federation women's wing and her sister, Raheela Zaman, was the manager of the Pakistan Women's Football Team. Her mother once said that she let her daughters play football to inspire other parents.

Though Shahlyla is no more but her name and contribution in promoting football among Pakistani women will not fade away that easily. She was an inspiration and a role model for those who want to break the shackles and lead their lives in a winning style. Let's pray that young girls take inspiration from Shahlyla. S



# IT TAKES A LOT TO **FUEL A NATION**



SUPPLY FURNACE OIL TO THE POWER SECTOR



FUEL THE AVIATION AND RAILWAY SECTORS



FUEL THE MARINE SECTOR



REACH OUT AND FUEL THE AGRICULTURAL SECTOR



ENSURE UNINTERRUPTED SUPPLIES OF FUEL NATIONWIDE



PROVIDE QUALITY PRODUCTS TO CONSUMERS RETAIL DISTRIBUTION NETWORK



MAINTAIN A WIDESPREAD

# FORTUNATELY, WE HAVE WHAT IT TAKES



## Review

SLOGAN Jan.- Feb. 2017 25

# Tearjerking Cinema

The Light Between Oceans is a romantic film. It was written and directed by Derek Cianfrance and was adapted from the 2012 best-selling novel The Light Between Oceans by M. L. Stedman. It was her first novel.

The film features Michael Fassbender, Alicia Vikander, Rachel Weisz, Bryan Brown and Jack Thompson. Actors Michael and Alicia do the characters of Tom and Isabel and they look quite good on the screen.

Tom Sherbourne, a World War I ex-serviceman returns to Australia and takes the job of a lighthouse-keeper on a remote island in Western Australia. He falls in love with a local girl, Isabel Graysmark and they marry. Isabel loses two pregnancies and gives up hope of becoming a mother.

A turning point comes in their lives when Tom hears a baby's cries. They find a rowboat with a dead man and a new-

born baby girl in it. Tom wants to report the incident but Isabel persuades him to consider the baby girl a "gift from God." They treat her as their own child and name her Lucy.

There comes another twist when they encounter the real mother of the child and the story leads to some intriguing and heart-wrenching moments. The intense emotions of motherhood and the pain the parents depict leaves the audience sobbing.









Tapmad TV App Launched

Dakistan's first TV Application - Tapmad TV - has been launched. It offers portable entertainment and can be downloaded from the iOS App Store and Android Google Play Store. Using the app, you can download and watch TV shows, films, sports, news, documentaries, etc. It broadcasts more than 140 local and international TV channels in many languages and helps users record a programme to watch later.

Hosted by Ayesha Omar, the launch was attended by Mahira Khan, Sara Haider, Sikander Rizvi, Nadeem Hussain, Founder, Planet N, Zafar Siddigui, CEO, Samaa TV, Shakeel Masud, CEO, Dawn News, Rehan Allahwala, Founder and President of Super Technologies Inc. and many others.

Says Yassir Pasha, Founder and CEO of Tapmad TV, "After sleeping and working, watching television is the third most popular activity in the world. 2017 is going to be a year of mobile entertainment in Pakistan, as more than 1 million minutes of data have been already consumed in the past three months even before the application's formal launch.



# The SPELT Way

he 32nd annual conference of the Society of Pakistan English Language Teachers (SPELT) was held at the Habib University in Karachi on October 29 and 30. Before the twoday seminar, an introductory press conference was held by SPELT at the Karachi Press Club.

It was addressed by Professor Zakia Sarwar, Honorary Executive Director of SPELT, Ameena Saiyid, Managing Director, Oxford University Press (Pakistan), Professor Mohsin





Tejani and Dr Asif Aslam Farrukhi. SPELT was established in 1984 to help English language teachers in Pakistan teach the language effectively. Being a frontrunner in teacher education and research, SPELT has become a worldwide model and is emulated in many other countries.





# To Hyderabad with Shafaq

ewellery designer Shafaq Habib showcased her latest collec-Ution in Karachi. The collection included long strands of pearls and polki diamonds, emeralds, rubies and an assortment of pearls crafted in traditional jhumkas, Hyderabadi guluband, kiran phool, sat lara, chandbalas and magars with a modern twist. The

polki diamond chokers, tikas and jhoomers were inspired by the Nizam of Hyderabad's collection. "I went to Hyderabad in India a few years back and visited an exhibition featuring the jewellery collection of the Nizam of Hyderabad. The jewellery made a great impact on me and I have come up with a few inspired pieces with a contemporary touch," says Shafaq Habib.





# NAPA'S Basement Playhouse

"he National Academy of Performing Arts (NAPA) has set up a Basement Playhouse especially designed for intimate performances. The inauguration ceremony was held on 29th January 2017 and was well attended by many notables such as Javed Jabbar, Arshad Mahmood and many others. At the Basement Playhouse, the audience mingles with the performers quite casually.

On the occasion, Zia Mohyeddin presented readings of poetry and prose in a style that he calls "Parhant." He emphasized the need for learning the intonation as well as correct pronunciation to master the art of reading. Later, the audience got a treat when Ustad Nafees played the sitar accompanied by Bashir Khan on tabla.

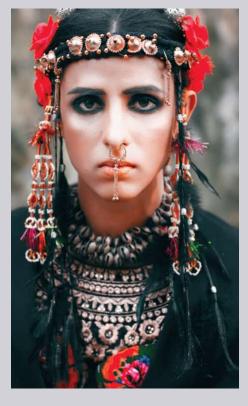












### What was the purpose behind the recent photoshoot?

The purpose was, to break stereotypes in Pakistan. There is a taboo in our country that transgenders can only dance, beg and indulge in sex. I strongly believe that we are much more talented than other genders.. A transgender can be a model, doctor and engineer; it is all about platform and opportunity. And if we get the breakthrough, we can do wonders. By doing this photoshoot, I want to tell society that a transgender can do anything. It is the hard work of many people and my intention was to bring the transgenders into the mainstream of the fashion industry and to let people know that we are also capable of doing productive and valuable work.

### Are you facing any threats in this regard?

Unfortunately, my family did not support my photo-shoot. I have been given threats from my brother but I am happy with my work. I know what safety measures I need to take if these threats keep on coming.

### Do you have any plans to work on TV and in films?

I aspire to do good work in films and plays and one of my biggest dreams is to be a showstopper for Nomi Ansari in fashion shows. I have no desire to do the role of a typical and miserable transgender. I have just finished my first short film, "Rani." It is directed by Hammad Rizvi and will have a positive impact on the people.

#### Do you intend to work in Indian films?

I would love to work for Shoaib Mansoor n Pakistan and Sanjay Leela Bhansali in India and would like to do item songs. I had been offered a film by the Indian film actor and producer, Yuvraj Parashar but it did not happen due to the political situation. Nonetheless, I am keeping my fingers crossed.

### What do you want to achieve in your career?

I wish to carry on my work on gender equality and minority communities in Pakistan.

### How is life different for a well-known transgender?

Life is the same. People know me when I am in public and take pictures and selfies. Due to my positive attitude, I hope to win a place in Pakistani showbiz.

### Who are your favourite actors and ac-

Fawad Khan is my favourite actor and I very much adore Madhuri Dixit.

Indeed, her pictures speak a million words. She comes across as serious and thoughtful and looks very beautiful.

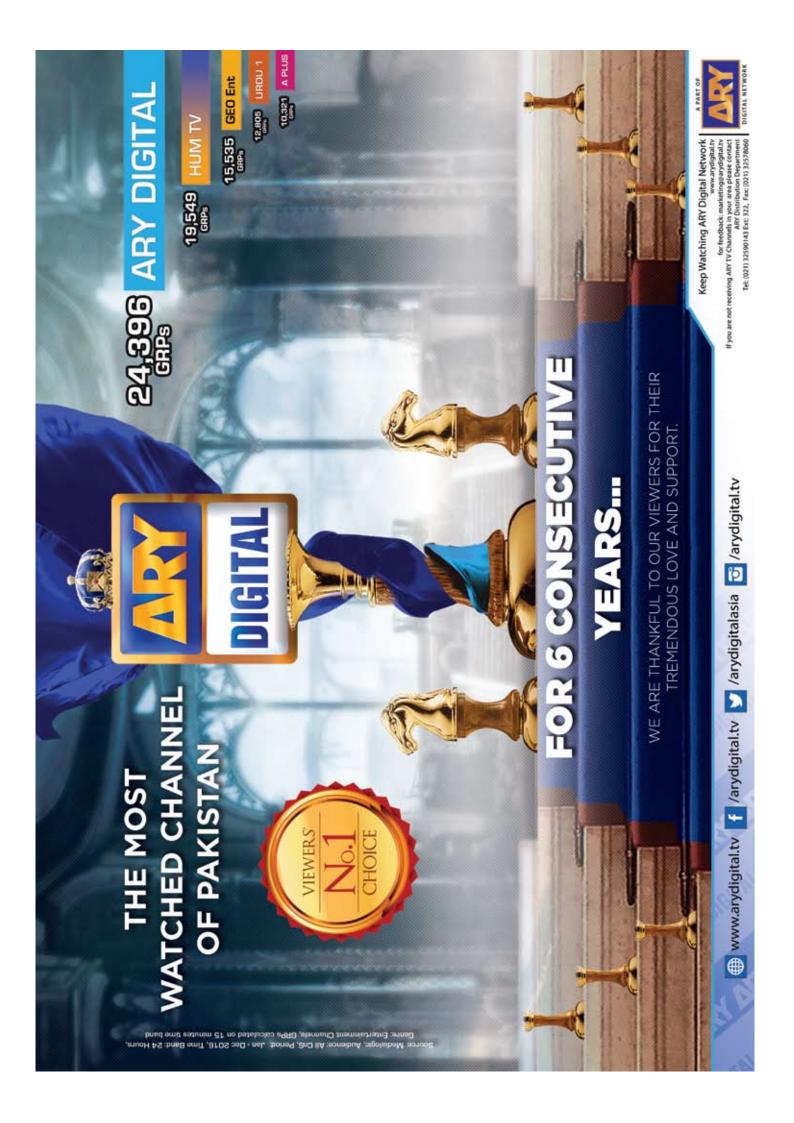
> Photographer: Haseeb M. Siddiqui. Stylist: Wagar J. Khan. Makeup: Nighat Misbah.

### Since, you are an activist what social work have you done and which projects are you working on currently? What are the obstacles that you face?

Currently, Sub Rang Society Pakistan is being managed by me. Its main aim is to develop our community. It works on transgender and gender sensitivity in society. Initially, I started working for The Global Fund, an NGO designed to end HIV AIDS. Presently, I am a programme coordinator at Aks Films, a non-profit organization for transgenders and minorities in Denmark. Recently, I represented Pakistan's transgender community in Copenhagen. I am also a board member at the Forum of Dignity Initiative at Islamabad. My life's goal is to work for my community and to make them aware about the laws and their rights. Definitely, there are many problems involved and generally within the community, people do not

trust me. But my cause keeps me going and I am unstoppable.

SLOGAN Jan.- Feb. 2017 29



# Towards Enduring National Unity

ne 25th of December holds a unique historical importance for Pakistan because it is the birth anniversary of the founder of the nation, Quaid-e-Azam Muhammad Ali Jinnah.

PTCL launched a video on the occasion to pay tribute to the Father of the Nation. This was actually a re-run of the video that was originally launched two years ago on the same theme. It pays tribute to the Quaid e Azam and celebrates the great nation that he left behind.

The purpose of the video is to emphasize Jinnah's message of the importance of unity. It delivers an inspirational message to the young Pakistani generation which is on its way to taking over the reins of the nation towards achieving true socio-economic growth and development.

PTCL's core working philosophy, which is to connect the nation and to bring in positive change, is the underlying theme of the video. At the same time, it emphasizes the fervour that is required to take Pakistan forward.

There is a strong message that the people should reconnect and celebrate not only December 25 every year in the true spirit and with great passion but that this sentiment should be visible in the people in their everyday life, their thinking and their approach at all times.

PTCL has surely made great efforts in improving its services but there is a lot more for it to do if it aspires to emerge as a truly national organization that brings the people together. It must improve its services at all levels and become a genuinely people-friendly organization that practices what it preaches. PTCL's customer service must become more accommodating, helpful and cooperative. It can go on harping endlessly about its national role but if its customers across the length and breadth of the country are not happy, then there must be something wrong somewhere.

In some instances, people don't have a choice, like in landlines, so they stick to PTCL but in others where there is a choice, people go for other services. The company makes a lot of song and dance about its advanced telecom services but the final output leaves a lot to be desired. There are usually no follow-ups to customer complaints and it is up to the whims and fancies of the staff who receive complaint calls to come up with concrete action. For instance, if one is not receiving Smart TV service, when a complaint is made to their call centre, they promise that a trouble-shooter will

Opto Contract of the contract

make a personal visit and remove the fault in the next 12 hours but the 'visit' never materializes.

There still is a lot more to be done. The world at large has turned into a global village due to digital technology. The ever-increasing amount of connectivity has opened new avenues of opportunities. Similarly, the telecommunication industry in

Pakistan has also witnessed

mushroom growth. Being the country's largest telecom services provider by far, PTCL shares the biggest chunk of responsibility of tackling the issues linked with its growth.

PTCL needs to improve its overall amalgamation of products and services. It must strengthen its digital connectivity and unless serious efforts are made in the right direction, the promise of seamless digital connectivity

will remain elusive.

PTCL is certainly going through a journey of renewal and improvement. Let's hope that going forward, it will play a greater role in becoming the service of choice. Through better all round services that PTCL will build, true connectivity will take the nation closer to the Quaid's dream of enduring national unity.

– T.F.



## How has HR management evolved over the

The role of HR was primarily administrative in nature, serving more of a process-oriented arm of management. However, we have observed a 360 degree shift in responsibility and a focus on HR as a strategic function for an organization's competitiveness. This evolution has enabled HR to add more value to an organization in terms

- a) Alignment towards business strategy: Ensuring that the talent pool, company structure and culture are all geared towards business strat-
- b) Organizational change facilitation: Empowering the team with the required skill set and information to successfully adapt to change with minimum disruption.
- c) Employee advocacy: Fostering an enabling environment and providing a level playing field to ensure transparency, fairness and consistent performance.

### What has been your HR strategy at KE?

We have rolled out new cultural and engagement initiatives by developing and implementing a structured approach to open two-way communication between the organization and employees and by rolling out our People Strategy - Enable, Energize and Empower.

We were able to design and implement a new Performance Management Framework which has enabled the organization to instill a culture of performance and delivery. There is a continuous dialogue throughout the year on employees' performance to keep it consistent with evolving business needs.

Just within a year, we have introduced numerous people-centric initiatives like new organizational values based on the KE Leadership framework, Khushian Bantanay ka AZM (celebrating employees' birthdays by sending them gifts) and town hall meetings, etc. Moreover, in line with our

We will ensure that KE eps on winning'

> Shoaib Baig, Chief People Officer, K-Electric, talks to Slogan.



Diversity and Inclusion roadmap, we have announced major initiatives like My Child Care Assistance and an improved Maternity Policy by facilitating and giving flexibility to working mothers. Another initiative is the launch of our Employee Advocacy Framework (Awaz Portal), through which we have provided a platform for employees to voice their ideas, concerns and issues.

### What has been the impact of technology on HR management?

Digital technology is playing a critical role in virtually all aspects of our lives and we are experiencing an exponential use of technology in the workplace. It is radically transforming the way organizations operate while challenging the HR function to identify new ways for talent management.

Recognizing significance of digital technology in transforming talent management. K-Electric marked 2016 as the year of enablement as part of its people strategy. This digital revolution brought conve-

nience in the lives of our employees as they experienced accessibility to information through just a few clicks. In today's world where information of an organization is categorized as a strategic asset, K-Electric is embracing transformation through digitalization as one of its must-win battles.

### Please share some of K-Electric's recent initiatives for employee facilitata-

One of our AZM values is being Customer Centric and we believe that customer centricity starts with internal customers first. Keeping this in view, our most recent



and prime initiative is the launch of People Connect, which is a first of its kind initiative in Pakistan, where various employee service channels have been consolidated and synergized using both digital and physical mediums to cater to our diverse employee base. Basically, it is a self-service one-stop solution for all HR related queries for our employees which they can access through the company's intranet portal, dedicated call centre and People Connect Lounge. It enables our employees by providing easy access to HR information and services, self-service tools and a systematic queryresolution mechanism.

With People Connect, our employees are empowered to access any information related to HR with the click of a button. This is done to ensure that our employees experience a 'WOW' service with every HR interaction. Our employees can now enjoy the convenience to call People Connect of free, anytime and from anywhere in Pakistan, or visit the People Connect Lounge to experience best-in-class-employee service.

People Connect facilitates our efforts of building a service culture and winning internal and external stakeholders' trust which is most crucial to the success of our strategy and organisational goals.

### Please share with our readers the core strength of your organization.

Our team remains proactive and agile in decision-making and always comes together as ONE unit, working with passion and collaboration to deliver on corporate objectives. We will continue working as a team to ensure that KE keeps on winning. This is the kind of attitude every organization requires to breathe and to instill a culture of performance and delivery. The developments I have shared earlier are just a few achievements and there are many milestones that we yet have to achieve. We will continue with Josh and leave no stone unturned on our road to success.

Muhammad Shoaib Baig has over 19 years of diverse international HR leadership experience across telecommunication, FMCG and pharmaceutical industries. He previously served as Chief Human Resource Officer at-Telenor Pakistan for almost 4 years, initiating a major turnaround which earned the company the Best Employer Award. He was also part of business leadership teams for 6 years at Novartis Pharmaceuticals' Oncology Division as Head HR UK & Ireland and subsequently Head HR for Asia Pacific and South Africa.

He holds a Bachelor's degree in Civil Engineering and an MBA form the University of Leeds, UK. Additionally, he has undergone extensive leadership training at INSEAD and Babson College, Boston, USA.





To Advertise: Syed Turab Shah Grosp Head of Sales & Marketing Phr: 0300-2018217

Karachi Office: Plot #B-254, Sector 6-F, Mehran Town, Korangi Industrial Area. Ph: 021-35141331-5 Email: auadin/dunal.com

Islamabad Headoffice: 2-D, 18T Centre, Khayaban-e-Soharwardy G-6/1. Ph: 051-2277192

### CIRCULATING IN:

KARACHI | LAHORE | ISLAMABAD | MULTAN | PESHAWAR GILGIT-BALTISTAN | RAHIMYARKHAN | MUZAFFARABAD FRANKFURT | LONDON



dailyausaf.com/ epaper.dailyausaf.com/



### By Mukee Bano

Goconut oil is the healthiest oil on earth," writes Dr. Bruce Fife in his book "Coconut Curves." Dr. Bruce is a certified nutritionist, naturopathic physician and has written over 20 best-selling books. Mothers and grandmothers used to employ organic products for enhancing their beauty but these are now easily available in the market and sometimes in our kitchens as well. But somehow natural products have been neglected due to excess use of make-up and artificial products. Here are some benefits about organic coconut oil.

### **Healthy Benefits**

Organic coconut oil has many health benefits which are not only limited to skin and haircare but also offer many other useful functions. Coconut is the perfect oil to control arthritis, alzheimer's, AIDS and weight loss.

### Skin care

Coconut oil is an excellent massage oil for skin and body and acts as a great moisturiser for all types of skin. In winters, using coconut oil instead of cream makes the skin really soft and it does not have any adverse side effects. It delays wrinkles and sagging of skin, which normally accompanies aging. It can also be used as a night moisturiser and cleanser but this depends on how sensitive your skin is. It also serves as a make-up remover. It is also a good remedy for cracked feet, chapped lips and rough hair.

### Hair care

Coconut oil has vitamin E which works well for hair and can be used for massaging and conditioning. We often damage hair by dyeing and straightening and go to salons for expensive hair massage or use vitamin E capsules for good hair. Instead of doing all this, apply coconut oil on hair for the night and wash in the morning. It can be used as hair serum as after hair washing and in a few



## Beauty Beat



weeks it will make hair very silky. It also eliminates hair splits and dandruff. Some do not like the smell of coconut oil. For this, add a pinch of salt.

Energy Booster
In some countries, people use coconut oil as an energy drink which gives extra liveliness to the body. It mainly contains medium chained fatty acids (MCFAs) which are easily digestible. One of the awesome properties of these MCFAs is that they get easily absorbed in the body and convert into energy. Other fatty acids take long to digest. They a saturated fat called "Medium Chain Triglycerides" (MCTs) which are easily digested. The method of using coconut oil in meals is to add it to salads or curries. It can be used in recipes based on frying and roasting. It can also be used for baking. Coconut oil is a good replacement for butter for those who follow a strictly healthy lifestyle.



### Lose Weight and **Increase Metabolism:**

One of the MCTs in coconut oil is called Lauric Acid. A great benefit of this is that it can kill a large number of disease-causing bacteria, fungi and viruses. Another bonus is the effect on metabolism, specially their capacity to help in weight loss. The fatty acids in coconut oil can increase the energy level and help you loss weight. In places, where



coconut oil is used as a cooking medium, weight loss is higher.

In countries where coconut and coconut oil are consumed daily, people are healthier. One myth is that coconut oil has high saturated fat content and is unhealthy. This is incorrect. Coconut oil has medium-chain fatty acids (MCFAs) which digest blood effortlessly compared to other oils which have long-chain fatty acids. That is why coconut oil is healthy, exceptional and different from all other oils.

People with high cholesterol must consult a physician before using coconut oil.



turn into little bundles of fat, which generally leads to heart diseases and weight gain. There are many ways to take coconut oil:

- Take a few tablespoons of coconut oil directly on daily basis.
- Add one tea spoon of coconut oil to a glass of water and drink before breakfast and lunch. However, avoid using at night as it causes sleeplessness.
- Coconut milk and coconut powder (khopra) can be refreshing for the body.

Cooking Oil

Coconut oil is used as cooking oil in many countries such as Thailand and India. It has



# Grapevine

### Shaista returns

Former morning show host Shaista Lodhi is back again on GEO TV. It was in a storm of controversy that she was asked to leave Geo many months back but it seems she has mended her relations with the channel. Why did she commit those bloopers in the first place? Perhaps her flight path was so high and she was so

confident of herself that she never bothered about these things. Reality dawned when she found herself struggling with ratings on other channels and decided to make it up with Geo.

### Boycotting Awards



When many Pakistanis were nominated for the 62nd Filmfare Awards, an Indian film-maker refused to attend the ceremony. The Pakistanis were Fawad Khan, Atif Aslam, Rahat Fateh Ali Khan and Qurat-ul-Ain Balouch. None of

them bagged any award but the incident shows that Indians too can have closed minds and blind hearts.

### Stunning Priyanka

Quantico star Priyanka Chopra looks stunning as Victoria Leeds and makes for a convincing villain, confidently pointing a gun at the formidable Dwayne Johnson aka The Rock. After all, you don't always have to be the hero.

May be that's why there's some selfdirected humour too as Zac Efron casually says: "Everything you guys are talking about sounds like a really entertaining but far-fetched TV show."

### Patani goes topless

Disha Patani flaunted her perfect figure when she posed topless for Dabboo Ratnani's annual calendar. She set the temperature soaring in the chill of January when her stunning photoshoot appeared on social media. "My only input was in terms of the make-up." Did she harbour any inhibitions about the bold shoot? "I don't know what a 'bold shoot' is. I am



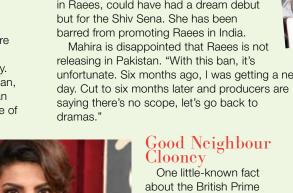
comfortable with my body so there's never been scope of any inhibitions," said Disha.

### Plays again

Raees star Mahira Khan has called the Indian ban on Pakistani actors 'unfortunate.' She also says Shah Rukh Khan is 'magic' on the film sets.

Only lucky women get to romance Shah Rukh Khan onscreen. And the luckiest get the opportunity in their very first film. Mahira Khan, SRK's leading lady in Raees, could have had a dream debut

unfortunate. Six months ago, I was getting a new script every



Minister Theresa May is that she has glamorous neighbours like George and Amal Clooney. When Theresa May is not at 10 Downing St., she and her husband Philip, have a weekend retreat in Sonning, a relatively gentle village, but with some lovely features such as The Mill Theatre and notable restaurants

like the French Horn. It is also on a particularly unspoiled and beautiful stretch of the Rirer Thames.



lleana D'Cruz is always seen in a happy mood. She prefers to keep her own pace while signing projects. She has never shied

away from speaking about her relationship with Australian photographer Andrew Kneebone. And with a girlfriend as beautiful as Ileana, it is a blessing for any guy who loves to capture everything through his

lleana was the perfect model for Andrew who shot her in the most sensuous manner. Every picture is a visual treat in





## **Corporate Moves**



Pervez Ghias has becom the CEO of Habib University.



Ali Asghar Abbas Jamali has been appointed CEO, Indus Motor Co.



Ghias Khan has been appointed CEO, Engro Corporation.



Mashood Ali Khan has become Chairman, PAPAAM.



Ayaz Dawood has become Chairman, NBFI and Mudarba Association.



Mehtabuddin Chawla has become Chairman, Pakistan Business Group.



Muhammad Kamran Nasir has been reappointed CEO, JS Global Capital.



Abbas D. Habib has been appointed Chairman, Bank Al-Habib.



Ignacio Artaza has been appointed Country Director, UNDP, Pakistan.





Zafar Masud has been appointed DG, National Savings.





Muhammad Zubair Chhaya has become Chairman and CEO, Korangi Association of Trade and Industry (KATI).



Nabeel Ahmed Ilyas has become President, PEFMA.



Abdul Raheem Chughtai has become Vice President, Asia Dyes Stuff Industry Federation.



Dr. Yousuf Zafar has become Chairman, Pakistan Agriculture Research Council.



Mian Amir Mehmood has become Chairman, Pakistan Broadcasters' Association.

Faraz Mirza has been appointed

Chairman, North Karachi Industrial



Khurshid Malik has been appointed Director General, Pakistan Broadcasting



Development and Management Company.



**New Appointments** Client **Advertising Agency** Shield Corporation Blitz Advertising Rice International Firebolt63 New Defence View Housing Scheme Future Vision Advertising (for NDV Broadway Shopping Mall) Manhill Advertising Star Marketing Zain Builders & Developers Manhill Advertising (Cross Check cleared) Leisure Leagues Orient Communications U Microfinance Bank Orient Communications Jackpot-Texas **Red Communications** Master Card Pakistan Synergy Advertising (for Corporate Campaign) Fatima Engineering Works Time & Space Media **Change of Agency** Client New Advtg Agency Outgoing Agency Al-Ghazi Tractors No new agency appointed G. H. Thaver & Co. Gas & Oil Pakistan Oktopus 360 Media The Circuit Rotary Club of Karachi Connect Marketing G.S. Associate Exide Pakistan Group M Pakistan (MBH) Marketing & Advertising K&N's Poultry Farms Adcom Media (MBH) Manhill Advertising Shalimar Construction **Red Communications** Lahore Publicity Services **Additional Appointments** Agency National Institute of Science and Channel 7 Communications Technical Education. TNI Communications Pace Pakistan Revolution Media, Manhill Advertising. Trading Corporation of Pakistan Oktopus Advertising. M. Communications ( M/s. Orient Advertising / Media Pulse / Interflow & MCL cleared ) Universal Service Fund Interlink Advertising, The Circle Agency, Channel 7 Communications Warsan Homoeopathic Laboratories Modem4, Revolution Media. (Eiman Ad Communications cleared) Source: All Pakistan Newspapers Society (APNS)



Dr. Shahid Masood has joined BOL TV.



IT IS THE MAG OF

Pakistan OBSERVER

