

October 2017

www.slogan.com.pk

Slogan

Rapid Fire:
**Shamoon
Abbasi**

Reaching
for the Sky
Sajal Ali

Special Feature:
Sastre

Missing:
Badar Khalil

A FLURRY OF PATRIOTIC FILMS

The positive story out of Pakistan is the thriving industry of patriotic films that further ignite the nation's love for the protectors of its frontiers.

Afghanistan	Afg. 125
Australia	A\$ 15
Bangladesh	Taka 163
Bhutan	NU 113
Canada	CS 15
China	RMB 75
France	Fr 75
Hong Kong	HK\$ 75
India	Rs. 163
Japan	¥ 1250
Korea	Won 7500
Malaysia	RM 15
Maldives	Rf 113
Nepal	NcRs. 188
New Zealand	NZ\$ 18
Pakistan	PKR. 250
Philippines	P 188
Saudi Arabia	SR 38
Singapore	S\$ 20
Sri Lanka	Rs. 250
Thailand	B 250
Turkey	Lira. 5
UAE	AED 25
UK	£ 8
USA	\$ 5

صحت کا خالص مٹر کا



Good Food, Good Life



Sep. - Oct. 2017 Vol. 22 No. 9-10

President & Editor-In-Chief

Syed Jawaid Iqbal

Managing Editor

Zeba Jawaid

Editor

Javed Ansari

Assistant Editors

Faizan Usmani – Khawaja Amer
Syeda Areeba Rasheed

Editorial Team

Faisal Siddiqi – Farhina Jabbar – Kashif Qadri
Sumair Aftab – Kashif Ali – Shajia Raza
Rohail Hassan

Layout & Graphics

Haroon Rasheed
Kamran Ghulam Nabi – Riaz Masih

General Manager Marketing & Sales

Syed Ovais Akhtar

Marketing Manager

Hira Sarwar

Brand Manager

Muhammad Aamir

Circulation & Coordination

Aqam-ud-Din Khan

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.*

Creating a Balance

For how long will Pakistani electronic media continue to behave as agents of sensationalism and report only negative news regarding the country. No doubt, there is no dearth of sensationalism as far as political news is concerned and everyone is having a field time. There is a new development everyday and the politicians, both of the run-of-the-mill kind and seasonal birds, have something or the other to say on news channels which they patronize as a daily duty. These are happy times for the TV channels and whether they know anything about what's really happening, they add their two bits and this makes for good transmissions that attract viewers by the droves, sitting in front of their TV sets and gobbling up everything that the knowledgeable anchors and their guests have to say about the political developments, political families and even their servants. But there is much else to report and talk about. As far as other news is concerned all that there is on the channels is murder, rape, dacoities, bombings, hold-ups, kidnappings and the rest. These channels and their worthy reporters cannot find anything positive to report. Or is it that the channel owners deliberately brief their news editors and producers to concentrate on the negative and ignore the positive. It seems as if they are following a deliberate policy of gloom so that Pakistan becomes an even more unattractive destination for the outsiders and its tourism industry, which is already in the dumps, is completely destroyed.

Freedom of expression is an activity that has been taken to its limits by the Pakistani electronic media but it is time now that they were brought under some kind of controls and given policies that would be more Pakistan-friendly than anything else. There has been talk for a very long time of putting in some kind of code of ethics in place but that has never happened. Now the government must take this up as a priority and draw up a code of ethics itself and disseminate it to the media. The code must see to it that while negative news is propagated on its merit, positive news is also reported to create a balance and Pakistan's soft image is brought forward. Pakistan is the world's top country suffering from the menace of terrorism, no matter what Mr. Trump says. Even China has acknowledged this though the Pakistan foreign minister could not gather enough gumption to reply in a befitting manner to Trump's allegations against Pakistan. All that he had to utter was a murmur that he would take up the issue when he visits the U.S. Perhaps Pakistan was better off without a foreign minister rather than a guy who is so hesitant in giving a powerful foreign policy statement. Perhaps he was waiting when his real boss, namely sacked prime minister Nawaz Sharif, would have the time to brief him on the issue.

There are so many other stories to report. A recent one was that of the death of Dr. Ruth Pfau and the naming of the Karachi Civil Hospital after her. It just received a passing reference on the TV channels. Why couldn't a big thing be made out of it? She did so much for Pakistan. Her focus was the disease of leprosy which people keep a distance from. She dedicated her whole life to it. But her story was missing. For them, she was probably another foreign nun who lived and died in Pakistan. It was heart-warming though to see the service chiefs saluting her coffin as she was being taken for burial. Why couldn't the channels organize special live transmissions on the occasion? Were they all on the GT Road at that time or sniffing for some gossip in Lahore or Islamabad?

General Pervez Musharraf gave Pakistan the gift of a free media but the electronic media have made a mockery of it and have thrown all caution to the winds. Before him, Benazir Bhutto and even Muhammad Khan Junejo made feeble attempts at freeing the media but failed. After Musharraf's bold initiative, it fell on the Pemra to regulate the channels in such a manner that the prime purpose of nation-building was served but Pemra fell short and acted more like a hand maiden of the government in power. While running a channel is an expensive proposition, it is also not clear how the number of channels keep growing and surviving? Or is it that the stories about briefcases being delivered to their offices are true?

Javed Ansari

Contents

8

14

15

22

- 03 Editor's Desk
- 06 Who Said That!
- 07 Readers' Thoughts
- 08 Cover Story
 - A Flurry of Patriotic Films
 - The Patriotic film Industry in Pakistan
 - Key Role of the ISPR



37

06



14 Event

Yawar Mehdi

Tribute

Pakistan's Mother Teresa

15 News Buzz

22 Special Feature

The Sastre Trend

24 Choices

25 Review

Mom—Two Wrongs and No Rights

26 Rapid Fire

Shamoon Abbasi

27 Missing

Badar Khalil

29 Profile

Sajal Ali

Reaching for the sky

31 Rebel's Diary

Smoking is good for health

32 Famous Habits

Eating Famous

35 Beauty Beat

Men's Guide to Grooming

37 Grapevine

38 Corporate Moves

26



27



25



35



Who Said That!



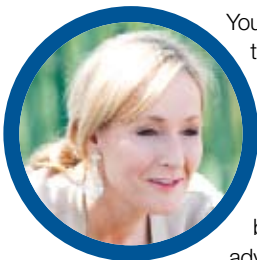
No profession allows you the luxury of being half-focused. If you're not into it, you're not there. **-Deepika Padukone**



The time I'm truly happy is when I'm playing with my son. We just mentally connect. There's nothing more fulfilling than playtime with him. **-Fawad Khan**



If you have three people in your life that you can trust, you can consider yourself the luckiest person in the whole world. **-Selena Gomez**



You will never truly know yourself, or the strength of your relationships, until both have been tested by adversity.

- J.K. Rowling



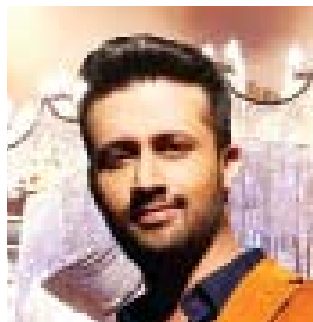
I've learnt that you shouldn't take people seriously, whether they praise you or trash you. **-Ranveer Singh**



After becoming a successful actress, people thought i would continue with my acting career but i surprised them by producing and directing a television play, Karb. **-Samina Peerzada**



First of all, convince yourself that you are the best because the rest of your life is going to go proving this to others. **-Wasim Akram**



I don't listen to my songs. The only time I do it is when someone points out a flaw in the end product. **-Atif Aslam**



A woman has a voice for a reason! Condemn the bullies not the woman who speaks out. **- Reham Khan**

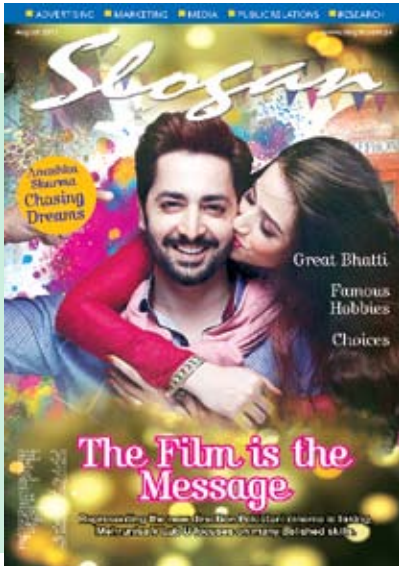


Being bullied means you're special and that's what I want all kids to know. **- Jessie J**

I'd rather look a little chubby on camera and look like a person in real life than to look great on screen and look like a scarecrow in real life. **-Jennifer Lawrence**



One of the many things TV does not show you is the potential range and horror of the human form. **- Zadie Smith**



Thumbs Up

This is about Slogan's story on the latest film Mehrunisa V Lub U. Based on a social message, the film is a refreshing departure from the usual romantic and action-based stories. Since it is produced by a team of young, educated directors and filmmakers, it has all the ingredients that make a film a hit. Though the acting by lead actors Danish Taimur and Sanam Javed is not impressive, the film has made its mark on Pakistani cinema that desperately needed new ideas to keep it going. Overall, Mehrunisa V Lub U is a film to be reckoned with.

Mehreen Shaikat,
Dubai.

Come on Veena

Veena Malik is a multi-talented performer and now seems to be more passionate about hosting than modelling or acting. Making an on-off appearance on television, she has emerged as a mature performer these days and always makes headlines whenever she is on the TV screen. She is associated with the World Health Organisation (WHO) as its representative and is also sponsoring an orphaned child at the SOS Children's Village in Karachi. If she takes her showbiz career more seriously, she has the ability to become a leading performer. Come on Veena, your fans want you to make a comeback with a bang.

Zulfiqar Ali Shah,
Lahore.



Black Magic

This is with reference to Hum TV's ongoing drama serial 'Nazr-e-Bad.' Featuring black magic as the main theme of the story, the serial seems to cross boundaries in the name of creativity and family entertainment. Being shown at prime-time, one wonders the logic behind touching such useless and controversial subjects that can do nothing good for society. However, as far as Hum TV's policy is concerned, it seems they are deliberately bringing such issues in plays that may help them earn more revenue and ratings. If this is true, the future of TV drama in Pakistan is miserably bleak.

Athar Ali Khan,
Karachi.



Turkish Crap

This is with reference to the recent trend of showing Turkish TV shows and programmes on Pakistani channels. Knowing the fact that TV tends to be the most popular and easily accessible medium of information and entertainment available in the country, we cannot afford such content which is not aligned with our religious and socio-cultural values. The same is the case with Turkish drama serials that have any relevance to our culture. These shows are far from the values we live by. Pemra should reconsider its policy regarding the matter.

Musarrat Ilmas,
Bannu.



Event Management Education

These days, there has been a rise of trade exhibitions, business expos, literature festivals and cultural events being held across the country. This is quite a positive trend that shows the national economy as well as the country's overall law and order situation is improving. Because of its growing popularity and need, event management is being taught as a distinctive subject all over the world. However, there is no college or university in the country

offering a specialised degree programme in event management and planning. Our universities should offer a degree programme in this discipline too.

Saman Faizan,
Karachi.



Genetics Rule

In his recent interview, Saif Ali Khan made a controversial statement saying, "There is something in the genes that makes many of Raj Kapoor's descendants actors or Pataudi's cricketers."

This statement is somewhat true as raising up children in an already prepared environment helps them carry the same characteristics as their ancestors do. However, despite having similar qualities, it takes loads of hard work and a lifelong commitment to achieve success. Though genetics do play a leading role in reshaping one's career, but one can never become a successful person merely on the basis of one's family background. It was natural for the Kapoor clan to mostly become successful actors because they were born and bred in that atmosphere. Even Raj Kapoor was the son of Prithvi Raj Kapoor, a theatre and film actor. And by that reckoning, why didn't Saif Ali Khan (Pataudi) become a successful cricketer?

Andaleeb Rana,
Ghotki.



A Flurry of Patriotic Films

By Faizan Usmani

Patriotism seems to a workable currency in all weathers. Particularly in those days when the country is in a great depression – economically, politically and socially, its people need some desperate morale boosters to rest assured and to not lose hope in anticipation of the good days that never come.

When it comes to filmmakers and film financiers, this opportunist breed better knows how to exploit the nation's patriotic

sentiments by feeding it with public-spirited content and by chanting nationalistic mantras to raise the nation's fading morale. In neighbouring country, for instance, its junta has had enough of listening to 'hum hongay kamyab aik din' (we shall overcome one day) since ages for no reason other than keeping the nation's pride intact.

In a similar contrast, Pakistan cinema has many examples of films that provoke patriotism and reignite nationalism from time to time. Though the frequency of such films is less than those of Indian cinema, there has been a sudden rise of films based on pa-

triotism. As the trend suggests, every second film is now supposed to be a patriotic, action thriller and is purposefully produced to cash in on one's patriotic fervour. Striking while the iron is hot, the strategy does wonder, at least for the people behind these films, helping the ailing cinema stay afloat to avoid its total extinction.

Produced in the current decade, some leading examples of patriotic films are: Project Ghazi (2017), Parwaaz Hay Junoon (2017), Geo Sar Utha Kay (2017), Zarrar (2017), Yalghar (2017), Waar 2 (2017), Azaadi (2017), Saya e Khuda e Zuljalal

(2016), Malik (2016), Revenge of the Worthless (2016), Salute (2016), Nation Awakes (2016), Shah (2015), Operation 021 (2014), Waar (2013), Cham-baili - The Fragrance of Freedom (2013), Main Hoon Shahid Afridi (2013), Josh: Independence Through Unity (2012) and Son of Pakistan (2011). Apart from such biopics as Salute, Main Hoon Shahid Afridi, and Shah, some films are inspired or based on true events such as Geo Sar Utha Kay and Yalghar.

The timing of these films matches with the turbulent era the country has been going through. Producing patriotic films is itself seen as an act of patriotism and also proves the fact that our filmmakers and artistes are part of the same society and they equally feel the pain and suffering of the nation. Produced out of adventurous, but overstated patriotism, however, such films end up being monotonous owing to a number of reasons. The objective is not to take a dim view of filmmaking efforts, but here we aim to highlight the areas the majority of producers, film directors and even the scriptwriters tend to ignore.

Making the most of one's patriotic sentiments with the country, here filmmakers do not risk coming up with a new storyline and rely on a proven formula to avoid any financial mishap. Despite the flurry of films based on patriotism and devotion to the motherland, the storyline of these films is mostly based on a tried and tested formula one has already seen many a times before. For example, actor and producer Ashir Azeem, who is another flag-bearer of action packed patriotism, is following the same storyline featured in PTV blockbuster drama Dhuwan in 1994.

As the formula goes here, a patriotic film should revolve around a young, tall, handsome, jingoistic hero, as a man with average looks and small physique cannot conform to the version of patriotism in this part of the world. Besides a powerful, muscular hero, the film needs to portray a mother figure, which is always seen praying in every scene of the film. In addition to that, one cannot be patriotic enough if he is not accompanied by a ravishing and alluring damsel or a gorgeous life partner whose



love (and marriage) is always ready to be sacrificed at the altar of war.

The chief problem lies in a seemingly patriotic film is patriotism itself, which is often exhibited in a violent form. In fact, one needs to define the true meaning of a patriotic act as the contemporary form of patriotism being propagated in Pakistani films is pretty confined to its applicability. As it is commonly shown, one needs to be in the armed forces to demonstrate one's love for the country or one is left with no option but to take arms in one's hands to eliminate the evil elements harming the country.

In addition to that, the enemy of the country is always shown in a nasty, physical form, while one's fight to beat such social evils as illiteracy, unemployment, poverty, child labour, etc. never falls into the definition of patriotism. Interestingly, the more patriotic one is, the more hasty he is in wiping off the enemy, as the contemporary doctrine of patriotism is all about making things happen in a flash, instead of opting for a slow, decade-long struggle against the evil forces.

Moving from one disappointment to another, the lead actors in these films are always the same. Take, for instance, Shaan Shahid, the leading film actor in Pakistan cinema at the moment with more than 275 films to his credit. Inheriting acting in his genes and with a massive stardom he has achieved, however, he has reduced himself into the monotonous actor of rather narrow range. Considering the deplorable state of

Pakistan cinema plagued by the dearth of real talent, Shaan can be referred to as a figure among ciphers, as his acting skills are below par and he has not been able to show any variety in his roles despite an over three-decade-long career in showbiz.

From dialogue delivery to body expressions, he happens to be an average performer from head to toe, giving a wooden performance all the time. His ability to use his voice and maintain an appropriate body language to serve his roles is doubted. He is always predictable in his performance and he tends to play almost the same role in different films to make things worse.

For example, he plays the role of Major Mujtaba Rizvi in Waar 1 (2013) and Waar 2 (2017). Then he

becomes Colonel Asad in Yalghar (2017), a soldier in Soldier (2004), and plays the role of a commando both in Ghar Kab Aao Gay (2000) and Commando (2003). In his upcoming film 'Zarrar,' he will be again seen as a military commander, or better to say a one-man army that is able to annihilate the other country's entire forces single-handedly. Even years before the film's release, one already knows Shaan will emerge as a spy, a detective, a terrorist, a warrior or a member of the elite forces.

No doubt he holds a certain amount of charisma and is quite popular in advertising circles, but his poor track record as a film actor suggests a different story. If judged on merit, he can be a good stuntman for action thrillers, but in terms of acting, he does not deserve to be hired in films even as an extra, let alone play a lead role.

Other than Shaan, Humayun Saeed is another most predictable actor who is unwilling to perform beyond the persona he has made for himself in television. The performance of Hamza Ali Abbasi, a new entry into the patriotic club, is as predictable as Shafqat Cheema's sky-splitting cry and is as average as Sultan Rahi's gandas-bound heroics. The same goes for the rest of the leading cast of patriotic films produced at a higher frequency with much fanfare, but with little substance.

Suffice it to say, a mediocre performance can only thrive in mediocre cinema and it is proven by the repeated arrival of high-budget, formulaic films these days. ❧



The Patriotic Pakistani Industry

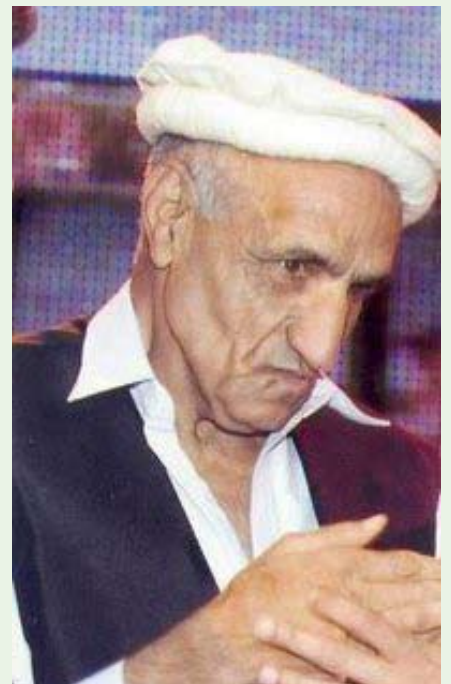
By Syeda Areeba Rasheed

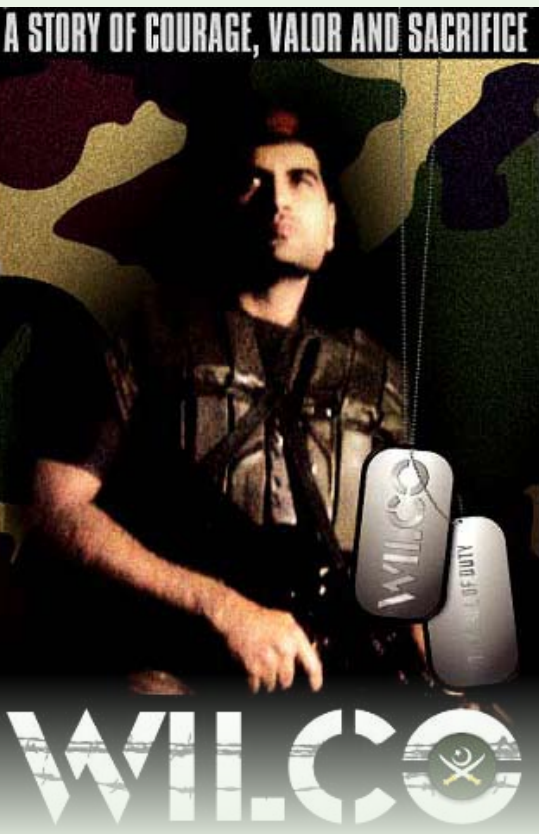
The industry that used to boast more than 700 cinemas, now hardly had 100 of them. The number of films as well declined from what it used to be in the past. Previously, there were about 200 movies produced in a year, but now it had also reduced to only 25. The main reason for this drastic change is the changing of cinema houses to shopping malls and this change occurred due to the lack of interest of the public towards the cinema houses and so lack of business.

Although now the situation of the Pakistani industry is totally different as it had revived upping its ante. The Pakistani film industry had given many blockbusters in the last five years that would fuel up your soul with the right amount of energy. Few movies would definitely blend up your devoted

enthusiasm while others would unquestionably give you snippets of rib-tickling parody. But the fledgling industry of Pakistan is entirely different when it comes to bleeding green. Many hits had been produced in the last few years and in the past as well that are just perfect to rejuvenate your passion and trigger up the patriotism in you.

Many famous Pakistani dramas having the feel of patriotism managed to be on our television sets for quite a long time grabbing the attention of its audiences. The famous drama 'Sipahi Maqbool Hussain' made with the collaboration of ISPR and Interflow Communications was based on the life of Sipahi Maqbool Hussain who went missing during the Azaad Kashmir regiment during 1965 war between India and Pakistan. Another famous serial 'Alpha Bravo Charlie' made with the relation department of Pakistani army sent a wave of





excitement among the audience. The story of three friends and their individual experience of being in the army struck the audience. 'Wilco' a venture of Seventh Star Entertainment and ISPR focuses on the army that not only protect the people from the enemies but also help those who are affected by natural disasters. 'Khuda Zameen Se Gaya Nahi Hai' a project of ISPR with HUM TV and PTV revolves around the activities of an extremist leader and with the help of ISPR, the drama was able to cast many Pakistani soldiers and also use army helicopters. 'Faseel-e-Jaan Say Agay' an ISPR and CRS public relation was a brave struggle of the valiant soldiers against the ever growing



extremist activities.

The film industry is also not so far when it comes to patriotism. Projects like 'Main Hoon Shahid Afridi', Shahzad Rafique's 'Ishq-e-Khuda', Matteela's production 'Zinda Bhaag' and Iram Parveen's internationally acclaimed small budget 'Josh' are few of the movies that proved to be the reviving pills of the Pakistani cinema.

The initiative taken in this regard by ARY Films and ISPR is commendable. Productions like 'Waar', 'Operation 021' and 'Saya-i-Khuda-i-Zuljalal' put a new life to Pakistani cinemas.

Shoaib Mansoor's 'Khuda Kay Liye' broke the Pakistani stereotypes regarding the teachings of Islam and Pakistani culture and

highlighted the brutalities faced by Muslims after 9/11. Another outstanding biopic 'Shah' revolves around the life of Hussain Shah who

"Pakistan, like India, has a right to patriotic films. India has been making films bashing Pakistan but when a Pakistani wants to be patriotic, the whole world has a problem with it"

- Shan

was the only Pakistani to have secured a medal in the Olympics. Ashir Azeem's political thriller 'Maalik' circles around the SSG officer's anti-corruption crusade. Although the movie got banned for inciting violence and bias but the KPK government released it in their region. The biographical movie 'Jinnah' released in 1998 showed the life of the founder of Pakistan. The movie was re-released in 2015. Jami's patriotic venture 'Moor' released nationwide depicts a real life story which was established on the collapse of a railway system in Balochistan. The movie was all about a station master who was caught in a former instant. Jamal Shah's action drama film 'Revenge of the Worthless' was a hard hitting movie based on real life incidents. The film describes a severely distorted social account with social legacy highlighting the courageous battles of unsung heroes amid 2009 Swat Insurgency.

The trend of patriotic movies in the Pakistani industry is again at a rise and we are well aware that Pakistanis are a passionate yet emotional notion. We may see thousands of people who are always complaining about Pakistan and its ongoing social problems but deep inside there's a



Cover Story

patriotic part in everyone's heart. The newly released 'Yalgaar' managed to bring the audience to the cinemas due to its groping plot and the touch of patriotism. The film explores what happened in the life of those involved, including the militants and how all of them were affected at personal level because of the ongoing operation. The movie proved to be a major hit at the box office proving to be the second highest grosser of 2017 after 'Fast & Furious 8.' The upcoming movies 'Project Ghazi' and 'Waar 2' are in the cue to be released as soon as possible. While Project Ghazi is a superhero movie that revolves around the thread to the political soldiers, 'Waar 2' is a sequel to the 2013 action thriller 'Waar' portraying Pakistan's effort to conduct a war on terror and how the lives of security officials are affected. Both the movies having a solid plot are anxiously waiting to be released by the said date for its audience, while the audiences wearing the emotion of patriotism on their hearts are too waiting for its release.

The change that happened to occur in the Pakistani industry is all because of

the young blood. With the entrance of young producers, directors and actors, Pakistan has a scope of going beyond where it is now. The audiences, particularly the middle class, are coming back to the cinemas to watch local films without the regret of purchasing the movie tickets afterwards. Although our films could not be compared to as what the Indian cinema is producing, but it is way much better. The movies being produced in Pakistan are somewhat decent, which is, in fact, a massive improvement for our shaky production ethics. There is no need to have that tootie frooties and Billi in our films, we are very much happy without them. Even there may not be a shift from Indian cinema but people could be lured into the true essence of Pakistani talent by incorporating genius ideas and themes for display.

The recent wave of ambitious productions had raised hopes that the declining movie industry may be on the verge of



renaissance. It is refreshing to see Pakistani film makers taking a different approach from the past of singing and dancing and creating thought provoking and patriotic films. With more decent looking local movies infiltrating theatres, we could conclude that we are heading towards the right direction in terms of public sentiments, emotions and their entertainment. One thing that needs to be highlighted is that the film makers must not, by any chance, use the word PATRIOTISM for their own business, there should be a proper story as well. ■

Key Role of the ISPR

By Khawaja Amer

Whenever a series of cookie-cutter plays make the viewers dull, the ISPR (Inter-Services Public Relations) lifts the pall of boredom by producing a serial as interesting as Alpha Bravo Charlie, as entertaining as Sunehray Din, as absorbing as Ghazi as enthralling as Shahpar or as motivating as Ek Thi Mariyam.

The ISPR, which is the combined public relations wing of all the three armed forces, Pakistan Army, Navy and Air Force, is behind a number of memorable plays and films that even after many years, or even decades, remain fresh in viewers' minds. The critics acknowledge such plays as inspirational which leaves an indelible impression on the viewer. These are life-affirming plays which convey the message that success is not final and failure is not

fatal: it is the courage to continue that counts. Apart from glamour, these plays are a complete set of entertainment, quality and values. In fact, unlike other local production houses, the ISPR does a lot of homework before assigning the task to a playwright and director. Their planning and scheduling is warlike and the result is perfect execution.

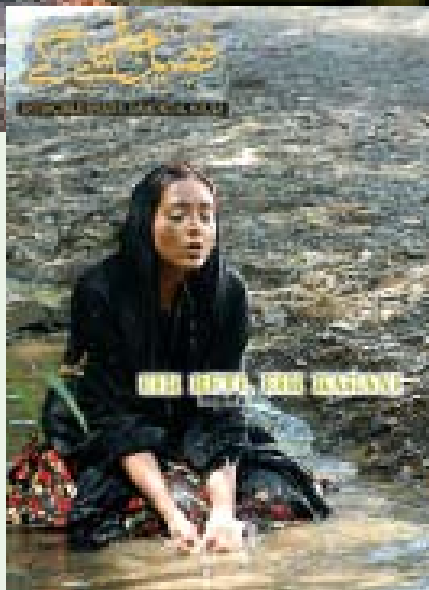
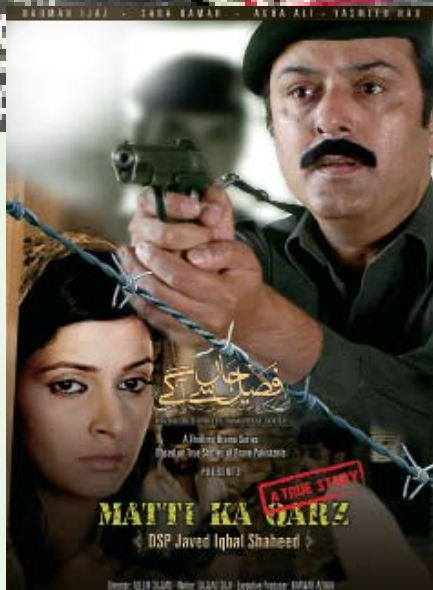
Alpha Bravo Charlie broadcast in 1998 was an instant hit and was popular for its lively depiction of the lifestyle of soldiers. The events in the serial involved a fine combination of romance and comedy, while reflecting the Pakistan Army's operational involvement in the Bosnian and Siachen conflicts. The neatly woven script was converted into a 14-episode drama by one of the finest producers of PTV, Shoaib



Mansoor, It set a new rating for Television Rating Points (TRPS) in Pakistan. The story revolved around the lives of three young, happy-go-lucky friends who had just joined the army. They came to lead a purposeful and passionate life.

The sequel was Sunehray Din but it did not draw as much audience attention.

Another ISPR-backed masterpiece was Ghazi Shaheed, a teleplay based on the PNS Ghazi which reportedly sank in the Bay of Bengal. Filmed mostly in the Arabian Sea, it was directed by PTV's Kazim Pasha with Shabbir Jan in the lead role of Commander Zafar Khan and Adnan Jilani as Lt. Cdre Pervez Hameed. The telefilm financed and produced by the ISPR with the support of Pakistan Navy, revolved around the crew of PNS Ghazi, a Pakistani submarine that sank off the coast of



Vishakapatnam during the 1971 Indo-Pak war. The major part of the film covered the life of Commanding Officer Zafar Muhammed Khan (Shabbir Jan). It was a story of the brave 92 men who gave up their lives while defending their country onboard PNS Ghazi, the first Pakistani submarine and also the only one at that time with the ability to lay mines.

Precision seems to be the catchword with the Armed forces of Pakistan and was depicted so well by the ISPR's 11-part drama series Faseel-e-Jaan Se Aagay, based on the true stories of brave Pakistanis who exhibited exemplary resilience during the insurgency in Swat. The drama series highlighted the courage of the Pakistanis and the armed forces exhibited during the operation against terrorists and militants in Mingora region. It presented the courageous journey of common people, jawans and officers of the Pakistan Army despite all odds stood by their commitment and demonstrated firm determination to root out terrorism and rendered priceless sacrifices in the line of duty. The series uncovers the real face of terrorists and militants that have been taking advantage

of the poor lot in the name of religion. The series displays the price that Pakistan is paying for global peace. It also highlights the unconditional support of the Pakistani people for the Pakistan Armed Forces in fighting the insurgency.

Filled with emotions, actions, sacrifice, valour and patriotism, the drama series had quite a good number of breathtaking shots. It emphasized the true message of peace and tolerance; it also gave enough motivation to pull people out of hopelessness and showed a light on the other end of the tunnel which motivated them to stand by their security forces.


The plays were written by Zafar Meraj, Wasi Shah, Sajjad Saji and Aamir Raza, while the talented list of directors included Kashif Nisar, Azeem Sajjad, Shakeel Adnan and Aamir Yousaf.

The maiden venture of the ISPR was of course Sunehray Din which introduced a new variety of TV drama in Pakistan. Directed by Shoaib Mansoor, the play topped the list of the popular plays of the 90s. The cast included newcomers of the time such as Saleem Sheikh, Kiran, Aliya Kazmi, Hameed Wyne, Mumtaz Musharraf,

Azra Mansoor and Malik Faraz. Saleem's character joined the army against the will of his mother. The story revolved around the lives of young cadets of the Pakistani Military Academy in Kakul. It covered the entire process of training and hardship a cadet has to undergo during training at the PMA. The serial had a witty angle too which was very brilliantly presented by Shoaib Mansoor.

According to reports, the ISPR is funding a film on the 1971 war. Actress Resham has been signed for the lead role. As yet not much is known of the untitled film including the cast and crew but it is expected that the war-oriented action drama film will definitely be worth watching. Resham has said that she plays the character of an empowered woman who goes through obstacles in life due to the political and social insatiability.

Another feather in the ISPR's cap is Yalghaar ("Assault" or "Attack"; previously known as Delta Echo Foxtrot) is a 2017 Pakistani war-epic film directed by Hassan Rana. The film is produced by MindWorks Media and is also based on the true story of Pakistan Army's Swat Operation.

The film explores what happened in the lives of those involved, including the militants and how all of them were affected at a personal level because of the ongoing operation. It stars Shaan Shahid in the lead role, along with Humayun Saeed, Adnan Siddiqui, Armeena Khan, Aleeze Nasser, Ayesha Omer, Sana Bucha, Bilal Ashraf and Ahmad Taha Ghani. Apart from budget and extensive cast, the film features 150 written characters. 

Yawar Mehdi - A Towering Icon



He is an icon for his countless achievements. Yawar Mehdi's students and associates shower praise on the former Radio Pakistan, Karachi station director and it is nothing short of commendable.

At the launch of Hum Ka Istiyara by Syed Oun Abbas, at the Arts Council in Karachi, people who benefitted from Yawar Mehdi got together to thank him, including Senate Chairman Mian Raza Rabbani, senator and broadcaster Khushbakht Shujaat and arts council secretary Prof Ejaz Farooqi.

The book written by Syed Oun Abbas covers the life and times of Yawar Mehdi and how he changed the literary scene in Karachi. Those who spoke at the launch praised both the writer and the subject.

Khushbakht Shujaat praised Yawar Mehdi as the brother who kept helping her by pointing out her shortcomings. She told the audience that when she watched TV these days, all she could think of was: "Had these people been mentored by Yawar bhai, they would have done better."

Former commissioner of Karachi Shafiqur Rehman Paracha highlighted his association with Yawar Mehdi, describing him as a person who climbs stairs instead of taking the elevator. He credited Yawar



Syed Jawaid Iqbal speaking at the launching of 'Hum Ka Istiyara' by Syed Hassan Oun Abbas. Chairman Pakistan Senate Mian Raza Rabbani presided. Seated, right to left: Dr. Nisar Zuberi, Professor Shadab Ehsani, Khushbakht Shujaat, Yawar Mehdi, Mian Raza Rabbani, Ajaz Farooqi and Shafiq-Ur-Rehman Paracha.

sahib as the person who gave the idea of Virtual University long before it became a phenomenon and also as the person who pushed for Urdu commentary on radio.

Syed Jawaid Iqbal described him as an institution and said that Mehdi Sahib did not believe in the Right or Left.

Mian Raza Rabbani claimed that no one could take Yawar Mehdi away from the radio because if they do that, then all that would be left would be the building without a soul.

Syed Oun Abbas said that Yawar Mehdi was an inspiration for youngsters. ❏

Tribute



Late Dr. Ruth Pfau

Pakistan's Mother Teresa


Dr. Ruth Pfau died in Karachi on August 10, 2017 at the age of 88. The nation, to show its gratitude to the late nun, named the Civil Hospital in Karachi as the Dr. Ruth Pfau Civil Hospital. In due respect, she was also accorded a state funeral by the Government of Pakistan.

Dr. Pfau came to Pakistan in the 1960s and devoted her remaining life to fighting leprosy in the country. She was born in Germany in September 1929. She belonged to a Catholic humanitarian group 'Society of Daughters of the Heart of Mary.' She contributed to the setting up of over 155 leprosy clinics across Pakistan. These clinics provided leprosy treatment to more than 56 thousand people.

In 1963 Dr. Pfau founded the Marie Adelaide Leprosy Centre in Karachi. Known as "Pakistan's Mother Teresa," Dr. Pfau travelled to far-flung areas of the country where there were no medical facilities for leprosy patients. She regularly visited Afghanistan to rescue and provide treatment to those patients who were abandoned by their families or locked inside their houses. In 1979, she was appointed as the Federal Advisor on Leprosy to the Ministry of Health and Social Welfare of the Government of Pakistan. Due to Dr. Pfau's dedicated efforts, the number of leprosy cases in Pakistan dropped from 19,398 in the early 1980s to a mere 531 in 2016. In 1996, Pakistan was declared by WHO as one of the first countries in Asia to have controlled leprosy.


In recognition of her lifelong contribution to humanity, Dr. Ruth Pfau was awarded 'Sitara-i-Quaid-i-Azam' in 1969, 'Hilal-i-Imtiaz' in 1979, 'Hilal-i-Pakistan' in 1989 and 'Nishan-i-Quaid-i-Azam' in 2010. ❏

Katrina Replaced

Tapsee Pannu seems she is here to stay and also to replace Katrina. Earlier she replaced Kangana Ranaut for the ayurvedic hair care ad from Kesh King. Just after the success of Pink, she signed many back-to-back films and endorsements. Now with the comedy Judwaa 2, she seems to be quite busy with her film commitments. 




Mawra and Maya Join Mahira


In April 2017, Lux unveiled two divas as the new face of the brand Mawra Hocane and Maya Ali. The other is Maihira Khan. The three Ms come together to represent the new Lux range of perfumed soaps - hypnotic rose, charming magnolia and elegant gardenia. 

Will Farhan follow Urwa?



Farhan Saeed was around the sets of "Punjab Nahi Jaungi" in which Urwa Hocane is playing a lead role in the film. A video was shown by ARY Films in which Farhan appeared dressed for the movie and saying that it was a surprise and the audience would know it soon. Would the newly married couple be seen together in the film? 

Hadika's Tribute

Hadika Kiani is working on her new album "Wajd". It focuses on reliving Punjabi historical folk songs. Recently, the first song "Kamlee Da Dhola" was released. The album would release in the form of chapters and "Kamlee Da Dhola" was the first chapter. The song is sung in Saraiki. Many other, like Musarrat Nazir and Reshma have done the song earlier. 



Naiyer Masud passes away

The man who translated the works of Franz Kafka, the German-language novelist and short story writer, widely regarded as one of the major figures of 20th-century literature, into Urdu titled 'Kafka ke Afsane' is no more. The death of short story writer and scholar of Persian and Urdu, Naiyer Masud has saddened the literary circles in India and Pakistan. Born on Nov 16, 1936 in Lucknow, Uttar Pradesh, Masud died at the age of 80. He pursued two PhD degrees, one in Urdu from Allahabad University, the other in Persian from Lucknow University. He retired as head of the Persian Department at Lucknow University and is considered one of the top short story

writers of modern times. He was considered to be an authority on Mir Anis.

He married Sabeeha Khatoon Rizvi and had four children Timsal, Durdana, Saima and Samra. In 2007, Masud received the Saraswati Samman, India's highest literary award. He has to his credit several collections of stories including 'Seemiya', 'Itr-i Kafur' and 'Ganjefa.' His work has also been translated into English, Finnish, French, and Spanish. ❏



The End of Hasan Akbar Kamal

Eminent poet and writer of famous song 'Hum Hain Pakistani Hum To Jeetein Ge' and a poem 'Khushbu Jaisi Baat' sung by Tina Sani, Hasan Akbar Kamal died at the age of 71. Born on Feb 14, 1946, in Agra, India, he migrated to Pakistan after independence with his family. He obtained his master's degree in English Literature and taught at different educational institutions, including Government College Rahim Yar Khan and Government Delhi College, Karachi. His collection of poems 'Khizan Mera Mausam' earned him an Adamjee Adabi award. 'Sukhan' and 'Khushbu Jaisi Baat' are two of his other collections of poems. His work on criticism — 'Kamal Ke Mazameen' — was received with as much appreciation as his



poetry collections. He also authored novels for children. They are: 'Rustam Khan', 'Chacha Khairu', 'Mallah Ka Bhoot' and 'Adamkhoron Ka Jazeera.' He also penned quite a few songs for PTV. One of the most popular was the theme song 'Hansti Khanakti Hui' for Dhoop Kinare, which actually recorded for TV's hit musical programme 'Rang Tarang' ❏

Atif dominates

The TV show's teaser heavily features Atif Aslam, while we only get a shot of Fawad Khan towards the end. Meesha Shafi was barely seen in the video with



only her shadow falling on white curtains — we almost missed her! The teaser is short but it's interesting to see Fawad Khan go back to his roots. In the show, Fawad and Meesha are joined by Aaroh's Farooq Ahmed in the jury. Together, the trio will judge the performances of 20-30 new talented bands who will compete for the title award in the show. 'Pepsi Battle of the Bands' hopes to revive the declining culture of bands and produce new music in Pakistan. It also offers a fresh start to musicians, providing them a stage to unveil their true talent and passion for the music they create. The TV show started in 2002 and gave Pakistan a host of talented artistes including popular bands like eP, Aaroh and Mekaal Hasan Band. ❏


Lynn gets shoulder surgery

Australian batsman Chris Lynn will undergo a shoulder surgery but is confident of returning in time for the Big Bash League season at the end of the year. He injured his left shoulder for the third time in less than two years in the Indian Premier League earlier this year and is set to miss the Caribbean Premier League." The big-hitting 27-year-old says, "I was getting sorer and sorer after training. I am pretty confident I will be back for the Big Bash. I was supposed to play in the Caribbean Premier League but I had had to give them the bad news. It will cost me a bit (having to sacrifice the T20 contracts), but physically and mentally it will mean a lot to get it done." ❏






An Ordinary Life

Nawazuddin Siddiqui is co-writing an autobiography titled 'An Ordinary Life: A Memoir', with journalist and children's author Rituparna Chatterjee. The actor with blockbusters like Gangs of Wasseypur, Kahani and just released Mom to his credit, made the announcement on Twitter. "We started working on the book almost two years ago. It traces my life from the time I resided in a village, to becoming an actor. We began writing this a while ago and will launch it in two months." While many have heard of his struggles, it's not easy to understand one's background completely. Nawazuddin has definitely had his fair share of hurdles while trying to make it in the entertainment industry and it's about time we know where he comes from. His fans are eagerly waiting for the book launch. 




Saif's theory

Saif Ali Khan has been sharing some baffling theories about the inner workings of the Indian film industry. He insists in an interview that the industry isn't plagued by nepotism, instead he believes that "maybe there is something in the genes that makes many of Raj Kapoor's descendants actors or Pataudi's cricketers. I think it's actually eugenics and genetics that's coming into play." By the way he didn't inherit cricket from his illustrious father. The press's reaction to


this statement was unsurprisingly 'Err, what?!' But Saif Ali Khan insists he's right. Writing a new open letter published in DNA India, Saif' sketched a whole new world that has us wondering what's he's been reading. His detractors argue that had this been true Amitabh Bachan's son Abhishek would have been the most sought after hero. On the contrary, like the sons of Naseeruddin Shah and many others, he's nowhere to be seen in Indian films. 

Abbasi on Items

After the release of Sadaf Karwal's item number, a teaser for 'Na Maloom Afraad 2', Hamza Ali Abbasi has come out with a harsh comment. He said, "How can the censor board allow such filth to run in cinemas and how can PEMRA allow this to be run on channels? The actor has finally managed to get enough respect in society that now young educated boys and girls from good families are coming into the field. Please don't spoil this hard earned respect by putting on a flesh show and calling it glamour! Item songs degrade women and objectify them....which goes against the essence of women's empowerment and women's rights, our religion and our norms." Though Hamza has not mentioned anybody in particular this could be a reference to Sadaf's song in the coming film. 




Sonam's Role Models

Giving tips to unmarried men and women Sonam Kapoor --- one of India's highest-paid actresses and recipient of several awards, including a Filmfare --- reveals that she has learnt from her parent's marriage that best friends make the best partners. "I have always modeled them as an ideal couple and learnt from them that best friends make the best couples. More than that, I have also learnt that wedding is not as important as a successful marriage." When asked about her definition of a bride, she said, "A happy bride is the best bride. I think someone who's happy and excited to start her new life is always a quintessential bride." The fashion icon while talking about her parents Anil and Sunita Kapoor says, "Yes, they are really cool and always in sync with one another. They let us choose our own paths. They are, in fact, my role models for a picture perfect marriage." 



Mahira Khan with Ranbir Kapoor


Fans around the world went crazy when Mahira Khan and Ranbir Kapoor talked about a light moment during the Global Teacher Prize ceremony in Dubai. Perhaps they share a lot more than just a casual friendship, claims an Indian publication. According to the Deccan Chronicle, the Rockstar hunk has found fondness in another diva – and they claim it's none other than Mahira. Ranbir is allegedly taking 'more than just a passing interest' in the beauty. A source close to Ranbir has spilled the beans on the 'budding friendship' between the stars and terms their bond as 'growing fondness between the two actors as work in progress.' "Ranbir is very fond of this lady (Mahira). He speaks about her very warmly and affectionately and proudly shows her pictures on his phone to close friends. This is building into something more than just a casual friendship," alleges a friend.

Previously, Ranbir made headlines when he called the 'Raees' star very pretty. 

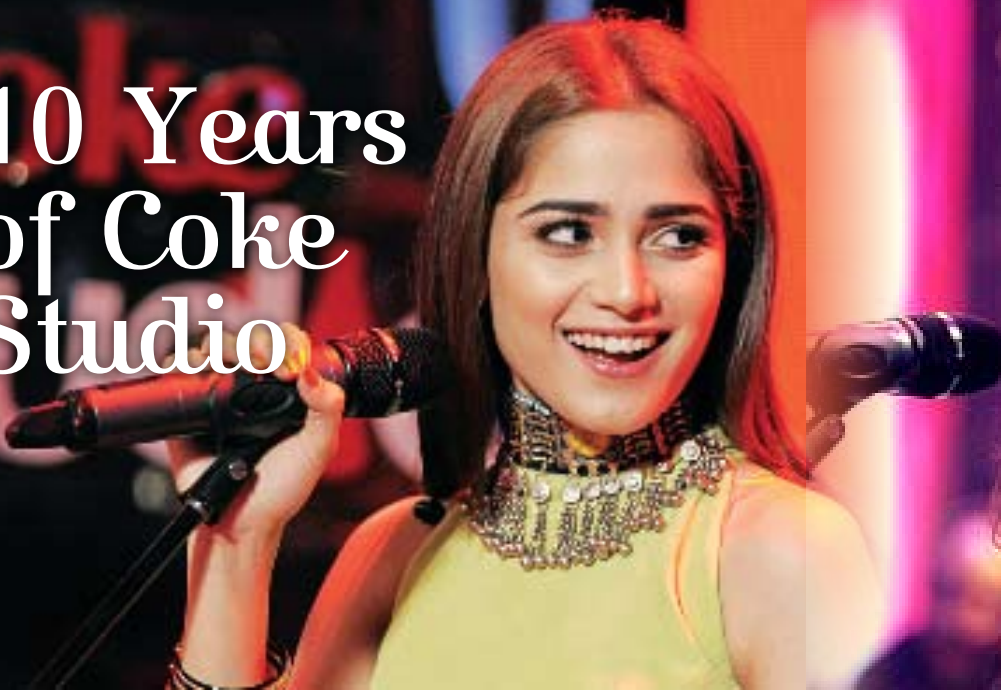


Joan Collins: Alive and Kickin'

She's made a name for herself as one of the toughest women in Hollywood, after her career-defining role as Alexis in the soap opera Dynasty. She has a reputation for always looking glamorous, flawless, and far younger than her 84 years. But despite her appearances with some of the biggest leading men of Hollywood, Dame Joan Collins admitted she hates performing nude love scenes. The 84-year-old actress has called love scenes 'embarrassing' and revealed the worst love scene she ever did was with Breakfast at Tiffany's star George Peppard.

Joan also revealed she was invited in 1989 by Donald Trump to come and live in the Trump Tower but she's glad she didn't. She talks about her friendship with James Dean and how she foresaw his death due to his love of fast cars. 

10 Years of Coke Studio



Aima Baig



Momina Mustehsan

A very few positives in Pakistan remain constant. This year Coke Studio marked its 10th year. The series has infused positivity in music across the country and has single-handedly brought back to life a dying industry.

The Pakistan music industry was thriving once but then there was a decline. Coke Studio was launched in Pakistan in 2008 and soon took over hearts. Producing some of the biggest hits locally and globally, it has recharged the musical foundations of Pakistan and has knitted the nation together, underpinning the individuality of Pakistan.



Humaima signs another

Humaima made her Indian debut with Raja Natwarlal. Her second film had Sanjay Dutt in the lead role but the actor got imprisoned due to some cases. Now Sanjay is out and Humaima will be seen again in her second Indian film. Her first film was with Emraan Hashmi and the film crashed at the box office; Humaima faced a lot of criticism for her character too. This time around her character seems not very bold. Now let's see what Humaima has in store. Her first film was Shoaib Mansoor's Bol. In 2012 she appeared in Shehzad Rafique's Ishq Khuda. In 2014, she starred in Kunal Deshmukh's Raja Natwarlal with Emraan Hashmi, which was her debut film in India. She then featured in Asad ul Haq's 'Dekh Magar Pyaar Say' alongside Sikander Rizvi. She has also signed a three film contract with Vidhu Vinod Chopra in which one is Chitthiyan, and Shaan Shahid's film Mission Allah o Akbar.



Beyonce in Wax

Beyonce's wax statue at Madame Tussaud's seemed nothing like the talented singer. As soon as the pictures of Beyonce's wax statue went on the internet, fans lost their calm saying that the creators of the statue had literally destroyed the charm and elegance the real Beyonce had. They said the statue looked like a white singer and was nothing like Beyonce. People claimed it another stunt of white washing.



Mahira at BIAF

Mahira Khan attended the 8th Beirut International Awards Festival. She was dressed in an ivory, backless Nicolas Jebran couture gown and the jewellery was from Zoughaib & Co. She got two awards - for International Recognition and as the Best Dressed girl.

Estd. 1860




MURREE BREWERY
ISO 9001, 14001, HACCP & OHSAS
Certified Company

THE POWER OF POSITIVE DRINKING




Saba film joins 100 crore club

Pakistani actress Saba Qamar's Indian debut medium 'Hindi Medium' has become the fifth Indian film to enter the 100 crore club. The film is continuously on screen in various cinemas across the world. According to sources, it has earned Rs 102.64 crore so far among which Rs 90.29 crore was only from India. The film was exhibited in 1126 cinemas at the time of its release. The story is about a couple that goes to every length to admit their daughter in a prestigious English medium school. It points to the high class-consciousness set by society. Saba says that working in 'Hindi Medium' was a big challenge for her but she learned a lot from the Indian actors. She feels the Pakistani film industry is suffering from issues whereas India has resources. 




Bombardment from Rishi



Rishi Kapoor lashed out at Anurag Basu after Jagga Jasoos's not so good response from the audience. Rishi Kapoor is known for being rather too vocal. This time the target was Jagga Jasoos director Anurag Basu. Rishi Kapoor slammed Anurag Basu, calling him irresponsible and questioning his right to take so long to complete the film as the film was supposed to be released in 2015. He also mentioned that why Anurag signed the legendary Govinda when in the end he had to throw him out of the film. 




Bieber Cancelled 15

Justin Beiber abruptly cancelled 15 shows of his 'Purpose World Tour.' He had previously faced legal trouble over accidents in running a car through Miami and throwing eggs at a neighbour's house. But his career went back on track with Purpose that includes Sorry. He also appeared on the remix of Luis Fonsi's hit song Despacito and managed to break the record for streams across all formats. 



Varun's Girl

Varun Dhawan will be engaged to designer Natasha Dalal. Says Varun, "I am proud of the special women I have in my life and the world should know about her." According to reports, they are planning the wedding later in 2018 - an extremely quiet affair. 



Shahmeer Ansari in his office

The Theme is Passion

Co-founder Shahmeer Ansari talks about Sastre

Please tell us a bit about yourself.

I was born in Karachi and did my schooling at the City School (PAF Chapter) and then went to Nixor College. I went to Malaysia and did my Bachelors in Marketing and Business Management. Then I started working with my brother in Karachi at our family-owned business. During those years Sastre came into being from our house and I was lucky to find partners like Shahbaz Khan and Syed Hasnain Ali

How did you become a designer?

I started by designing my own clothes and then people asked where did you get these? This prompted me and my other two friends to get together and started this business. I invested some money along with my partners and turned my basement into

a small studio and placed some clothes there so that our customers, mainly relatives, could place orders. We did the designing and got the clothes stitched from tailors. We did this for some time and then decided to expand so I quit my job and started full time after which we bought this place about a year back.

How are you doing now?

We are doing great and we have a good number of customers who are satisfied with our work. We work on referrals and focus on corporate and wedding clients rather fashion but we have fashion clients as well. We make clothes for Ahsan Khan, Javed Sheikh, etc. We also do training in the corporate world as the sense of fashion is changing and a culture for suits is emerging. People

were wearing tuxedos with red shirts and yellow pants, leading to odd combinations so we train them in grooming at corporate offices.

What is your main focus on?

Our main focus is on custom-made clothing as it is very expensive and if I buy ready-made, it has problems with fitting, as shirts can be loose or the trousers are baggy. Customized clothing provides good fitting and in today's world, people judge you by your clothes. I'm not for wearing expensive clothes but for wearing good clothes with proper fitting.

Are you for expensive clothing?

No, but it should be well-fitted. Three pairs of jeans, 2 jackets, 4 shirts and 2 cot-

ton trousers should be good enough for a person if they fit well.

How important are the colours?

Colours are also important as colours on dark tone persons or light tone person can vary.

What is your specialty?

We are not fashion designers but image consultants.

What is your business model?

We do custom-made clothing and make



Shahmeer Ansari and Syed Husnain Ali


sure that when the customer walks out, he is happy. If there is even a minor alteration we do it free of cost. We do bridals for women and corporate clothing as well.

I am very lucky to have a team which is our backbone.

What is the worst and best part of your business?

The best part is that we get to know people as they come from different backgrounds and ethnicities so we make friends and get to know the person and the worst part is recovery of money from customers. We take 50 % advance and the rest of the payment after the suit is made or sometimes the customer becomes a friend and takes delivery of the clothes and says he will pay later so the money takes long to recover.

Do you use any software?

We have made our own software and excel sheets as we are in the learning process and everything is in-house. 



“A well-tailored jacket defines the suit and a well-fitted suit defines the man.”

At Sastre, art and craft merge to create sartorial sophistication. They take clothing very seriously. From fabric selection to each cut and every stitch, each part of the process receives attention to detail. They consider each of their customers as unique and endeavour to deliver client service and products par excellence. Customers can visit their store and workshop at Khayaban e Seher in DHA, Karachi to experience the science of suiting because here fashion and tradition fuse to create attire that defines a man.

The tale of Sastre is not very different than any other entrepreneurial story. It began with a dream, trial and error, toil and struggle and relentless tenacity of the founders. Three years down the road, they continue to offer the fruits of their efforts customers.

The co-founders were Shahmeer Ansari, Husnain Ali and Shahbaz Khan. What they had in common was the belief that there were two essentials to becoming a gentleman – a strong character and refined attire. The former would take experience to develop, but the latter required a keen sense of style and impeccable taste. It turned out that these amateurs had an eye for quality in men's clothing and the talent to fashion innovative, chic and sophisticated suiting. They began with getting their older siblings' clothes altered and would often create something fresh. With their creativity they would breathe life into ordinary hand-me-downs and transform them into attire which received a great deal of appreciation. They wanted their clothes to reflect charm, elegance and originality.


Their search for the perfect tailor revealed that there was a genuine lack of contemporary designing sense and quality customer service in the market. They started working from the basement of a friend's house, hired and trained some local men's tailors and began taking orders from people around them. One thing led to another and their nameless love for clothes transformed into 'Sastre'.

Eventually, as their client base expanded they had to move out of the basement. After investing months of savings and countless hours of passion, they created a workspace for themselves. In July 2016, they officially opened the doors of their flagship studio, Sastre, which is located at 37/E, Khayaban-e-Seher, Phase 6, DHA, Karachi.

The lead team at Sastre comprises Shahmeer Ansari, co-founder, creative director and image consultant, Syed Husnain Ali, co-founder and director operations, Shahbaz Khan, co-founder and director marketing and Daniyal Chaudhry, studio manager.

At Sastre, the team strongly believes that quality tailoring should be accessible to everyone without premium price tags. Sastre is more focused towards customer satisfaction than just product delivery. It is committed to providing the best fit and the highest quality. They will do whatever it takes to ensure complete satisfaction because quality for them is always the top priority. From world-class fabrics and linings to premium finishing, they are com-

mitted to using the highest quality materials available. They help customers select from the variety of fabrics at their store and then walk them through all possible customizable design options to create exactly what the customer is looking for.

At the initial appointment, their stylists offer advice on cloth and style, depending on the occasion, but ultimately the choice is the customer's. 

Choices



Furniture Point
Feel the Difference



Maybelline The
City Mini Palette



GulAhmed
Summer
Collection 2017



Best Summer Shoes

C Mask
Works like magic.

AlKaram
Mid Summer
Collection 2017



Borjan
Festive Fashion Collection

New Eid Collection by Hush Puppies



Medora Nail
Enamel



MAC Honeylove/
Subculture and Sin/
Burgundy

Mom –Two Wrongs and No Rights

A film that features Sri Devi and her role in the film would not be in the limelight is beyond impossible. The same thing happened with MOM as well. Sri Devi who is very well known for her outstanding performances in almost all of her movies had yet again showed that she is the true diva of the Indian film fraternity whose era would never end.

The film starts with the impact of a distorted bond between a mother and



the daughter. The main reason is Sri Devi (Devki) being the second wife of Adnan Siddiqui (Anand) and the second mother to Sajal Ali (Arya), whereas Arya maintains a happy relationship with her father and her little sister.

When on Valentine's Day Arya is abducted by some boys in a car, she screams her heart out but is punched into silence. We are aware what will follow until things change drastically and we see a black car circling the deserted streets of Delhi, a bunch of spoiled and drunk brats, their shifting from one door to another and the continuation of the ride till its dawn when the body is dumped into a gutter. Arya has lost more than her chastity in that scene and the intelligently crafted



Nawazuddin Siddiqui

ambience, silent in its entirety, screams at the top of its lungs.

The Indian film industry is filled with rape scenes showing sometimes more than what's needed, but the portrayal of this sequence shows nothing yet explains everything. That's the power of a good screenplay.

The debut director of the film, Ravi Udyavar has made sure that all characters portray even the slightest details of their role and has managed to do it well. The journey of Anand and Devki to fight against justice for their daughter is priceless. After many days of court hearings, the four perpetrators seem to get off scot-free and that's when things take a turn. Although Anand was still relying on the law, Devki took a different and unexpected turn. She took the matter in her own hands and dealt with the whole issue, just to make sure that the criminals got their punishment.


It feels like the film is circling around Sri Devi. She certainly plays an important role but does she really need to showcase the charm and talent that she has? She is already known for her performances in English Vinglish, Roop Ki Rani Choron Ka Raja, Mr. India, Chandni, Gurudev, Soney Pe Suhaaga, Aulad etc. Her pres-

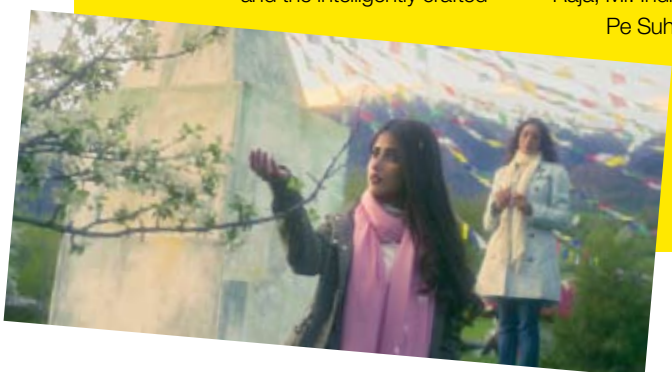
ence is enough to make an impact.

Sajal Ali extraordinarily plays a disturbed child and young victim. As Arya as



she has from body language to expressions, from helplessness and heartbreak to healing and acceptance. Adnan Siddiqui, is unwaveringly solid as the dotting father and ever beholden husband who stands like a rock by the two women. His guilt and attempts to maintain dignity at the heart of the rage of an impotent father in the terrible situation. His moments with Arya are tender and portray the depth of their relationship, without much talk. Abhimanyu Singh plays a baddie and thrilled us. Thrills while Akshay Khanna plays a cop what with his weird and suspicious looks. Nawazuddin Siddiqui or DK for short, again shows that his acting skills are here to dominate the big screen.

The plot is executed beautifully and is a real treat to watch. It makes you realise things you have been taking for granted. 



Shamoon Abbasi

A Gladiator after Dream Projects

Shamoon Abbasi is a Pakistani actor and director known for portraying negative roles. He has won the Bronze Award for "Best Telefilm" at the 2011 Hum TV Telefilm Festival Awards, in recognition of Daagh Hai Mere Naam Pe.

Zoreen Khawaja put him through a rapid fire round.

Do you feel you've received your due credit as an actor?

I think actors are a mirror of the world, and the more they live the more they crave to reflect. So I won't say that!

What's your dream role?

A gladiator, when it comes to do a dream project, deep inside I see myself in that era.

What is your favourite genre in films?

Mostly suspense /thrillers.

When have you been most satisfied in your life?

Satisfaction is a deception for me. It doesn't last for long. It comes from within. You can be satisfied at any moment of your life!

What was the best and worst experience in your journey?

My best experience was that ultimately things fell in the right place. After all the stress and struggle I realized things eventually happen the way they are supposed to be better for you. The worst part was that I wasn't able to acknowledge all this previously and made agitated moves then.

When a film or drama doesn't do well, how do you keep yourself motivated?

When a drama or films doesn't do good

I only say to myself, "it's not the end of life." My life doesn't revolve around hits or flops, I live every day. Hits or flops are for others to decide and my job is to keep delivering.

Which role or film do you feel has changed your projection as an actor in the industry?

My career is a mix of many skills, I am a director by profession and a certified editor and writer. Most of the awards I have received in my directorial career were based on my own scripts and direction. I became an actor for a few projects and I can't name one project that elevated me. It's a bit more than one, as I have learned so much from every project.

Do you remember what you did with your first pay cheque?

I brought it home and handed it over to my father, my mentor.

If you had an extra hour every day, how would you spend it?

I don't have many hours free. But when I am home I like to sort out my place and keep it the way I want it and ZORRO my German shepherd buddy is home to give me company most of the time.

If you could master one skill you don't have right now, what would it be?

I would like to learn how a Parkour does all those jumps and flips.

Is there any project you are currently working on?

I am always working on something, be it acting, writing or direction, I like to keep myself busy most of the time.




Do you get along with your co-stars easily?

I love my co-stars. They seem to be comfortable and easy with me. I think it's the reason that I treat actors like actors even as a director.

Who is your role model in the showbiz and why?

My role model is Johnny Depp. I'm sure you know why.

A piece of advice for aspiring actors?

If you want to become an actor you have to observe the world around you with an empty brain. If you are overfilled with your own issues you won't be able to absorb any external information which is essential for an actor to learn to achieve versatility in acting. 

Badar Khalil

End of Chapter

Though Badar Khalil, popularly known as Baddo Apa in showbiz has not only decided to quit the mini screen but to leave Pakistan for good, she will always be remembered for her stellar performance as a ghost in Shahzad Khalil's *Bi Jamalo* in the early '70s, or the Aani of *Tanhaayan* and Zakia of *Ankahi* in the '80s, or as the more recent saucy Aqeela Bua of *Qudoosi Sahib ki Bewa* or the insensitive mother-in-law in *Shak*. The super fine artiste of yesteryears is dejected with the treatment meted out her. In a recent interview she said, "I feel that I am quite disposable and no longer wanted in the industry."

What compelled her to make this statement is even more disturbing. Last year she attended the HUM Awards ceremony to receive a life achievement award but to walk out of the ceremony leaving the award on her seat as Sultana Siddiqui, the owner of the Hum TV asked her to vacate her front-row seat for the current heartthrob Fawad Khan. Narrating the incident she said, "I had just received my award and I was sitting in my seat right next to Sultana Siddiqui in the front. She got a call from Fawad Khan; I could hear he was saying that he won't come to the show if he did not get the front seat to sit with her. That is when Sultana Siddiqui asked me to go sit in the back seat. My problem with this whole thing was that why didn't she ask Momina Duraid, her daughter in law who was sitting on the other side to leave her seat for Fawad Khan." Badar Khalil left for Canada shortly after this incident so no one ever got a chance to ask her what had happened in person.

Badar Khalil was born in Lahore but moved with her husband to Karachi after working for a short time period at LTV. Her husband Shehzad Khalil was not only an intelligent TV director but a good human being. He gained fame soon after the release of his magnum opus *Teesra Kinara* in 1980



in which several legendary actors including Sahira Kazmi, Usman Peerzada, Rahat Kazmi, Shafi Mohammad, and Jamil Fakhri participated. Khalil met Badar Khalil when she played the title role in the drama *Bi Jamalo* which he directed. They later married and have two children.

Even much before the incident of the Hum TV awards, she started losing interest in TV plays as it was becoming impossible for her to attend showbiz functions when people like Behroze Subzwari, Jawaid Sheikh, Asif Reza Mir who practically lived in her house and grew up with her sons started ignoring her. With tears rolling her cheeks she says, "Now that they are established and have their own lives, they don't care about someone like me. PTV is celebrating its 50th anniversary; I don't see any remembrance for Shahzad Khalil. Are people so easily forgotten? It is hard to believe!"

She was also a bit too dejected with the attitude of the producers. Quoting an instance she said, "What happened to character roles and the importance of a good supporting cast? My role in *Shak* was a strong one and got amazing feedback. I put my heart and soul in the role, and the writer told me that my performance made people cry. But Shamim Hilali's role was amended and she was brought back into the play." Shameem Hilali, wife of a career diplomat Zafar Hilali, is a Pakistani actress



who began her TV career with famous *Alif Noon* Series.

Badar Khalil had to undergo a pretty tough life after the death of her husband Shehzad Khalil. She left all alone to look after his two sons. It was not all that easy for her to run the family despite being very popular in the showbiz industry. In her own words, "I worked hard when Shahzad Khalil passed away. I brought my boys up; all parents do that and I don't want to recount those days but my life wasn't easy. Yet I did not beg, borrow or steal roles. There were days when I would look at my role and say 'is this what I'm going to do'? But then I would think 'let's do it, at least it will take care of the bills'."

Critics have always reviewed Badar Khalil as one of the outstanding character actresses of her time. Much has been written about her role as Aani, *Bi Jamalo*, *Zkia* and *Aqeela Bua* describing her portrayal of the character as 'simply superb' but her unceremonious exit from the mini screen can only be described as unfortunate. ❧

FOR ENGINES TO OUTPERFORM

Fully Synthetic International Quality Motor Oil.

Active Intelligence Formula that protects the engine even when it is switched off.



Every Journey Begins Here

Ta'alaq Care Line: 0800-030000 | UAN: 111-111-PSO(776)
Website: www.psook.com | [f/PSOCL](https://www.facebook.com/PSOCL)



Sajal Ali

Reaching for the Sky

By Syeda Areeba Rasheed

Pakistani films have some good news now. We are out of the gandasa syndrome. Scripts are more powerful and the story narration is grasping, which makes the audience more curious. The actors and actresses of the Pakistani industry seem more passionate and committed to what they do. They work their heart and soul out to do their roles. Sajal Ali is one such example.

She is diligent and ambitious. She started as a VJ but later went into TV serials and appeared in *Nadaaniyaan*. Says Sajal, "None of this was planned, I just went to Karachi for some outing and heard that there was an audition going on for the serial. I went there and gave an audition they selected me." Although the role was just a minor one but Sajal enjoyed working in *Naadaniyaan*.

Her breakthrough was when she appeared in the ARY play *Mehmoodabad Ki Malkain* and got praise for her performance. She became an instant favourite. Men wanted to marry her, women wanted to befriend her and mothers wanted her as their daughter-in-law.

She had done every type of character





the perfect thing one could ever want: a perfect role, an excellent cast and the best story. I am just so grateful.”

Recently when Sajal lost her mother, she called Sri Devi from her hometown and broke down saying that the whole experience was so close to her to be treated just as a film. Learning about the tragedy, Sri Devi took Sajal under her wings and treated her like her own daughter. She is now the third daughter of the family.

She has done fashion modelling for many brands in Pakistan along with bridal photo shoots and shoots for leading fashion designers. Her acting colleagues include Ayeza Khan, Fahad Mustafa and Ahsan Khan and her favourites are Moin Akhtar and Fawad Khan. 

‘I always knew that if I ever work in India then there would be certain limitations and MOM was the perfect thing one could ever want: a perfect role, an excellent cast and the best story. I am just so grateful.’

from Muhabbat Jaye Bhar Mein (2012) to Quddusi Sahab Ki Bewah (2013), Nanhi (2013) Chup Raho (2014), Sannata (2013) and Khuda Dekh Raha Hai (2015). At the Lux Style Award she was awarded for Best Actress.

Her serial Meri Ladli (2012) was very popular in addition to Gul-e-Rana, Sita-mgar and others. She received critical acclaim for portraying a troubled child in the telefilm Behadd (2013) and went to do films with Zindagi Kitni Haseen Hai (2016). Then she got into India’s MOM, with Sri Devi and Adnan Siddiqui. The director of

the film Ravi Udyawar said in an interview, “It was very nice working with Sajal and Adnan. They brought something new to the screen with their refreshing acting. There were also silent scenes in the movie which Sajal delivered brilliantly. Both of them did justice to the characters.”

Says Sajal “I always knew that if I ever work in India then there would be certain limitations and MOM was



Smoking is Good for Health

In a world full of dichotomy and double standards, one often finds oneself indecisive and muddled in seemingly true stories of eternal health and wellness. The same goes for smoking that has been described as the worst enemy to human health, but the truth is quite the opposite.

Think of all the negativity about smoking cigarettes and one will definitely come up with a host of such disapproving slogans as 'smoking, the silent killer,' 'the single most preventable cause of death,' 'a major public health scourge,' 'the greatest risk factor to health,' 'the world's fastest spreading and longest lasting epidemic,' 'a habit hurting the smoker,' and blah, blah, blah.

Despite all the disapproval and disgust aired in the media in the garb of anti-smoking propaganda, however, we find people taking a deep puff on a cigarette everywhere under the sun--at home, in the office, in parks, in shopping malls, outside cinema halls and in other people's houses.

An English proverb says you can lead a horse to take water, but you cannot make him drink. Quite the same way, nearly one billion people out of an estimated world population of 7.5 billion, smoke cigarettes. As the figure suggests, the total number of smokers collectively make the world's third largest country in terms of population after China and India. In addition to that, the number of cigarette smokers has been increasing worldwide despite decades of robust tobacco control measures internationally, according to a research by the University of Washington.

And this is where a salient contradiction with so-called anti-smoking paranoia surfaces. If smoking cigarette were a deadly pandemic, then at least half of the world population would have been wiped out many moons before. However, as per facts and figures, the current picture is quite the opposite.

Besides, there are even more undeniable facts revealing the flawed portrayal of smoking in the media. Take, for instance, heart disease, one of the top 10 leading causes of death in

the world for both men and women.

As per medical science, heart diseases are caused by a range of factors such as age, sedentary lifestyle, family history, genetics, high blood pressure, inappropriate cholesterol levels, obesity, smoking and stress. As rightly pointed out, smoking is the second least causative factor behind cardiac ailments, but it is wrongly described as the most common reason. Interestingly, the majority of cardiac patients die in old age, a period when one is already supposed to breathe his last.

Particularly in low and middle-income countries like ours, HIV/AIDS, perinatal conditions, diarrhoea, malaria and road accidents are also the leading causes of death, wherein smoking has no role to play, but it is still blamed for massive human loss for no obvious reason.

Amidst the hue and cry over smoking cigarettes, its benefits to health are largely ignored. When it comes to the therapeutic effects of smoking and nicotine, for example, many studies show that cigarette smoking protects against Alzheimer's and Parkinson's diseases, two of the leading causes of death in developed countries. Compared to non-smokers, smokers are at a lesser risk of developing gum recession and ulcerative colitis, while carbon monoxide, a by-product of tobacco smoke, has been found effective in alleviating heart attacks and stroke, shows another study.

With regard to the psychological effects of smoking, nobody can better describe them other than smokers. Weighing like a feather, a single cigarette stick works more than a magic wand. It excites one's senses and takes one on cloud nine in a fraction of a second, the joy one cannot find in a goblet of wine or through a sip of tea or coffee. Other than being a proven stress reliever or a time-tested mood booster, what makes a cigarette the most popular placebo in the world is its ability to spark creativity and boost mental function.

Ask any artist, writer, poet, or showbiz performer or anybody involved in some kind of creative expression and they all give a single reason, much to one's surprise. From the 17th century French playwright Moliere to the Irish writer Oscar Wilde, every creative genius resorts to smoking to ignite his creativity and imagination. Moliere had even gone to the ex-

tent of saying, "whoever lives without tobacco doesn't deserve to live."

Thus, depriving a creative person of his or her right to smoke means a disaster for the world of art and creativity. Just imagine a life without art, literature, music, film and theatre and consider how ugly the world would be when its creative lot is denied to express its talent simply by not allowing them to lead life their own way.

Coming back to the common believe that cigarette smoking is injurious to health, one may turn a mere lump of salt into a deadly poison if eaten in quantity more than required. One does not stop travelling by car despite the fact that nearly 1.3 million people die in road accidents each year. Over three million deaths are caused by alcohol each year, but one can easily find it being served in grand parties hosted by the medical fraternity, pharmaceutical giants and health insurance providers - the gang that generates a billion of dollars every year out of mass hysteria created in the name of smoking.

Equally affordable and enjoyable to both haves and have-nots, a cigarette doesn't cost an arm and a leg to take a much-needed break from the daily routine to allow oneself relaxation for a moment. So easy to carry in a shirt pocket, it remains close to one's heart all the time and tends to be the most heart-friendly thing the man has ever made in the figurative sense.

Terming smoking as a major health hazard is just one of the evasions medical science uses to cover up its own incapability to help men live life to the fullest. Believe it or not, it is the fear of death that kills a person, but smoking does not. Or else, if one is really able to add more years to one's life span simply by avoiding smoking, leading life for the sake of it cannot be regarded as a healthy approach either, especially when one is unable to live life fully in the present moment and enjoy it as others seem to do so.

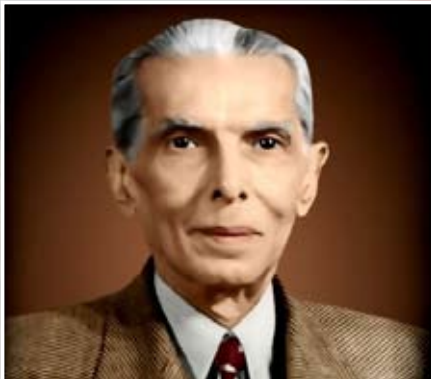
Now, it's your time to stand proud, hold a cigarette like a torch of liberty and take a long, deep puff in public with self-assurance, esteem and authority. 'Maar le sutta' and breathe fresh life into your listless existence. It's just as simple as that. ☐

Eating Famous

Famous people do not necessarily eat high profile foods all the time. Just like any other ordinary person, they go for ordinary daily meals because as human beings that is what their need is. Only once in a while, they like to have a special dish but then, who doesn't?

Here are some famous people and their eating habits:

1. Allama Muhammad Iqbal was fond of rice pulao, maash ki daal seasoned with ghee and karela stuffed with minced meat.
2. Quaid-e-Azam Muhammad Ali Jinnah liked curry and rice served on his dining table. He preferred dry continental type of food with bread. He would also have a piece of naan at lunch.
3. Former Pakistani premier Zulfikar Ali Bhutto's all-time favourite food was qeema, daal, pickle and chatni.
4. Benazir Bhutto used to drink gallons of apple cider and eat an unconscionable number of peppermint-stick ice-cream cones sprinkled with 'jimmies' from Brigham's ice-cream parlour.
5. Indian Premier Indira Gandhi was fond of small sandwiches of smoked salmon. She did not like chicken at all.
6. Donald Trump eats like a teenage boy, Filets-o-Fish and Big Macs are his favourites. He also likes pasta, potatoes au gratin and steak.
7. Barack Obama loves fast food like burgers and hot dogs, but called "broccoli" his favourite food in his answer to a journalist.
8. Bill Clinton likes chicken enchiladas, tacos, barbecue ribs and peach pie.
9. George Bush likes warm biscuits and a home-made chicken pot pie and for lunch he prefers a BLT sandwich, grilled cheese sandwiches on white bread, peanut butter and honey sandwiches, and occasionally, a burger.





10. Narendra Modi prefers a light Gujarati meal. Usually he loves to eat simple khichdi (rice and lentils cooked together). Whenever he is on a fast, he consumes only warm water with lime juice.



11. Sir Winston Churchill loved Stilton cheese, oysters, game and a roast dinner and chose ice cream over fruit as his dessert of choice.



12. Angela Merkel likes Mettwurst (minced pork sausage) with green cabbage.



13. The Dalai Lama likes foods that include coriander, mushrooms, cheese and tofu. He also enjoys roti (bread) with a Sri Lankan curry.

14. Asif Zardari has a set choice of menu. For breakfast he prefers to have toasted brown bread, a choice of eggs with a glass of milk or fresh juice. For meals, he likes simple daal and rice with mixed vegetables. He also likes Pakoras with evening tea.



15. Actress Sarwat Geelani and Sajjal Ali like biryani and cannot live without it. They forget their diet whenever they get a chance to eat yummy biryani.



16. Saba Qamar likes to have kabab and biryani and also likes to take fresh fruits in her free time. This is her favourite food items and she normally cannot survive without having fruits.

17. Ahsan Khan likes to have sushi and Japanese food. He is a crazy and mad fan of this kind of food. He forgets his entire diet plan the minute he sees sushi.



18. M.S. Dhoni likes Paridz made of milk and dry fruits, protein shake, fruits, rice, chapathi, dal and chicken. Fitness mantra: aversion to fat.



19. Rohit Sharma likes oats with milk and protein drinks in the morning. He usually prefers a diet with less carbohydrate.

20. Virat Kohli likes fish in his daily diet. He prefers salmon and mutton chops. Only drinks Avian Mineral Water which costs Rs 600 per litre and is imported from France. Fitness Mantra: No Junk Food.



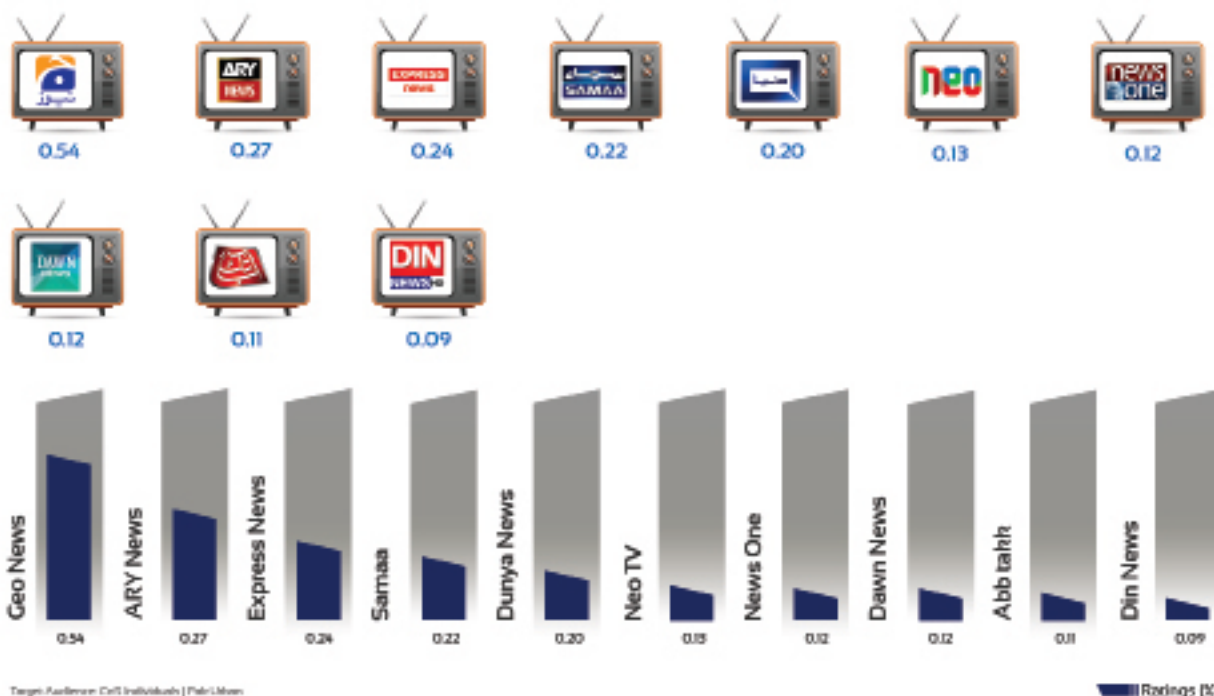
21. Yuvraj Singh likes brown rice and regular gluten-free chapattis, milk, egg and chicken.



Top News Channels

Cable & Satellite Viewers

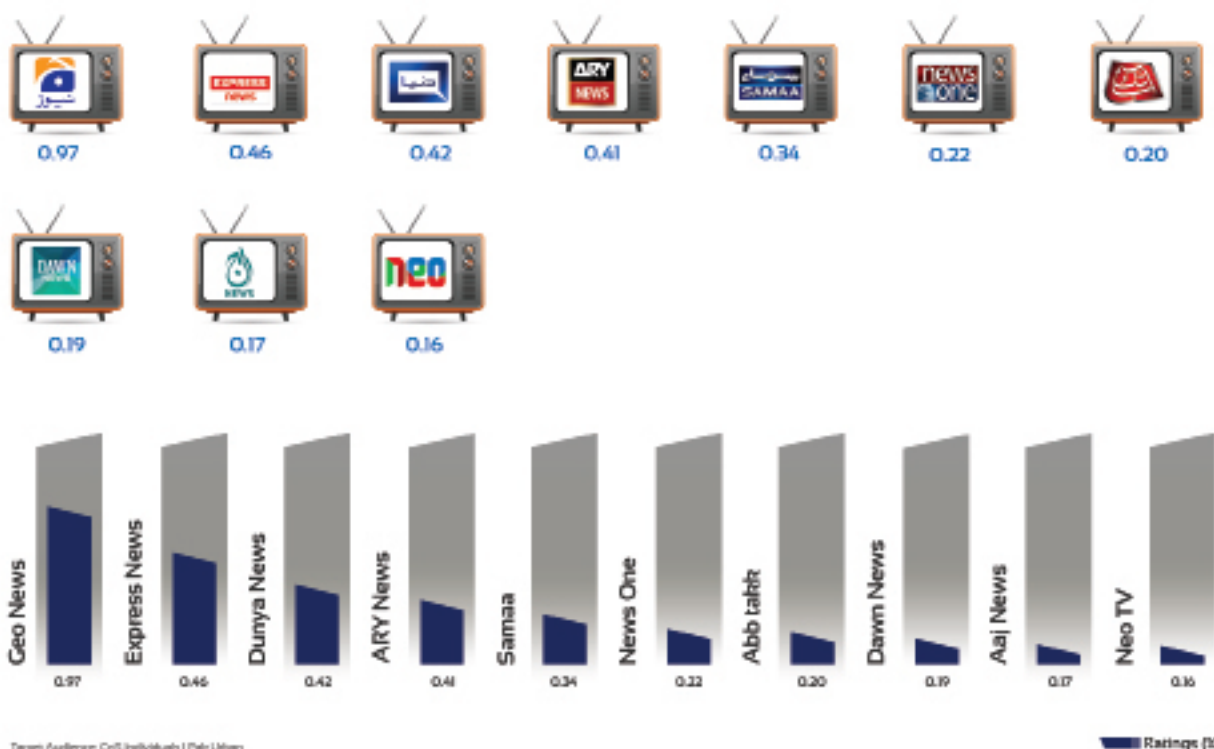
24 Hours rating during 1st – 30th June 2017



Cable & Satellite Viewers: Prime Time

Time Band: 8pm till 10pm

Duration: 1st – 30th June 2017





Men's Guide to Good Grooming

By Syeda Areeba Rasheed

All men ever want is to look good, irrespective of what they are wearing or where they are headed to. Gone are the days when men used to spend hours in the bathroom making themselves up while listening to music. The trick is not to spend a fortune on different products or to lock yourself in the bathroom for hours. A simple and easy way to cope with the daily routine and grooming is that you shape up your routine along with maintaining yourself, making sure you don't let yourself down by those puffy eyes and unsightly hair.

It is possible that with all your gym time you may have neglected your overall style

game but it's never too late. Now is the time to get yourself a perfect makeover that you could practice each day.

Become a Regular at Barbers

Make appointments with your barber



after every four weeks without waiting for your hair to get that long. Many people don't often feel the need to do anything unless their hair starts troubling them. What you should know is that your hair needs that fresh look more than anything else. The point is to be proactive and not reactive as to 'What would happen to my hair? How would I look?' You need to build that trust with your barber.

Identify Your Hair Product

It is very much important to know which kind of product best suits your hair texture. If you have thicker or rough hair then it can handle waxes, but if your hair is thinner then lighter products and sprays will make your



hairs stay. You can also consult your barber for the information but always remember that only the perfect product has the ability to make a difference.

Know Your Signature Scent

Women particularly have often experienced men wearing too strong smell and trust me it's hard to breathe around such men. Rather than picking too many bottles each day randomly, find only one or two classic scents that you really like. You don't want people to stop and notice you; rather it should be a part of your overall presence that defines you. Woody, spicy or herby serves best for the winter while lighter and citrusy scent suits the summer and spring months.

Brighten Your Smile

The two things that every woman notice is your shoes and your smile, so try to give more concentration on how to get that



sparkling white teeth. It would definitely help you in many areas of your life. 70% of women look at a man's teeth before finally deciding whether he would be a perfect partner or not. Employers as well had said that they are 58% more likely to hire people

having crisp, clean and white teeth so it's worth investing in them if you want to look healthy.

More Focus on the Face

Give explicit details to refresh your face as it is the most important part of your body that does the entire talking. Don't get afraid by hearing the word 'scrub' as

it is just similar to face wash designed to get that dead skin off your face. Use it on Mondays to scrub the weekend off and for normal days you could go with a normal face wash.

Maintain Your Facial Fuzz

Facial hair needs to be trimmed and maintained if you want be taken seriously. You don't have to spend much, just buy



a beard trimmer and then go easy with it on your skin. Make it a hobby of tidying up yourself every week.

Learn to Shave like a Professional

You might not get that enough time to shave perfectly but you must know the basics as it helps you to have a quick makeover. Soak your blades in warm water



in order to get your pores open and apply some oil on your face so that the razor slides automatically causing less redness and irritation. Still if you don't want to mess with it yourself, pay a visit to a professional once a week.

Happy Feet

We often neglect this part of our body, although it needs to be cured the most. Take care of them after a shower or bath to remove the dead skin and don't forget to apply moisturiser. In summers, you can wear your flip flops and have happy feet.

Say No to Dark Circles

We all go through such a phase when dark circles become a part of our life. No need to worry if it is happening with you too. Incorporate an eye roll-on in the morning routine and puff away the dark patches under your eyes that reveals your heavy weekend or sleepless nights and makes you look much older than you really are.

Avoid Joining Brows


Although many of us have seen big eyebrows but what's more disturbing to the eyes is the joining of these brows. Any excess hair out of the range of your eyebrows



needs to get going. Plucking might take some time, so the next time you visit your barber don't get hesitate to ask him to tidy your brows up. Believe me, he has heard of it before.

Makeup Your Nails

Cutting your nails once a week, probably after a shower might give the nails a smooth and soft texture that could be easily trimmed. But what's more irritating is the skin around the nail bed that seems to be nothing but bothers a lot. Use moisturiser every day to soften the area and get that rough feeling away from you.

Grooming is a habit you simply can't ignore. If you will not take care of yourself then nobody else will. You might want to smell like an onion but it could seriously have first impression issues. It is a lifestyle, once you got the basics down it becomes second nature to you. Just a careful balance and your skin routine can help to keep you looking your best. 



Saba Goes High

Saba Qamar is becoming popular as a TV and film actress. Her film 'Hindi Medium' got a good reception. Vidya Balan has praised her too. Let's hope she doesn't get too high.

Sana Mir's Shame

When a son is born in a household, the parents are proud. It's not the same

when a girl is born. The parents are not equally happy. The Pakistan Women's cricket team got severely bashed in the recent World Cup. When got home, they got no welcome at the airport, were given no transport and no respect. Said Sana Mir, there was no shame in losing and the only shame was not giving your 100%.



Syra Dimension

Her work in 'Project Ghazi' was a new experience for Syra Shehroz. She plays a character akin to that of a superwoman in the film and, in her opinion, it is a new dimension in films being made in Pakistan.

Momina supports Toorpakai

Singer Momina Mustehsan decided to shut down trolls that targeted Maria Toorpakai, younger sister of Ayesha Gulalai. This was after the controversy that kicked up concerning

Gulalai. Mahira Khan also stood up for Gulalai.

Resham Affair

Resham is said to be ready to tie the knot. She has finally revealed her wedding plans and the Big Day will be next year will fly to Europe as her groom is a businessman there. Why can't the guy come to Pakistan?



Shraddha Option

Shraddha Kapoor and Farhan Akhtar made headlines – of being together. But the actress says she's too busy with her work and doesn't have any time for such relationships. And she's angry with the media. In any case, Farhan could be a good option.



Mr. India 2 Sequel

Mr. India is in its second instalment. It will bring back Anil Kapoor and Sri Devi who is married to Anil's brother Boney. Both Anil and Sri Devi have gone through many changes over the years. Now they cannot dance in the rain or they will get flu.



Real Hero

Ranveer Singh has again shown that he is a real-life hero. Shooting for Sanjay Leela Bhansali's Padmavati, his head was hurt in a scene but even then he completed it. When the injury got bleeding, he was rushed to hospital. After the stitches he came back and completed the sequence. Really heroic.



Swift Going Swiftly

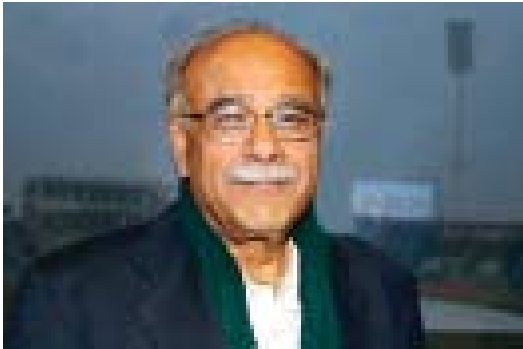
Taylor Swift is said to be dating British actor Joe Alwyn. It is rumoured that some common friends of Taylor and Joe set them up. They were recently spotted on Rhode Island. The couple has also been seen on a balcony in Nashville and using a chauffeured car in New York. Swift is going swiftly. 🇬🇧



Corporate Moves



Muhammad Irfan Elahi has been appointed Chairman, Pakistan International Airlines Corporation (PIAC). Sqn. Ldr (Retd) Muhammad Irfan Elahi was commissioned in the Pakistan Air Force as GD Pilot in 1978. He joined the DMG Group in 1991 and served in Balochistan and Punjab. He has worked as Assistant Commissioner in Chaman and Quetta, as Political Agent in Chagai and Qila Saifullah, as DCO and EDO in Lahore, as DCO in Rawalpindi, Director General Relief Punjab, Director Food, Director General, Parks and Horticulture Authority, Secretary Food, Secretary Livestock and Dairy Development, Secretary Irrigation Department, Punjab and Chairman Planning and Development Board, Punjab. His last appointment was as Additional Secretary, Civil Aviation. He has done his Masters in Public Administration and has an L.L.B. from Punjab University.



Najam Aziz Sethi has been elected Chairman, Pakistan Cricket Board (PCB). He succeeds Shehryar Muhammad Khan. Sethi is a veteran journalist and is the editor-in-chief of The Friday Times. He also brought the Daily Times. He is the Chairman of Pakistan Super League (PSL), Pakistan's domestic Twenty20 league. He served as the caretaker chief minister of Punjab during the 2013 elections. His association with national cricket is long and before becoming Chairman, he was a member of the Pakistan Cricket Board. An interesting aspect is that Najam Sethi has never played cricket for Pakistan at any level.



Arif Ahmed Khan has been appointed CEO, Pakistan Reinsurance Company Limited. A career civil servant with 34 years of experience in public administration, he has served the federal and provincial governments in important positions. Khan holds a Masters in Public Policy from Concordia University, Canada.



Shehryar Ali Taseer has been re-appointed CEO, Media Times. He is Chairman at Pace Pakistan Limited and is on the Board of Directors at Media Times and First Capital Securities Corporation. He has previously served Shaheen Insurance and WorldCall Telecom. He received his undergraduate degree from King's College London.



Khurum Mazaffar has been appointed as Chairman, Murree Brewery Company Limited. Mazaffar joined the Board of Murree Brewery in 1992 and has been elected as Chairman of the Board since 2005. He is also a non-executive Director and Member of the Audit Committee and HR&R Committees. He is a Chartered Accountant from the Institute of Chartered Accountants of Scotland and has earlier served Attock Petroleum, Attock Refinery, Petroleum Institute of Pakistan, the Lahore University of Management Sciences (LUMS) and the Oil Companies Advisory Committee (OCAC).



Dr. Sebastian A. Brachert has been appointed Chairman, Siemens Pakistan. He is on the Board of Directors at Siemens Pakistan and Siemens Middle East. He joined Siemens Germany as a Legal Advisor in 1990 and since then has held key positions in the Company's global offices in Switzerland, Saudi Arabia, UAE and Australia. Dr. Brachert was previously employed as General Counsel-EMEA and Cross Sectors by Siemens AG and as Chairman by National Institute of Facilitation Technologies.



Isphanyar M. Bhandara has been appointed CEO, Murree Brewery. Bhandara joined the Board of Directors of the company in 1998. He has significant exposure to field operations, including production, project development, development planning, conceptual engineering and operation support in the Brewery and its other divisions. Currently, he is President of Rawalpindi Parsi Anjuman and also a Member of the National Assembly on a seat reserved for minorities. He holds a Master's degree in Business Administration.

HAUTE SHADES FOR A COOL INTERIOR

Make a fashion statement with Kansai's range of high quality decorative paints that will give your home a touch of finesse and add a little grandeur to your living spaces. So come choose from a variety of distinctive haute color shades for a cool interior this summer.



Call our representative today and find out what Kansai can do for you.

111-KANSAI | www.kansaipaint.com.pk



Kansai Paint

Japan's No. 1



Right on Target in Corporate PR

We work in close partnership with our clients to realise their corporate goals.

We nurture reputations and strengthen relationships with key publics.

Over the years, we have successfully leveraged strategic communications to develop trust and to drive business value by building customer loyalty and aligning interests.

With a proven set of professional skills, we strategize through multi-level platforms to help you achieve your corporate goals – and keep you right on target where it matters.

To learn more about our services, contact us at:

20-C, Lane 12, off Khayaban-e-Ittehad, Phase II Extension, DHA, Karachi-75500.

Tel: +9221 35313821-24, Fax: +9221 35313832 E-mail: info@cmc.com.pk

Web: www.cmc.com.pk

CMC

The Perception Management Company

CMC is an exclusive affiliate in Pakistan of Ketchum, USA, one of the world's largest and most geographically diverse PR agencies, operating in 70 countries and winner of the highest number of awards in the global PR industry.