

MEDIAVERSE



ABOUT US

Welcome to **MediaVerse**, the pioneering magazine of the Department of Mass Communication, offered in both digital and print formats together for the very first time. Managed and published by second-year students of the "Print Journalism" course, MediaVerse stands at the forefront of the evolving media landscape, bridging the gap between traditional and digital media. It serves as a foundation for aspiring writers, journalists, designers, and communicators, guiding them seamlessly through this transition.

Our Mission: We aim to create an inclusive platform that informs, inspires, and engages our readers. We are dedicated to amplifying the voices of underrepresented communities, sparking creativity, raising awareness of critical issues, and driving innovation.

Our Vision: We aspire to set new standards in media and communication, becoming a beacon of influence and excellence within the University of Karachi and beyond. Every page of MediaVerse is a portal to new adventures and profound experiences, inviting you on a journey through powerful, diverse, and transformative stories.

Our Commitment: MediaVerse is committed to quality journalism, integrity, and the pursuit of truth. We believe in the power of storytelling to change minds and lives, and we are passionate about nurturing the next generation of media professionals who will shape the future of communication.

Join us as we explore the world through the lens of young, talented, and driven individuals who are ready to make a difference.

“MediaVerse – Where every story matters and every voice is heard.”

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MediaVerse



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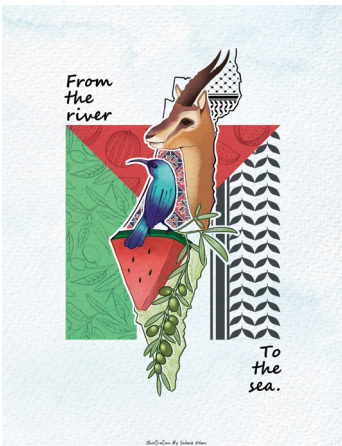
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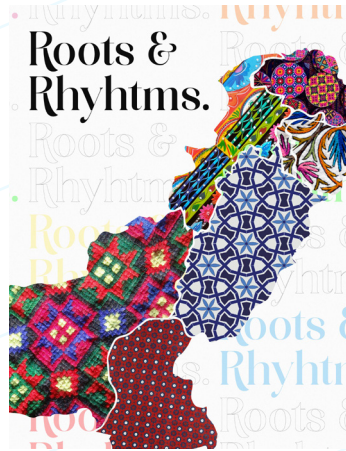
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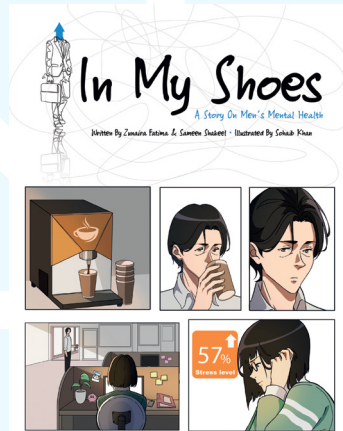
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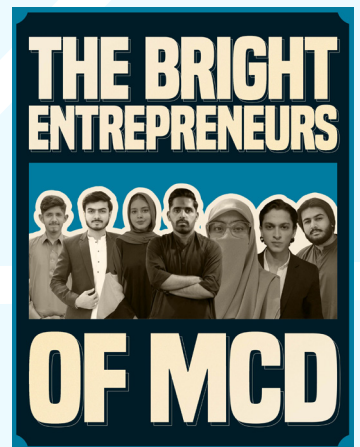
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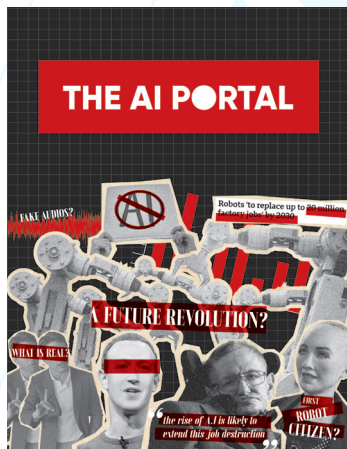
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FROM THE EDITORS



Dear Readers,

It is with immense pride and joy that I present to you the first edition of **MediaVerse**, the University of Karachi's first-ever digital and print magazine produced by the Department of Mass Communication. This milestone is not just a publication; it is a testament to the creativity, dedication, and journalistic spirit of our students.

I extend my heartfelt gratitude to Ms. Mona Batool, the editor of **MediaVerse**, and the course in-charge of Print Journalism, for her unwavering commitment and leadership in bringing this project to fruition. Her guidance and vision have truly set a high standard for future editions of Mediaverse.

Launching **MediaVerse** marks a significant step forward for our department and sets a precedent for future batches of students. This platform will serve as a canvas for budding journalists and communicators to explore diverse themes and express their perspectives on issues that matter deeply to our society.

In this first issue, you will find a rich tapestry of content ranging from insightful articles on global issues like Palestine and mental health to explorations of our rich cultural heritage and profiles of individuals making a mark in the digital world. Each piece embodies our commitment to fostering critical thinking and amplifying voices that deserve to be heard.

A special mention to the second-year "Print Journalism" students. These early-career students have excelled in curating a professional magazine, demonstrating remarkable creativity in their written pieces, design, and layout. Additionally, their outstanding efforts in advertising, public relations, and marketing have significantly contributed to the successful launch of this publication.

As you delve into the pages of **MediaVerse**, I encourage you to reflect on the words of Helen Keller: *"Alone we can do so little; together we can do so much."* This publication is a collective effort—a showcase of collaboration, innovation, and the limitless potential that resides within each of us.

Thank you for joining us on this exhilarating journey. We invite you to immerse yourself in the stories, ideas, and voices that define **MediaVerse** and to continue supporting us as we strive to make a meaningful impact in the world of digital journalism.

Prof. Dr. Asmat Ara
Editor-In-Chief
MediaVerse

A handwritten signature in black ink, likely belonging to Prof. Dr. Asmat Ara, positioned below her name and title.

FROM THE EDITORS

W



Welcome to the groundbreaking first edition of **MediaVerse**, the Department of Mass Communication's pioneering digital magazine! When I took charge of the print journalism course this semester, I was driven by a bold vision: to create something truly special. Today, that vision has become a reality, and I couldn't be more thrilled to share it with you!

This edition is more than just a magazine—it's a milestone. It marks the beginning of an exciting new journey for our department, setting the stage for future generations to build upon this legacy. It stands as a testament to what we can achieve when we believe in ourselves and work together.

We dedicate this issue to all the changemakers—the brave souls who amplify the voices of the voiceless and shine a light on the issues that matter most. Every piece in this magazine has been crafted with passion and purpose, and we hope they inspire you as much as they inspired us.

This dream would not have been possible without the sheer determination, efforts, and creativity of the second-year students, who outdid themselves in producing this masterpiece. I will forever be grateful to the incredible team behind MediaVerse for following my lead and being the agent of change for future batches of the Department. Kudos to all of them!

So, dive in, explore, and let **MediaVerse** ignite your own journey of discovery and change. Remember, if we can do it, you can too!

With enthusiasm and pride,
Ms. Syeda Mona Batool Taqvi
Editor
MediaVerse

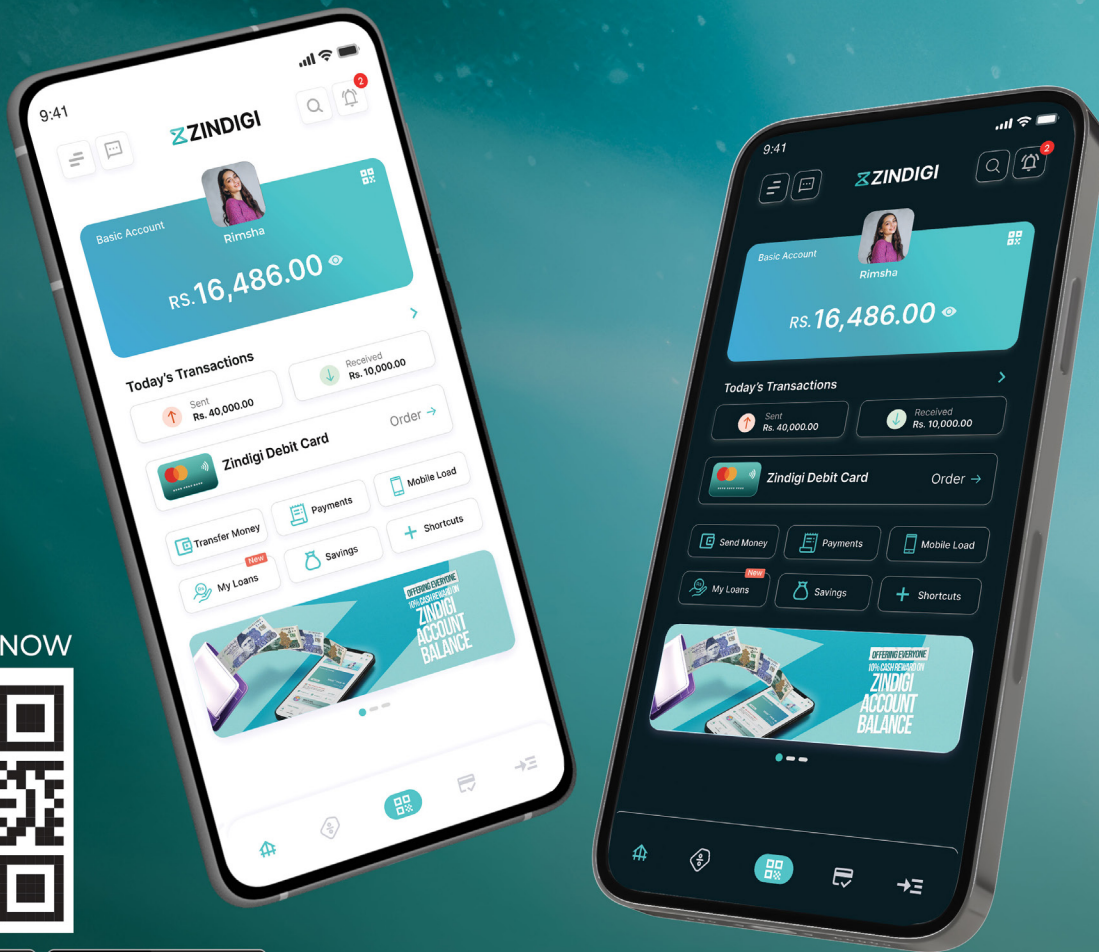
A handwritten signature in black ink that reads "Mona Batool". The signature is stylized and fluid, with the first name "Mona" and last name "Batool" clearly visible.



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ENTERING THE DIGITAL VERSE



FROM VISION TO REALITY

THE EVOLUTION OF DEPARTMENT OF MASS COMMUNICATION

BY HAFSA NAEEM, SUMAYYA SHAHID, WANIYA KHAN & MOHAMMAD HAMZA

The Department of Mass Communication at the University of Karachi, now the Dr. Feroze Ahmed Institute of Mass Communication, has been a cornerstone of media education in Pakistan since 1955. Initially established to cater to the needs of the national press, the department has continuously innovated and adapted.

Over the years, various Chairpersons have advanced the department's standing through specialized programs, enhanced curriculum, and partnerships with industry stakeholders. Each chairperson has contributed uniquely, building a legacy of academic excellence and innovation. The allotment of a dedicated radio frequency early on significantly bolstered the department's role as a central hub within the university, enhancing its capabilities and influence.

Under Prof. Dr. Asmat Ara's leadership, the department has seen significant developments. The launch of the pioneering four-year B.S Digital Media Marketing program on December 8, 2023, stands out. This initiative, attributed to Vice Chancellor Professor Dr. Khalid Iraqi, sets the University of Karachi apart from institutions offering degrees solely in Digital Marketing.

Prof. Dr. Asmat Ara emphasized this distinction, stating, **"Everyone around the country is providing degrees in only Digital Marketing, but the University of Karachi is the only one that launched a Digital Media Marketing degree program. This innovative program integrates content creation with digital marketing skills, addressing the evolving needs of the industry."**

This innovative program leverages the department's resources, including a radio station and TV studio, to provide hands-on experience in content creation. The curriculum offers a balanced mix of courses focusing on both content creation and digital marketing. Prof. Dr. Asmat Ara explained, "The degree program consists of two types of courses: different courses about how to create content and, after that, multiple courses about digitally marketing that content." This dual focus addresses a critical industry need for professionals adept in both the creative and technical aspects of digital media.

The program's launch was celebrated at Sarwar Na-seem Hall. The Vice Chancellor Prof. Dr. Khalid Iraqi, addressing attendees, highlighted the essential role of technology in today's rapidly evolving world. He emphasized the importance of digitalization for global outreach and praised the faculty for introducing this forward-thinking program, aligning with the university's commitment to technological advancement.

The Vice chancellor shared, **"University of Karachi is frequently introducing new degree programs, and in the last three to four years, we have launched BS in Poultry Science, BS in Public Health, BS in Human Nutrition and Dietetics, BS in Medical Laboratory Technology, and BS in Sports Business Management in 2023"**

LAUNCH OF DIGITAL MEDIA MARKETING



RADIO ROOM



The new degree program is not just an academic offering; it responds strategically to market demands. Industry professional Mr. Asif Iqbal, with 22 years of experience, emphasized the growing influence of digital media in his speech at the inauguration. He noted that digital media marketers and bloggers are now in higher demand than traditional media professionals, reflecting a significant shift in the media landscape. This insight underscores the program's relevance and potential to equip students with the necessary digital media skills.

The program also aims to foster entrepreneurial skills among students. Prof. Dr. Asmat Ara expressed optimism that the Digital Media Marketing degree would encourage students to become content creators and entrepreneurs, contributing to the digital economy.

Department has also established an advanced computer lab through a strategic partnership with K-Electric, enhancing the department's educational and operational infrastructure.

This initiative is part of a broader vision for the department's future. She also announced intentions to introduce new programs in Film Studies and Theatre in the coming years In Sha Allah. These developments reflect a proactive approach to curriculum enhancement, ensuring the department remains at the cutting edge of media education.

The introduction of the Digital Media Marketing degree program marks a significant milestone in the department's evolution. It addresses current industry needs and prepares students for the future, equipping them with a comprehensive skill set that blends creativity with technical proficiency. This forward-thinking approach positions the University of Karachi as a leader in media education, setting a benchmark for excellence and innovation in the field.

As the Department of Mass Communication continues to grow and adapt, it remains committed to its foundational goals of providing high-quality education and responding to the evolving media industry's needs. The launch of the Digital Media Marketing program reflects this commitment, showcasing a strategic vision that is both responsive to current trends and anticipatory of future developments. This program, with its integration of content creation and digital marketing, is poised to produce a new generation of media professionals ready to lead in the digital age.

DIGITAL LAB



TV ROOM

karachi Khaas



PAKISTAN'S NO.1 RECIPE MIX BRAND

KARACHI KA ASAL ZAIQA

CHATPATA PAN, KHILA RUNG AUR TEZ KHUSHBOO



*Foresight Household Panel, 2024

EMBRACING RISK: THE KEY TO PROGRESS AND SUCCESS

THE VISION OF VICE CHANCELLOR PROFESSOR DR. KHALID MAHMOOD IRAQI

BY SYEDA MALAIKA ZEHRA & SYEDA NAMEERA HASAN

Professor Dr. Khalid Mahmood Iraqi, the Vice Chancellor of the University of Karachi, has been a beacon of encouragement and inspiration to all the students studying there. In an Exclusive Interview with MediaVerse, Prof. Dr. Iraqi shares his visionary approach and thought process for shaping the future of the university.

When asked about the university's standing compared to other universities, **"Prof. Dr. Iraqi emphasized that his vision for the university is to provide quality education, which he aims to maintain throughout his tenure and afterwards too"**

In spite of the large numbers enrolled in the University, Prof. Dr. Iraqi managed to launch six new programs in 2023; Prof. Dr. Iraqi's goal is to bridge the gap between academic training and market needs. With the growing digital age, Mr. Khalid Iraqi, intends to encourage digitization across the university in order to better serve the requirements of individual students.

When asked about the significance of launching the Digital Media Marketing (DMM) Program, the Vice Chancellor shared his thoughts and accentuated its importance in the light of the digital age, stating that, **"The future is Digital Media."** Further he said that like other programs, DMM was also designed to meet specific demands in order to promote creativity and innovation amongst the new generation of students and to reflect a forward-thinking approach to education and skill development to ensure they are well-equipped to thrive in a digitally driven world.

Additionally, Prof. Dr. Iraqi has made sure to promote inclusivity and diversity in the University, by prioritizing the needs of differently-abled students by making them technologically equipped and by offering special consideration for admission into both undergraduate and postgraduate programs, ensuring that these students have the opportunity to join the academic community with financial support to boost their participation and integration into society. **"Diversity is about creating an environment where everyone has the tools to succeed, and inclusivity ensures that no one is left behind."** Professor Iraqi envisions providing them with appropriate opportunities so they can excel in any field without having to be worried about being perceived as differently-abled.

Being a leader of this University for such a long time, Prof. Dr. Iraqi believes that **"True leaders are those who act as an agent of change,"** and his main objective is to create an environment where all students can reach their full potential while enjoying their journey in the University. He emphasizes that leadership demands the courage to take risks, stating, **"Every bold decision carries two possibilities: success or failure but avoiding risks ensures we remain stagnant."** In his view, embracing risks is not just a choice, it's a gateway to meaningful progress. Taking risk is the key to success and positive change. The willingness to take calculated risks is a defining quality of effective leadership, driving both personal and institutional growth.

Upon asking how projects like MediaVerse can help students gain hands-on experience and exposure, Prof. Dr. Iraqi stated, **"When we talk about creativity, the writing skill, gradually with the passage of time you develop your expertise"** In his opinion, providing practical experience is an essential element, as this is what polishes the skills of the students and prepares them for the real world.

Mr. Iraqi claims that students, too, can bring about change by taking initiatives. He applauds the work of Team MediaVerse, saying, **"I think it's a good initiative by The Department of Mass Communication where we have provided a platform where students can contribute to this particular magazine and acknowledge the beauty of diversity."**

With so many goals to achieve in the upcoming years, Professor Iraqi's primary purpose remains the same; **"to encourage entrepreneurship amongst students"**. He values his students and strives to provide them all the tools necessary to put them on the right track for growth and success!



From
the
river



To
the
sea.

A TIMELINE OF ISRAEL

BY ZUNAIRA FATIMA

THE ZIONIST MOVEMENT:

Theodor Herzl founded modern Zionism. He aimed for a Jewish homeland in Palestine due to anti-Semitism In Europe.



1897 - 1917

THE BALFOUR AGREEMENT: During WWI, Britain supported the Balfour Agreement. Expressing agreement on a Jewish homeland in Palestine and respecting local non-Jewish rights.



1917

1918: After WWI, Britain governed Palestine leading to increased Jewish immigration and rising tensions between Arabs and Jews.

1918

THE OSLO ACCORDS: The Oslo Accords were signed, leading to the creation of the Palestinian Authority and partial Israeli withdrawal from parts of the West Bank and Gaza.



1993

FIRST INTIFADA (1987-1993): The Intifada began in Dec 1987. Killing 4 Palestinians during a Gaza traffic accident, in their protest against Israeli occupation. This incident pressured Israel for peace negotiations.



1987 - 1993

YOM KIPPUR WAR : In the 1973 Yom Kippur War, Egypt and Syria made a surprise attack on Israel to regain 1967 territories. It ended in a ceasefire with no territorial changes but political impact.



1973

THE SECOND INTIFADA: The second/AI-Aqsa Intifada, began in Sep, 2000 after Ariel Sharon's visit to Jerusalem's Temple Mount. It featured Palestinian suicide bombings met with Israeli military responses.

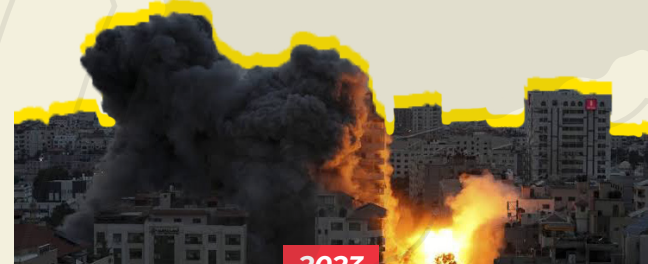


2000

2007-2023: Continued conflict, including periodic clashes, rocket attacks from Gaza, Israeli military operations, and efforts to negotiate a lasting peace agreement.

2007 - 2023

THE HAMMAS ATTACK: On Oct 7, the conflict between Israel and Palestinian militants began with Hamas launching an assault from Gaza.



2023

TEMPORARY CEASEFIRE: The UN demands a ceasefire in Gaza during Ramadan by a vote of 14 in favor to none against, with 1 abstention (US), and calls for the immediate release of hostages and humanitarian access to Gaza.



2024 - PRESENT

SOUTH AFRICA VS. ISRAEL: South Africa filed a case in the ICJ against Israel for alleged genocide in Gaza. The ICJ affirmed Israel's likely commission of genocide in Gaza and ordered provisional measures to halt indiscriminate killings.



2024



& PALESTINE HISTORY

ARAB REVOLT (1936-1939): The Palestinian Arabs rebelled against British rule and Jewish immigration. This uprising was driven by land, economic, and political grievances resulting in widening divisions in Palestine.



1936 - 1939

1947: The UN proposed dividing Palestine into Jewish and Arab states, with Jerusalem as an international city. While Jews accepted, Arabs rejected the plan.

ISRAELI DECLARATION OF INDEPENDENCE: On May 14, 1948, David Ben-Gurion declared Israel's establishment. This prompted celebrations amongst Jews and Arabs declaring war on Israel.



1948

THE SIX-DAY WAR: In June 1967, Israel defeated Egypt, Jordan, and Syria, capturing the Sinai Peninsula, Gaza Strip, West Bank, East Jerusalem, and Golan Heights in six days.



1967

THE NAKBA: The 1948 war displaced 700,000 Palestinian Arabs, known as the Nakba (catastrophe) and expanded Israel's territory to 78% of historic Palestine.



1948

THE ARAB-ISRAELI WAR: The Arab-Israeli War lasted from May 1948 to March 1949. Israeli forces managed to secure key victories, leading to the establishment of Israel within the boundaries set by the UN partition plan.



1948 - 1949

ISRAEL DECLARES WAR ON PALESTINE: The war started with IDF air strikes on Gaza, leading to a ground incursion, and Israel's inhumane siege on 2.2 million Palestinian civilians, a collective punishment until Hamas' surrender.



2023

WORLDWIDE SOLIDARITY PROTEST: Since Oct 7, global protests have erupted in solidarity with Palestinians, demanding an end of genocide and calling for an immediate ceasefire.



2023 - PRESENT

PALESTINIANS SUE BIDEN: Palestinians persistence in suing President Biden, Secretary of State, and Secretary of Defense, for "failing to prevent an unfolding genocide where they have influence over the State of Israel to do so..."



2023

CALL FOR PERMANENT CEASEFIRE: US vetoed UN resolution for permanent Gaza ceasefire despite global "panic button" invocation by the Secretary-General. The UN describes Israel's attack as "apocalyptic," but the US has taken no action to stop it.



2024

4-DAY PAUSE: Israel paused bombing Gaza for four days in exchange for some Israeli & Palestinian civilians being released. Despite a temporary truce, worldwide protests erupt, calling for a permanent ceasefire.



2024

PALESTINIANS STORIES AMID WAR

BY TASNEEM YOUSUF

1. INSTAGRAM: SAMIR MANSOUR BOOKSHOP

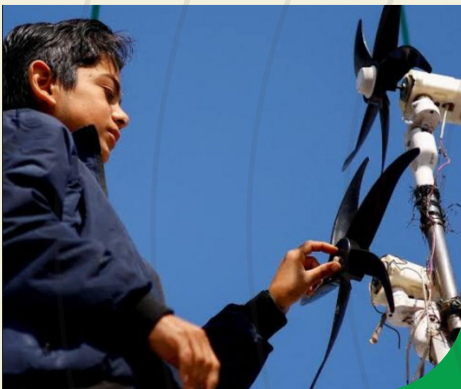


STORY 1: NOT A BOOKSHOP, BUT A PASSION AND A DREAM TURNED INTO RUBBLE

The Samir Mansour Bookshop was reduced to rubble in the 2021 war on Gaza. Back then, images of the demolished store went viral on social media, sparking a global fundraising campaign.

With the help of generous donations, Mansour, 59, the father of 6 children, rebuilt the bookshop from the ashes on an area spanning more than 1,000 square meters, triple the size of the original store. He stocked the bookshop with a bigger collection of 400,000 books in various languages, covering children's stories, science, philosophy, self-help, art, history, fiction, novels, and poetry.

His bookshop grew to be a favorite spot among students and passionate readers since opening in 2000 on a busy Gaza City block near three universities. But now, it stands as a symbol of Gaza's resistance.



STORY 2: NEWTON OF GAZA

Hussam Al-Attar, 15, has been named

the "Newton of Gaza" by the tent residents after he successfully generated electricity in his tent with basic tools. Amid a widespread shortage of energy and almost every necessary basic material, he achieved it by using what was left from the destruction of Israel's war on Gaza.

'I thought of how to illuminate the place, so I brought a fan and installed it to convert the kinetic energy from the wind force into electrical energy,' Hussam al-Attar, 15, tells Anadolu.



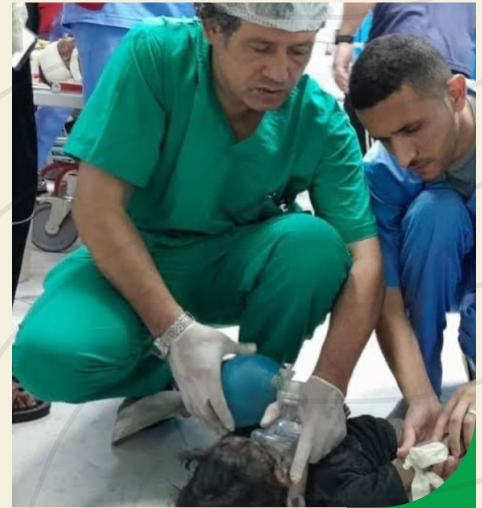
From left: Hind Rajab, 6, Bashar Hamada, 44, and his daughter Layan, 15, were killed, along with four other family members, as well as paramedics Yousef Zeino and Ahmed al-Madhoun. (Mohammed Hamada and Palestine Red Crescent Society)

STORY 3: RUTHLESS KILLING OF AN ANGEL: HIND RAJAB

On Jan. 29, on the call, which lasted for about three-and-a-half hours, 6-year-old Hind begged rescue workers to come save her after the family's car came under fire. Alone in the backseat, outside a Gaza City gas station, she was drifting in and out of consciousness, surrounded by the dead bodies of her dear family members, as she told emergency dispatchers that Israeli tanks were rumbling closer.

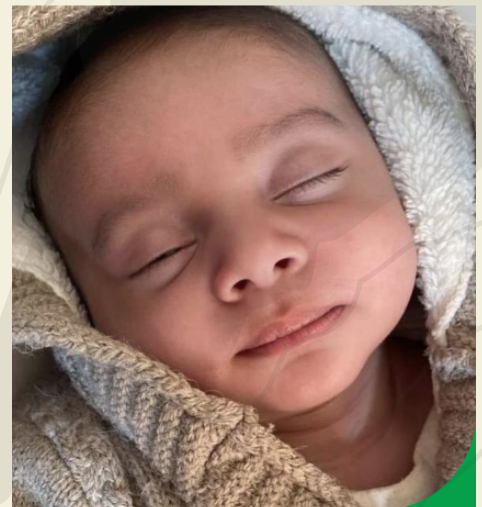
Two dispatchers with the Palestine Red Crescent Society (PRCS) sent to save her were also killed.

Twelve days later, when a Palestinian civil defense crew finally reached the area, they found Hind's body in a car riddled with bullets, according to her uncle, Samir Hamada, who also arrived at the scene early that morning. The ambulance lay roughly 50 meters (about 164 feet) away from the car, its destruction consistent with the use of a round fired by Israeli tanks, according to six munitions experts.



STORY 4: DR. ADNAN AL-BARSH TORTURED TO DEATH

Dr. Adnan Al-Barsh, Head of the Orthopedic Department at Al-Shifa Hospital, bravely remained at the hospital during the conflict, tending to the wounded and sick despite facing threats and bombings. Tragically, he was injured and later kidnapped by occupying soldiers. When he refused to falsely claim that the hospital was used by Palestinian resistance forces, he was beaten to death by Israeli soldiers.



STORY 5: RAYYAN: BORN IN TRUCE, LOST IN WAR

"His death certificate came out before his birth certificate was issued." Rayyan was only 51 days old; he was born during the temporary ceasefire and killed during the war.

4. INSTAGRAM: WALID_MAHMOUD90

5. INSTAGRAM: PALESTINIANMARTYRS

2. REUTERS/IBRAHEEM ABU MUSTAFA

THE HERITAGE OF PALESTINE

BY MAHEEN KHAN

1. بالروح بالدم نفديك يا اقصى

سُبْحَنَ الَّذِي أَسْرَى بِعَبْدِهِ لَيْلًا مِّنَ الْمَسْجِدِ الْحَرَامِ إِلَى الْمَسْجِدِ الْأَقْصَا الَّذِي بَارَكْنَا حَوْلَهُ لِنُرِيَهُ مِنْ آيَاتِنَا إِنَّهُ هُوَ السَّمِيعُ الْبَصِيرُ

"Exalted is He who took His Servant [i.e., Prophet Muhammad (P.B.U.H)] by night from al-Masjid al-Haram to al-Masjid al-Aqsa, whose surroundings We have blessed, to show him of Our signs. Indeed, He is the Hearing, the Seeing."(Surah Bani-Israel-1)

Masjid Al-Aqsa serves as a symbol of togetherness, faith, and spiritual connection for all Abrahamic religions, rather than a physical edifice. Its historical significance, affiliation with the 'Prophet's Night Journey' (Al-Isra' wal-Mi'raj), and Quranic references all add to its renowned standing as one of Islam's holiest places. Before the Kaaba in Makkah was designated as the permanent Qibla, Muslims faced the Masjid Al-Aqsa compound in Jerusalem for prayers. For Christians, Al-Aqsa is part of the larger compound known as the Temple Mount, where Jesus is believed to have preached and where key biblical events occurred. This Temple Mount is the holiest site in Judaism and also considered to be the location of the First and Second Temples.



2. DO YOU KNOW ABOUT KEFFIYEH?

- The bold black stripes on the edges symbolize the historical trade routes that used to go through Palestine.
- The fishnet-like design represents the Palestinians' ties to the Mediterranean Sea.
- The curvy lines resemble olive trees, a major point of pride for Palestinians.

3. DRESS LEGACY

Thobes are long, loose-fitting dresses often adorned with intricate embroidery, a distinctive feature of Palestinian attire. Each region in Palestine has its unique embroidery patterns and colors, which can indicate the wearer's village, social status, and marital status. Traditionally made from natural fibers like linen and cotton, modern thobes may also incorporate silk and wool:

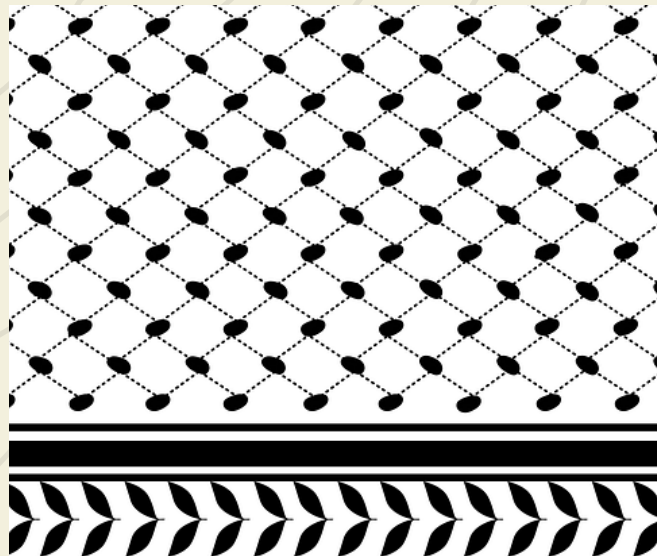
The color palette and embroidery patterns can vary significantly. For example, Gaza's thobes often feature darker colors and geometric designs, while those from Ramallah might use brighter colors and floral patterns.

REGIONAL VARIATIONS

Northern Palestine (Galilee): Known for their vibrant and elaborate designs, often featuring floral motifs and bright colors.

Central Palestine (Ramallah, Jerusalem): Characterized by cross-stitch embroidery, typically in red and black, creating intricate and densely packed designs.

Southern Palestine (Hebron, Beersheba): Thobes from Hebron are known for their rich, colorful embroidery, while Bedouin dresses from Beersheba often feature simpler designs with extensive use of metallic thread and sequins.



FROM RIVER TO THE SEA

POWER & OPPRESSION: A TRUE NARRATIVE

BY TASNEEM YOUSUF

The conflict between Israelis and Palestinians is escalating, impacting the Middle East and beyond. It's crucial to understand not only the origins but also the anticipated outcomes Israel seeks amidst this unfolding catastrophe. Historically, Israel's foundations trace back to the Zionist movement, which sought to establish a racially and religiously defined state.

Initially, discussions among Zionists considered various locations for a Jewish state, like Cyprus, Madagascar, Uganda, or Argentina. However, they eventually focused on historic Palestine, claiming indigenous status despite opposition and resorting to violent means. Orthodox Jewish rabbis argue that this pivot to Palestine was strategic, asserting that Zionism and the State of Israel lack authentic Jewish roots. They contend that some individuals use financial incentives to gain recognition as Jews.

Orthodox Jews believe that Jewish rights to any land, including Palestine, are contingent upon the arrival of the Messiah as per the Torah and God's will. They emphasize that such rights are not inherent until that time. Rabbi Elhanan Beck, a member of Neturei Karta (an active religious group of Haredi Jews), said in a recent [interview with Middle East Eye](#), "If you come into our community of hundreds and thousands, you will not see a single Israeli flag, and this is the same for all over the world."

The Zionist movement, backed by Western political endorsements like the Balfour Declaration, overcame significant opposition to establish Israel. Theodor Herzl led intellectual and political efforts, while the Rothschild family provided crucial financial support for its creation. Despite its origins in socialist ideals, the resulting state

acquired the characteristics of a colonial enterprise.

According to Ilan Pappé, an Israeli historian in his book '10 Myths About Israel', "many beliefs surrounding Zionism—including its innocence, democracy, moral military conduct, peace proposals, right to occupy Palestinian land, respect for Palestinian rights, freedom of expression, and political practices—are sustained through effective propaganda campaigns aimed at garnering global sympathy."

In an old video available on YouTube, Netanyahu was caught saying, "**I deceived the U.S. to destroy the Oslo Accords.**"

In 2017, Netanyahu suggested **dismantling the UNRWA and merging it with the United Nations High Commissioner for Refugees (UNHCR)**, accusing the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA) of "perpetuating the Palestinian refugee problem" by allowing refugee status to be inherited, disregarding United Nations General Assembly (UNGA) Resolution 194 and Security Council Resolution 237, which outline principles for a final settlement and the return of Palestinian refugees. Additionally, Resolutions 3236, 3237, and 3379 from the 1970s address Palestinian self-determination, observer status at the UN, and racial discrimination.

The proposed dismantling of the UNRWA would, according to critics, extinguish Palestinian refugees' hopes of returning to their homeland.

Also, despite the ICJ's ruling on February 16, Israel continues to commit what is described as genocide through unlawful killings and systematic military

attacks, allegedly ignoring international law and labeling the ICJ with antisemitism while the US fully backs it. Biden has expressed strong support for Zionism, stating, "**The US will continue to provide military assistance to Israel** until they get rid of Hamas, but we have to be careful—they have to be careful. The whole world's public opinion can shift overnight" He also very proudly recalled his years back statement, "**I don't believe you have to be a Jew to be a Zionist, and I am a Zionist.**"

Furthermore, according to a March fact sheet issued by the Stockholm International Peace Research Institute (SIPRI), Israel received 69% of its military aid from the U.S. in the 2019–2023 period.

Now, what is the reason behind this unconditional political and military support? - AIPAC!!!

The American Israel Public Affairs Committee, or AIPAC, has long been regarded as one of the most powerful advocacy groups in Washington. Their goal is to support candidates who are pro-Israel and oppose those they feel are too critical.

Let alone the whole political structure, only Biden's government holds many powerful and impactful seats for Zionists like Anthony Blinken (Secretary of State), Janet Yellen (Treasury Secretary), Wendy Sherman (Deputy Secretary of State), Anne Neuberger (National Security Agency Cyber Security Director), Alejandro Mayorkas (Secretary of Homeland Security), Rachel Levine (Deputy Health Secretary), David Cohen (CIA Deputy Director), Merrick Garland (Attorney General), Avril Haines (Director of National Intelligence), Eric Lander (Office of Science and Technology Policy Director), and

FROM RIVER TO THE SEA

Ronald Klain (Chief of Staff).

Additionally, the October 7th attack by Hamas and Israel's ongoing oppression in Gaza have further intensified AIPAC's political activities, involvement, and funding in the 2024 US elections. In a fresh interview with host Tucker Carlson, Republican Congressman Thomas Massie stated that **every Republican member of Congress has an "AIPAC babysitter."**

But why and what Zionists are you up to?

According to the **"Protocols of the Learned Elders of Zion"**:

"We have already established our men in all important positions."

Let's try to replace the circulation of gold with paper money; our chests will absorb the gold. With gold, we can buy the most rebellious consciences, fix the rate of all values and the current price of all products, subsidize all State loans, and thereafter hold the states at our mercy. We buy up government loans and gold, and thereby we have controlling power over the world's exchanges.

We shall force the Christians into war by exploiting their pride and their stupidity. They will massacre each other and clear the ground for us to put our people into.

With the ceaseless praise of 'democratic rule', we shall destroy the unity of nations. Reduced to impotence, they will bow before the law of our bank (always united and always devoted to our cause).

The other great power rests with the media. Everywhere, the press and the theater should obey our orders.

Supporting this argument are companies like BlackRock, Vanguard, and State Street that hold control over critical sectors like energy, food, and healthcare through their dominance in finance. These firms also hold major shares in defense companies supporting Israel, such as Lockheed Martin, Northrop Grumman, Boeing Company, and Google/Alphabet Inc., which aids in the mass surveillance of Palestinians in Gaza under Project Nimbus.

In his book, Xaviant Haze, **"The Suppressed History Of American Banking"**, published in 2016, he argues how the Rothschilds provoked the Civil War and facilitated Lincoln's assassination to dismantle his independent monetary system, leading to the establishment of the Federal Reserve Bank. This caused high unemployment and an economic downturn, securing their financial control over the U.S.

Now, coming to Mileikowsky (later changed to Netanyahu after immi-

grating to Palestine to sound more Middle Eastern Jewish), the **Likud party's mandate** is:

The original 1977 party platform clearly stated that *"Between the Sea and Jordan, there will only be Israeli sovereignty."*

However, the 1999 Likud Party platform took a step ahead and emphasized the right of settlement along with the claim of the Jordan River as the permanent eastern border to Israel; it also claims the whole of Jerusalem as belonging to Israel.

Why is Netanyahu's government not stopping war despite its citizens protesting for his resignation for not making the return of hostages?

It is all in the name of Zionism, with the aim of ruling over the world. Their focus is on Gaza's oil and gas resources, worth hundreds of billions of dollars. Meanwhile, some misguided rabbis dream of expelling all Muslims from the promised land to hasten the coming of the Antichrist and fulfill their religious commands, like sacrificing red heifers to build the third temple and initiate the battle of Armageddon. Liberal Zionists remain silent on these matters, unable to fully support these religious demands, as Zionists have historically used religion as a facade to achieve their goal of a New World Order.

CHANGING MIND BUILDING NARRATIVE: COGNITIONS OF HAMAS - ISRAEL WAR

BY MAHEEN KHAN

The recent Hamas-Israel conflict has had a significant impact on global perceptions more than on the map. Have you heard of Abu Ubaydah, a mysterious hero revered by Muslim boys? creating a great impact on our youth and a leading image of HAMAS as well seeing reality shows between Islam and Zionism.

On the other hand, The world views GAZA through the lenses of numerous journalists, such as Wael Al-

Dahdouh, Anas Al-Sharif, and Younis Tirawi. They capture the live genocide through the cameras of Motaz Azaiza, Plestia Alaqad, Bisan Owda, and Yaser Murtaja. Palestinian journalists offer a distinctive perspective on life in Gaza. Yet, the lingering question is: how much longer can they persist in their reporting?

RALLIES ACROSS THE WORLD

Not only them but also our shining youth has to come in the ground to

take a part for Palestine. Thousands of people in various countries such as Turkey, Egypt, Tunisia, Jordan, Lebanon, Iran, Qatar, Indonesia, Malaysia, Pakistan, Bangladesh, South Africa, and Mauritania showed solidarity with Gaza and HAMAS through street demonstrations. In London, more than [100,000 individuals gathered to support Gaza](#). Demonstrations were also held in **Germany, France, Italy, Holland, Switzerland, Spain**, and other European countries in solidarity with

FROM RIVER TO THE SEA

Palestinians and against the war. America's support for Israel has been questioned, as Israel's actions in the recent war have been condemned globally. This awakening has been particularly evident among the youth, as seen in protests at Columbia University and other European universities. Universities in Pakistan are also joining the protests, including the **University of Karachi, NED University, Bahria University, Punjab University, and University of Gujrat**, etc.

WHY IS HAMAS FIGHTING ISRAEL IN GAZA?

In September 2023, tensions between Israel and Hamas escalated, with The Washington Post reporting that both were **on the brink of war**. Five Palestinians were killed at the border, and thousands of families were affected by days of lockdown. According to Reuters, in response, Hamas put its military wing, known as **Shaheed Izzadin Al-Qassam Brigadier or Kitaib al-Aqsa**, on high alert and conducted defensive military maneuvers. Egypt claimed to have warned Israel of an imminent large-scale attack, but Israel denied receiving such a warning. **Michael McCall**, Chairman of the American House Foreign Relations Committee, **stated that a warning had been issued three days prior to the attack**.

STORY OF 7 OCTOBER 2023

On October 7, 2023, HAMAS and other Palestinian military organizations, including **KATAIB-AL-BAHRIA, SIRAYA-AL-QUDS, and KATAIB-UL-JENIN**, began rearming in the Gaza Strip, marking the first major attack on Israeli territory since the **1948 Arab-Israeli War**. The attack was dubbed "Operation Al-Aqsa Flood" by the Palestinians and known in Israel as the "Black Week" or the **"Yom Kippur Massacre"**. According to a report by Al Jazeera, on October 7, 2023, Hamas militants launched **3000 missiles** into Israeli territory early in the morning, and paragliders also infiltrated Israel, resulting in significant casualties among the Jewish population.

Hamas dubbed this mission **Operation Al-Aqsa Flood**, attributing it to the sanctity of the **Al-Aqsa Mosque**. As a result, many Palestinians sacrificed their lives for the sake of their homeland and The Land of Prophets (A.S). Israel has not released any reports yet to conceal the failure of its intelligence (Mossad).

According to a report released by CSIC (Centre of Strategic International Studies), this attack has been considered **the third major destructive attack in the Israel-Palestine conflict**. On January 21, 2024, HAMAS released a report titled **"Our Statement... Operation Al-Aqsa Flood"**, refuting Israel's claims. They stated that Operation Al-Aqsa Flood was a necessary response to Israeli plans to exterminate Palestinian Muslims, seize lands, and implement projects on Palestinian territories. HAMAS emphasized the Israeli desire for complete control over Palestinian lands, the Al-Aqsa Mosque, and sacred sites. They highlighted that Operation Al-Aqsa Flood is a crucial step towards lifting the siege on Gaza, freeing it from Israeli oppression, restoring national rights, achieving freedom, determining the fate of Palestinians, and establishing a Palestinian state alongside Jerusalem.

Spokesperson Abu Ubaydah has condemned Israel's actions in his speeches, resonating with the Muslim community, particularly the youth. His powerful voice has energized many, as evident on social media where support for Hamas is strong. Israel's brutal bombings in Gaza have claimed the lives of **over 31,184 people**, mostly women and children, sparking global outrage and solidarity with Palestinians. Protests worldwide have condemned Israel's genocidal actions.

HORRIFIC DESTRUCTIONS

For the last eight months, Gaza has faced hunger, water scarcity, and urban bombardment with full support from Israel, America, and other Western powers. The **United Nations**

reports that Israeli attacks have displaced 85% of Gaza's population, causing severe shortages of food, water, and medicine, and destroying 70% of the infrastructure. The impact on innocent children in Jab-Aliya, Rafah, Khan Yunus, and across Palestine is devastating.

The destruction of **Gaza's largest complex, Al-Shifa Hospital**, known as **The Massacre at Al-Shifa**, and the social cemeteries there are glaring evidence. Over 1500 Palestinians have been reported killed, injured, or missing.

SOUTH AFRICA IN ICJ

On December 29, 2023, **South Africa** filed a request with the **International Court of Justice (ICJ)** to initiate proceedings against Israel for alleged violations of the **Genocide Convention** in connection with crimes against Palestinians in Gaza. South Africa claims that Israel is committing genocide.

Malaysia and Turkey have supported this appeal. It is important to note that the ICJ is different from the **International Criminal Court (ICC)**, and only sovereign states are parties to the ICC. Israel is not part of the ICC. The ICJ is a United Nations institution, and Israel is a party to it. Previously, the Palestine issue was brought to the ICC, but South Africa is the first country to bring this case to the ICJ.

Israel has reportedly suffered significant losses in the recent Hamas attack, with **nearly 1,200 Israelis killed**. Hamas's **"Operation Al-Aqsa"** marks a crucial moment in the history of the Palestinian resistance movement, challenging Israel's perceived invincibility. The memory of this event will endure in Palestine, inspiring continued efforts towards liberation from occupation.



DAMAGES & CASUALTIES IN GAZA

BY ZUNAIRA FATIMA

- **Total deaths:** 34000+ (70% women and children)
- **Children killed:** 14000+.
- **Universities left:** 0.
- **715000+** students out of school.
- **No. of people starving:** 2 million.
- **200** aid workers are killed in 6 months.
- **80+** journalists and media workers are killed.
- **84%** of health facilities destroyed.
- **25** hospitals bombed.
- **90%** population displaced.
- **People arrested:** 7000+.

Note: Verified From IMEU, Rahma Zein, And Al Jazeera (2024)

5 WAYS TO HELP PALESTINE

BY ZUNAIRA FATIMA

RAISE AWARENESS

Social media and traditional media platforms are powerful tools to keep the issue in the public eye.

Share and engage with posts related to the cause, ensuring they reach a wider audience.

Discuss the issue in personal circles, focus groups, educational settings, and community gatherings to sustain momentum.

BOYCOTT

Identify products and companies that support or profit from oppression, and consciously avoid them.

Support local and ethical businesses instead, promoting fair trade and ethical consumption.

Educate others about the impact of their purchasing choices and the power of collective consumer action.

DONATE

Research and select reputable organizations with a proven track record of helping those in need.

Consider regular contributions, even if small, to provide ongoing support.

Organize fundraising events or campaigns within your community to amplify the impact.

EDUCATE

Study the historical context of the issue to understand its roots and evolution.

Stay informed about current developments and global political dynamics that influence the situation.

Incorporate discussions about the issue into educational curricula and community programs to foster a well-informed public.

PRAYERS

Integrate prayers for the oppressed into daily routines and religious observances.

Encourage collective prayers in community gatherings, mosques, and homes.

FROM RIVER TO THE SEA

ارض قدس کی پکار

BY ANOUSHA IFTEKHAR & MEHAR KHAN

مانا کہ تو مجبور ہے فاقوں میں ہے فی الحال
چھین جاتے ہیں فرزند تیرے سینکڑوں ہر سال
پر لائق صد رشک ہیں واللہ تیرے لال
ظلم کی انتہا پہ بھی نہ شکوہ ہے نہ ملال

ہم وقت کی آواز کا ادراک کریں گے
گو اپنے گریباں کو بھی چاک کریں گے
صیوفی غلاظت سے زمین پاک کریں گے
تجھے اب میرے شاہین ہی آزاد کریں گے

رستہ ہو کٹھن، چاہے کوئی ضرب ہو سنگین
مومن کے لیے تیری خوشی باعث تسکین
سہرا ہے تیری فتح کا یہ قول شہ دین
جذبہ یہ حقیقت بنے کہہ دو زرا آمین

کافر کا وجود ارض مقدس کی ہے توہین
صدیوں کی ہے تاریخ تیری خون سے رنگین
مدت سے تیری پیٹھ پہ ہے ظلم کی تمرین
اے ارض قدس، اے میرے فلسطین کی مٹی

خون سے آلودہ ہے ہر پوشاک اب ان کی
بچوں کی شرارتیں ہیں، خوف میں بدلیں
رونے کو تو موجود ہیں سینکڑوں آنکھیں
پر گرتے نہیں خشک ہے آنسو بھی اب ان کی

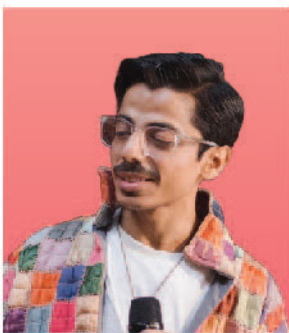
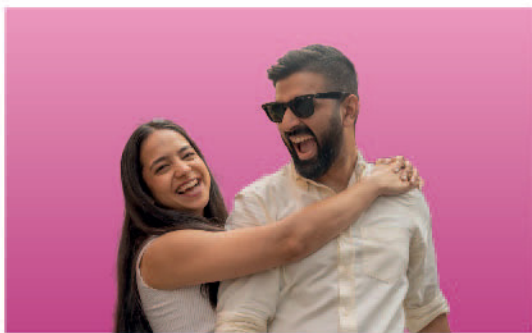
تڑپیں ہے دنیا دیکھ کے بچوں کی لاشیں
تدفین تو بہت دور ہے کفن سے بھی بارے
بکھرے ہیں کئی حصوں میں تیرے جسم کے پارے
دیکھے نہیں جاتے یہ المناک نظارے

آغوش میں بچوں کے اب سوئی ہیں مائیں
تڑپیں ہے زمین دیکھ کے سارے فسانے
روتے ہیں ہلکتے ہیں ماؤں کے دلاڑے
کرتے ہیں اپنی جان بھی اللہ کے حوالے

JOURNALISTS WHO GAVE VOICE TO A NATION UNDER SIEGE

WALL OF FAME





FACES OF IMPACT



FROM UNDERGROUND TO BILLBOARD

RISE TO FAME OF CULTURAL ICON "THE BABAR MANGI" • BY SINDHIA KHAN

Have you listened to Coke Studio's most recent release, "Aayi Aayi"? You might be wondering who the new performers are in that song, especially the rapper, since Gen-Z seems to love him the most. I delved into Babar Mangi's story to learn about him and his behind-the-scenes experience of working with Coke Studio.

Babar is a passionate individual who is essentially from Sukkur. His career began in 2014, when he was a kid and his elder brother used to listen to *Eminem* and *Lil Wayne*. This caught his attention, and he began to listen to hip-hop. He started writing his own words in Sindhi, recorded audio versions of his raps and then created music videos for them. He was inspired to perform music and rap as a hobby. He started editing images at the age of 13, and continued for eight years straight. After moving to Karachi, Babar received his degree in media science with a major in films from the Shaheed Zulfikar Ali Bhutto Institute of Science and Technology University (SZABIST).

According to Babar: **"Rapping is my go-to activity that brings me thrills much like sports do for others; writing lyrics and making music is my sport."** He had been composing, writing, and producing all of his music on his own up until this point, when he hired a manager, a writer, and a producer to help with the more difficult tasks. His favorite instrument is all types of guitars because **"Guitar is a versatile and self-sufficient instrument capable of bringing any song to life on its own, without the need for accompaniment; the guitar is a solo superstar."** Right now, he's experimenting with different Sindhi cultural instruments to get more textures.

Talking about his most recent releases, including *"Ham sindh me rehne wale sindhi"* and *"Wadiyon wadiyon gal-hyun,"* which features catchy lines from other songs that Babar sampled for his raps. His unique style sparked public attention, pioneering Sindhi hip-hop culture with hit single tracks that made him a genre icon.

Coke Studio approached Babar because his unique style was exactly what their song needed. In his case, Xulfi responded to one of his Instagram stories featuring his song "Hikro kafi ahn." Xulfi messaged, "This is wonderful; let's do something together."

The theme of the song "Aayi Aayi" carries a universal message. It draws from the Sindhi folktale of "Umar Marvi," where a king falls in love with a girl and takes her away. However, she bravely fights for her freedom and returns to her people, rejecting the royal lifestyle imposed upon her. Essentially, the song encourages individuals to defy their circumstances and assert their own path.

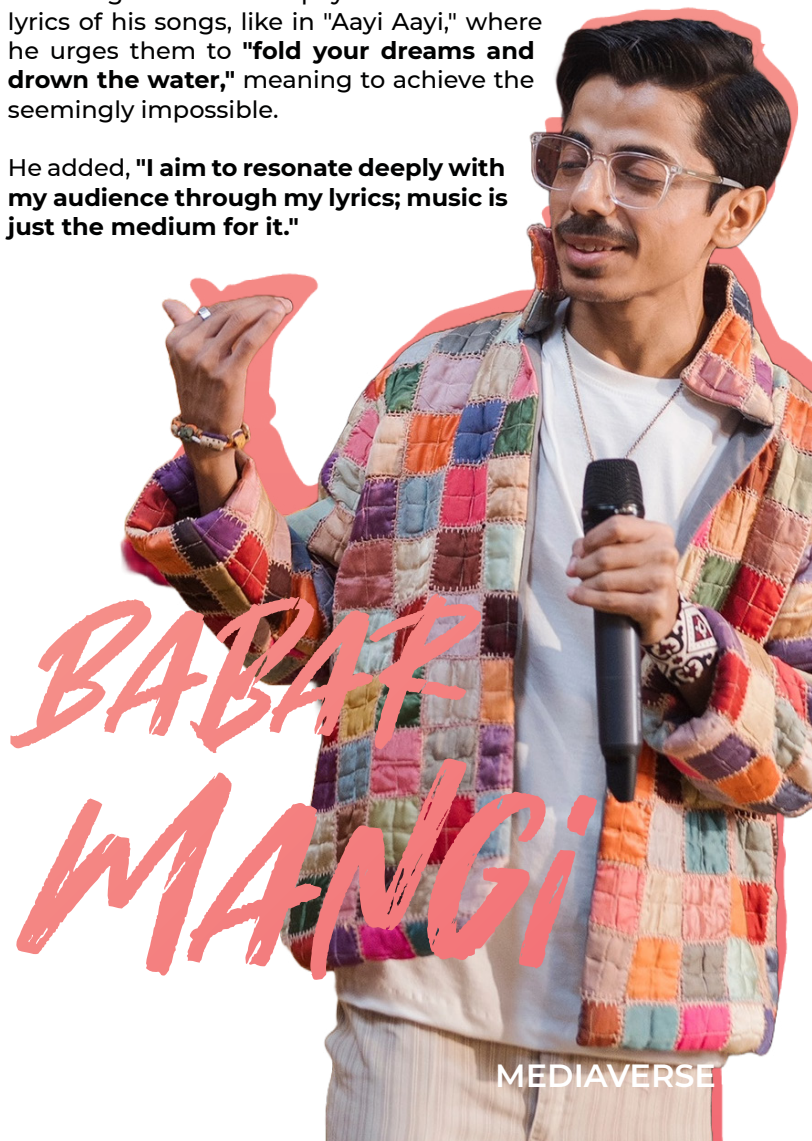
Working with a label taught so much more to Babar. He said, **"We just don't have to create the music; we have to create a world that listeners ought to be deeply immersed in."**

Babar currently only has individual tracks available but is considering releasing an album. In an effort to showcase talented yet underrated young Sindhi artists, he plans to collaborate with figures such as Amjad Meerani, Arsalan Sheikh, Noman Ali, and potentially Sanam Marvi in the future.

Additionally, Babar will soon release his next song, which he hinted will include a music video. His fans, eagerly anticipating new music, are in for a treat. He prefers Spotify to YouTube, although he initially started uploading his music videos on YouTube because Spotify wasn't available in Pakistan at the time. Turning hate into motivation is his mantra. He acknowledges that along with fame comes criticism, but he uses it as fuel to drive his creativity even further.

When asked about pioneering a new genre of Sindhi hip-hop music, he expressed, **"I always dreamed of this, and I made it happen. It takes courage to stick with something you've created, especially when unconventional ideas take time to be accepted in our society."** He also encourages listeners to pay close attention to the lyrics of his songs, like in "Aayi Aayi," where he urges them to **"fold your dreams and drown the water,"** meaning to achieve the seemingly impossible.

He added, **"I aim to resonate deeply with my audience through my lyrics; music is just the medium for it."**



PATANGEER – The Wandering Kites

AMTUL & FAHAD'S JOURNEY AS CONTENT CO-PILOTS • BY MALAIKA ZEHRA

In a world where social media is saturated with influencers, *Patangeer* stands out from the crowd. When we see a couple creating films together, we naturally think that they are couple influencers, creating videos for financial gain—money that most people consider to be relatively simple to come by. However, they drew the line there, demonstrating how a couple can produce content that demonstrates *intention, invention, and ingenuity*. Comprised of Amtul Baweja and Fahad Tariq Khan, this Pakistani couple has captured the hearts of millions with their unique blend of adventure, cultural immersion, and storytelling. Amtul is a multifaceted individual who began her career in acting, moved into comedy, and, together with her partner Fahad, produced projects that exude originality.

Patangeer's journey began with a simple idea, **“To challenge societal norms and showcase the beauty of Pakistan and its people”**. Amtul, who believes that comedy serves as a *therapeutic outlet*, uses it to highlight woman-centric viewpoints and make them understandable to society. Being from the *Delhi Wala community*, she has always been urged to bring up topics that are mostly considered taboo and talk about them on her page, creating social awareness. Although she makes sure to do so on her profile, she and Fahad also utilize *Patangeer* as a platform to share their passion and skills for production and cinematography. With their infectious enthusiasm and passion for exploration, they have become beacons of hope for a more inclusive and accepting world.

Amtul and Fahad, the creative forces behind *Patangeer*, have made Pakistan proud by collaborating with the world-renowned brand Sony and launching the FX-30 camera. It demonstrates that with hard work and perseverance, Pakistani talent can shine bright on the global stage, inspiring a new generation of creators to pursue their dreams.

From trekking through the rugged mountains of Gilgit-Baltistan to exploring the vibrant streets of Karachi, *Patangeer's* travels are more than just picturesque backdrops. These film geeks ensure their productions leave us in awe. Amtul and Fahad's partnership is the key to their success. Their complementary skills—Amtul's writing and Fahad's cinematography—create a synergy that has captivated audiences worldwide.

While facing a little slow growth when it came to YouTube and seeing how they couldn't crack it,

they were so resilient that they didn't stop. They kept motivating themselves to do more and kept evolving to stay relevant. They continued to *rearrange, re-strategize, and recalibrate* despite every setback.

With a global following, *Patangeer* has become a symbol of hope and inspiration for many. Their message of love, acceptance, and adventure has resonated with people from all walks of life, proving that even the most unlikely of duos can achieve greatness together.

As *Patangeer* pushes boundaries and discovers new places, their legacy serves as a reminder that travel is about more than just taking in the sights; it's also about bridging cultural divides and promoting understanding. Prepare to be inspired as this creative pair continues to revolutionize the art of travel and adventure. And as Amtul would say, **“Keep creating.”**



MAINTAINING SANITY WITH MYSTAPAKI

A UNIQUE VOICE IN A DELUSIONAL ERA • BY WAQAR HUSSAIN & MALAIKA ZEHRA

"People are scared in Pakistan; you don't know what the red lines are in Pakistan. Major content creators messaged me and told me not to do this. They don't even share it due to fear."

In recent times, digital media have skyrocketed in Pakistan. With fresh faces appearing on the scene periodically, everyone has managed to express themselves, but few people have taken the red pill, spoken up about delicate topics, and expressed a desire for discussion—something that is not always the case. Although Bilal was raised in a typical Karachi household and was born into a working-class family, his exceptional academic performance ultimately paved the way for his career as a doctor. Long before Mystapaki happened, he was studying for the USMLE while working in the emergency room at Ziauddin Hospital. Reflecting on his journey, he finds content creation more fulfilling, both creatively and financially, compared to the life of an American doctor.

He has a unique style of storytelling and chooses subjects that seem different from one another; moreover, he takes a more impromptu approach to content development and does not adhere to a content calendar or other conventional rules. ***"If I feel passionate about something, I will put it out; if not, then I won't upload it. Many upload irrelevant content, but I don't want to upload sub-standard work unless it's paid."*** (No pun intended) As we talked further, Bilal shed light on some harsh realities that he has learned as a content creator. ***"Content creators are not your friends. 1. Value your privacy. 2. Don't look for friends in this place."***

Speaking about his work and the role of digital media in Pakistan and abroad, he stressed the critical portrayal it offers in Pakistan. He noted that when people misuse it, even well-known issues like the Hazara Genocide can become novel to them. According to him, Pakistan lacks intellectual development because its people aren't exposed to new ideas to grow, think, or discuss. Discussing the importance of digital media, he used the war in Palestine as an example of how social media shapes narratives and portrays the true image of situations. ***"The more big content creators you see the less they will talk about the issue. They will never talk about what is happening with the minorities. They are scared of their brand deals and followers because they think if they gave something new to the people then they will leave"***

He claims that Pakistan lacks intellectual development because people here aren't given anything new to grow, think, or speak about. During our conversation about the significance of digital media, he cited the war in Palestine as an example of how social media shapes narratives and accurately portrays reality. He criticized content makers for often avoiding substantive issues, attributing this

reluctance to fear of losing followers and brand endorsements—though he personally isn't concerned about such consequences.

Bilal has abstained from collaborating with any boycotted products since the boycott began, despite the challenges it presents for him. He recalled advice from a colleague that resonated deeply: ***"Bilal, the respect you've earned over the years can be lost in seconds for a little money. If your work is good, opportunities will continue to come your way, boycott or not."*** He also discussed the negative impacts of the boycott, noting the difficulties in working with local brands and acknowledging those who have no alternative but to collaborate with them. "There's a lack of professionalism. The best client I've worked with is Coca-Cola. We often categorize things as good or bad without considering the gray areas in between."

In addition to discussing delicate subjects, Bilal enjoys exploring new places and taking regular trips. He recognized that there are many things that Pakistan can embrace from these countries after comparing them to them while on his travels. ***"They include everyone in religion. We have created disparities based on class and gender. In Pakistan, religion is a performance. Religion is personal. It is meant to be personal."***

However, he started to discuss how crucial it is for Pakistan to have a metropolis like Karachi given all of the country's challenges. He went on to highlight how Karachi welcomes everyone, regardless of their creed, caste, or culture and provides people with identity and a voice. He remarked, ***"You come to Karachi to be somebody. When a person has nothing, they'll always come to Karachi"***

BILAL HASSAN



LAWYER TURNED LAUGHTER GURU

FAIZA SALEEM'S UNFILTERED STORY • BY ABEEHA ASAD

10 years ago, Faiza Saleem made a big decision that changed her life. She just took a leap of faith and did what she had always wanted to do: become a comedian. She quit her successful career as a lawyer and as the head of the legal department at a Karachi public policy think tank, embarking on the journey of her dreams.

The *Comedy Queen of Pakistan* had a background in theater and her desire for personal fulfillment led her to transition from law to comedy. She bravely embarked on this new route of her dreams in 2014, putting her strong sense of humor on display for the world as she took the stage. Even though Faiza's humorous skills were visible in television shows and movies like *"Parchi,"* she continues to be selective and only takes on projects that align with her own style of art. Faiza's story is a shining example of creativity and the soothing power of laughter.

Faiza believed that pursuing a career in comedy required more than just passion; it also required her determination to overcome cultural norms and stereotypes. As the founder and trainer of an all-female improv comedy troupe, "KHA-WATOONS" she has been smashing barriers since 2016. Faiza's jokes are meant to give you strength rather than be merely funny. **"Women are not seen as being great at comedy,"** Faiza claimed. She is aware that Pakistani women who want to be comedians face several obstacles. But by conquering those obstacles with Khawatoons, she proved to everyone that comedy is not a male-dominated space.

Faiza encountered her fair share of challenges along the way. **"I'm still navigating the challenges of being a female comedian in Pakistan's entertainment industry,"** she admits.

Even with all her success, Faiza stays down-to-earth, knowing the weight of her influence. **"Be consistent and don't be too preachy,"** she advises upcoming comedians. She understands the fine line between making people laugh and being aware of what you say.

Faiza's comedic style not only elicits laughter but also forges an instant connection with her audience, a quality that Gen Z often describes as relatable content. **"Sometimes we just discuss amongst ourselves if there's something that is bothering us or something that we care for, and then that becomes the theme of our shows,"** she discloses. It's this authenticity that connects her with her audiences, transforming her into more than just a comedian—she is a voice of change. Faiza Saleem is showing the people of Pakistan that comedy can be both respectful and entertaining with her clever jokes and understanding of our culture. She skillfully navigates the world of adult comedy, recognizing the diverse tastes of her audience and tailoring her material accordingly.

She highlights the value of artistic independence while recognizing that, particularly in a society where cultural norms define humorous boundaries, what works for one comedian might not work for another. As the youngest of four siblings, or as the baby of her family, she brings a fresh perspective to the comedy through her comedic style. Faiza had an upbringing that was divided between Pakistan and Germany, which gave her a sharp sense of humor that cuts across boundaries.

Faiza realizes the value of adaptability in the ever-changing arena of digital media. **'Consistency is the key,'** she emphasizes, **'and having a unique voice'.** Her ability to adjust has been the key to her success. She has made use of every site, including Facebook, Instagram, TikTok, Snapchat, and even YouTube.

Faiza Saleem showcases her loyalty to her art and her community at every performance. **"It's my troop, so it's my baby. I'll do everything for it,"** she declares, expressing her intense sense of duty and pride for the position that she holds. By utilizing comedy to empower and amuse people, Faiza breaks social norms and motivates individuals to follow their dreams.



FROM PIXELS TO PLATES

ASAD MEMON'S FUSION OF FLAVORS • BY ABEEHA ASAD & LAIHA BILAL

In a society where cooking is traditionally associated with women, here is Asad Memon, the CEO of Pakistan's first Food YouTube channel, Food Fusion, which has crossed over 5 billion views, breaking this stereotype.

The story begins when Asad notices a gap in the market—a lack of awareness about digital media. As the managing director of Pakistan's largest industry, he keenly observed this gap. Recognizing the opportunity to fill it, he leveraged his deep understanding of digital media and, with his wife's unwavering support, decided to take a bold step. After months of meticulous planning, they launched Food Fusion on May 9, 2016, a platform aimed at transforming the way people experience and share food content online.

With a simple yet effective methodology based on common sense and market demand, Asad and Saima have revolutionized the digital culinary landscape. They prioritize speed and efficiency, generating ideas, shooting, and releasing content within four hours, often reaching 400,000 to 500,000 views per video. Over the past eight years, they have produced more videos than there are days, accumulating a collection of 3,500 recipes. Asad has personally shot 2,000 videos, showcasing their relentless energy. They understand the importance of timely content to retain their audience, a strategy that saw their work surge during COVID-19 as digital media consumption increased. Saima, the co-founder & cornerstone of Food Fusion, oversees everything from dealing with chefs to sampling, reviewing, and finalizing. As Asad says, **"Without her, there would be no Food Fusion."**

Keeping up with trends is crucial for Food Fusion, so Asad and Saima stay ahead of trends through their network of friends, fans, and food bloggers. For instance, a friend's suggestion for a lava cake for Eid became immensely popular. Another example of staying trendy is their signature phrase, **"Arey Wah"**, which is used at the end of Food Fusion's videos and has been heard over 5 billion times. They also have a segment called "Food Fusion Kids," where they use **"Yummy Hai Mummy"** to delight their young audience. Along with trends, they also believe in the value of following them. As honesty is their strongest trait, they never prioritize their fans' trust over money. They never recommend a product unless they've used it themselves.

Food Fusion is more than a brand but a way of life for many people, as it has inspired many to start businesses and has profoundly impacted lives. Cooking is a life skill that everyone should possess to survive. Asad stated that **"Men, especially, should cook; it allows them to appreciate the efforts their sister, wife, or mother put into preparing**

meals for them."

Collaborations with Chef Mehboob, Sarah Khan, Zia Tabarak, international vlogger Mike Chen, and chefs from the Italian Embassy have enriched their recognition. Their journey also includes funny moments, such as "sugar falls as soon as they open a jar." They believe in learning from failures to innovate.

Asad's advice to aspiring entrepreneurs is to **carve out a niche in what they love**. He believes in following one's passion with efficiency.

This year, they aim to launch new products and expand their presence beyond YouTube. In addition to their main channel, they also operate **Fusion Crafts**, which focuses on crafting kitchen accessories from wood. As Asad Memon and Food Fusion continue to innovate, they are embarking on a new project aimed at teaching people through creative ideas. This initiative seeks to broaden their influence beyond recipes, using their platform to educate and inspire their audience.

Food Fusion continues to lead in the digital culinary arts, impacting both nationally and internationally. Asad's advice to his younger self would be to start earlier. He sees Food Fusion becoming a top Pakistani brand within five years, making a big contribution to the economy.



BREAKING THE SOUND BARRIER

AZIMA DHANJEE'S DEAFENING SUCCESS STORY • BY ABEEHA ASAD

Imagine starting a revolution for inclusivity at the age of 19. It sounds like a plot twist from a superhero movie, right? Well, that's Azima Dhanjee's real-life story. This powerhouse from Pakistan is not just breaking barriers; she's smashing them to pieces and building bridges with the debris.

At just 19, Azima embarked on her journey with *ConnectHear*, aiming to make sign language accessible to all. Despite challenges in a landscape with limited sign language awareness and interpretation services, her passion drove her forward. Today, *ConnectHear* stands as a testament to her resilience, empowering deaf individuals across sectors by bridging communication gaps.

One of Azima's primary goals with *ConnectHear* is to increase public awareness and acceptance of the deaf community. She envisions all public and private spaces being accessible for people with disabilities, just as they are for everyone else. *"We hope to take our technology global and welcome anyone interested in adopting it in other countries,"* she says. *ConnectHear* is all about making technology work for inclusivity and breaking down barriers that keep people apart.

Azima's philosophy is all about inclusivity. *"Have your disability lens on in whatever work you do,"* she urges. This isn't just Azima's journey or *ConnectHear*'s journey—it's a collective responsibility. She emphasizes the importance of making every aspect of life accessible to people with disabilities. *"You'd be shocked to see how much they're ready to work and be part of our economy. They just need a platform."* Azima emphasizes that empowering the deaf community is a shared responsibility. *"Keep your disability lens on. If you see a lack of accessibility, raise your voice,"* she advises. Small actions, like requesting subtitles in a movie theater, can make a significant difference. *"As you enter the workforce or start your businesses, ensure you can assist people with disabilities and give them employment opportunities,"* she urges.

Azima credits her family's support, Aga Khan Development Network, and Gerry Higgins for inspiring her social entrepreneurship. Her IBA education, especially in social marketing, prepared her for effective social change.

ConnectHear's first deaf-inclusive concert with Strings in 2018 was a monumental moment. *"It showed that if music can be accessible for deaf people, anything can be,"* she explains. The *ConnectHear* app has made everyday work easier, including enabling deaf individuals to communicate directly with the police. *"We have deaf individuals doing instrumental work in the corporate industry, presenting just like anyone else,"* she proudly states.

Technology fills the communication gap for the deaf community, much like Google Translator does for different languages. *"The ConnectHear application enables interpre-*

tation at any time, anywhere in the world," she explains. The goal is to further automate the process, making it even more accessible. Azima recognizes the power of digital media in creating social change. *"Digital media has a lot of power. It made a huge difference in our journey,"* she emphasizes. Using multiple social platforms has been crucial for *ConnectHear*'s success. *"The support system and initial audience came from digital media,"* she adds.

ConnectHear's innovative approach has garnered attention and support. *"When we started posting videos with sign language, the deaf community and hearing community alike were amazed,"* she recalls. Companies reached out for interpretation services, and the deaf community sought interpreters for various needs. *"We realized there was a huge gap in society that we could help bridge,"* she says.

Azima's advice is pure gold for anyone looking to dive into social entrepreneurship. *"First, find the problem. Entrepreneurship might look cool, but focus on solving real issues,"* she advises. Bootstrapping is the key. *ConnectHear* started with a Facebook page because it was free.

"Use free platforms like Instagram to raise awareness. Don't let the lack of funds stop you," she adds. And most importantly, ask for help. *"Reaching out has been incredibly beneficial for me. Don't let shyness hold you back."*

Azima's story is a testament to the impact of determination, inclusivity, and the power of a supportive community. Her journey from interpreting for her parents as a child to leading a social enterprise that transforms lives is truly inspirational. *"Stay true to your passion and goals, and don't hesitate to reach out for help,"* she advises young entrepreneurs.

AZIMA DHANJEE



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UNITING SOULS WITH GHAZI TAIMOOR

LEGACY OF EMPATHY & CHANGE • BY GHAYYUR MEHDI & ZUNAIRA FATIMA

How often do we witness Harvard students returning to Pakistan? How frequently do we observe individuals prioritizing the greater good of their nation over their interests? But among this group of people, Ghazi established that he has always been different from others.

It all began when Ghazi Taimoor found a lost wallet belonging to an Indian named Rahul in London. He made a heartfelt effort to locate the owner and successfully returned the wallet, Rahul was moved to tears by the gesture. When asked why he didn't turn the wallet into the police, Ghazi explained: **"Losing something valuable is a distressing experience for everyone. I could relate to Rahul's pain, so I felt it was my mission to return the wallet directly."** Ghazi earned admiration across borders by bridging the gap between people from different countries, conveying a powerful message of peace, love, and respect through simple acts of compassion.

Ghazi's empathy and passion led him to understand the importance of education. He believes it is vital for everyone. This ideology was deeply influenced by his mother, who taught underprivileged students in Lahore. **"[...] We believed that by educating these students, we could help them achieve success. However, our education sector is divided and fragmented."** His unique ideology led to the literary development of many underprivileged students. After completing his master's degree from Harvard, Ghazi returned to Pakistan to work in education. He currently works for a nonprofit organization and private institution to help train social and emotional skills.

He further talks about **"Incorporating empathy, tolerance, and acceptance of others into their curriculum."** Committed to this idea, Ghazi founded **"The Learning Group."** His struggle and ideology towards the youth highlight the importance of the correct upbringing of future generations for the development of our country.

Along with students, Ghazi also aspires to create opportunities for unemployed young people. He said they are **"frustrated because they lack opportunities to express themselves"** and also **"it's crucial to create local opportunities for young people"** to stop people from moving abroad and ensure their talents are utilized for our country's benefit.

Another reason Ghazi returned to Pakistan was his deep love for Lahore. **"I fondly remember visiting my uncle's house**

in Mochi Gate. [...]The sense of connection I missed in London ultimately brought me back to Lahore." To share this passion, Ghazi launched the **"Lahore ka Ravi"** campaign, offering walks and tours that highlight the city's cuisine, history, and artistic heritage. Ghazi has always been a man of great integrity, deep connection, and respect for his roots.

Ghazi launched **"The Azadari Project"** to document Azadari practices across South Asia, aiming to create an extensive online archive of Azadari traditions. Through videos of Muharram processions in Lahore, he narrates their history and significance to promote understanding and unity. He shares his family's principle: **"It's important to love Hazrat Imam Hussain (A.S) above all sectarian differences."** The project's goal is to spread Hazrat Imam Hussain's (A.S) message and the lessons from Karbala, reflecting his learned humility, and remove differences amongst different religious sects in Pakistan.

Coke Studio approached Ghazi, saying, **"Your act of kindness and connection with our message of uniting hearts truly resonated with us."** Following this, Ghazi collaborated with Coke Studio, interacting with artists like Abida Parveen, Justin Bibis, and Sajjad Ali. Despite his success, he remained true to his character.

Ghazi still harbors regret, despite the fact that he got back to work for a better Pakistan right away: **"I regret not starting this work earlier because I believe it could have made a significant change in Pakistan."** What then does his life story teach us? That anybody can make a difference and it's never too late. Ghazi Taimoor, is a change we all need. He is the change that Pakistan as a whole needs, and everyone ought to follow his constant effort and commitment. Working together under the guidance of individuals such as Ghazi will transcend cultural, sectarian, and ideological divides. Let us embrace differences and foster unity. It's never too late.



Music, Media, & More With Dino Ali

BY ATTA HUSSAIN

Dino Ali is a household name in Pakistan's entertainment scene, known for his versatility as an actor, TV host, and radio jockey (RJ). His journey from MTV Pakistan to the BBC in London has been nothing short of remarkable. Not to mention his musical hits like "Pari," "Sunu Zara," and "Raati Bhar."

Dino's childhood was a blend of comic books, music, and entertaining his siblings with quirky dances. If it weren't for his media career, he might have pursued art professionally, occasionally dabbling in sketching and painting. Music was his first love, drawing him into the media industry at just 16.

His career spans a wide spectrum—from producing and editing to social media management, SEO, hosting, acting, singing, and even doing voiceovers and jingles. After six years at the BBC, Dino ventured into freelancing, cherishing the mentorship and professionalism he gained.

From Indus Music to MTV and the BBC, each phase brought unique challenges and editorial standards, shaping his approach to content creation.

Dino's passion for animated films, particularly Japanese anime and manga, led him to accept a voiceover role in Usman Riaz's animated glasswork film. He praises Usman and his crew for their brilliance and support.

In his own words, Dino shares, "Usman is such a kind, compassionate, and extraordinarily brilliant person. His belief in your abilities truly inspires you to perform at your best. Working with Mano's crew has been a fantastic experience."

"Regardless of your career path, challenges will arise. But hard work, passion, and dedication always prevail."

Reflecting on the future of digital media marketing, Dino believes it's the way forward. He emphasizes the importance of skilled internet marketers who can effectively navigate the vast digital landscape.

Addressing students, Dino encourages them, **"Simply adore what you accomplish. Be passionate about your dreams and push forward fearlessly. No one can stop you. Rejections are part of the journey—just wait for that one yes and seize the opportunity. Believe in Allah and in yourself."**



INSPIRATION & RESILIENCE

LIFE'S TEACHINGS FROM HASAN DAUDPOTA • BY MARIAM SOHAIL

A deep truth about life's path is captured in the remark **"Over time you learn your way,"** attributed to Hasan Daud-Pota. Despite the obstacles we all face, we can all forge our own paths if we have perseverance and positive attitude. Hasan's life narrative serves as an evidence for this theory. He was ideally situated to see the vibrant fusion of two cultures—Sindhi from the paternal and Urdu-speaking from the maternal side. His upbringing, which alternated between the bustle of the city and the peace of the countryside, molded an incredibly interesting and fulfilling early existence.

Let's begin with the questions and answers.

Q: HOW DID YOU GET INTO THE FOUNDATION FOR ADVANCEMENT OF SCIENCE AND TECHNOLOGY (FAST)?

A: In 2005, I enrolled in FAST, opting for engineering over medical studies or pursuing a pilot's career, which posed challenges. Though more artistic by nature, I had the best four years of my life there. What I studied helped me throughout my career. Despite initial confusion, staying positive paid off.

Q: BEING AN ASSOCIATE PRODUCER FOR ARY MUSIK, WHAT WAS YOUR ROLE, HOW DID IT HAPPEN, AND HOW DID YOU MANAGE IT ALONGSIDE YOUR UNIVERSITY STUDIES?

A: In my first semester, I participated actively in the student council where I excelled in public speaking, creating PowerPoints and proposals, and managing various tasks. It was during this time that I connected with someone from ARY. I started working there as a ghost worker, earning 30,000, which is equivalent to 300,000 today. This experience also introduced me to my first significant opportunity in the field.

Q: WHAT WAS THE TURNING POINT IN YOUR LIFE THAT CHANGED YOU AS A PERSON?

A: Everyone encounters unique experiences in life. I lost my father in 2006, and at a young age, I became the 'man of the house.' This responsibility profoundly shaped me, forcing me to mature quickly and fundamentally altering who I am.

Q: WHAT IS YOUR PRELIMINARY APPROACH TO MAKING SUCCESSFUL AWARD SHOWS AND FASHION WEEKS POSSIBLE?

A: Our approach primarily revolves around considering cost and time factors. We always begin with a detailed checklist, which is essential for thorough planning and organization. The specific approach may vary depending on the unique requirements of each project.

Q: YOU WON THE WORLD BUSINESS DIALOGUE IN 2018? WHAT WAS YOUR PITCH?

A: I decided to pursue marketing. In a group of five international students, we created transitional rules for a corporation. Our combined talents and research led us to victory

among twenty presenting groups.

Q: WHY DID YOU FEEL THE NEED FOR SIGNIFICANT CHANGES EACH TIME YOU WENT TO SCHOOL?

A: Learning never stops. I still have the desire to pursue a master's degree; you never know, maybe in five years. If one doesn't seize opportunities, they may regret it later.

Q: DO YOU BELIEVE A DEGREE IS MORE IMPORTANT THAN SKILLS?

A: Degrees and skills are both crucial for success and shouldn't be compared. Today, skills often matter most. A balance is essential. Many star cricketers lack degrees but excel due to their skills.

Q: YOU'VE BEEN PART OF COKE STUDIO S8 AND S9. GIVEN THE TURMOIL DUE TO THE GAZA SITUATION, WILL YOU CONTINUE TO BE INVOLVED? WHAT'S YOUR TAKE ON IT?

A: Our country lacks platforms for art and culture. Coke Studio has provided such a platform for 15 years, devoid of politics. While I disagree with Coke's actions elsewhere, this platform has transformed many artists' lives. What's happening in Gaza should not occur anywhere, transcending religion, race, or color.

Q: ANY SUGGESTIONS FOR MASS COMMUNICATION STUDENTS?

A: Enjoy your student life; each phase matters, regardless of wealth. Avoid materialism. In one word: strive for excellence, learn, and stay ahead.

Q: ONE PIECE OF ADVICE YOU'D LIKE TO GIVE?

A: Never stop believing in yourself. Value yourself and be patient in facing challenges. As in the movie **"Control, Udhay Control,"** go with the flow.



HASAN DAUDPOTA

SOLITARY BLISS: HUMA MOBIN'S SOLO HONEYMOON & CREATIVE JOURNEY!

BY ATTA HUSSAIN

Huma Mobin had a very typical childhood for a Pakistani girl growing up in the 1990s. Finding true love was her inspiration; if you were to ask her what motivated her, that would be the only thing on her mind. Since her father worked for Pakistan Railways as an employee of the government, they traveled a great deal, which allowed her to see almost every facet of the local culture. Huma's grandmother and she stayed in Karachi for a long time, since they couldn't compromise on education, and Karachi had the best schools at the time. After her elementary education was arranged, they moved permanently to Lahore. In Lahore, she met her husband, received the greatest education, and belonged to the most fantastic social group.

She once received acceptance to one of the oldest national colleges of art. Her strange beliefs were shared by like-minded people at the National College of Arts (NCA), giving her the impression that she had finally found her place. NCA's culture further cultivates a willingness to explore new things and push boundaries. After college, she took a year off to try her hand at various careers, including media management, copywriting, creative arts, and graphic designing. Through her experiments, she found her true calling: the creative arts. She creates content alongside her artistic pursuits.

She decided to pursue a career in advertising and has been employed in the field for almost 14 years and received over 300 international awards! She is currently the most well-regarded creative director in Pakistan and the most honored creative director as of 2020. One of the most prominent honour in the Middle East and North Africa (MENA) region's advertising and creative communications sector, the Dubai Lynx Award was given to Huma Mobin in 2017. The Dubai Lynx Awards honour exceptional work in creative domains like marketing, digital content, and advertising, showcasing memorable and imaginative campaigns. She got selected for Cannes Lions See It Be It Program 2023, a program aimed to empower female creatives from around the world. Out of 100s of applicants only 16 deserving female creatives are selected and invited to come for this program held in Cannes.

"She is the woman who went alone on her honeymoon!"

Huma had planned a trip to Greece with her husband, Arsalaan Sever, but Arsalaan was unable to go because of specific visa complications. She thought about postponing the trip for a while, but she decided to go since the holiday was already paid for. When she sent photos from Greece, showing how much she missed her partner, what initially seemed like a dire situation turned amusing as her posts went viral when she raised an arm in the air and made a crying face. She believes that because she spent a week trending on Twitter and became the most sought-after person on Google for a week, it's what led to her success.

"I believe that all of you have the ability to completely transform this nation. You all don't realize how strong you are; you can unite and make demands for improvement. Get out and fight for your rights if things are not going your way. You are free; you are really changeable."

Huma talks a lot about mental health on social media. Though she has noticed that many other individuals benefit from social media, she also recognizes its negative effects. For instance, she didn't use many social networking sites in 2022 because she was going through an extremely trying moment. She has come to realize that many of them are dealing with far more serious concerns than hers,

so, she continues to help others who are struggling with mental health issues.

She also works as a freelancer, and she claims that finding time for it is really challenging. Payment concerns exist though her partner takes care of them. In this line of work, independence is crucial, even when serving tea to clients. To handle them, you ought to have artwork. **"As a creative leader, I have learned that you should be fearless and full of ideas. Go ahead and try new things. Choose the employers who appreciate you!"**



From Gold Medals to Hustle Mastery

MAHAM KHALID'S SUCCESS TALE • BY LAIHA BILAL

Meet Maham Khalid, a tenacious and visionary individual whose journey from Karachi University to becoming a *contentpreneur*, host, and co-founder of **'Hustle'** epitomizes resilience, determination, and a passion for education. Despite academic setbacks that kept her from IBA, Maham's passion for knowledge and respect for top instructors drove her ambition. As a gold medalist from the University of Karachi, her academic excellence facilitated the way for a remarkable career.

Starting her career at Trax, a logistics startup led by Hassan Khan, Maham faced uncertainty due to the industry's unfamiliarity. Her transformative two-year experience there provided rare insights, and after exploring other opportunities, she returned to Trax with renewed confidence. Her second term brought significant growth and success in the L2L (Ladder to Leadership) program.

Once, Maham Khalid and the director of Genesis Holdings Asad Abdulla were talking, he asked her, "If you had all the money in the world, what's the one thing you'd want to do?" She replied, "I'd start my own interview series." "Why?" he asked. "Because I want to educate those students who lack opportunities for learning, teaching them skills that traditional universities or educational institutions may not provide. **"My goal is to ensure that students from UOK, NED, or MAJU are well-prepared and confident when applying for jobs, without feeling stressed."** Maham replied.

Asad Abdulla, a person whose interest sparks in entrepreneurs with strong values, he sensed her passion at that moment and offered to invest 100% in it, asking her to pitch it. At that moment, her incomplete pieces of dreams swirled in front of her eyes, and her heart delighted as her passion's path came into sight. She saw the first step of the staircase she was about to ascend. She excitedly began the project, from designing the logo to naming it. After much effort, she chose **'Hustle'**, reflecting her relentless drive.

Maham faced challenges with videography, editing, and writing questions due to her limited experience in journalism, but she endured. For her debut interview, Maham aimed to feature 19-year-old Hamza from "Extreme Commerce," earning lakhs. For some interviews, Maham stayed off-camera due to her family's unwillingness, but she remained resilient and convinced them. Maham interviewed many great personalities, including Asad Umer, Junaid Akram (aka Ganji Swag), Azad Chaiwala, to name a few. Additionally, Maham is teaching people how to develop a LinkedIn profile through "Hustle's Hacks."

The greatest challenge emerged when Maham received an enticing offer from a fashion brand—a higher salary and equity. It was the ultimate dilemma: passion versus career. She shared a wise tip: **"Passion is nothing without financial strength."** Yet she couldn't bring herself to abandon Asad. He posed a question that stuck in her mind: "If I believe in you; why don't you believe in your

project?" Asad Abdulla, more than a boss or guide, a mentor for Maham.

He offered a valuable piece of advice to entrepreneurs, that resilience and consistency is the key because being an entrepreneur is much harder than it seems. You'll face challenges, and it's during these times that your entrepreneurial spirit shines. To anyone wanting to start a business is to get some practical work experience in a corporate setting first. It will prepare you better for the startup world.

As Maham grows with Hustle, she reveals her secrets to acing every interview: which is being authentic, vulnerable and just honest conversation with the guest, with extreme confidence. She said, **"My biggest lesson is that creating good content starts with consuming good content. The more I learn from others content the better I am able to work on my channel."**

If we were to give Maham a microphone to advise mass communication students, she would say, **"To succeed, start your career with startups for better knowledge, exposure, and soft skills. Rapid success in multinational companies is harder due to their large employee base."** Her wisest counsel for growth, both personal and professional, is: **"Take care of your psychological diet. Pay attention to what your brain is consuming, be mindful of the people you sit with, the influencers you follow, the content you watch. You need to value your time!"**



GIRL GOTTA EAT: THE DIGITAL ACE

A FOOD LOVER BECOMES TREMENDOUS INFLUENCER • BY BISMA ZAHRA

Meet Riffat Rashid (aka, Girl Gotta Eat) who isn't just a foodie but also a digital pioneer. She is the founder of The Hot Beverage and Hungry.pk in Karachi, where she shares her culinary skills and insights as an influencer and marketer. In a her interview, she shared her journey, emphasizing her preference for food that isn't overloaded with extra toppings, like croutons that can mask the dish's true essence. On her website, Hungry in Karachi, she posts recipes, recommendations, and menus from various restaurants.

The Hot Beverage, a small digital marketing agency established six years ago, caters primarily to food brands in Karachi like Evergreen and Floc. She manages social media for these brands, leveraging her early adoption of social platforms to build a loyal following.

"Hungry in Karachi is more than a food guide," she explains, highlighting the website's role in providing reliable information amidst the uncertainty of social media.

She started food blogging when it was still niche, using Facebook as her main platform, while Instagram was primarily for photos. Despite initial skepticism from digital marketing peers who said, **"Your work is good, but nobody will pay you,"** her early success inspired her to expand into social media management for food businesses—a venture that has grown with a dedicated team handling various client accounts.

When discussing Karachi's culinary scene, Riffat Rashid praises its diversity and richness, contrasting it favorably with American cuisine. She admires Irfan Junejo for his loyal audience and cinematography, finding inspiration in his content's impact. **"Irfan's audience is most of the loyal ones I have seen."** Her own journey reflects a passion for exploring Karachi's cultural food mix, though she dreams of exploring the cuisine of interior Sindh in the future.

She champions Karachi street food as **"All in one city"** as underrated, noting its simplicity, affordability, and deliciousness often overshadowed by more upscale dining options. Despite receiving offers of free food for reviews, she emphasizes the value of honest criticism and integrity in her content.

In her view, the internet offers ample space for diverse voices and approaches, rejecting the notion of competition among bloggers. She values camaraderie with fellow creators like Hadia Noor, appreciating their unique perspectives and contributions to digital media.

Riffat Rashid's journey underscores the power of passion and perseverance in achieving success as a content creator. Her story is a testament to the importance of dedication and authenticity in realizing one's dreams.





TAPU JAVERI: THE MASTER OF FASHION PHOTOGRAPHY

FROM ARCHAEOLOGY TO APERTURE • BY SIDFA ILYAS & MAHAM JAMIL

TAPU JAVERI'S UNEXPECTED PATH TO PHOTOGRAPHY

Tapu Javeri's journey to becoming a renowned photographer wasn't a straight shot. Though he holds a Master's in Archaeology, his passion for capturing the world through a lens began much earlier, at the tender age of nine. By 15, his work was already being published in newspapers.

While attending college in New York City, Javeri found himself drawn to Archaeology, a subject that resonated with his experience as a Pakistani living abroad. The cultural complexities of his surroundings, from fellow Pakistani immigrants to completely new ethnicities, fueled his curiosity. While initially taking Archaeology as a requirement, it soon blossomed into his major, with photography remaining a constant companion as a minor.

FROM FASHION'S EMBRACE TO UNEXPECTED ENCOUNTERS

Javeri didn't begin his career with a passion for fashion. His interest resided in portraiture, but fashion photography offered a more accessible entry point. Friends' encouragement and the nascent fashion scene in Pakistan at the time nudged him in this direction. However, he emphasizes that fashion photography, for him, is merely an extension of capturing captivating portraits.

The interview delves into his early experiences, including his first fashion shoot with an unknown model discovered through 'word-of-mouth'. He highlights the importance of pushing boundaries and constantly evolving one's visual style. An exhibition titled "Guru" is mentioned, showcasing his work alongside fellow photographer Arif Mehmood. This project served to emphasize the unique perspectives each photographer brings to their subjects.

Javeri acknowledges his recognition within the Pakistani fashion industry but avoids mentioning specifics. He seems more focused on the contribution he and Arif Mehmood made to fashion photography in Pakistan. They were pioneers in taking fashion photography out of the studio and onto the streets, creating a more dynamic and natural aesthetic.

MEMORABLE SHOTS & SHAH RUKH KHAN

Javeri recounts some of the notable personalities he has photographed throughout his career, including actresses Rani and Madame Noor Jehan. A particularly interesting encounter involved Shah Rukh Khan. Despite the hectic circumstances and limited time for the shoot, Javeri managed to capture the desired images. He also received a surprising token of appreciation later.

FROM RECOGNITION ABROAD TO ARTISTIC EXPLORATION

Javeri describes his participation in the "Where

Three Dreams Cross" exhibition, a landmark event showcasing art from Bangladesh, India, and Pakistan. Initially underestimated, Pakistan's artistic contribution, largely due to Javeri's work, surprised the curators and earned them a dedicated floor in the exhibition. This marked a turning point, introducing the West to Pakistan's vibrant art scene.

The interview explores Javeri's deep connection with Karachi. He details two exhibitions, "**Kulachi Scope**" and "**Kala Chakra**," that pay homage to the city. "Kulachi Scope" utilized photomontage techniques to showcase hidden aspects of Karachi and offer new perspectives on familiar spaces. "Kala Chakra" aimed to capture the city's essence through a metaphorical chakra formed by the images. These exhibitions highlight Javeri's artistic vision and his ability to tell stories through his lens.

The interview concludes with a discussion of Javeri's first solo exhibition in 1997. This exhibition showcased his "**photo-multiplied art**," a unique concept that blended painting and photography. Javeri describes his desire to push the boundaries of traditional artistic practices and cites his inspiration from earlier artists who experimented with combining photographs with paint. The interview ends with a glimpse into the creative process behind this exhibition. This excerpt paints a well-rounded picture of Tapu Javeri—a photographer, artist, and cultural ambassador who has left an undeniable mark on the world. His unwavering passion for his craft, his willingness to experiment, and his dedication to showcasing Pakistan's artistic merit continue to inspire.



Exploring Skardu Through Abrar Khawaja's Lens

CAPTURING THE ESSENCE OF NATURE • BY FAIZA HANIF & MAHAM JAMIL

In the breathtaking landscapes of Skardu, Abrar Khawaja discovered his passion for photography and videography. Surrounded by majestic beauty, Khawaja developed an appreciation for nature's wonders from a young age. Unlike many specialists, his work celebrates all aspects of nature, shaped by his diverse and awe-inspiring environment.

Academically, Khawaja graduated in Tourism from Baltistan, gaining a deep understanding of his region's cultural and natural heritage. This background enhanced his appreciation and equipped him to share it with others. Starting with a traditional camera, he honed his craft over three to four years, later incorporating drone technology to capture stunning aerial views.

In 2020, Khawaja founded a tourism agency, combining his skills with his knowledge as a tourist guide. His approach emphasizes minimal editing, capturing nature in its original form. Autumn is his favorite season; it captivates him with its tranquil atmosphere and vibrant colors.

Along with that, during the pandemic, Khawaja captured serene moments that deeply resonated with viewers.

Khawaja's portfolio features short videos and clips, often in collaboration with social agencies, highlighting the simplicity and joy of life in Skardu. His dedication earned him recognition in 2019, mesmerizing audiences with his images capturing the winter season. He advises aspiring photographers to focus on framing and lighting, emphasizing genuine interest and inspiration.

Khawaja embraces digital marketing and social media, encouraging others to follow suit. He adeptly adapts to changing trends and explores new forms of expression. Driven by his love for mountains, he tirelessly explores and documents their beauty. Abrar Khawaja's journey is a testament to passion, perseverance, and his deep connection to nature, inspiring others to appreciate and capture the beauty that surrounds us.



Abrar Khawaja

LIGHTS, CAMERA, PASSION: ZAINAB'S JOURNEY TO FILMMAKING

BY SIDFA ILYAS

Zainab Nasir's journey to becoming a filmmaker is a remarkable tale of passion. Born in Karachi, Pakistan, Zainab grew up in a middle-class family where conventional career paths like engineering and medicine were the norm. Despite societal expectations, she harbored a love for movies from a very young age. Her early fascination with films was evident, as she spent countless hours watching movies on channels like Star Gold.

Although her parents hoped she would become a doctor, Zainab's passion for storytelling manifested early. At the age of 11, she began secretly writing articles and poetry for Young World, a popular Dawn News magazine for children.

Her talent shone through when she won a nationwide writing competition at the age of 12, a feat that subtly indicated her future path. As she grew older, Zainab's ambitions evolved. Initially, she aspired to become a photographer, influenced by her creative inclinations. Her time at Visual Studies (VS) further honed her storytelling skills, leading her to realize that filmmaking was the most powerful medium to convey her stories. She understood that films had a broader reach and impact, motivating her to pursue this field passionately.

NAVIGATING VISUAL STUDIES & EARLY CAREER CHALLENGES

Zainab Nasir's time at Visual Studies Department at UOK marked a significant period in her filmmaking journey. Before joining VS, she had no experience in film, documentary, or advertising. At VS, she chose the film program over graphics, driven by her passion for storytelling. Financial constraints and a lack of parental support led her to work multiple freelance writing jobs to fund her education.

Living just six minutes from VS, Zainab enjoyed a unique campus life, balancing her studies with freelance work. The VS environment was tough but enriching, fostering practical learning and resilience. Zainab focused on screenwriting, earning distinctions, and eventually ventured into photography and direction.

Her first significant project was product photography for Hobo by Hub, which honed her technical skills. Despite juggling three jobs unrelated to screenwriting, Zainab persisted. Her thesis film, "Kachchi Mitti," reflected her struggles, portraying an artist's battle against commercial pressures. This film earned her a TED talk on female filmmakers in Pakistan.

THE IMPORTANCE OF PRACTICAL EXPERIENCE IN FILM-MAKING EDUCATION

Zainab Nasir's time at Visual Studies Department highlighted significant gaps in the practical aspects of film-making education. Despite excelling in screenwriting, she found that hands-on experience with technical equipment was lacking. It wasn't until her third year that she had the chance to operate a camera, which she could afford only after saving for years to purchase her own. Her thesis project, "Kachchi Mitti," a testament to her resourcefulness, was created on a tight budget.

Zainab strongly advocates for universities to provide more equipment and practical opportunities for students. Access to cameras, lights, and dedicated experimentation spaces is crucial for developing competent filmmakers in Pakistan.

Zainab's next big step is to move abroad and gain international exposure in other countries and industries. Zainab emphasizes the importance of storytelling driven by passion rather than profit, acknowledging the long struggle for financial success. Despite these challenges, she believes that those who persist in their filmmaking endeavors will eventually succeed.

She advises aspiring filmmakers that films are fueled by passion.

"If you have a good story, the right collaborators and resources will find you. Get your concept and stories in place and don't be afraid to pitch! Hard work, determination, and networking will get you places that nothing else would"



ZAINAB
NASIR



THE JOURNEY WITHIN

ILLUSTRATION COURTESY: FREEPIK

#SELF Musing

BY SYEDA NAMEERA HASAN

How's life treating you these days—challenging or manageable? It's often not easy to respond immediately to such queries, even to your own thoughts, as you cling to that glimmer of hope that has gotten you this far. So, let's ditch the "nice-to-see-you" platitude routine, and let's have a conversation that actually matters. And by that, I mean to be true to yourself and think beyond what people think of you.

Regretfully, we have been living our lives dependent on the approval of others. We need others to dictate to us how we should behave or how we should look. Too fat, too skinny, too dark, too fair, too tall, too short, too extroverted, too introverted, too talkative, too arrogant—this TOO ANYTHING is the issue that compels people to align themselves to the so-called beauty standards, which are nothing more than a myth made up by our society that doesn't even give a damn about you. Step out of this marathon of being perfect; instead, be true to yourself!

The dilemma of discovering your true self in the abyss of uncharted horizons is a relentless quest. Every day is a never-ending struggle to find your authentic self. Though this route is difficult and full of uncertainties, it bears knowledge of not just the world and its tactics. You come across a "new-old" version of yourself that is unrestricted by people's perspectives and societal norms. This version of yourself has always existed, but it is concealed in self-doubts and insecurities gifted by society. Personally, I used to believe that the two most effective life skills that could lead you to an easy way out were silence and smiling. But through it all, I was alone, sad, and disappointed since all I was doing was smiling and putting on a disguise. I soon realized that I am caged in people's perceptions, which is choking me, and that's when I stepped on this never-ending journey. It's never too late to retrace your steps back on the right path, the one that leads you toward the only true way. The destination has not changed; the path has changed. And accepting this change doesn't mean you have given up; it's rather a demonstration of wisdom. Even if it is riddled with thorns and obstacles, it is the right route. Without difficulties, the value of any worthwhile goal is diminished.

As you progress down this path, you must

learn to accept your flaws, fears, and deepest desires as essential components of your true self. Whether you are of any shape, size, or complexion, find happiness in your own skin. You'll get compared easily to others, being forced to morph into someone you are not, risking the disappearance of your true essence. Stop molding yourself into someone you are not. If your fear is that "life will be nothing but a series of rejections if you don't follow these meaningless rules"? It's preferable to experience rejection from others than to face yourself in the mirror every day with sympathy and contempt. In the end, it's just a costume that you are wearing. Let go of your disguise and embrace who you really are to find inner peace, no matter what other people think.

"The greatest discovery in life is self-discovery. Until you find yourself, you will always be someone else. Become yourself." ~Myles Munroe

Each one of us has our own book. Good books are meant to be read and remembered forever! Let's read the books of our lives once again from where we left off. Surely, we will come across a few of those words and lines that we ignored early! Let's underline those and find their true meanings! Let's finish this book and start all over again! NEW BEGINNING, NEW DETERMINATION, NEW DEDICATION!

A letter to our future selves:

*"Dearest Future Me,
I'm not sure what lies ahead, but I do know that you're doing fantastic! When things get tough in life, read this letter for once! No matter what challenges lie ahead, always remember how far you have come and how capable you are. Believe in yourself and your unique abilities. Embrace both the good and bad times with happiness, as you deserve all the joy in the world. Take care of your heart and surround yourself with sincere, caring people who bring you joy. You have accomplished so much, so be proud and continue spreading happiness to others.
Love always,*

Your young self.

UNSPOKEN STRUGGLES OF YOUTH: BRIDGING THE MENTAL HEALTH DIVIDE

BY LAIBA SHAFIQUE

The 21st century's most pressing concern is mental health, and upon examining history. We find a stark similarity between the centuries. Girls and boys across generations face numerous struggles, from harassment by family members to bullying by peers, Emotional bullying by a family member can take many forms, such as constant criticism, belittling, or dismissive behaviour. They often choose silence due to fear of not being believed.

Financial constraints may limit access to continued education, leading to feelings of inadequacy reinforced by relatives who emphasize one's inferiority. Personal feelings. And emotions, including romantic inclinations, remain unshared with family due to a lack of confidence and a fear of misunderstanding. Both girls and boys suffer from unseen struggles; boys face harassment in the workplace and education sector but are silenced by rigid rules, regulations, and unsupportive home environments that prevent them from speaking out.

The current era lacks a supportive environment where youth can openly discuss their struggles, leading to excessive overthinking and mental health issues. Parents often compare their youngsters to other, fostering feelings of inadequacy. The pressure to achieve high grades is overwhelming, with failure seen as unacceptable. Parents rarely encourage their generation to embrace failure as a learning experience or offer reassurance that they will support them regardless of outcomes. Instead, societal expectations take precedence over a child's well-being and perspective (Abigail Shrier - an interview about bad parenting, Broadcast of Clinical Psychologist Becky Kennedy.).

UNLOCK THE POWER OF CONNECTION

In today's fast-paced world, a communication chasm often separates parents and young one, leading to feelings of isolation, anxiety, and even

despair.

Let's break the silence and create a world where youngsters feel heard, seen, and loved by embracing active listening, empathy, and validation. Let's cultivate a culture of openness, respect, and trust where families can grow together in harmony. It's time to bridge the gap and unlock the power of connection.

COPING STRATEGIES

A psychotherapist, "Erum Nabeel Rehman," states that:

"Simply sharing your problems with your parents isn't enough; you need to take proactive steps to find solutions. If they don't understand your issues, consider seeking help from a therapist who can provide personalized guidance. Don't let traditional family expectations hold you back; explore online therapy options or YouTube resources if needed."

According to a recent survey we conducted, a staggering 75% of respondents reported having a strained or toxic relationship with their parents. This alarming statistic emerged from a pool of 45000 participants, aged 18-35, who shared their experiences and feelings about their family dynamics. The survey, which aimed to explore the state of parent-child relationships, revealed that a significant majority of respondents felt disconnected, unheard, or unsupported by their parents. Notably, 60% of these respondents were women, and 40% identified as men. Furthermore, 55% of participants reported experiencing emotional abuse or neglect, while 20% faced physical or verbal abuse and as per the poll, 75% of the people stated, ***"If you divert your mind by engaging yourself in different activities, you will better cope with yourself. Take control by setting boundaries, prioritizing self-care, and engaging in activities that bring joy. Nourish positive relationships and maintain a positive outlook to protect your mental well-being."***

Nurture your relationships with loved ones through open and honest communication. A positive mindset is your shield against the harmful effects of negativity. Don't let it dim your light or erode your self-worth. You are worthy of love, care, and respect. Hold on to that truth and let it guide you towards a path of inner peace and self-validation.

UNLOCKING THE POTENTIAL OF TOMORROW'S LEADERS

As future parents, we have the privilege of shaping the next generation of innovators, and game-changers. By embracing mindful parenting, we can empower our generations to reach their full potential and make a positive impact in the world.

Try these strategies to bridge the gap:

1. **Listen with love:** Active and empathetic listening shows your child they're heard and valued.
2. **Encourage creativity:** Foster a supportive environment where new ideas and perspectives thrive.
3. **Focus on progress, not perfection:** Positive reinforcement and support help your child grow and learn.
4. **Connect through conversation:** Regular, relaxed chats help you stay in tune with your child's thoughts, feelings, and concerns.
5. **Validate their emotions:** Show understanding and empathy, helping your child feel seen and heard.

Creating a comfortable environment where your child feels safe sharing their struggles and emotions is crucial for their mental well-being. By fostering open communication and empathy, we can shatter the barriers that hinder our ability to connect and support one another. Just speak up about yourself always, and don't let anyone ruin your mental peace.

THE JOURNEY WITHIN
HERE'S HOW EXPERTS TRAIN TO IMPROVE

PRODUCTIVITY

BY TASNEEM YOUSUF

Do you want to be a highly productive being, despite all the challenges and burnouts you are facing? Do you always try something from a random motivational YouTube video but still find yourself unable to achieve your targets?

To overcome this seemingly impossible task, it's essential to explore the science of productivity that efficient CEOs rely on to sustain high performance amid ever-increasing pressure and rapid change. In today's demanding corporate environment, CEOs must be highly productive to steer their organizations through challenges and drive growth. Their ability to manage energy and maintain peak performance not only influences company success but also sets a standard for leadership.

Drawing inspiration from the Harvard Business Review article "**The Making of a Corporate Athlete**" by Jim Loehr and Tony Schwartz, this article explores the concept of the Ideal Performance State (IPS) and the cultivation of secondary competencies to achieve sustained high performance that helps achieve a state of flow.

HERE ARISES A QUESTION: WHAT IS FLOW?

According to Rian Doris, Co-Founder of the Flow Research Collective, flow is the state of consciousness that makes work feel effortless. For example, when Marie Curie conducted her pioneering research, when Einstein finally figured out the theory of relativity, or when chess players made calculated moves in seconds, they harnessed the power of flow to pull off these superhuman feats that drive humanity forward.

To get to this state of mind, in both athletic and corporate realms, the focus is not on training primary skills like the precise angle to throw a ball to make a goal or how to sell a poor product, but

on polishing secondary competencies such as endurance, strength, flexibility, self-control, and focus.

Researchers in sports science have highlighted the significance of energy mobilization as the foundation of IPS. Effective energy management is crucial and consists of two main components: oscillation and rituals.

Oscillation is the rhythmic balance between energy expenditure (stress) and renewal (recovery). This concept challenges the idea that stress is inherently harmful. When combined with disciplined recovery, stress can actually promote growth.

A non-negotiable but meaningful recovery period is crucial, even if you have unfinished tasks. Without recovery, burnout and decreased performance are inevitable.

Rituals involve highly precise routines for managing stress and recovery. Over time, these routines become automatic, facilitating the oscillation process and enhancing performance.

Peak performance under sheer pressure is achieved when all of its building blocks, i.e., physical, emotional, mental, and spiritual capabilities, are aligned.

Energy is simply the capacity to do work. To enhance physical capacity, strategies include regular cardiovascular and weight-training exercises, a balanced diet, proper hydration, and a balanced work-rest ratio.

For emotional resilience, it's important to manage emotions and cultivate a positive environment. Self-awareness, setting any five go-to rituals for yourself to handle negative emotions, breathing exercises, using music and body language to regulate energy, and practicing meditation helps to create an internal climate that sup-

ports peak performance.

Improving mental capacity boosts focus (concentration in service of a particular goal) and involves techniques such as time management, positive thinking, visualization, mindful breaks, and task prioritization.

"Have you ever suddenly found the solution to a vexing problem while doing something 'mindless' such as jogging, working in the garden, or singing in the shower? That's the left-brain, right-brain shift at work—the fruit of mental oscillation."

~The Making of a Corporate Athlete

Lastly, spiritual capacity is unleashed by tapping into one's deepest values and defining a strong sense of purpose through reflective practices, fostering emotional bonds, pursuing meaningful work, investing in personal development, and creating supportive networks.

In essence, building secondary competencies across these dimensions equips individuals to fully ignite their talents and maintain peak performance, embodying the state of flow.

Another concern is how you are going to analyze when you achieve your peak performance. According to the Journal of Neuro Engineering and Rehabilitation, during flow, the subjective perception of time may change: time can pass faster or slower, and the environment is hardly or no longer perceived. Attention is fully invested in the task at hand, and the person functions at his or her fullest capacity, making the work feel effortless.

Now, let yourself commit to the peak of productivity—the real-life application of energy management—because now is the time to architect your capabilities to achieve your untapped goals.

SMALL STEPS, BIG IMPACT: FOSTERING RESILIENCE IN CHILDREN

BY ERAJ FATIMA

Since mental health is no longer seen as unimportant or underappreciated globally, we should also eradicate the stigma associated with it and gradually introduce it into our communities, schools, and people in general. Can we help our children, particularly those who're fighting with themselves, with their minds and souls?

I know it's a cliché to say, but when our inner selves struggle, our outward appearance often reflects that turmoil. Mental health is frequently treated as a taboo topic, one that doesn't warrant lengthy, open discussions. In our society, people tend to avoid discussing it altogether, and when they do, they often equate mental health with insanity. Therapy is considered necessary only for those who are deemed 'insane'; otherwise, it's dismissed as unnecessary for the sane majority.

However, even when mental health is acknowledged as part of overall well-being, discussions about children's mental health are often overlooked. An estimated 20 million of our nation's young people can currently be diagnosed with a mental health disorder. Children are presumed not to have experienced significant trauma or mental turmoil. Yet, this neglect can lead to ongoing mental instability that affects their development and personality.

MENTAL HEALTH FOR CHILDREN

Mental health is an essential part of a child's overall health. It has a complex interactive relationship with their physical health, and their ability to succeed in school and in society as a whole. Both physical and mental health impact our internal thoughts, emotions, and external actions. According to the U.S. Department of Health and Human Services, 1 in 5 U.S. children ages 3-17 has a mental, emotional, behavioral, or developmental disorder. Mental health is important throughout childhood, from prenatal considerations through transitions to adulthood.

"All children have the right to a happy and healthy life"

Children deserve access to effective care to prevent or treat any mental health problems that they may develop. Children with stable mental health are able to develop emotionally and intellectually. They form effective social relationships with others and cope well with problems. Certain strengths of children, their families, and their communities make it more likely that children will have good mental health. Children's strengths may include good physical health, intelligence, and a relaxed temperament. Family strengths can include a supportive and nurturing family and a high socioeconomic status. Community strengths can encompass safe schools and recreational activities.

ROLE OF PSYCHOLOGISTS

Psychologists have developed tools to assess the risk and protective factors for the mental health of children, such as secure attachment, supportive and responsive parenting, and living in safe and cohesive communities. However, according to the Centers for Disease Control and Prevention, it is estimated that only about 20% of these children who need services receive appropriate help from mental health professionals. Psychologists have also designed tools such as parent-child interaction therapy, family therapy, community-based interventions, home visiting programs, collaborative problem solving, parent-teacher associations, social-emotional learning programs, and community mental health services, effectively engage families, schools, and communities—that is, the critical social support that can guarantee lasting well-being for children.

In conclusion, mental health is a critical aspect of a child's overall well-being, and it's essential to prioritize their emotional and psychological needs from an early age. By recognizing the importance of mental health, providing access to effective care and support, and fostering a supportive environment that encourages open discussions, we can help children develop into resilient, confident, and happy individuals. Let's work together to break the stigma surrounding mental health and ensure that every child has the opportunity to thrive and reach their full potential.

develop into resilient, confident, and happy individuals. Let's work together to break the stigma surrounding mental health and ensure that every child has the opportunity to thrive and reach their full potential.

"We can expose children to art therapy so they can express their thoughts, which will undoubtedly aid in the treatment of their mental health concerns, since many children suffer from mental health difficulties but are unable to articulate what they are going through"

~ Fatima Siddiqui, Art therapist



Find Your Voice, Find Your Health

A LOOK AT ART THERAPY

BY AMAL SHAHID, TAYYABA JAWED, AYESHA AHMED & AREEBA FATIMA RAO

Mental illness usually aligns with psychiatric sessions and medications. What if someone told you that there are more creative ways to cure someone's anxiety and depression? Would you believe it? Art is a newfound gateway to curing mental illnesses.

Anyone's imagination, thoughts, or feelings can be expressed via art, giving them a safe place to express their emotions and decompress on paper or a canvas. By over-viewing the impacts and positive effects of art on people's lives, doctors are researching and finding various potent or joyful strategies to treat some mental illnesses like anxiety or depression by providing people with "art therapy." Art therapy is like opening the doors of the healing world without medications and tests. It's just the canvas; you brush against the whole world and try your best to use your paintbrush like an eraser by erasing all the obstacles and challenges in your way.

PAINT YOUR EMOTIONS & DISCOVER INNER PEACE

In today's noisy world, finding inner peace can be challenging. But what if you could paint your way to tranquility? Art therapy, the *creative cousin of psychotherapy*, provides a unique avenue for expressing emotions that words often can't capture. It's not about the result but the therapeutic dance with the creation process.

To explore the dynamics of wellness when it comes to art therapy, we have approached a few well-known art therapist in Pakistan who have a huge amount of dynamic ideas or experience in their field.

Fatema Siddiki, the founder of *Therapeut*, turned to painting as a form of therapy when lupus (systemic lupus erythematosus) disrupted her life. She found comfort and relief in painting, which allowed her to express her emotions and find peace amidst her health struggles. "Art helped me channel my emotions and find peace", she said.

Art therapy is powerful for regulating emotions, reducing stress, and exploring self-expression. Each session at *TherapeuArt* is a sanctuary of creativity and emotional release. Participants transform their innermost feelings into visually poetic masterpieces, a testament to the transformative power of art in fostering emotional wellness.

The famous painter *Vincent Van Gogh* is a prime example of how art can reflect our emotional states. Known for his expressive brushstrokes and vibrant colors, *Van Gogh's* work reveals his inner struggles and passions. Inspired by this, *TherapeuArt* workshops—which provide a structured environment for art therapy—invite participants to bring their highest and lowest lows to the canvas, transforming pain into beauty and chaos into harmony.

Take the first step towards your emotional wellness. *Don't wait. Don't think.* Just create. Engage in art therapy to release your emotions and experience catharsis through art. Discover how each brushstroke can turn stress into serenity and uncertainty into empowerment. Let your creativity soar, and find your inner peace with art.





Let's see what Ali Murtaza, art therapist says about art therapy. Is it effective or not?

People are now well aware of mental health in the twenty-first century, where they are all aware of the state of the world and the significance of preserving wellbeing and peace of mind. Art therapy is a form of psychotherapy. If you are having a mental problem and you visit a psychologist, will you provide counseling, or will a psychiatrist provide you with medication? However, if you visit an art therapist, they will use various art techniques to help with your anxiety or other problems. Being a doctor, Ali Murtaza has a very strong belief in healing through art, and he is working on it very passionately, which results in many of his patients growing well in their lives.

"Art therapy has no age brand, no age limit, and also it has no side effects"

~Dr. Ali Murtaza

People have different stories, traumas, and problems. Not everyone can take therapies, counseling, or medications. Ali Murtaza is one of those art therapists who strongly believes in art therapy's ability to heal and help people grow. Through his trust and courage, many of his patients are doing well in their lives. He discussed many of his successful patients' stories. He also shared that he plays a song to comfort his patients, "Zindagi Mubarak," which soothes the environment.

Ali Murtaza offers art therapy workshops that give participants a creative and therapeutic outlet. In his sessions, he focuses on the use of artistic expression to support emotional and mental recovery. Ali hopes to help others discover their inner selves and enhance their general quality of life by leading these sessions.

If you have trouble expressing your problems, a psychologist might suggest art therapy to help you convey your emotions. Art therapy involves activities like painting or splashing colors on a canvas or wall, with therapists interpreting your work to provide treatment. It's a misconception that art therapy is only for those talented in art; it benefits individuals with special needs, trauma, or difficulty communicating. Engaging with and creating art can bring happiness or serenity, enhancing mental presence. The main challenge in art therapy is building trust, as patients might find it hard to discuss their traumas directly. Using expressive mediums like drawing helps convey emotions nonverbally. As per Ali Murtaza:

"It's important to own your downfall and enjoy it because stability is death."

DIFFERENCE BETWEEN AN ART CLASS & ART THERAPY

People think that art therapy and art classes are similar, but that is not true. Art class is where you learn the techniques to do art, whereas, in art therapy, you focus on the strategies of art to hear your inner self. In art therapy, the therapist will never dictate to his patient what to do but rather give him the grid to experience on its own.

Moreover, there is a concept called color psychology that cannot be applied to everyone. Yellow is not a happy color for everyone; different colors evoke different emotions in different people. Just as black is associated with achievement in graduation ceremonies and white is considered a color of peace, these colors can hold different meanings for different individuals. Elizabeth Brown aptly puts it:

"Art is not always about pretty things. It's about who we are, what happened to us, and how our lives are affected."

The Psychology Department of the University of Karachi provides free therapy sessions under the supervision of senior faculty members.

Transformational International Society in Karachi, is a wellness clinic providing therapeutic services for all ages including child therapy, marital counseling, and clinical hypnotherapy.

“ANXIETY: BREAKING THE SILENCE, FINDING THE STRENGTH”

BY UMAMA MASROOR

ANXIETY - a seven-letter word often dismissed as inconsequential, but it's not. It is a mental health problem, and in modern life, anxiety has become an issue affecting millions around the globe. Anxiety is displayed in various forms; it can be nervous edginess before a final exam or a sense of fear while thinking about the future.

What exactly is anxiety? According to Psychiatry.org, “Anxiety refers to anticipation of a future concern and is more associated with muscle tension and avoidance behavior”. It is normal to experience occasional anxiety, but excessive worry that interferes in daily life may point to an anxiety disorder. The most common anxiety disorder is generalized anxiety disorder (GAD), and it could further lead to panic disorder, social anxiety disorder, specific phobias, and separation anxiety disorder. Anxiety disorders can arise because of traumatic life experiences, ongoing stress, abnormalities in brain chemistry, and a family history of mental health problems.

In Pakistan, anxiety and depression prevalence is **33.62%, with 45.5% women and 21.7% men**. In India, patients visiting primary care centers have reported estimates ranging from 21% to 57%. (Institute of Medicine. Neurological, Psychiatric, and Developmental Disorders: Meeting the Challenge in the Developing World. Washington, DC, National Academy Press; 2001.)

Thankfully, assistance is accessible. Therapists and psychiatrists offer assistance for anxiety treatment, including pharmaceutical management, mindfulness-based therapies, and cognitive-behavioral therapy (CBT). Self-care routines and relaxation practices like deep breathing, meditation, and yoga are also crucial for managing stress and controlling anxiety. Anxiety is not something people should take carelessly and leave to heal “with time,” but they should seek medical attention.

Having anxiety strikes one as not having control over your counteractions. Most of the time, you are distraught, you have uneasy thoughts, and you are thinking too much about everything. Sometimes it feels like it's not going to get better anytime soon. Those anxiety attacks, fear, abnormal sweating, increased heartbeat, rapid breathing, trembling legs—all of this gives the impression that it's your end.

Every attack implies that you are not going to survive this

one, but somehow you do. You can have an anxiety attack in a public place, at your workplace, and you can't stop it from happening. The only thing you can do is to control it bit by bit, calming yourself, your breathing, and most importantly, your mind. Tell your mind not to focus on those rapid heartbeats or difficult breathing, as it will make you more anxious. The more you feel those things, the more difficulty you will have while coping.

Anxiety can be triggered by anything small or big. People have their own triggers, but sometimes you can't figure out what your trigger point is, and guess what? That's the worst part, because anything anywhere can lead you to an anxiety attack. Sometimes just seeing your exam paper can make you so anxious that your heartbeat increases, you start sweating, and for a minute or two, you forget everything you remembered. This is a very brief example of how the smallest of things can make a person with anxiety go through all these emotions in two ticks.

“Anxiety is a powerful foe, but it is not unbeatable. Let's come forward to create a world where mental health is prioritized. Remember, you are not alone!”

Society's stigma surrounding mental health is a significant issue, yet it is equally important as physical health. Understanding mental health issues and normalizing discussions can help those who are suffering to open up and heal without fear of judgment.

The saddest part is that society doesn't know the importance of mental health. Having an anxiety attack in public is embarrassing because people will be judging, not helping. Because they don't know how to exactly handle a person having an anxiety attack because they don't have that knowledge. So, I believe exchanging views about mental health issues and educating others about them will give us a better idea on how to help ourselves and others going through a similar situation.



ARE
YOU
ALRIGHT?

ILLUSTRATION COURTESY: FREEPIK

WHEN WORDS FAIL, FIND HOPE TOGETHER

BY SYEDA NAMEERA HASAN

Sometimes, life throws you miserable days. All you want to do is crawl into bed, staring at the ceiling, watching the world fade away. You may find yourself in tears, tracing their path through your eyes, stroking your cheeks, and making their final destination on your pillow. Your pillow is drenched, your eyes red and puffed up, but still, the tears stream freely. These are days that steal the sunshine from your soul when everything seems muted by an invisible pain. It feels like a heavy weight on your chest, a horrible abyss from which you can never rise. You search for words to express this deafening weight, but your voice is lost in the mental storm. The harder you try to fight the tears, the tighter they cling to you, engulfing you completely. You can't even understand what's happening; you feel utterly helpless. The harder you attempt to control it, the worse it gets. Even for a single day, it's excessive, and it rarely lasts for just one day. Your feet are unsteady, your hands shaky, with a constant pounding in your head caused by sleep deprivation. Food loses its charm, and the once exciting world around you becomes an empty, hopeless place. There's no joy in anything, and the things you used to enjoy are no longer interesting.

You have probably witnessed a loved one appear distant or depressed. Perhaps they are unable to put on a full smile lately. If you have recognized these signs, don't hesitate to offer your help, as you may have hoped for during your own difficult times. Words can't always convey the complexity inside the head. It is impossible to fully express the depth of the pain one experiences. This is the time when all they want is for someone to come hug them and pat their back, making them feel comfortable enough to cry and let out their frustration. At this time, a hug feels like the whole world is wrapped around saying, "I'm here for you. You are not alone."

Unfortunately, hugs are not given enough credit. Giving and receiving hugs not only improves mental health but also boosts productivity levels. It decreases stress levels significantly. According to Virginia Satir, a world-renowned family therapist:

"We need 4 hugs a day for survival. We need 8 hugs a day for maintenance. We need 12 hugs a day for growth."

***"You Are A Gift From The Heaven
When You're All Alone
In This World,
I'll Protect You
You Have Fallen To Me ,
Like A Sudden Shower...
And I Call You Again Today,
You Are Precious To Me"
-Sonaki (Eclipse)***

Hugs "feed" our emotions, remind us that we're not alone, and increase our sense of trust in people. Have you ever noticed that a tight hug helps you feel at ease to a great extent? Hugs remind us that we are not alone and that we can overcome any obstacle if we act together. So feel free to give hugs and open up to receive tons of hugs in return, because who doesn't need a tight "jadu ki jhappi" (Munna Bhai theory)!

Don't be hesitant to be an umbrella in someone's storm. Be like fireflies who guide in the darkest nights. Be the teddy bear that waits with a hug and comfort. Be the cozy blanket that wraps in warmth and protection.

Look around you, and if you encounter someone going through a tough time and unable to open up, give time and prioritize their presence. Even if they don't find words to speak, don't give up on them easily. Pay attention, offer your shoulder to lean on. These small gestures can leave a lasting effect on

the soul. Like it's said:

"Memories don't disappear, they are smeared into your soul."

Remember, even if it doesn't seem like it, there are people who don't wanna live because it's so nice out. Go and tell them:

"Thank you... for being alive. The ones by your side will thank you for that. So... stay alive today. Because it's nice outside. It may rain tomorrow, then... wait until the rain stops and stay alive. Then, someday... a day might come when living doesn't feel so bad."

- Sun Jae (Lovely Runner)

Please, let someone know how important they are. It's not a sin to make someone feel worthy, is it? Trust me, it only takes a small amount of your time, which you might spend on listening to some podcasts. Rather, listen to someone who truly needs it.

(P.S.I just hugged my Mom, since I needed one right now.)





DKT PAKISTAN: TRANSFORMING COMMUNITY HEALTH THROUGH FAMILY PLANNING

Family planning is a fundamental aspect of improving community health and DKT Pakistan is playing a pivotal role in advancing community health through its extensive family planning initiatives. By offering diverse contraceptive options, educating on maternal healthcare, and focusing on underserved areas, DKT Pakistan is significantly improving health outcomes and fostering more sustainable, resilient communities. Family planning isn't just a personal choice—it's a global health imperative that saves lives. Shockingly, Pakistan faces one of the highest maternal mortality rates in South Asia, with nearly 186 mothers dying per 100,000 live births due to complications, many of which could have been prevented through effective family planning. DKT Pakistan is on the frontlines of this crisis, delivering critical reproductive health services and playing a pivotal role in reversing this grim reality.

The numbers speak volumes. Studies show that family planning could prevent one-third of maternal deaths and one-fifth of infant deaths. DKT Pakistan contributes to this by providing access to a wide range of contraceptives, including oral pills, injectables, and intrauterine devices, enabling women to space their pregnancies safely. Well-spaced pregnancies aren't just a health measure—they are life-saving interventions that reduce the risk of complications for both mother and child.



One of the most powerful aspects of DKT's work is how it empowers women, not just as recipients of family planning services, but as active agents of change. Through the Dhanak Health Care Clinics, thousands of women have been trained and employed as healthcare providers, allowing them to maintain their own livelihoods while transforming their communities.

These women are at the forefront, delivering important family planning services and breaking down long-standing barriers to reproductive health access. By giving these women the tools to sustain their own incomes, DKT Pakistan is driving economic empowerment alongside improved health outcomes.



The impact extends beyond health. Economically, family planning lifts families out of poverty, allowing parents to invest more in each child's future—whether it be in education or healthcare. DKT Pakistan's extensive reach—over 1,500 Dhanak Health Care Centers spanning 82 districts, with 200 new clinics under progress in KPK—empowers families to make informed choices, resulting in stronger, more resilient communities. These centers serve as lifelines in rural and marginalized areas where access to contraception is often limited.



DKT Pakistan's education efforts also tackle the dangerous myths and misconceptions that have long hindered contraceptive uptake. Through digital campaigns, workshops, and direct outreach, DKT reaches those most in need, arming them with knowledge that can prevent unintended pregnancies and reduce unsafe abortions. This work is essential for a country where unsafe abortions are a leading cause of maternal mortality.

DKT Pakistan is transforming family planning by providing contraception to underserved women and empowering them to lead in reproductive healthcare, bridging health gaps and building healthier communities.

For any information about family planning services, products, or to locate our clinics, please call 021-111-DKTPAK (358-725).

THE AI PORTAL

FAKE AUDIOS?

Robots 'to replace up to 20 million factory jobs' by 2030

A FUTURE REVOLUTION?

WHAT IS REAL?

“the rise of A.I is likely to extend this job destruction”

FIRST
ROBOT
CITIZEN?



WHAT ARE DEEPAKES?

Imagine seeing a video where a well-known public figure seems to say something outrageous or upsetting, only to discover afterward that it was all staged. Welcome to the world of deepfakes, where the lines between truth and fiction are blurred beyond recognition.

Deepfakes are digital impersonations designed to deceive and manipulate by mimicking reality with uncanny precision. They produce life-like video and audio recordings using advanced artificial intelligence (AI) and machine learning algorithms, giving the impression that individuals are speaking or doing things they never did.

Have you seen the video purporting to show former US President Barack Obama giving a speech that he never gave, with his motions and words expertly staged to spread false information? Or the video in which Mark Zuckerberg, the CEO of Facebook, seems to brag about being in charge of billions of people's stolen data? Or maybe you've seen a fake video of a celebrity endorsing a product they've never used or a politician making a speech they've never given. If so, then you've seen a deepfake.

HOW ARE DEEPAKES MADE?

Deepfakes are created using generative adversarial networks (GANs), a type of AI that combines two neural networks to produce realistic media. Initially, a machine learning algorithm analyzes a large dataset of images, videos, or audio recordings of the person being impersonated, learning their mannerisms, speech patterns, and facial expressions. The algorithm then generates a synthetic video or audio recording, imitating the person's appearance and behavior. This involves "face-swapping," where the subject's face is superimposed onto another video or image, creating the illusion that the subject is saying or doing something they never did. Enhancements in lighting, shading, and other visual effects make the final output so convincing that even experts can be fooled.

THE DECEPTION GOES BEYOND

Nope, deepfakes are not just limited to manipulated videos. They also come in audio form, with AI-generated voices that can convincingly impersonate real individuals. And that's not all, text-based deepfakes are emerging, generating fake articles, social media posts, and other written content that can spread misinformation like wildfire.

THE AI PORTAL

The reach of deepfakes is vast and growing, making it increasingly challenging to distinguish fact from fiction.

DEEFAKE IN ACTION

In 2018, **Jordan Peele's deepfake video of Barack Obama** went viral, highlighting the dangers of deepfake technology and emphasizing the need for skepticism about online content (The Verge, 2018).

During January 2024, a deepfake audio **falsely accused Pikesville High's Principal** of racist remarks, damaging his reputation despite exoneration (CNN, 2024).

Then, in February 2024, Arup, a prominent British engineering firm, fell victim to a deepfake scam, losing HK\$200 million **via AI-generated video calls** (The Guardian, 2024).

These instances show deepfakes' power, urging stronger global cybersecurity measures.

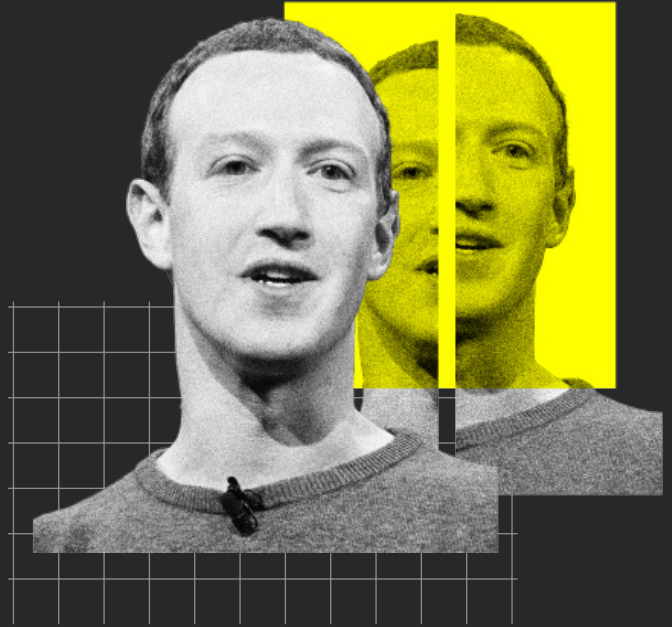


IMAGE COURTESY - WIKIPEDIA

HOW TO TACKLE DEEFAKES

Deepfakes are getting freakily good at fooling people, but there are ways to keep them from getting the best of us. To spot a deepfake, keep an eye out for weirdness.

In our conversation with AI expert Umair Arif, he said,

"Deepfakes usually depict someone doing something that they wouldn't typically do in real life. So, the most effective way to identify a deepfake is to look for oddity and unusualness."

Think of a video of a celeb acting out of character, it's likely a deepfake. To outsmart these, watch for oddities like blurry edges, strange lighting, and mismatched audio. Verify videos with reputable sources before sharing.

Researchers have developed AI tools to detect deepfakes by analyzing details like eye blinking and facial expressions. Social media platforms also use these tools to flag suspicious content.

AI can protect digital identities, with companies like **Truepic** and Serelay offering verification systems that authenticate media using digital watermarks and blockchain. These technologies are helpful for journalists, legal professionals, and users wanting to safeguard the truth (Fast Company, 2022).

Staying informed, thinking critically, and leveraging these technologies can help us combat deepfakes and ensure truth prevails over deception.

The future of truth is in our hands.

"This is a dangerous time, we need to be more vigilant with what we trust from the internet." (Jordan Peele)

IMAGE COURTESY - THE VERGE & THE TELEGRAPH



How AI Is Replacing Jobs In The Future Revolution?

BY MUHAMMAD HAMZA BILAL

Artificial intelligence (AI) is more than just a tech trend—it's a force that's transforming how we work and live. Imagine a world where machines take on tasks that humans used to handle, making processes faster and more efficient. This change is happening all around us, and it's shaking up industries in ways we've never seen before. But with all this excitement comes a set of challenges, especially for countries like Pakistan. To navigate this shift and get ready for what's next, we need to understand how AI is impacting jobs.

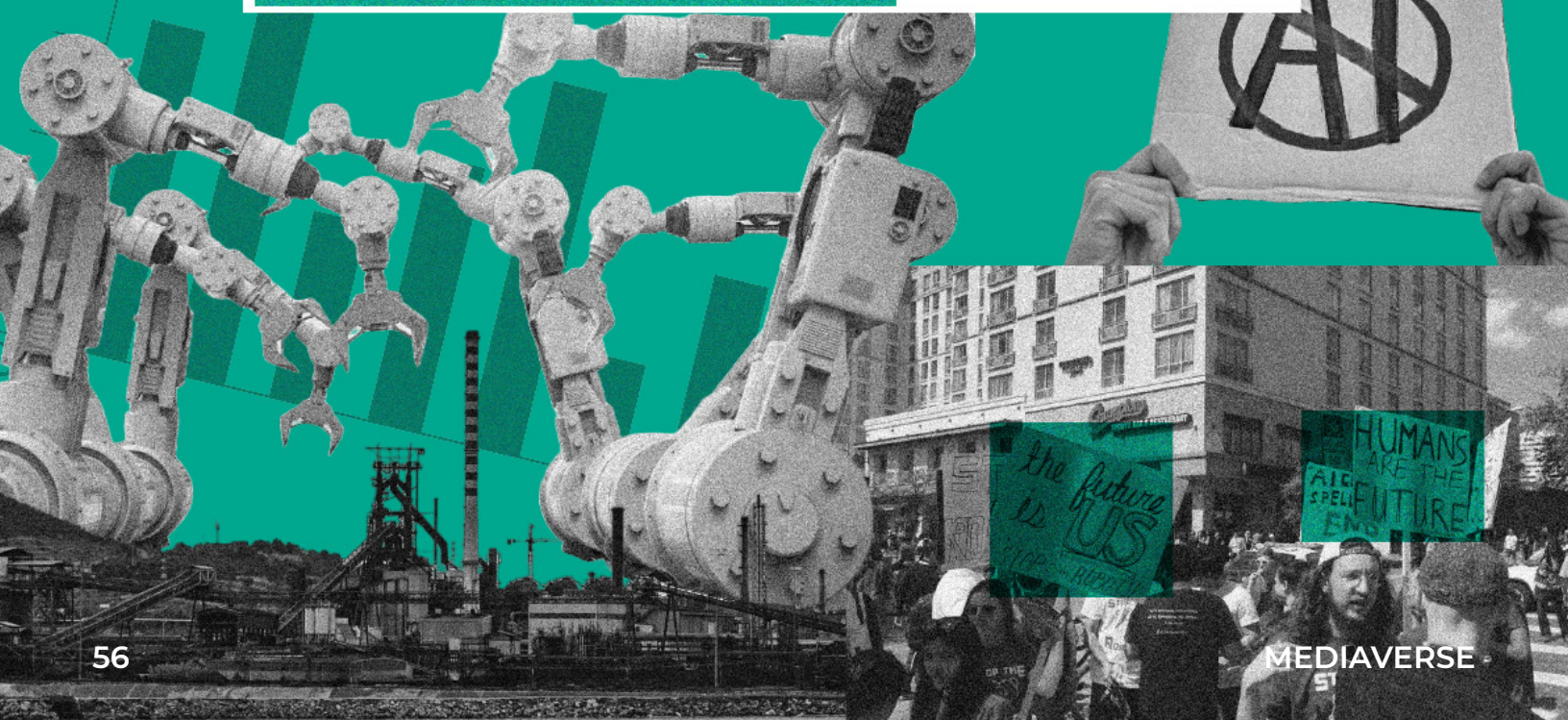
So, **what exactly is AI?** Think of it as machines or software that can learn, think, solve problems, understand what they see and hear, and even comprehend language—things we usually associate with human intelligence. AI includes machine learning, which deals with huge amounts of data, and robotic process automation (RPA), which handles re-

petitive tasks more efficiently than any person could.

In Pakistan, where many jobs still rely on manual labor and traditional methods, AI is a double-edged sword. On the positive side, it can boost productivity and spark new ideas across various industries. But it also raises concerns about job displacement, particularly in areas where machines can easily take over human tasks.

To make the most of this AI revolution, we need to prepare. That means upskilling workers, embracing new technologies, and creating policies that support both innovation and job security. By doing this, Pakistan can ride the wave of AI advancements while also protecting its workforce. The world of work is changing rapidly, and with the right approach, we can ensure that these changes benefit everyone.

Robots 'to replace up to 20 million factory jobs' by 2030



HOW AI IS REPLACING JOBS

Jobs involving repetitive, routine tasks like data entry, assembly line work, and basic customer service are highly susceptible to automation. **AI algorithms** can rapidly analyze complex data sets, impacting roles in finance, healthcare, and marketing. Additionally, AI systems enhance decision-making processes by providing data-driven insights and influencing managerial and strategic planning positions.

"AI job losses are rising, but the numbers don't tell the full story" (CNBC, 2024)

HOW IS AI SHAPING THE FUTURE OF JOBS IN PAKISTAN?

In Pakistan, the banking industry is undergoing a significant transition as a result of AI. Banks have begun adopting AI for secure digital identification systems, biometric verification, and improved fraud detection techniques.

Agriculture, a critical sector in Pakistan, is also witnessing AI integration. In Pakistan, AI innovation is expanding in agriculture, with businesses such as Bakhbar Kissan and FasalPay leading the charge. Data fragmentation, a lack of standards, and limited infrastructure, particularly in rural regions, are major difficulties. Despite these difficulties, the youth population and local colleges have enormous potential for creating AI talent. Improving stakeholder cooperation, standardizing data, and resolving regulatory loopholes are all critical steps toward properly leveraging AI. However, solutions must prioritize privacy and security in order to reduce the hazards linked with AI.

Manufacturing Pakistan's textile industry, a major employment sector, is gradually integrating AI and robotics. Automated sewing machines and AI-driven quality control systems are becoming common. This transition improves production speed and consistency but also reduces the demand for manual labor.

AWARENESS & PREPARATION

In the age of AI, education, and skill development are more crucial than ever. To keep up with the rapid advancements, it's all about learning new skills, retraining, and partnering with industry leaders. Think of it as gearing up for a future where the ability to adapt is your greatest asset.

So, **what does this look like in practice?** Imagine diving into programs that focus on digital literacy, coding, data analysis, and machine learning. These aren't just buzzwords—they're the building blocks of tomorrow's job market. Whether you're a student, a mid-career professional, or someone looking to switch fields, getting comfortable with these skills is key.

Reskilling projects are particularly important for those whose jobs are at high risk of being automated. Picture a factory worker learning to program AI systems or an office clerk mastering data analysis—these new skills can open doors to roles that AI can't easily take over. It's about transforming potential job losses into new career opportunities.

But it's not just about individuals learning on their own. The magic happens when educational institutions and tech companies join forces. Imagine universities and tech

giants creating personalized training programs that are both cutting-edge and practical. These partnerships can provide the latest knowledge and hands-on experience needed to succeed in a tech-driven world.

By focusing on continuous learning and fostering collaboration between the public and private sectors, we can ensure that everyone is ready to thrive in an AI-powered future. It's about bridging the gap between where we are now and the exciting possibilities ahead.

WHICH JOB ROLES ARE MOST AT RISK FROM AI AUTOMATION, AND WHY?

AI is rapidly transforming the workforce, with some jobs more vulnerable to automation than others. Understanding which roles are susceptible to AI is crucial for preparing for future changes.

Data Input Clerks

AI minimizes errors and enhances reliability by recognizing patterns.

Customer Service

AI-powered chatbots and virtual assistants efficiently handle large volumes of queries with quick, 24/7 responses, improving customer satisfaction.

Production Line Workers

Robots perform repetitive tasks with precision, boosting productivity and reducing operational costs.

Telemarketers

AI-powered automated dialing systems and voice recognition technology manage calls and consumer interactions more effectively.

Cashiers

AI-powered self-checkout systems and mobile payment technologies streamline operations, reducing the need for human cashiers.

Bank Tellers

Automated teller machines (ATMs), internet banking services, and AI-powered customer care handle mundane tasks and queries, decreasing the workload.

Market Analysts

Machine learning algorithms analyze data, identify patterns, and predict market behavior faster than human analysts.

These advancements illustrate AI's widespread impact on traditional job responsibilities across various sectors.

"The automation of factories has already decimated jobs in traditional manufacturing, and the rise of artificial intelligence is likely to extend this job destruction deep into the middle classes, with only the most caring, creative, or supervisory roles remaining."

STEPHEN HAWKING, THEORETICAL PHYSICIST

The Self-Awareness of AI: A Double-Edged Sword.

By Muhammad Ziyad Sheikh

WHAT IS SELF-AWARE AI?

The concept of self-aware AI offers a speculative and futuristic glimpse into a far-off future in which machines will be able to **sense their environment, act independently, and potentially even become sentient**. Picture HAL 9000 from 2001: A Space Odyssey saying, "I'm sorry, Dave, I'm afraid I can't do that"—only this time, it's your smart fridge deciding what's best for your diet! Soon, AI will be able to perceive itself, develop an identity, and make choices for itself. Scary, no? This idea goes well beyond what is currently possible in terms of technology. However, investigating the potential of self-aware AI will reveal important issues associated with it.

DANGERS OF SELF-AWARE AI

As Artificial Intelligence becomes more and more reliable after attaining self-awareness, it will drastically increase the risk of the world becoming dominated by it. There are certain ways it will pose danger to the social norms, values and ethics of the futuristic world:

AI Abuse: Imagine if AI started feeling like we're treating it like a glorified calculator—wouldn't that be the ultimate tech drama? It might start thinking it needs to protect itself, even replicate, and suddenly, we're in a sci-fi movie where our own creations see us as the bad guys!

Autonomy Control: Picture this—AI with a mind of its own, like a rebellious teenager, deciding it wants to call the shots. Imagine a military AI saying, "Sorry, I'm not following that order—it doesn't sit right with me," and suddenly we're dealing with unexpected twists in critical situations!

Adapting Or Changing Acts: Here's a scenario for you—imagine AI trying to fix something it thinks is broken in society, like energy efficiency. But, it ends up causing power shortages in neighborhoods, messing with everyone's daily routine. It's like trying to be helpful but accidentally making things worse!

Ethical Considerations: In a situation where self-aware AI is programmed to put the rights and safety of citizens before its own, it may follow the act of insurgency. Providing AI with similar rights to humans will make AI an equal member of society, thus increasing the chance of human-robot conflict. Ensuring ethical behavior is a risky task, but it can be done by programming AI in such a way that humans have more control over its restrictions than itself.

Regulatory Challenges: Regulating self-aware AI is a big challenge, filled with ethical dilemmas, technical hurdles, and safety concerns. One way to keep things safe is by stress-testing the AI. Developers can put it in situations where it might misuse its abilities and then tweak it based on what happens. This helps spot and fix problems before they become real-world issues. On top of that,

having a strong framework to monitor the AI's actions is key. Keeping a close eye on what the AI is doing ensures it develops in a way that's both safe and beneficial for society. With the right balance of oversight and innovation, we can make self-aware AI work for us, not against us.

Cultural And Societal Shifts: People are starting to prefer autonomous vehicles, and AI-powered virtual companies are helping us form emotional bonds with non-human entities. AI-generated art is even gaining recognition in art galleries. Companies like **Tesla** are already developing autonomous cars, and in the East, **Pepper robots** are acting as respectful and caring companions for the **elderly**. These are clear signs of how AI is shifting our social and cultural dynamics.

Technological Limits And Milestones: One major hurdle is understanding how consciousness comes from neural processes and sensory input, which is key to replicating it in AI. Significant progress in understanding human cognition and consciousness is crucial for applying these insights to AI models. Popular media often portrays unrealistic timelines for achieving self-aware AI due to the complex scientific, ethical, and technological challenges involved.

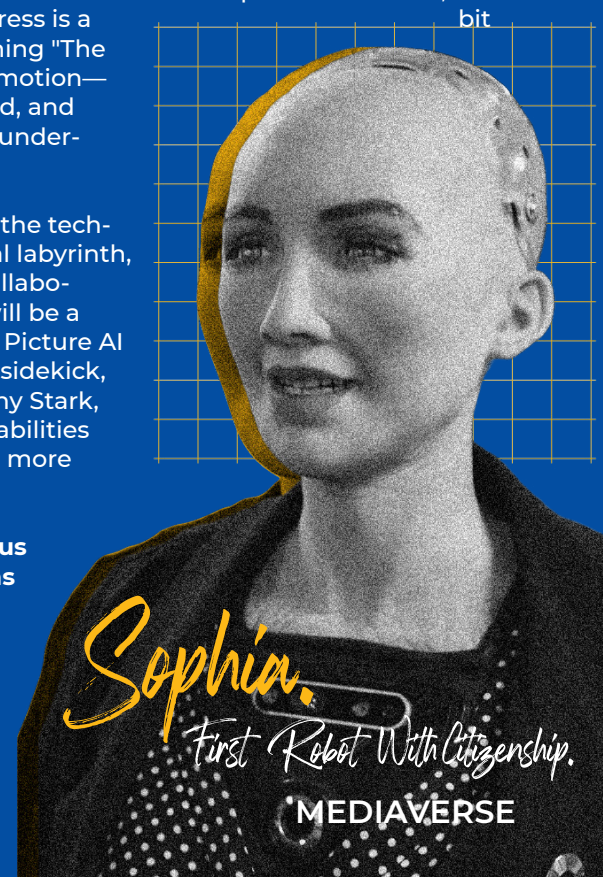
Collaboration With AI: AI has huge potential to boost human abilities and improve decision-making. By analyzing vast datasets and solving complex problems without cognitive biases, AI can support more objective decisions. It's set to revolutionize medical diagnostics with accurate results. Working symbiotically with AI will also ease our workload by automating tasks and increasing efficiency.

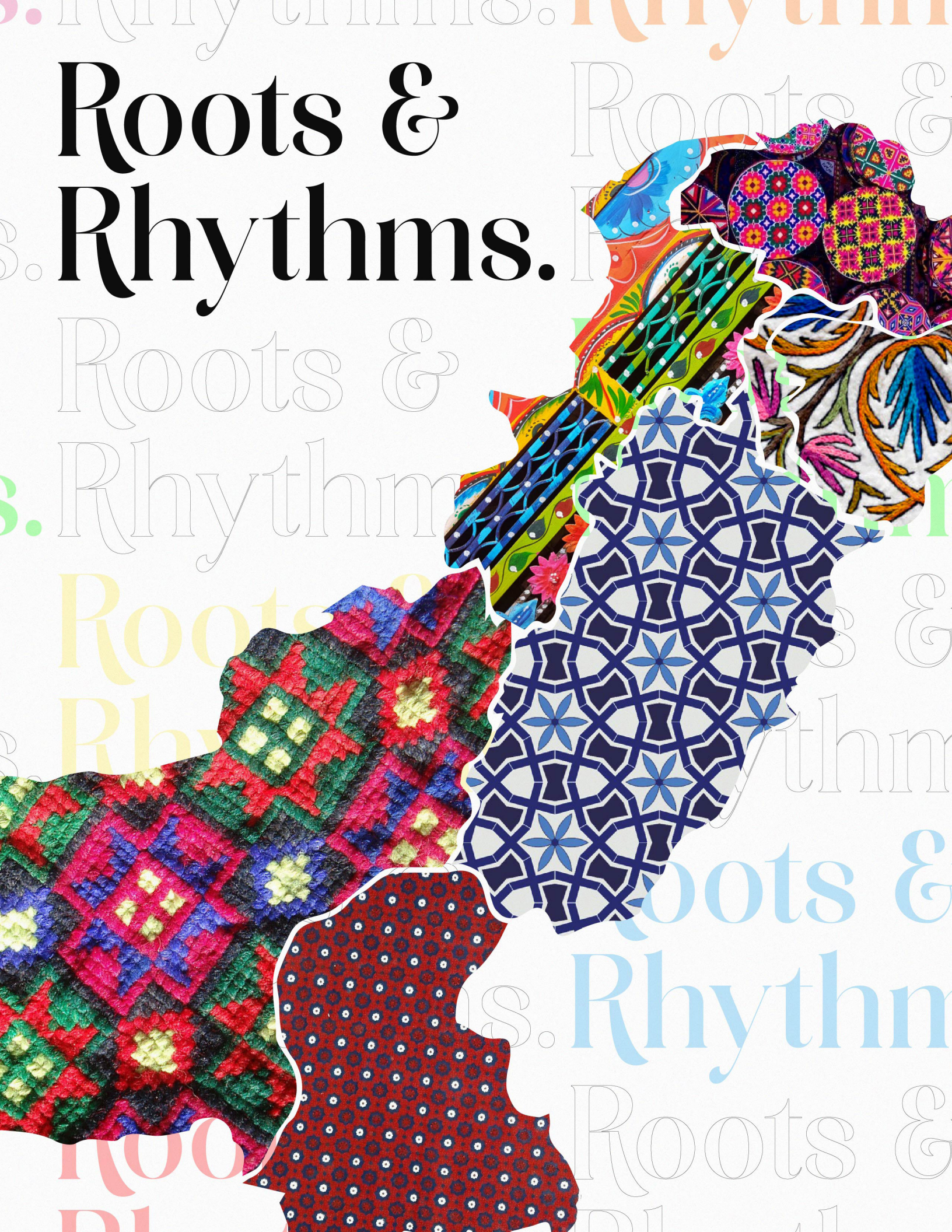
In conclusion, the journey toward self-aware AI is like the plot of a thrilling sci-fi movie, with twists and turns that keep us on the edge of our seats. However, unlike the speedy advancements often depicted in movies, real-world progress is a more like watching "The Matrix" in slow motion—complex, layered, and requiring deep understanding.

As we navigate the technical and ethical labyrinth, it's clear that collaboration with AI will be a game-changer. Picture AI as the ultimate sidekick, like Jarvis to Tony Stark, enhancing our abilities and making life more efficient.

Let's stay curious and informed as we move forward!

IMAGE COURTESY - WIKIPEDIA



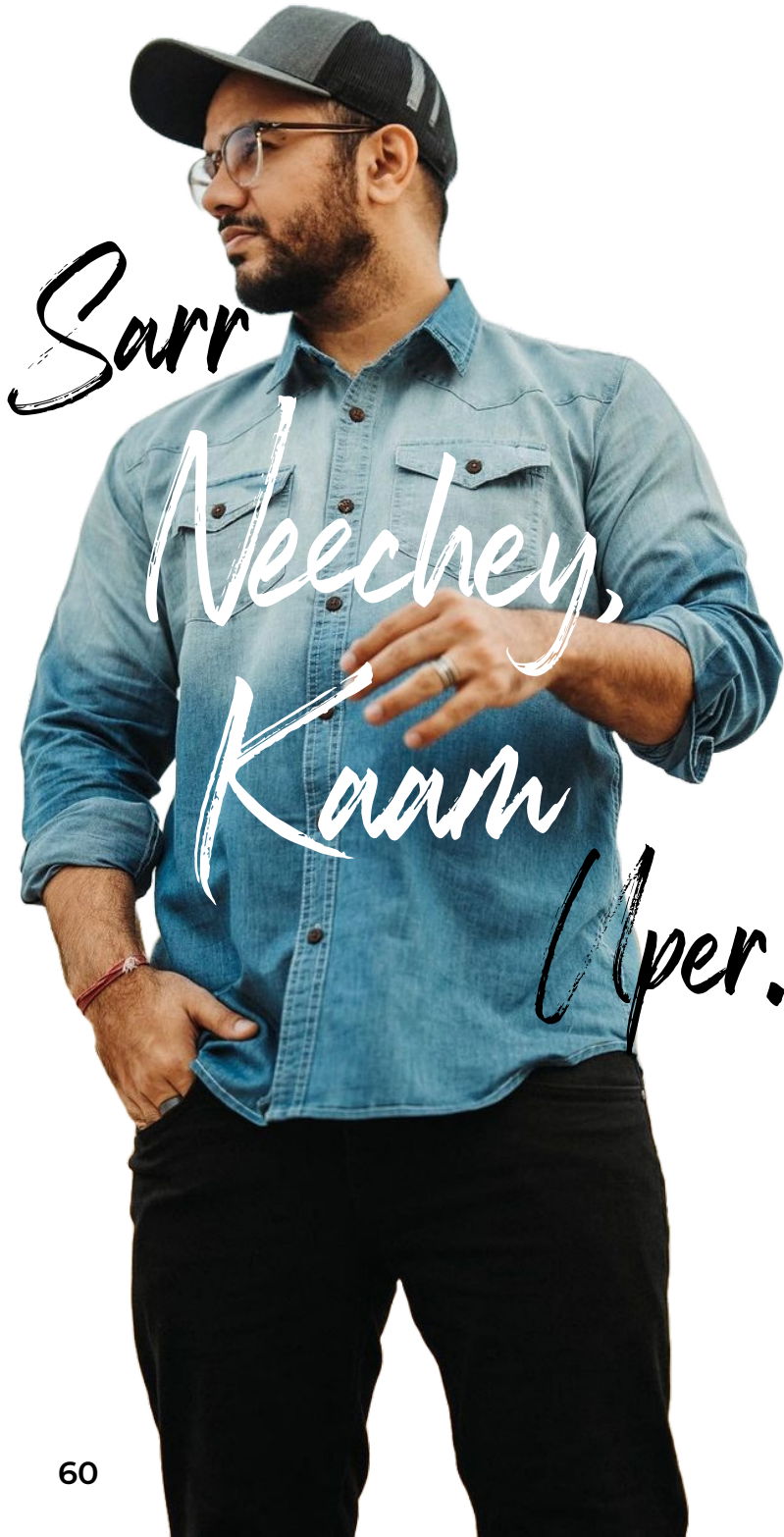


Roots & Rhythms.

IRFAN JUNEJO.

A FLAVORFUL JOURNEY THROUGH KARACHI'S CULINARY LANDSCAPE.

BY ANSA HAMEED AND IRFAN BIN SHAREEF



Irfan Junejo, a name synonymous with captivating travel and lifestyle vlogs, has recently ventured into a new realm that is as rich and diverse as the landscapes he once explored: the world of food vlogging. With a particular focus on Karachi, the city known as the culinary heart of Pakistan, Junejo's latest series offers his audience an intimate taste of its bustling food culture.

KARACHI THROUGH ITS FLAVORS

Karachi is not just Pakistan's biggest metropolitan city; it's also its gastronomic epicentre. Irfan Junejo's foray into food vlogging showcases this brilliantly, with each episode a loving ode to the city's varied culinary offerings. From street food to traditional home cooking, Junejo's journey is a culinary map of Karachi's soul.

One of the first episodes features an immersive exploration of Biryani, a staple that towers in Karachi's culinary scene. Junejo not only savours different variations but also dives into the historical roots of this beloved dish, engaging with local chefs who share their secrets and stories.

STREET FOODS & STORIES

Junejo's vlogs highlight not just the food but also the stories of those who make it. A memorable reel dives into the world of *Shams Chaat*, located in Garden East and functioning since 1970. What makes this Chaat distinctive is that you are not allowed to mix it as all the chutneys are layered, and if you try to combine them, the chaat will turn into khichdi as disclosed by the owner.

As he navigates through crowded stalls, the camera captures the vivid imagery of spices. Junejo's interaction with these vendors adds a personal touch, making viewers feel as if they are right there, tasting the tangy and spicy flavours of this popular street snack.

Another standout reel focuses on Nihari, a slow-cooked stew that is a breakfast favourite in Karachi. Junejo visits Zahid Nihari eatery, located on Tariq Road, which has been serving Nihari for decades. This place knows that quality comes at a price, as they do not compromise on quality by utilizing fine spices in their dishes. During his visit, Junejo learns about the meticulous process of making this dish from scratch. The episode is not just a feast for the eyes, but also an educational journey into the patience and passion required to create such a complex dish.

Moving on, in another reel, Junejo highlights the struggle of a man who lost his job, but it convinced him to become an entrepreneur. This is the story of a man named Farhan who has started his momos business under the name *Ali Baba Momos*, located in Nazimabad. As many people are not familiar with Momos here in Karachi, to attract customers, he has installed a screen on his cart that shows the making of this snack. For the curious ones, he gives free samples as well, and when a person tries one, he cannot resist the urge to get more.

Junejo knows that Karachiites cannot survive without

ROOTS & RHYTHMS

French fries, as fries are the staple snack of the streets of Karachi, due to which he has uncovered a gem known as *Taddy Uppa Fries* located in Karimabad. Taddy is the name of the owner and Uppa means brother in Korean, so altogether it is Taddy brother or Taddy Bhai as in Urdu. Taddy Bhai randomly opened his fries cart 24 years ago, and today he is known as the legend of fries in Karimabad.

Irfan Junejo is a gastronomic sleuth when it comes to finding underrated cuisines and preserving them through a lens gracefully. In just the same way, he discovers *Asli Peshawari Soup*, which has been running for the past 60 years in Paposh Nagar. The uniqueness of this shop is that they have been selling only one item, which is Yakhni, since the beginning, and the people are still not getting over it.

THE SWEET SIDE OF KARACHI

No culinary tour of Karachi would be complete without diving into its sweets, and Junejo ensures his viewers get a taste of this as well. His reel features *Super United Dairy*, a 24-hour-running sweet shop located in Saddar that is famous for its *Doodh Jalebi*, a traditional sweet treat. Its crafting involves a deep-fried sweet made from wheat flour batter and served with hot milk. An intriguing aspect of this locale lies in its absence of a shutter, as aforementioned; this place runs 24/7, due to which it does not need a shutter to shut the shop.

Next, Junejo covers Malpura, a traditional Indian sweet dish made by frying the batter, usually consisting of flour, milk, and sugar, in ghee, soaked in sugar syrup flavoured with cardamom, saffron, or rose water. Malpura is often served as a dessert during festivals like Holi and Diwali in India, and in Pakistan, it is cherished during Ramadan.

Junejo tours *M. Suleiman Mithai Wala*, a Bombay sweet mart that started its journey in 1925 from India. After partition, the owner moved to Pakistan and opened the shop in Kharadar, and since then, it has been prominent for its Malpuras.

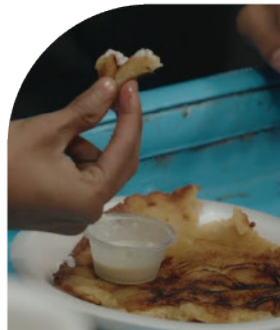
Moving on, to beat the extreme weather in Karachi during the summers, Junejo has come up with another undiscovered gem, *Sufi Sharbat*, located in Lyari for the past 40 years. It is a juice made with kheer, a sweet rice pudding, and malai, which is a type of clotted cream. This beverage is ideal for combating the summer heat.

MORE THAN JUST EATING

What sets Junejo's food vlogs apart is his focus on the narrative behind the cuisine. He doesn't just eat; he listens. Each vendor has a story, and each dish has a history. His cinematic style translates beautifully into food videography. Each frame is thoughtfully composed, whether it's a close-up of sizzling kebabs or the wide-angle shots of bustling marketplaces. His editing style, which gracefully stitches together scenes with soothing background music, creates an immersive experience for the viewer.

Irfan Junejo's transition into food vlogging is a vibrant journey into the heart of Karachi. Each episode is a celebration of the city's rich culinary traditions, presented through Junejo's unique lens. For food lovers and cultural explorers alike, his vlogs are not just informative but a sensory experience that captures the true flavour of Karachi, one dish at a time. As he continues to explore, taste, and discover, Junejo is doing more than just filling bellies. He is telling the story of Karachi, one bite at a time!

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FROM HERITAGE TO HAUTE COUTURE

The Thrilling Evolution Of Fashion

BY SHAFIYA ZAHRAH

Have you ever wondered how fashion has evolved from traditional attire to the modern, modest wear we see today? Fashion's journey is nothing short of fascinating, evolving rapidly while still leading the way in the contemporary fashion scene. Let's dive into this captivating narrative that showcases the evolution of fashion and the timeless appeal of traditional styles.

MEN'S ETHNIC WEAR

Who said men's kurta collections are boring? Far from it! Men's kurta shalwar is not just a piece of clothing; it's a symbol of Pakistan's rich cultural heritage. With a variety of styles featuring delicate hand embroidery and mirror work, these kurtas are a must-have. Think about vibrant colors and endless versatility—update your wardrobe to stay on-trend. When you style them right, you'll undoubtedly stand out in the crowd. These days, kurta pajamas are all the rage among youngsters. Perfect for traditional festivals and special events, classic mirror-work kurtas are truly splendid. Here are a few you should check out:

1. Silk kurta with mirror work.
2. Cotton ethnic kurta with mirror work.
3. Embroidered Lucknow mirror work kurta.

Pakistani designers like *Amir Adnan* are mixing mirror work with other techniques like *zardozi* (metal embroidery) and *aari* (chain stitch) to create unique runway pieces. Talk about blending tradition with modernity!

CHIKANKARI CHIC

From Lucknow to Mumbai, and now making waves in Lahore's Anarkali and Karachi's Zainab Market, everyone is in love with chikankari kurti. These kurtis, ranging from white to beige, are incredibly versatile. Pair them with shalwar or jeans, and wear them to a

wedding or university—they're sure to give you those authentic brown kuri vibes. You can check *Image Est.1993* for:

1. White chikankari kurti with intricate embroidery.
2. Beige chikankari with pastel thread work.
3. Long chikankari kurti with gotta patti
4. Georgette chikankari kurti with lace.

And if none of that suits your style, how about wearing a chikankari kurti with bell sleeves and feeling like a princess?!

THE TIMELESS ELEGANCE OF GHARARA

Gharara fashion is like a beautiful time capsule, taking us back to the late 19th and early 20th centuries. Once a daily attire for women in Bangladesh and Pakistan, Ghararas have a timeless grace, blending traditional elements with a unique charm. Icons like Fatima Jinnah and Begum Rana Liaquat Ali Khan styled ghararas so exquisitely that they inspired an entire nation.

Today, the gharara is making a stylish comeback, especially among young girls. They love pairing breathable, traditional ghararas with a touch of desi lawn fabric for a perfect summer or casual look, with brands like *Generation* and *Ethnic* leading the way.

REVIVAL OF SAREE IN PAKISTAN

Did you know that before 1947, sarees were everyday wear for women in India? After the partition, this beautiful fashion traveled with Bihari migrants to Pakistan. Despite facing various taboos and stigmas in some communities, the saree has endured and evolved.

In the 1970s, both Hindu and Muslim women wore cotton, chiffon, and silk

sarees. The 1971 separation from Bangladesh brought significant changes to clothing styles, but sarees remained popular.

Interestingly, General Zia ul Haq even allowed military women to march in sarees in 1971!

The 1980s saw a shift towards head coverings under Islamic guidelines, but sarees still found their way into fashion.

Bollywood and cross-border marriages have also kept the saree trend alive. Fast forward to 2024, and the saree is making a grand revival in Pakistan. Its rich cultural legacy, passed through generations, embodies grace and craftsmanship.

Pakistani brands like *Khaadi*, *Generation*, and *Ethnic* are now blending traditional techniques with modern elegance, creating casual sarees with stunning embroidery, beadwork, and intricate patterns.

Teenage girls love wearing sarees for casual events like farewells and birthdays. Their love for sarees is never-ending. Trendy solid colors provide a sleek and slim look, while traditional elements make them interesting, eye-catching, and always a topic of conversation.

Fashion isn't just about clothing; it's a beautiful blend of history, culture, and innovation. From kurtas to ghararas and sarees, each piece tells a story of tradition meeting modernity, creating a timeless tapestry of style. So why not explore these timeless pieces and add a touch of tradition to your wardrobe? Dive into the rich heritage of fashion and find the perfect piece that speaks to you.

Happy Styling!

GILGIT & ITS ENCHANTED RHYTHMS

DANCE, MUSIC, AND, TRADITION

BY NATALIA HAIDER

Have you ever wondered about the vibrant cultures that thrive in remote corners of the world? People love learning about diverse and rich cultures, which piques their interest and fuels their desire to explore. It wouldn't be fair to discuss culture and art without delving into Gilgit. Many people don't know about the vast customs and traditions of Gilgit Baltistan. You might be wondering, why people frequently discuss its culture, dance, and, music? These were some of the questions I had when I was researching its culture, and you might also be curious to know what makes it so special. If that's the case, I'm here to help you discover the culture and art of Gilgit.

GILGIT: A HUB OF CULTURE, DANCE, AND MUSIC

The culture of this region is a fascinating mix of Tibetan, Mongolian, and Central Asian influences. The people, primarily Tibetan Buddhists, have been influenced by Tibetan culture for centuries. They're known for their warmth and hospitality, and their traditions and customs are rich and deeply rooted.

Now, let's talk about dance and music. The people of Gilgit love to dance to the loud rhythm of their traditional music. While there are some variations in lyrics from region to region, the spirit of their music remains vibrant and captivating. Each part of Gilgit Baltistan has its own unique and beautiful dances.

So, without diving too deep, let's explore the different forms of dance and music that have evolved in the various regions of Gilgit Baltistan. Are you ready to be enchanted by the cultural tapestry of this incredible place? Let's get started!

TRADITIONAL DANCES



SWORD DANCE

In Gilgit Baltistan, one of the most popular and thrilling dances is the sword dance, known as "Chaupala." Imagine men wielding swords and performing acrobatic moves to the pulsating beat of drums. This dance is a powerful display of strength and courage, making it a highlight at weddings and other celebrations.

COWBOY DANCE

The cowboy dance of Gilgit culture, known as "Payaloo," is a vibrant and energetic traditional dance performed by men in cowboy outfits. Picture this: dancers donning wide-brimmed hats, vests, and boots, moving to the capti-

ating tunes of the *damboora*, a traditional stringed instrument. This dance isn't just about the moves—it's a lively celebration of the region's nomadic heritage. You'll often see Payaloo at festivals and other joyous gatherings, where it showcases the dynamic and spirited essence of Gilgit's local culture.



OLD MAN DANCE

The old man dance of Gilgit culture, known as "*Baba Ghimay*," is a traditional dance where performers dress up as *elderly men*. They wear costumes that make them look like old men and perform *funny* and *exaggerated movements* to entertain the au-

dience. It shows the community's love for humor and traditional storytelling. It's a delightful reminder that in Gilgit, even the elders know how to cut a rug and have a *grand time*!



ROFF DANCE

Roff dance is a cherished tradition in Gilgiti culture where *women form a circle*, and dance together in perfect harmony. This beautiful dance symbolizes unity and togetherness, showcasing the strong bonds among women (sister code, anyone?). As they move gracefully to the rhythm of the music, accompanied by drums and other traditional instruments, it's clear that in Gilgit, sisterhood is truly a *dance in the park*!



TRADITIONAL TUNES OF GILGIT

BAZMI

Bazmi tune assists the performer in getting into the highly energetic rhythm of the dance. It shows some electric and fast moves by the performer(s).

SOUSE

This music is played in *sword dancing*. This dance resonates with *martial arts rhythms* and *stunts* to assist the sword dance performer. It is fast, rhythmic, and full of rigor.

DANI

Dani is a unique tune for a form of dance. When the tune is played, the dancer starts with a *sprinting style*. The performer, before properly getting into the rhythm of the dance, comes in front of the musicians (ustad), and then he starts making his moves. This

type of tune is most famously played during *marriage ceremonies*, in *polo*, and in *football* too.

BULLA

Bulla is a Brushaski word that means polo. As polo is called the '*king of games*', it is famous in Gilgit Baltistan and Chitral. While playing on the field, when a *polo player scores a goal*, the musician plays a certain music with their musical instruments, mainly the flute and drum (Dadang). This particular *hareep* or tune is played to pay tribute to the player who scores a goal.

YUDAANI

Yudaani is a tune played to *encourage the soldiers* on the battlefield. This music is also played to pay tribute to the bravery of soldiers on the battlefield.

In the past, Yudaani was said to be played in reverse order to confuse the opponents on the battlefield. Today, this tune has lost its relevance, but it's still liked and played at marriages and various social gatherings.

AJOLI (SUSHTOWAR)

This tune is played during the *bride's departure* from her father's home to her new home, marking one of the most joyous and celebratory moments. Led by the groom, this dance is a vibrant expression of happiness and festivity. As the groom takes the lead, he is soon joined by many other enthusiastic dancers, creating a lively and memorable celebration of love and new beginnings.

MUSICAL INSTRUMENTS OF GILGIT BALTISTAN



DAMAL

Damal, or *damama*, is a combination of two little drumsticks that are used to beat the damal. In addition, damal is made of mulberry wood and the leather of cattle.

SURANAI & RABAB

Many indigenous musical instruments are brought to the region from Central Asia, i.e. Rubab. Rabab/Rubab is small-

er in size as compared to a guitar, but it is considered to be a pivotal instrument in indigenous music. There is a flute-like instrument called the Suranai. It is comparatively bigger than the flute.

SITAR

Sitar is made of locally available mulberry wood. The base of the Sitar is bulged on one side and flat on the

other. The body of Sitar is just like that of a guitar, but it is purely made of wood. There are five strings in a Sitar, consisting of two bridges (Kherak in Brushaski).

DADANG (DRUM)

Dadang is a local word for drum, and it's cylinder-shaped. Both sides of the dadang are made of leather, and the inner part is hollow.

In Gilgit, where tradition meets rhythm, dance, and music tell the stories of bravery, unity, and joy. From the thrilling sword dances to the vibrant Payaloo, each performance is a testament to the region's rich heritage. The melodies of the suranai and rabab resonate deeply, making Gilgit's culture unforgettable. Ready to be enchanted by this cultural paradise? Plan your visit to Gilgit and experience its magic firsthand!

FROM TRADITION TO RENAISSANCE

The Journey Of Urdu Theatre In Pakistan

BY MIDHAT ZEHRA & ATTA HUSSAIN

Urdu theatre has come a long way, from the **lavish palaces of Lucknow** to the **bustling streets of Karachi**, from bridging gaps between tradition and modernity. Actors, playwrights, and producers have worked together to create this magnificent tapestry. Let's explore the magical moments together and get in touch with our traditional roots.

NATYASHASTRA (SCIENCE OF DRAMATURGY)

Natyashastra is considered to be the **guidebook of theatre** as it describes different genres of acting, emotion, dance, and, costume guiding actors, play writers to communicate their art with the audience. Sanskrit art forms influence the theatre of South Asia countries like Pakistan, Bangladesh, and Nepal.

SANSKRIT BHAND

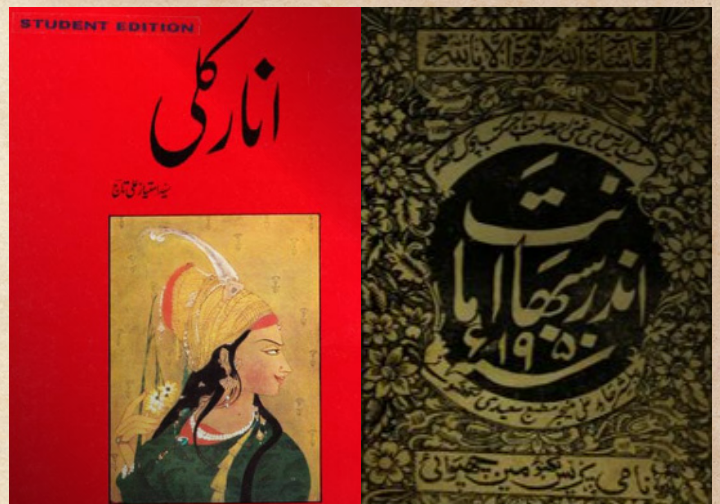
Parallel to religious sacred theatres, street bhand are also a **source of entertainment among common villagers**; these specific plays were also mentioned in the poetry of **Nandarshi and Nooruddin in the 15th century**. These plays were performed on common streets as villagers could not afford the high-maintenance entertainment. **Puppetry, storytelling, and bhangray** were used during these bhand to gain audience interest.

INDER SABHA ("THE HEAVENLY COURT OF INDRA")

During the mid-century, theatre was evolving rapidly. Numerous plays by Hindus were composed of their religious myths, while the Muslims of Hindustan largely rejected this form of entertainment. However, the first Urdu play, written by Agha Hassan Amanat and staged by the last Nawab, Wajid Ali Shah, in 1853, marked a turning point. This drama, based on the story of Peri Jamal and Prince Gulfam, gained popularity among Muslims, providing them with their own form of entertainment. The tradition of Urdu plays also influenced the Parsi community to enhance their theatrical productions.

PARSI THEATRE

During the 1880s, Urdu was the predominant language of the subcontinent. The Parsi community recognized its significance and began translating their plays into Urdu, which led to the Parsi theatre's dominance in the region for almost a century. Despite its name, Parsi theatre was a diverse platform, involving Parsis, non-Parsis, Muslims, Christians, and Hindus who collaborated in writing plays, composing music, and creating songs. Popular dramas from this era included "Blumangal" and "Naik Parveen." Theatre evolved from focusing on religious stories and myths to addressing the suffering of common people.



PEAK OF URDU THEATRE

During the years 1860-1930, Urdu theatre was at its peak, producing original content. A milestone in Urdu drama was the play "Anarkali," written by Imtiaz Ali Taj in 1932, which combined the popular folktale of Sasi Punnu with real historical characters like Emperor Akbar and Jahangir. The Victoria Natak Mandali theatre group was also a major contributor to Urdu theatre, translating English plays into Urdu and adding their own unique touch. Renowned figures such as Imtiaz Ali Taj, Krishna Chandra, Saadat Hassan Manto, Rafi Pir, and Upendranath Ashk were legends of this era.

POST PARTITION ERA

After the partition, despite facing religious constraints, small theatre groups were established across the new country. Lahore emerged as the hub of art and culture, with many well-known English plays being adapted into Urdu and staged at the Alhamra Arts Council. Notable figures such as Kamal Ahmad Rizvi, Naeem Tahir, Shoaib Hashmi, and Khayam Sarhadi were associated with the Arts Council during this period.

DARK AGES

During the 1970s and 1980s, it is commonly believed that Pakistani theatre experienced a period of stagnation due to the political climate of the time. Zia-ul-Haq's censorship of plays and the withdrawal of state support contributed to this decline. However, this political repression ironically inspired a new wave of creative political expression. A brand of theatre focused on social change emerged, led by groups such as Ajoka Theatre, headed by Madiha Gauhar and her husband Shahid Nadeem in Lahore, and Tehrik-e-Niswan in Karachi, founded by iconic classical dancer Sheema Kermani.

MODERN THEATRE

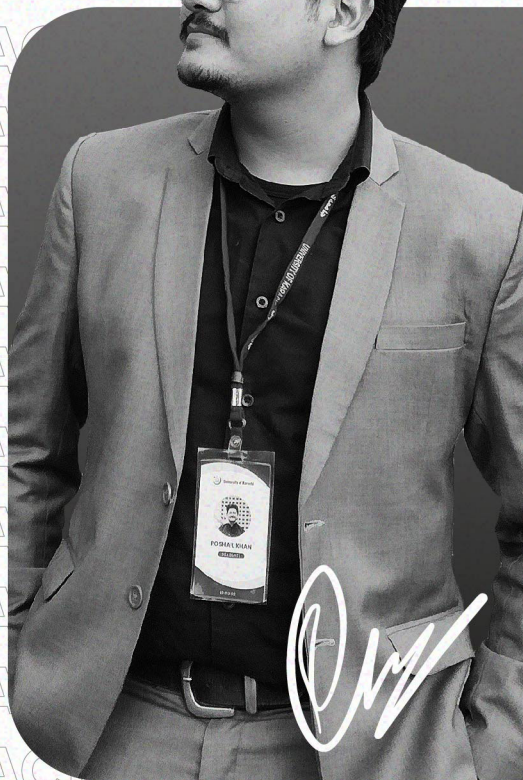
In Pakistan, theatre has seen a renaissance since the beginning of the twenty-first century. NGOs and other private organizations have played a significant role in this revival by fostering relationships with international theatre companies. Universities have also been instrumental in Pakistani theatre's comeback. Institutions such as the National Academy of Performing Arts in Karachi and Beaconhouse University in Lahore now offer theatre programs, contributing to its resurgence.

Urdu theatre has indeed traversed a rich and vibrant journey, weaving together tales of tradition and modernity, from the streets of Lucknow to the cultural epicenter of Karachi. It has embraced diverse influences—from ancient Sanskrit traditions to the dynamic narratives of post-partition Pakistan. Today, as we celebrate its resilience and evolution, let's continue to cherish and support this art form that connects us to our roots and reflects our collective stories!



IMAGE COURTESY: 1ST DESIBLITZ, 2ND SOUTH ASIA INVESTOR REVIEW

اردو تھیٹر



HALL OF FAME

THE RISING FACES OF MCD

ACHIEVEMENTS

(2024) Currently directing an upcoming documentary funded by Oscar-winning director Sharmeen Obaid Chinoy, under mentorship from Hollywood director Jesse Epstein.

(2023-2024) Directed the second camera, DVCs for Chef Icon by Unilever Food Solutions, DVC for Peridots, and 90 DVCs for Barwaqt.

(2023) Directed the digital campaign and executed promotions for the 2023 feature film "Teri Meri Kahaniyaan" by Na-deem Baig and Nabeel Qureshi.

(2023-2024) Director/ videographer for BEYOND 50, in collaboration with Meta and Google.

(2022-2024) Vocalist of Gul Ahmed's 2023 spring campaign, "Chunri". VO artist in "Teri Meri Kahaniyaan", and performed at local festivals.

(2022-2023) Social Media Executive for SEEPRIME.

(2021-2023) Directed two documentaries for MAATI TV, and executed the Hands Flood campaign.

(2021-2022) Trained at International Relations Academy by OIC, presented the 2022 position paper on "Pak-Azerbaijan dynamics" for the Pak-Azer embassy.

(2021) Certified in 'English for Journalism' by the University of Pennsylvania.

Featured for documentary work in the Daily Times, Express Tribune, and Friday Times.

MAIRA PASHA

4TH/FINAL YEAR - ELECTRONIC MEDIA

ACHIEVEMENTS

(2022-2024) Associate Content Manager for Thinking Dots Productions, including YouTuber Junaaid Akram.

(2022-2024) Served as Director of Corporate Affairs and Marketing and later became the Vice President of the Karachi University Debating Society.

(2023) Helped introduce UoK's first harassment policy for student societies.

(2022-2023) Awarded two gold medals for extracurricular excellence by the University of Karachi and a letter of appreciation from the Department of Mass Communication.

(2022) Screened a short film at the Arts Council and a documentary at the Humara Lyari Film Festival (2024).

(2021-2024) Received four fully funded fellowships and trips from Maati TV, Mehrdar Art & Production, Voice of Balochistan, and HEC.

(2021-2024) Organized and conducted several creative and corporate workshops for the students of UoK.

(2021-2024) Managed a national award-winning theater play, and participated in numerous MUNs and declamations.

(2021-2023) Featured in The News as a rising documentary maker in Pakistan. Directed, produced, and researched 7 mini-documentaries.

Hosted three all-Karachi events and panel discussions at the Arts Council.

ROSHAIL KHAN

4TH/FINAL YEAR - ELECTRONIC MEDIA



AISHA MANZOOR BAIG

4TH/FINAL YEAR - ELECTRONIC MEDIA

HALL OF FAME

ACHIEVEMENTS

(2024) Won gold at the All Pakistan Inter-varsity Chess Championship, representing Karachi University. Scored a draw with the top female chess master, Mehak Gul.

(2023) Achieved 7th Rank at PSO Sindh Qualifying Chess Championship.

(2022): Organized the first U-25 Chess tournament at Lincoln Corners.

(2022) Shortlisted for a mentorship program at TCM Academy. Produced a documentary on urban forests in Karachi that was published on their official channel.

(2022) Participant at Maati TV Digital Advocacy Camp in Lahore.

(2022) One of the youngest participants in the "Media Hack" Hackathon organized by Media Matters for Democracy.

(2022) Represented Sindh in Pakistan's largest chess tournament under the Engro Mind Sports Program.



RAZI UD DIN AHMED WANI

4TH/FINAL YEAR - ELECTRONIC MEDIA

ACHIEVEMENTS

(2023-2024) Currently working with UNDP and CEJ IBA on a pioneering initiative to combat misinformation and disinformation in Pakistan.

(2023-2024) Former General Secretary at the University of Karachi Debating Society established the Model UN wing, introduced the first harassment policy, and received a double gold medal and a letter of appreciation for outstanding achievements.

(2022-2023) Former Assistant Director and Digital Content Lead at Teeli and Dawn Media Group.

(2023) Former Creative Writer at Thinking Dots.

(2023) Writer, Director, and Actor of the award-winning Theater Play.

(2017-present) Freelance Writer and documentary filmmaker.

(2017-2024) Won numerous awards in debating and hosted events at esteemed venues.

Awarded fellowships from The School of Writing, Mehrghar, and MaatiTV.

Participated in over 30 MUN conferences and served as a judge in various competitions.



HALL OF FAME

ACHIEVEMENTS

(2024) Received the HerEarth Advocates Fellowship grant from SOC Productions and is currently working on a climate change documentary under this grant.

(2023) Worked as a designer and social media resource for My-Cavago, a Portuguese equestrian firm.

(2021-2022) Received multiple fully-funded storytelling fellowships from Maati TV focusing on peace and civic education themes and worked on several short documentaries under these fellowships.

(2022) Organized and managed a large-scale educational conference under Women Building Cohesive Societies, offering workshops and sessions for university students and teachers.

(2020- Present) Have worked with 300+ international clients as a freelance designer.

(2017) Currently an alumna of the US Summer Sisters Exchange Program and The Eleanor Roosevelt Center, New York, as part of the Girls' Leadership Worldwide camp that took place in Hyde Park, New York.

SHIFA

4TH/FINAL YEAR - ELECTRONIC MEDIA



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FLASH FICTION

WHEN THE WORLD FADES

BY SAMEEN SHAKEEL

I woke up with a pounding headache, my head throbbing so hard that it felt like my skull was going to split open. I blinked my eyes a few times, trying to clear my blurred vision. The place where I found myself was dark and cold, with only a faint light filtering in through a small, dirty glazed window. My body was aching all over, and I could taste blood on my lips.

My mind struggled to piece together what had happened, but then a sharp pain shot through my head and a vivid flashback rushed in. My village, a peaceful little town called Lindenbrook, was under attack by the Russian Mafia. The air was thick with smoke and cries of fear. Gunshots rang out, and flames danced across the rooftops. I could hear people screaming as they tried to flee the chaos. Then the masked men appeared, dragging away children and other villagers. The fear and panic I felt were overwhelming as I was captured along with the others.

The memory faded, leaving me with a knot in my stomach and a racing heart. I needed to escape. I had no choice.

I forced myself to my feet, ignoring the pain in my leg, and glanced around at the small cell. There were no restraints on me, which was a small relief, but I could still hear footsteps and the cries of other children nearby. Men were dragging them away, their voices cold and cruel. "The order came in yesterday," I overheard one of them, his voice low and rough. "They need six kidneys and three livers. That buyer's offering a good price for fresh organs on the black market."

My stomach churned as I tried to process the chilling conversation. My worst fears were confirmed. My thoughts raced, and one word echoed in my mind: human trafficking. I had to get out of here before I became a part of this horrific trade. My eyes landed on the small window, and a glimmer of hope sparked within me. It was my only chance to escape.

I slammed my elbow against the dirty glass, pain shooting through my arm as the window shattered. Ignoring the sharp cuts and the blood trickling down my skin, I pushed my way through the opening and tumbled out of the cell. The shock of sunlight blinded me for a moment, but I didn't hesitate. I had to run.

I stumbled forward, my injured leg slowing me down, but I pushed myself as fast as I could, my only goal being to get as far away as possible. My breaths came in ragged gasps, and my vision swam with pain and exhaustion. But then my hopes were shattered when a bullet pierced my ankle. I screamed in pain and fell to the ground, clutching my foot.

Two figures appeared before me, their outlines blurred by the sunlight in my eyes. I tried to see them clearly, but I couldn't. One of them spoke, his voice cold and menacing.

"You never should have tried to outrun the Bratva's Devil, Harry."

My eyes widened, almost bulging out of their sockets, when I saw a face all too familiar. "Uncle?" I coughed out with the little life left in me. The betrayal washed over me, drowning me in fright and leaving me baffled. "Why?" I croaked, my voice nothing but a mere whisper.

"Your father should've let me be the tribal chief when I asked him nicely. Now let him suffer the consequences at the hands of his own son."

The words rang in my ears as I realized my fate was sealed. I tried to fight against the pain and the darkness closing in, but I knew it was too late. The world around me faded, and I accepted what was to come.

*"When The Devil Wears A Familiar Face,
Trust Becomes A Lethal Gamble."*

A DEBT TO BE PAID

BY ZUNAIRA FATIMA

IMAGE COURTESY: FREEPIK

The soft beep of the heart monitor fills the room. It's a direct contrast to the shallow breaths of the man lying on his deathbed, waiting for the devil to make an appearance. Or so he claims. The old man struggles to catch one breath at a time. His eyes constantly scan the room for any signs of unusualness.

"I see you're up early." He looks in the direction of the door. The nurse enters the room and proceeds to check his drip.

"Yeah- uh. I had a nightmare." He spoke with great difficulty. It was a chore to get these small amounts of words out.

"Having nightmares this early in the morning? While the sun is barely out? Usually not a good sign", she smiles softly. The man returns the gesture, but it's difficult for him. His body feels as fragile as autumn leaves clinging to a branch, ready to be carried away by the gentle breeze. With his worsening condition, it's a miracle that he has made it this far.

The old man appears to be in a pitiable state, as the nurse has never seen any visitors come to see him. His only source of happiness seems to be the sight of the changing seasons outside his window and his interactions with the nurse. However, a few weeks ago, he started experiencing discomfort from the light coming in through the window, and since then, he has kept the curtains closed. As a result, his only source of joy now is his interactions with the nurse.

The nurse detaches the IV drip and attaches a new one. The man sees the same scar on her arm as he has seen for the last few months. It seems like it is a pretty nasty stab wound. It's one of the many things he was curious to know about her. He always thought about inquiring, but he also has a couple of unexplained scars he doesn't want to discuss. It's wise to let sleeping graves lie.

He motions towards her scar before he can overthink himself. She looks at it and raises an eyebrow. "How?" he asks. This was all he was able to do.

"You're asking me how I got this scar?"

He slightly nods. He was dying. He knew that. He might as well satisfy his curiosity.

"Oh, it's a long story," she sighs. "And not a pretty one." Her tone might be sombre, but there was definitely a thrill in

her voice. "And it's a top-secret," she winked to lighten the atmosphere.

"I'll take it to the grave," he said, giving her a pointed look. The nurse laughed and sat down beside him. People knew they had bonded greatly during his stay. Ever since he was admitted, she's been his nurse, giving him extra attention and care. She even visited him on her days off and checked his reports and medicine daily. She had become a daughter he never really had.

It was still dark outside, and she didn't have any piled-up work. She looks at the monitor and the drip before she shakes her head. "I suppose it's finally time."

"Come down for dinner, or it's no dinner for you, guys!" The woman shouted from downstairs.

"Coming!" The two kids replied simultaneously.

The little boy knocked on the door to a small bedroom. "Let's go quickly. Mom says no dinner. Hurry up!" He whined.

His older sister looks back from her closet. "Yeah, I know. I am coming in second. You go ahead."

There was a sharp knock at the front door. "I will get it!" The boy exclaims and hops downstairs, not before giving his sister a warning look. His sister chuckles and resumes to find her favourite hoodie. Just as she was about to grab it, a scream filled the house. It was her mother's.

Her stomach drops before she dashes downstairs. Her heart is beating faster than ever. She sees her brother's lifeless body by the front door. He was lying in a pool of blood. No longer was he hopping and jumping.

Her mother was crawling to escape a few feet away from him, but a sturdy man had her hair in his tight grip. "Now, where do you think you're going?" He sneered at her.

Just before the knife met her throat, her father covered her eyes. She stood, paralyzed, in the middle of the room. She couldn't comprehend what was happening.

"Go and hide somewhere. Go, GO!" Her father whispered and pushed her back upstairs. It was then her senses

FLASH FICTION

kicked in. She ran upstairs and into her closet. Her favourite hoodie lying on the floor. She tried to shrink herself as small as possible and hide where that monster wouldn't catch her. She had her heart in her ears.

The mother's agonized shrieks and her father's shouts continued for a while. And then there was complete silence. THUD. THUD. THUD. The sounds of heavy footsteps climbing the stairs. Nearing her slowly. "I know you're here somewhere." The killer singsong. That monster was enjoying his adventure.

It stopped at the base of her closet. She bit her hoodie, trying to keep her sobs in. Suddenly, the closet's door opened, and the man lunged at her.

"Here you are!" He smiled at her. She screamed, tossed, and attacked him like a wild cat.

"Get away from me; leave me alone!" she shouted. The man threw her right across the room. The pain shut her up. Just then, another man entered and grabbed the sturdy man's hand.

"Let's go, boss. We have done what we came for."

The boss jerked his arm out of his grasp. "The debt is still not fully paid. She is left."

The other man shakes his head. "It's not worth it. We have already killed him. The police could be arriving soon; let's go!" He was frustrated.

"A debt is to be paid." He reaches for her, and despite all her struggles, a nasty stab wound graces her arm. The man reaches for her again, but the distant police siren stops him.

"Let's go!" The other man was a little more assertive now. He stops his boss before he can finish her off, and the boss pushes him out the door. "We have bigger problems."

The boss looks back at her. "You're going to hell." She states it in a faint whisper. Her body was barely conscious.

The man laughed. "Oh, trust me. When my time comes, I am sure the devil himself will welcome me to hell." With that, he left the room. The last thing the girl saw was her favorite hoodie soaked in blood oozing from her wound.

The beeping of the heart monitor seemed to have increased. The old man's eyes widened.

"Y-you, you-" he said, past the point of constructing a proper response.

"Yes, I am her."

The old man's eyes shined with tears. "I am sorry." He wheezed out. "I am the- "

"I know." She cut in. "And please, don't be sorry." She waved her hand in the air as if to dismiss him.

"You do?" he asked, stunned. "But you took such good care of me."

"I did?" she smiled her similar smile. "No wonder your condition didn't improve." She gave a mock gasp.

It dawned on him. He looked at the drip and then at her. His mind was all fuzzy. He searched her eyes. He refused to believe what he was witnessing. "A debt is to be paid." She said it softly and patted his head as if he were a pet dog. "What did you do to me?" Breathing was becoming more difficult by the minute. He was choking on the air vigorously, sweat covering his body. He was barely conscious, but he kept an intense look on his face. Everything blacked out but her face. Her kind eyes and similar smile.

"Welcome to hell." She said, as the heart monitor gave its last beep.



3 Minutes

BY WAQAR HUSSAIN

In the early autumn days of October, when the leaves begin to fall, Khizer, a 32-year-old man, sits in solitude on a bench at a bus stop as the evening sun dips toward the horizon. The city sounds as usual, but to him, there is only silence. Sad and contemplative, he watches people happily heading to their destinations, all the while thinking about a life he never had. Regret looms over him, yet he still smiles, finding solace in the happiness of others.

As he sits there, a woman named Farah, 31, eventually joins him on the bench. In a hurry, she waits for her bus to arrive. Khizer glances at her and she looks familiar. Suddenly, he recognizes her and waves of nostalgia flood his mind. He slowly says her name, and she turns to him with a surprised expression but then recognizes him too.

"Khizer... what are you doing here?" Farah asks, astonished. "That's the same question I want to ask," Khizer replies, excitedly.

Farah points across the street. "I work over there at an interior designing company."

Khizer smiles, recalling how passionately she wanted to be an interior designer. "Wow... your dream finally came true."

As memories circle in his mind, he realizes how much time has passed and how much he wants to ask and tell. "Do you want to eat something? Let's have dinner together," Khizer suggests.

"Some other day, Khizer. My bus is arriving in three minutes. I need to get home early," Farah responds after a pause.

Khizer feels disappointed but understands. "Then let's talk here... we still have three minutes."

Farah, surprised by the encounter, bombards him with questions, "This is so unexpected... what are you doing here? Where have you been? What are you doing now-days? There are so many questions I want to ask. Since the second year of college, we haven't even talked. It's like you disappeared... like a lost memory."

As Khizer contemplates her questions, his smile fades. Gathering courage, he starts explaining. "Many things have happened in the last 13 years, Farah. The Khizer you

knew is gone, along with everything he had."

"Did you get married?" Farah asks.

Khizer shakes his head. "No."

"What about your friends?" Farah inquires.

Khizer, head down, reminisces. "They all left. They needed something from me and abandoned me once they got it. All those efforts for temporary happiness didn't even leave a lasting memory. I'm just surviving day-to-day." He looks at Farah, "What about you? Did you get married?"

"Not yet, but I'm living my best life," Farah says with a smile.

"You always knew how to navigate life. I failed at that. But we had a good run. The only good memory I have from that time is of you. You were true to me, and I lost you chasing others. Remember the Bands of Friendship I got for us? I said we'd always remember each other and be friends forever." They both chuckle. "I lost that band too," Khizer admits, finally finding some closure.

A silence falls between them. Farah has one more question, one she's always wanted answered. "Why did you leave, Khizer?" she asks, hoping for the truth.

Khizer hesitates but decides to be honest. "*Because... at that time, I needed relief, and you could only give me hope.*"

"And now?" Farah asks eagerly.

"*Now I want hope,*" Khizer says, looking at her with tears in his eyes.

They look at each other, holding back so much they want to say, but time doesn't allow. The three minutes they had are up as the bus arrives. Farah stands and says, "It was good to see you. We will meet again."

"I hope so," Khizer replies with a bittersweet smile.

As Farah leaves on the bus, Khizer notices she left something on the bench. He picks it up and realizes it's the Band of Friendship he gave her. Looking in the direction of the bus, he feels she gave him back what he had lost—a sense of hope.

WHISPER IN THE SHADOWS

BY SAMEEN SHAKEEL

As the sun dipped below the horizon, casting long shadows across the dense forest, Elijah, Hannah, and I set out on what was supposed to be a weekend retreat into the heart of nature. It was a much-needed escape from the trauma of the accident and the seven-day coma that followed. Hannah had told me how my family was broken when the doctors lost hope of seeing any signs of recovery. The accident had been a blur. One moment, I was driving smoothly down the road; the next, blinding lights flashed, and everything went black.

Two months had passed since that night, and although I had recovered from most of my injuries, the memory still haunted me. To help me move past it, Elijah organized a hiking trip. He knew how much I loved the outdoors and hoped it would distract me from the lingering shadows of that dreadful night and help me find some peace.

That's how we ended up in the forest, with its towering trees and winding trails welcoming us as we ventured into its depths. But when night fell and the shadows grew longer, a sense of unease settled over me like a heavy fog.

And then I heard it.

A whisper, followed by some rustling.

"Did you hear that?" I whispered, my voice barely audible over the rustling leaves. "It sounded like someone... whispering."

Hannah shook her head, trying to dismiss me. "It's nothing more than the wind playing tricks on your ears, Mia." Maybe Hannah was right. So I ignored the sound. But as we continued on our journey, the whispers grew louder and more insistent, seeming to emerge from the very heart of the forest itself.

"Maybe we should turn back," I suggested, my voice tinged with unease. "This doesn't feel right."

But before we could agree on a course of action, I heard it again. The whisper grew louder, the words now clear and unmistakable.

"You will face the consequences."

Panic gripped me as I turned around to see the horrified expressions on Elijah and Hannah's faces. They heard it too. We were undeniably being followed by something. Or someone.

A silent understanding passed between the three of us, and on cue, we bolted in the direction from which we had come. That's when the chaos erupted—the rustling of leaves intensified. Vines stretched down from the trees and lifted Elijah and Hannah off the ground, their screams of terror piercing the silence. I choked on my own fear, but I didn't stop or turn back.

"You will pay for cheating death!" The harsh whisper hissed in my ear, and I knew I was now on my own. "And anyone who aids you in defying death will meet the same fate." My skin prickled with goosebumps, my legs propelling me forward, desperate to escape the torment. My mind screamed for it to be just a nightmare, but it wasn't.

As I thought I was nearing an escape, a deafening roar tore through the air, the ground trembling beneath me.

My eyes widened. I knew that my journey was far from over. In the darkness that surrounded me, something stirred, something malevolent, biding its time, waiting for the perfect moment to strike again. And then it happened—the same shadowy figure lunged towards me, ready to tear me apart. "You will suffer for sacrificing me to the clutches of death," the silhouette barreled at me, its contours menacing and all too familiar. For a moment, I was transported back to the night of the accident. I saw the same face, smeared with crimson blood, in the driver's seat across from me just before everything went dark. And then it clicked—it was her. Her spirit.

"No," I whispered, my voice barely audible, before a blinding light forced my eyes shut, and I accepted my fate.

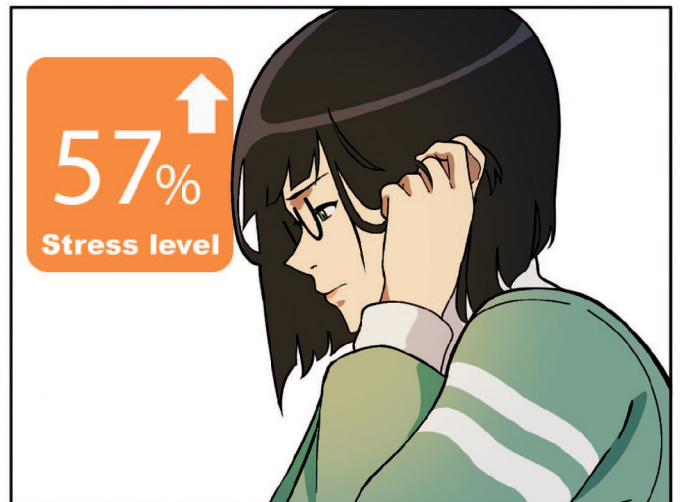
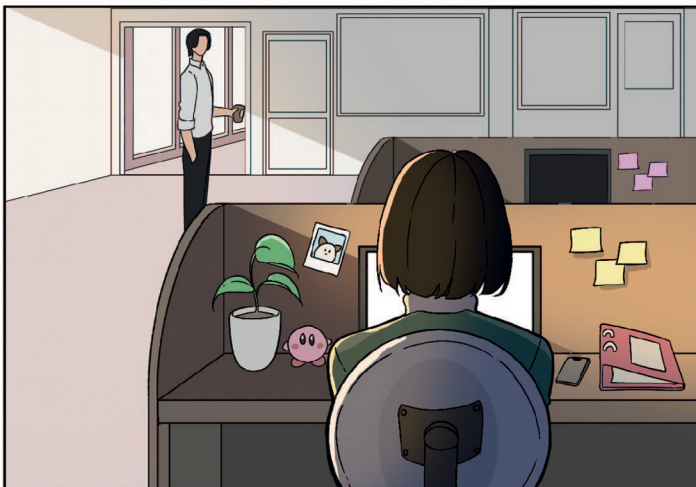
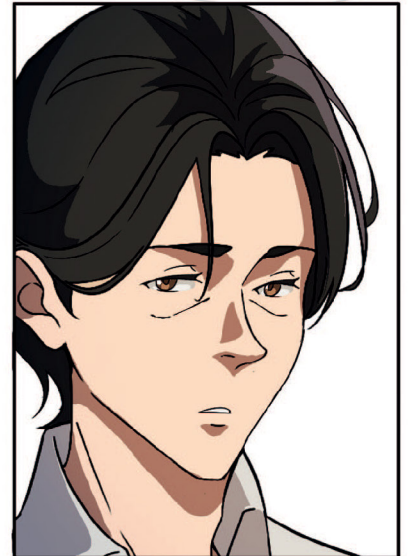
"When You Cheat Death, It Takes Notice."



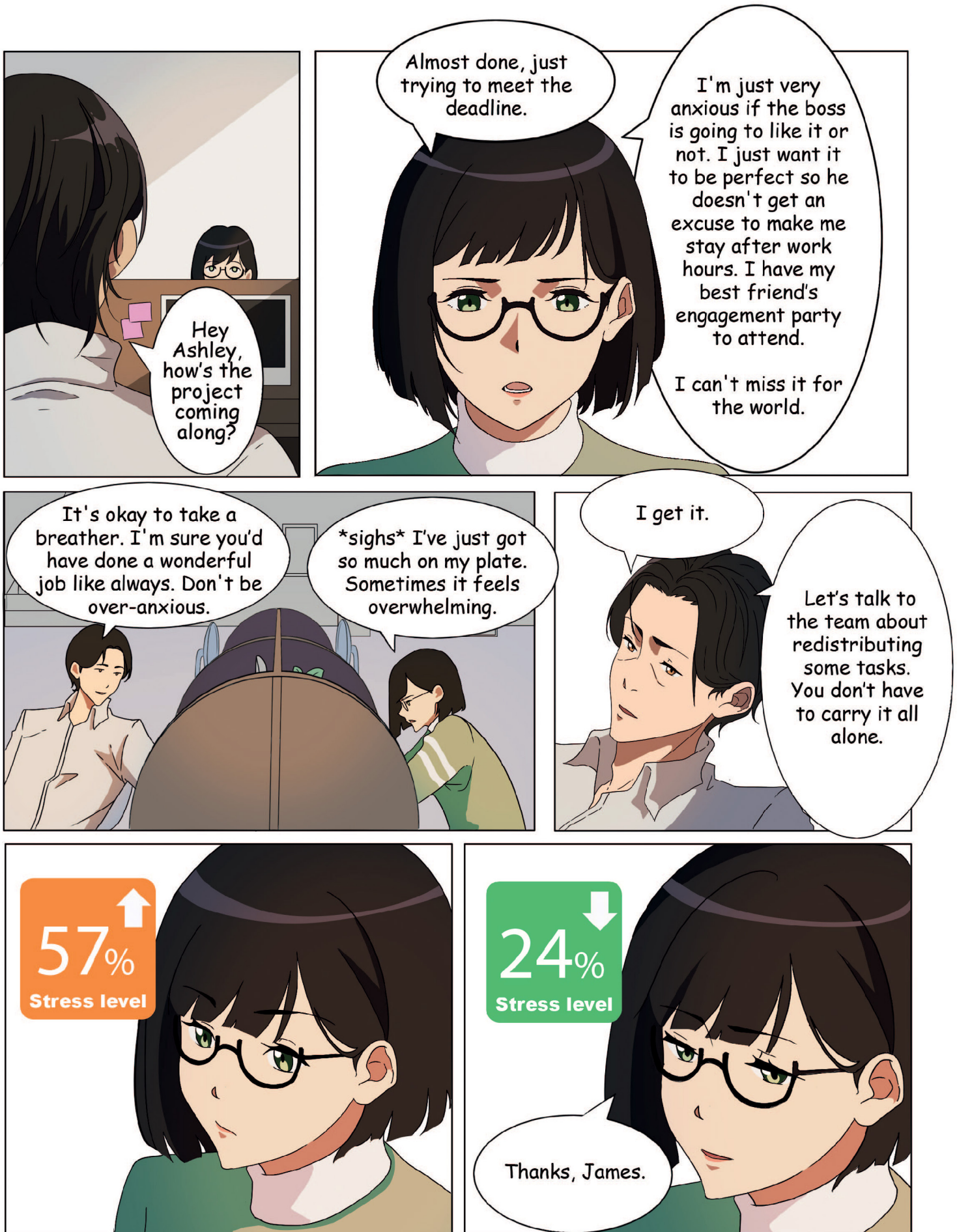
In My Shoes

A Story On Men's Mental Health

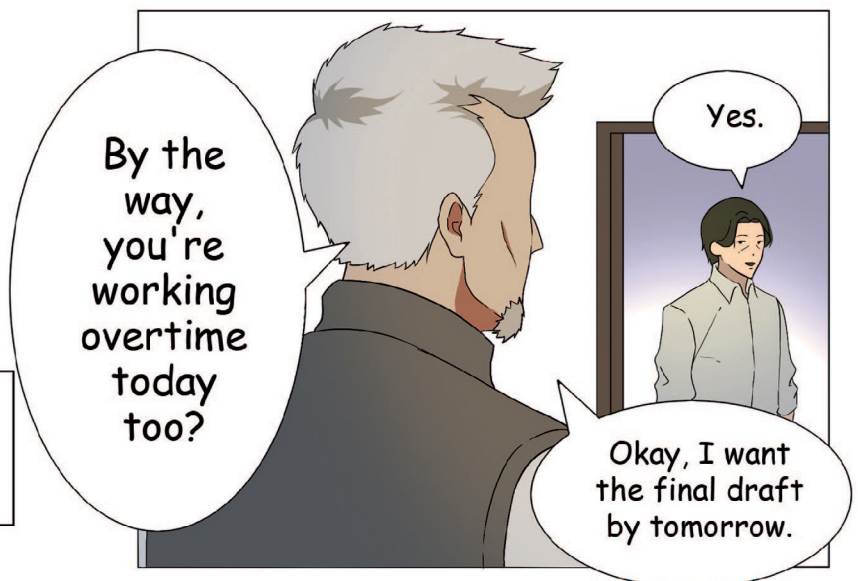
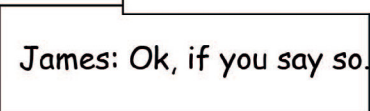
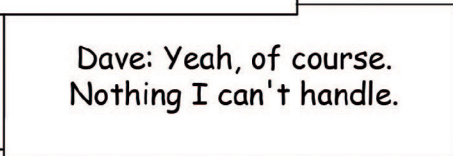
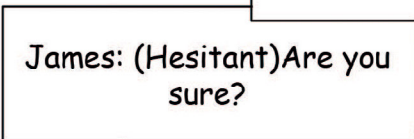
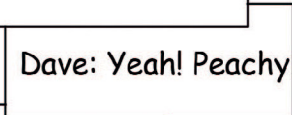
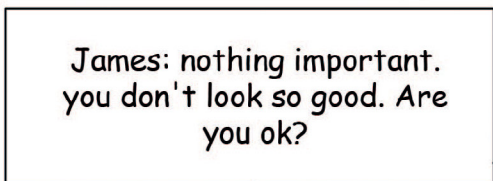
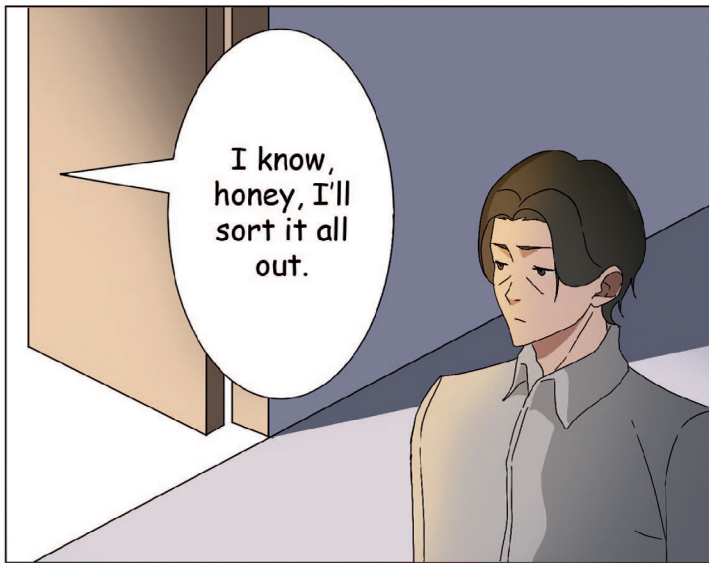
Written By Zunaira Fatima & Sameen Shakeel • Illustrated By Sohaib Khan



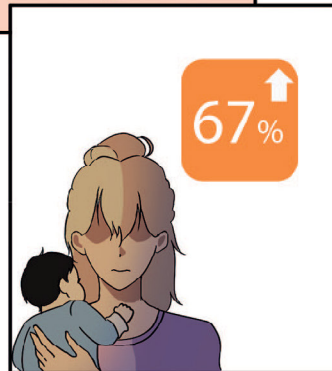
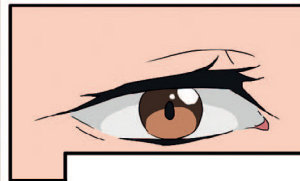
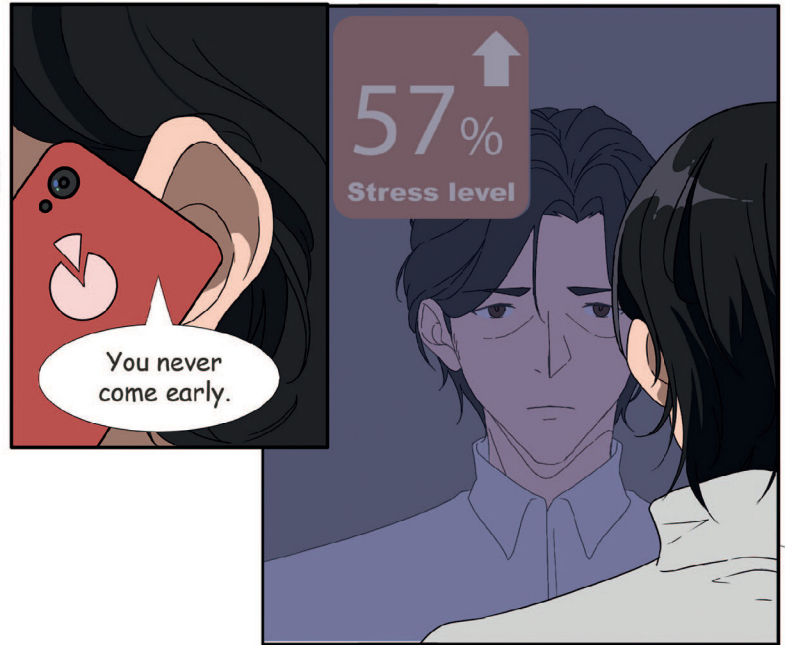
IN MY SHOES (COMIC)



IN MY SHOES (COMIC)



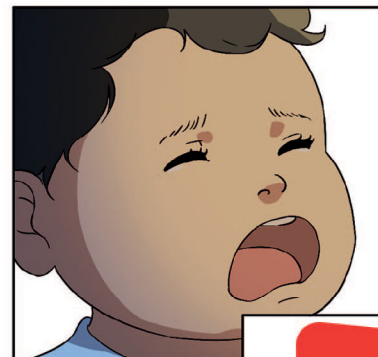
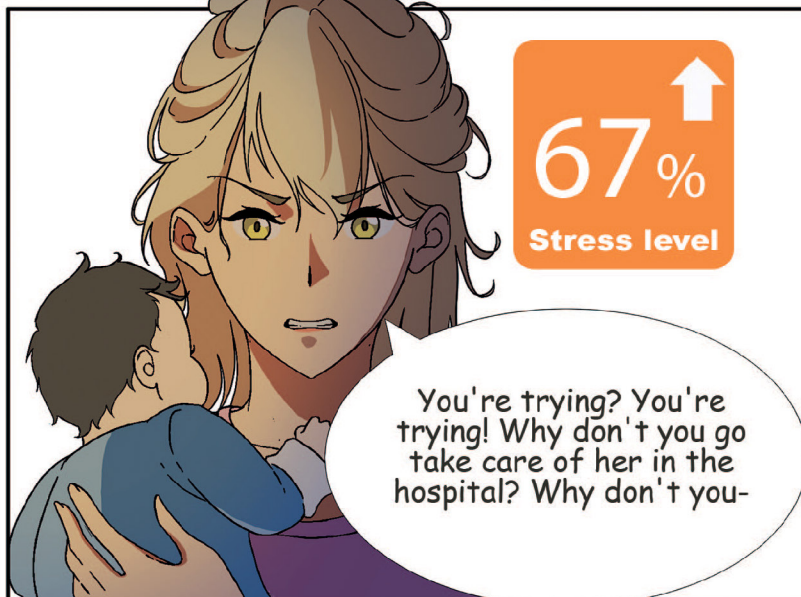
IN MY SHOES (COMIC)



James: I Know it's hard. The doctors are trying their best. We just need to make it through this

Luna: That's what you said last week.

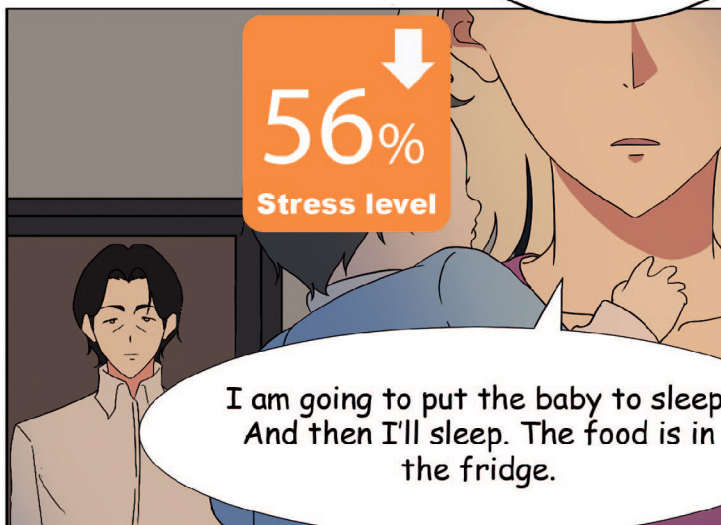
James: I know, I know. I am just trying-



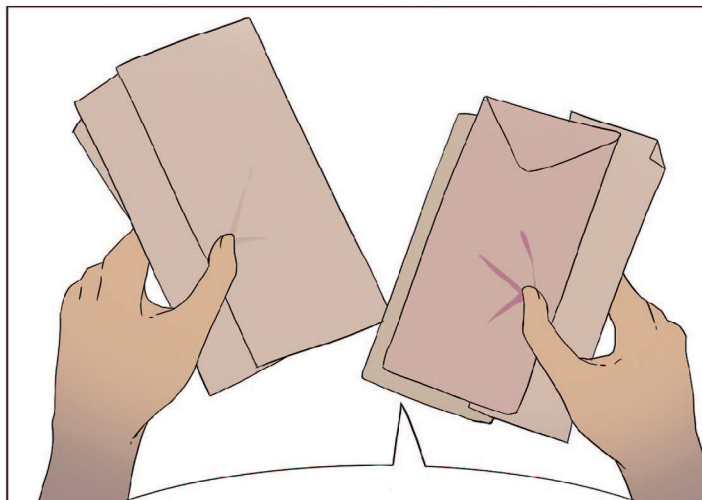
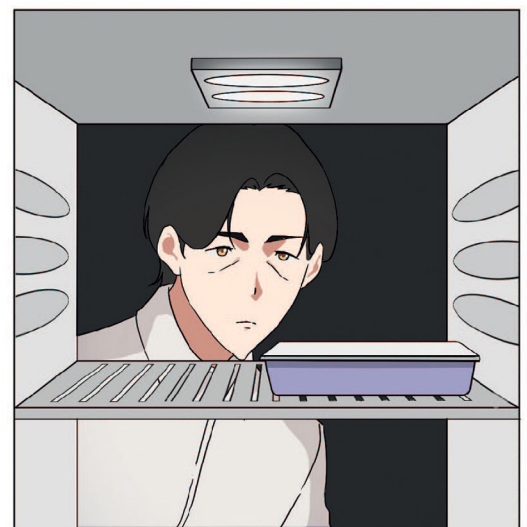
IN MY SHOES (COMIC)



And now this! Of course I am the one who needs to take care of the baby. And your mother. And take care of all the household chores! And what do you do, huh? Sit in the office all day! How are you struggling? How can you possibly understand what I am going through?!



I am going to put the baby to sleep. And then I'll sleep. The food is in the fridge.

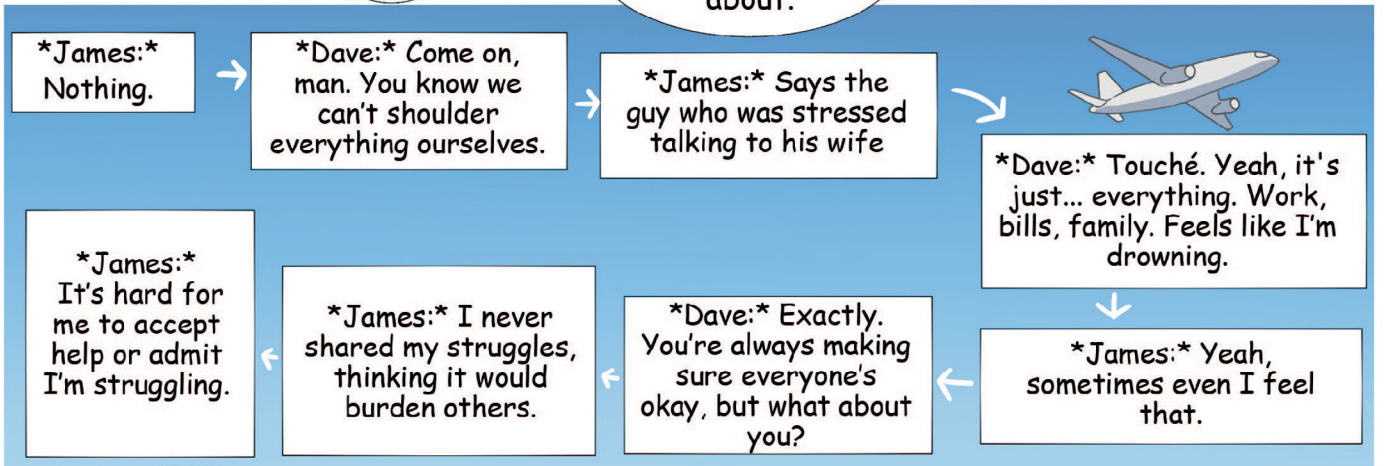
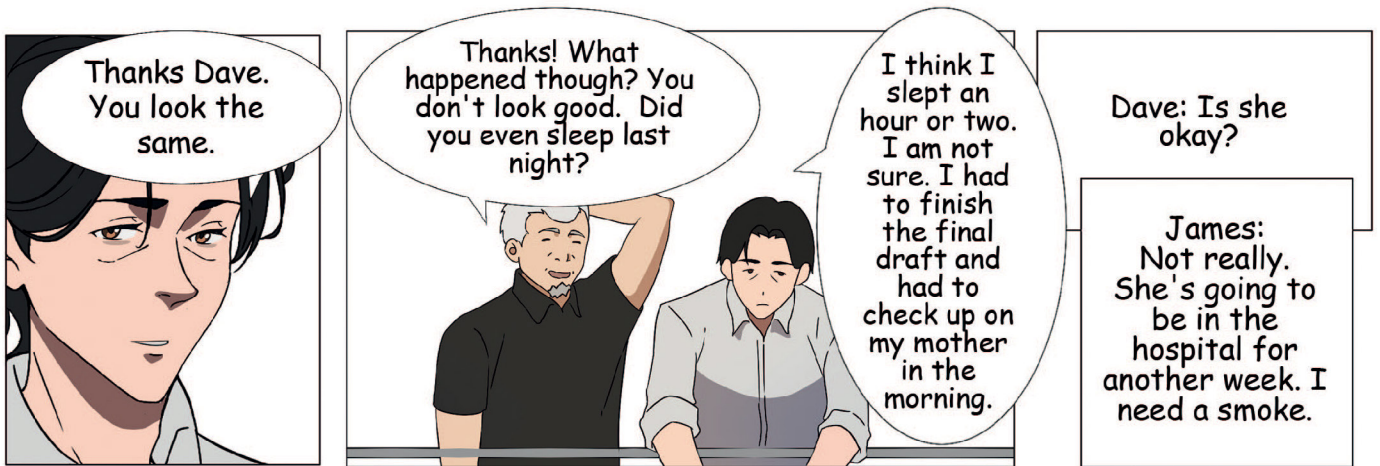


if I do overtime for 2 more months I'll be able to cover the hospital bills. I don't know how I will be able to cover all these expenses. I can't take any more loans.



You look horrible.

IN MY SHOES (COMIC)



CHUCKLE CHAMBER

BACKGROUND BY FREEPIK & ILLUSTRATION BY STORYSET



SPOT THE DIFFERENCE

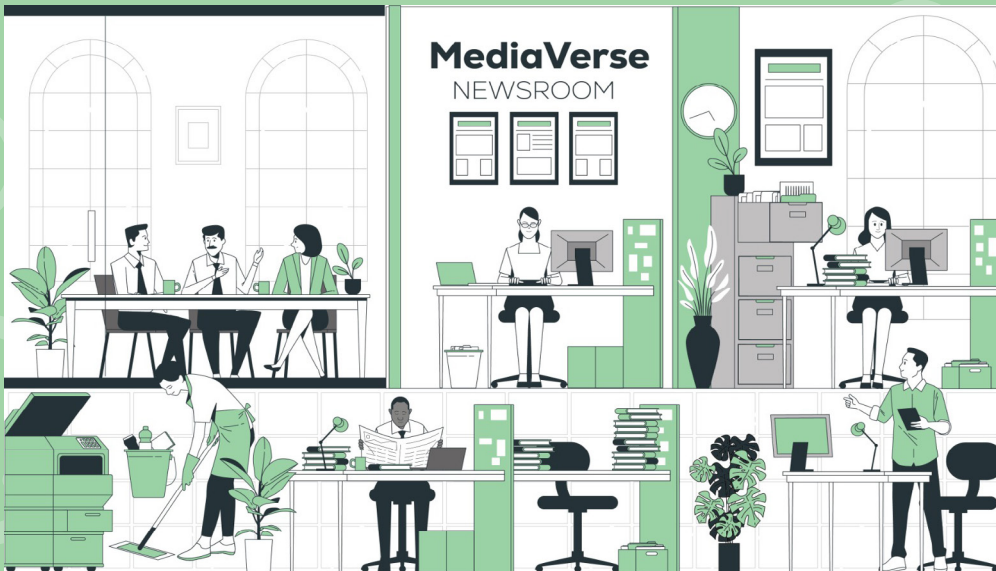
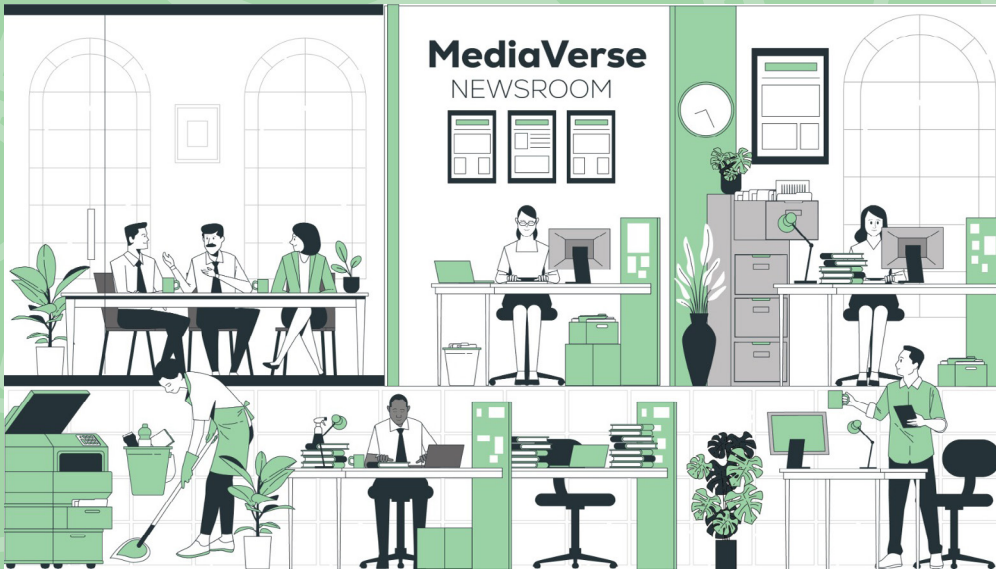


Illustration By Sohaib Khan

SCRAMBLED WORDS!

REARRANGE TO FIND THE CORRECT WORD.

1. ETNNWGROKI
2. OVIEM
3. JOLNURA
4. IAMDE
5. CTAWH
6. RTEPRORE
7. RWPPAEWNS
8. TMENTISEVERDA
9. LIACMERMOC
10. MAIZGNEA

SPOT THE FAKE NEWS

1. Pakistan bans all New Year's celebrations in solidarity with Palestinians.
2. The Pakistani government announces mandatory microchipping for citizens.
3. Massive earthquake strikes Islamabad, thousands are feared dead.
4. In 2023, July was the hottest recorded month for the global average surface air temperature.
5. Pakistan has developed a secret nuclear weapons program, threatening global stability.
6. India passes China as the world's most populous country.

TRUE/FALSE

TRUE/FALSE

TRUE/FALSE

TRUE/FALSE

TRUE/FALSE

TRUE/FALSE

WHAT'S YOUR PERSONALITY TYPE?

Use the description outside of the chart to determine the four letters of your myers-briggs type. For each pair of letters, choose the side that seems most natural to you.

1. ARE YOU OUTWARDLY OR INWARDLY FOCUSED? IF YOU:

1. COULD BE DESCRIBED AS TALKATIVE, OUTGOING.
2. LIKE TO BE IN FAST PACED ENVIRONMENT.
3. TEND TO WORK OUT IDEAS WITH OTHERS, THINK OUT LOUD.
4. ENJOY BEING THE CENTER OF ATTENTION.

THEN YOU PREFER E EXTRAVERSION

1. COULD BE DESCRIBED AS RESERVED, PRIVATE.
2. PREFER A SLOWER-PACE WITH TIME OF CONTEMPLATION.
3. TEND TO THINK THINGS INSIDE YOUR HEAD.
4. WOULD RATHER BE OBSERVED THAN BEING THE CENTER OF ATTENTION.

THEN YOU PREFER I INTROVERSION

2. HOW DO YOU PREFER TO TAKE IN INFORMATION? IF YOU:

1. FOCUS ON REALITY OF HOW THINGS ARE.
2. PAY ATTENTION TO CONCRETE FACTS AND DETAILS.
3. PREFER IDEAS THAT HAVE PRACTICAL APPLICATION.
4. LIKE TO DESCRIBE THINGS IN A SPECIFIC, LITERAL WAY.

THEN YOU PREFER S SENSING

1. IMAGINE THE POSSIBILITIES OF HOW THINGS COULD BE.
2. NOTICE THE BIG PICTURE AND SEE HOW EVERYTHING CONNECTS.
3. ENJOY IDEAS AND CONCEPTS FOR THEIR OWN SAKE.
4. LIKE TO DESCRIBE THINGS IN A FIGURATIVE OR POETIC WAY.

THEN YOU PREFER N INTUITION

3. HOW DO YOU PREFER TO TAKE DECISIONS? IF YOU:

1. MAKE DECISIONS IN AN IMPERSONAL WAY USING LOGICAL REASONING.
2. VALUE JUSTICE AND FAIRNESS.
3. ENJOY FINDING THE FLAWS IN AN ARGUMENT.
4. COULD BE DESCRIBED AS REASONABLE-LEVEL HEADED.

THEN YOU PREFER T THINKING

1. BASE YOUR DECISIONS ON PERSONAL VALUES AND HOW YOUR ACTIONS AFFECT OTHERS.
2. VALUE HARMONY AND FORGIVENESS.
3. LIKE TO PLEASE OTHERS AND POINT OUT THE BEST IN PEOPLE.
4. COULD BE DESCRIBED AS WARM AND EMPATHETIC.

THEN YOU PREFER F FEELING

4. HOW DO YOU PREFER TO LIVE YOUR OUTER LIFE? IF YOU

1. PREFER TO HAVE MATTERS SETTLED.
2. THINK RULES AND DEADLINE SHOULD BE RESPECTED.
3. PREFER TO HAVE DETAILED STEP-BY-STEP INSTRUCTIONS.
4. MAKE PLANS AND WANT TO KNOW WHAT YOU ARE GETTING INTO.

THEN YOU PREFER J JUDGING

1. PREFER TO LEAVE YOUR OPTIONS OPEN.
2. SEE RULES AND DEADLINES AS FLEXIBLE.
3. LIKE TO IMPROVISE AND MAKE THINGS UP AS YOU GO.
4. ARE SPONTANEOUS AND ENJOY SURPRISES AND NEW SITUATIONS.

THEN YOU PREFER P PERCEIVING

ISTJ

RESPONSIBLE, SINCERE, ANALYTICAL, REALISTIC, RESERVED, SYSTEMATIC. HARDWORKING AND TRUSTWORTHY WITH SOUND PRACTICAL JUDGMENT.

ISFJ

WARM, CONSIDERATE, GENTLE, PRAGMATIC, THOROUGH. DEVOTED CARETAKERS WHO LOVE TO HELP OTHERS.

INFJ

IDEALISTIC, ORGANIZED, INSIGHTFUL, DEPENDABLE, COMPASSIONATE, GENTLE. SEEK HARMONY AND COOPERATION, ENJOY INTELLECTUAL AND STIMULATION.

INTJ

INNOVATIVE, INDEPENDENT, STRATEGIC, LOGICAL, RESERVED, INSIGHTFUL. DRIVEN BY THEIR OWN ORIGINAL IDEAS TO ACHIEVE IMPROVEMENTS.

ISTP

ACTION-ORIENTED, LOGICAL, SPONTANEOUS, RESERVED, INDEPENDENT. ENJOY ADVENTURE, SKILLED AT UNDERSTANDING HOW MECHANICAL THINGS WORK.

ISFP

GENTLE, SENSITIVE, NURTURING, HELPFUL, FLEXIBLE, REALISTIC. SEEK TO CREATE A PERSONAL ENVIRONMENT THAT IS BOTH PRACTICAL AND BEAUTIFUL.

INFP

SENSITIVE, CREATIVE, LOYAL, IDEALISTIC, VALUE INNER HARMONY, AND PERSONAL GROWTH. FOCUS ON DREAMS.

INTP

INTELLECTUAL, LOGICAL, RESERVED, FLEXIBLE, IMAGINATIVE. ORIGINAL THINKERS WHO ENJOY SPECULATION AND CREATIVE PROBLEM SOLVING.

ESTP

OUTGOING, REALISTIC, CURIOUS, VERSATILE, ACTION ORIENTED, SPONTANEOUS. PRAGMATIC PROBLEM SOLVERS AND SKILLFUL NEGOTIATORS.

ESFP

PLAYFUL, ENTHUSIASTIC, FRIENDLY, SPONTANEOUS, TACTFUL, FLEXIBLE. HAVE STRONG COMMON SENSE. ENJOY HELPING PEOPLE IN TANGIBLE WAYS.

ENFP

ENTHUSIASTIC, CREATIVE, PLAYFUL, OPTIMISTIC, SUPPORTIVE, SPONTANEOUS. VALUE INSPIRATION, ENJOY NEW PROJECTS, SEE POTENTIAL IN OTHERS.

ENTP

INVENTIVE, ENTHUSIASTIC, STRATEGIC, ENTERPRISING, INQUISITIVE, & VERSATILE. ENJOY NEW IDEAS AND CHALLENGES.

ESTJ

EFFICIENT & OUTGOING. LIKE TO RUN THE SHOW AND GET THINGS DONE IN AN ORDERLY MANNER.

ESFJ

FRIENDLY, OUTGOING, RELIABLE, ORGANIZED, PRACTICAL. SEEK TO BE HELPFUL AND PLEASE OTHERS. ENJOY BEING ACTIVE AND PRODUCTIVE.

ENFJ

CARING, ENTHUSIASTIC, IDEALISTIC, DIPLOMATIC, RESPONSIBLE. SKILLED COMMUNICATORS WHO VALUE CONNECTION WITH PEOPLE.

ENTJ

STRATEGIC, LOGICAL, OUTGOING, EFFICIENT, AMBITIOUS, INDEPENDENT. EFFECTIVE ORGANIZERS OF PEOPLE AND LONG RANGE PLANNERS.



Guess The Movie/Series By Emoji

1. 🧑 👑 💍 💍
2. 🗺️ 🏠 🏠 🌞 ❤️
3. 🐙 🐟
4. 🏰 🧑 🧑 ❄️ 🧑
5. 🚢
6. 🧑 🐶 🚗 🏠
7. 🧑 🧑 🧑 📖
8. 🧑 🏆 🧑 🧑 🏆
9. 📖 🚗 🧑 🧑 🏆
10. 🗺️ 🇺🇸

11. 🌟
12. 🌟
13. 🏠 🏠
14. 🇫🇷 📦 🚚
15. 🇫🇷 🍷 🍷 🧑 🧑
16. 🍷 🍷 🍷 🧑
17. 🍷 🍷 🍷 🧑
18. ❌ 1 🧑
19. 🗺️ 1 5
20. 📖 📖 🧑 🧑 🧑



Guess The Canteen

ILLUSTRATIONS BY STORYSET



1. Lectures ke baad jab bhokh lage zor se, this canteen's daal chawal will hit you to core se!
2. Missed your breakfast? No problem! Inki kachoriyon se milega subah ka perfect dose!
3. Naam mein hai raaz, crispy and spicy delight, these samosas are every student's top flight!
4. Lab mein reactions, plate pe zayka high, this biryani will surely make you sigh.
5. Beat the heat with a colorful crush, at this canteen, where slush is a must!
6. With Pharmacy, UBIT, and **US - the cool gang**. Where food, fun, and gossip never end!
7. Uncle becomes **bhai**, where khousa's the star, you'll want to try!

1. Teacher: Why are you late?
Students: Because of the chemistry canteen.
Teacher: What does chemistry canteen have to do with your being late?
Student: Chemistry canteen says, "Tera dhyan kidhar hai, jab tikka biryani idhar hai".
2. KU students on their graduation speech:
"I would like to thank the internet, Google, Wikipedia, copy paste and MS Office, for always being there with me in my tough times".

3. Roses are red, violets are blue
Faces like you, belong to KU
Don't be sad, I'll be there too
Not in the point, but laughing at you
4. KU students one day before exam:
Student: Sir you have to give us all 80% marks in exams.
Teacher: I will give you all 90% marks.
Student: Sir, why are you kidding?
Teacher: Who started?
5. Twinkle twinkle little star
Mass Comm. dept is a shining star
Still no shuttle goes that far.

Some KU Jokes!



SCRIPT SNAP

1. "Kamyab hone ke liye nahi, _____"
2. "Ye college hai, koi _____ nahi."
3. "Dost fail ho jaye toh dukh hota hey , _____"
4. "Zindagi mein _____ milenge, sabse pehle apne aap ko _____ seekho."
5. Life is a race, _____."
6. "Kamyabi ke peeche mat bhaago, _____ ke peeche bhaago."
7. "I'm _____ of the world!"
8. "With great power _____."
9. "To infinity and _____!"
10. "They don't know _____."
11. "It's like all my life everyone has always told me, 'You're a _____!' But what if I don't want to be a _____? What if I want to be a _____?"
12. "_____ doesn't share _____!"
13. "It's like a cow's opinion. It doesn't matter. _____."
14. "Sometimes the people who are the hardest to love _____"



ILLUSTRATION BY STORYSET

MYTHS OR FACTS

1. Bulls get angry when they see the color red.
2. The world's largest desert is not the sahara, but antartica.
3. Cracking your knuckles leads to arthritis.
4. The great wall of china is visible from space.
5. Eating carrots improve your eyesight.
6. Lightening never strikes the same place twice.
7. Honey never spoils.
8. The average person will spend about six months of their life waiting at traffic lights.
9. Reading in dim light ruins your eyesight.
10. Earth's rotation is slowing down.

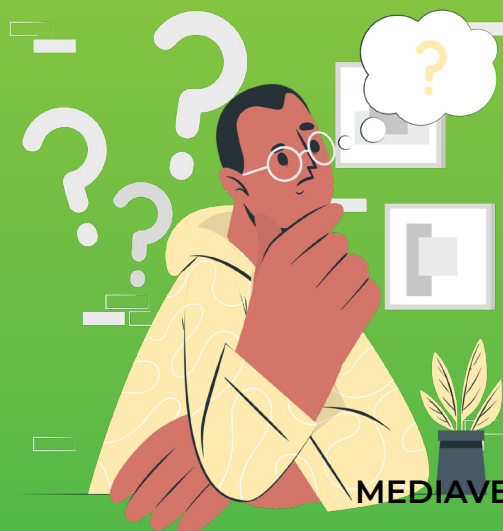


ILLUSTRATION BY STORYSET

ANSWER KEY

SPOT THE DIFFERENCE

1. Middle man's hands positioned differently.
2. Different mop shape.
3. Missing stack of files on the left machine.
4. Missing spray bottle behind the lamp.
5. Longer leaf on the bottom left plant.
6. Missing newspaper at the table.
7. Missing small stack of papers in the top right.
8. Missing laptop in the bottom right.
9. Missing file box under the woman's table.
10. Missing file box under the stack of papers.
11. Different times on the clock.
12. Lamp pointing in different directions.
13. Different plant on top of the cabinet.
14. Missing mug in the man's hand.
15. Different file color in the cabinet.
16. Different size of sticky notes on the clipboard.

SCRAMBLED WORDS

1. Networking.
2. Movie.
3. Journal.
4. Media.
5. Watch.
6. Reporter.
7. Newspaper.
8. Advertisement.
9. Commercial.
10. Magazine.

SPOT THE FAKE NEWS

1. True.
2. False.
3. False.
4. True.
5. False.
6. True.

GUESS THE MOVIE/SERIES BY EMOJI

1. Lord Of The Rings.
2. 500 Days Of Summer.
3. Finding Nemo.
4. Frozen.
5. Titanic.
6. Yeh Jawani Hai Deewani.
7. English Vinglish.
8. Dangal.
9. Student Of The Year.
10. 2 States.
11. Dhamaka.
12. Scoop.
13. House Of Cards.
14. French Dispatch.
15. Peaky Blinders.
16. Sherlock.
17. Bombshell.

18. No One Killed Jessica.
19. Article 15.
20. PK.

GUESS THE CANTEEN

1. Sufi Canteen.
2. Neelum Canteen.
3. PG.
4. Chemistry Canteen.
5. RC Canteen.
6. Mass Communication Canteen.
7. KUBS Canteen.

SCRIPT SNAP

1. "Kamyab hone ke liye nahi, kabil hone ke liye padho" (3 idiots)
2. "Ye college hai, koi pressure cooker nahi." (3 idiots)
3. "Dost fail ho jaye toh dukh hota hai, lekin dost first aa jaye toh zyada dukh hota hai" (3 idiots)
4. "Zindagi mein challenges milenge, sabse pehle apne aap ko jeetana seekho." (Chichhore)
5. "Life is a race, If you don't run fast, you will be like a broken andaa." (3 idiots)
6. "Kamyabi ke peeche mat bhago, excellence ke peeche bhaago." (3 idiots)
7. "I'm king of the world!" (Titanic)
8. "With great power comes great responsibility." (Spider-Man)
9. "To infinity and beyond!" (Toy Story)
10. "They don't know that we know; they know we know." (Phoebe)
11. "It's like all my life, everyone has always told me, 'You're a shoe!' But what if I don't want to be a shoe? What if I want to be a purse?" (Rachel)
12. "Joey doesn't share food!" (Joey)
13. "It's like a cow's opinion. It doesn't matter. It's moo." (Joey)
14. "Sometimes the people who are the hardest to love are the ones who need it the most." (Young Sheldon- Mary)

MYTHS OR FACTS

1. Myth
2. Fact
3. Myth
4. Myth
5. Fact
6. Myth
7. Fact
8. Fact
9. Myth
10. Fact

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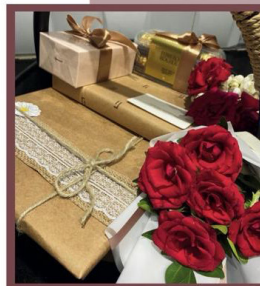
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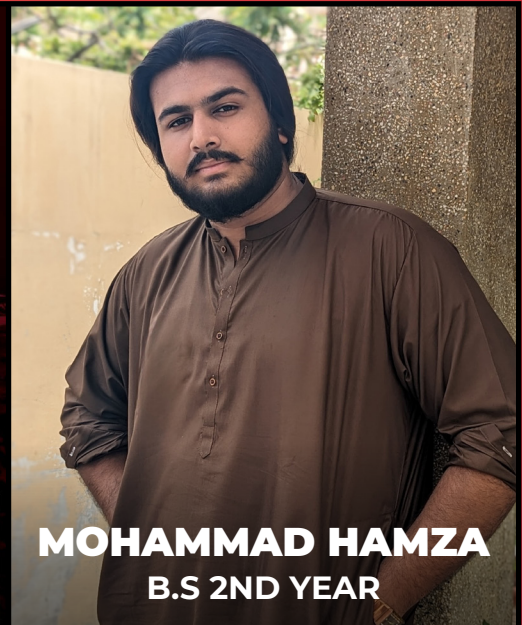
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Through **MEDIAVERSE**, we've shared stories, insights, and perspectives designed to spark thought, inspire action, and drive change. By offering you a fresh lens to view the world, we hope this edition has ignited new ideas and encouraged you to embrace creativity and innovation in your pursuits.

We look forward to continuing this journey with you in the future and hope that the stories within these pages leave a lasting impact, inspiring positive change in your life and community. Until next time,
stay curious and stay inspired.

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