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UK	£ 8
USA	\$ 5



Pretty & Talented

Beautiful and gifted women of television and films
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Slogan

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Where have all TVC-makers gone?

While the film industry in Pakistan is supposed to be making good progress, the industry of making TV commercials appears to be on the decline. From what appears on television, it is obvious that not many commercials are being made in Pakistan. There is no denying the fact that the TV channels, especially the major ones, give quite a bit of time to commercial breaks during prime time broadcasts, even to the extent of irritating viewers. When a commercial break is made, which is quite often during a talk show or a play, the viewer instinctively reaches for the remote control and surfs channels to locate one that is not on a commercial break at that point. More often than not, the viewer forgets about the channel he or she was watching originally and gets hooked on to the next channel, until of course a commercial break occurs on this channel as well. The end result is that no channel is able to retain a loyal viewership, except of course a few channels where die-hard viewers stick to a particular show and make it a point to return after the so-called 'short-break.' But what it boils down to generally is a confusing situation and an utter absence of channel loyalty.

The TV and radio channels are of course not bothered about what sort of commercials go into their so-called 'short breaks' so long as the till is clanking and money is flowing into their banks. Every second that is broadcast brings in money and that is all that matters to them. The advertisers on the other hand are up to their own devices. Whether multinationals or local companies, if they have the budget, they will go for a commercial shoot either somewhere in India or further east, in Malaysia or Thailand. For the multinationals, it is an attractive proposition because they cater to audiences with almost similar demographics across Pakistan, India and Bangladesh. This enables them to produce a single TV commercial that has the same concept and the same faces. The language in Pakistan and India also becomes the same if neutral words and dialogue is used in the TVCs that is easily understood in both countries. All that is left then is the written copy, which is superimposed in Urdu in Pakistan, in Hindi in northern India and in a local language, such as Tamil, Telugu or Malayalam in the southern Indian states. As for Bangladesh, if the rest of the TVC fits in terms of faces and locations, the spoken sound track is rendered in the Bangla language, along with the written words - and the job is done. The same formula applies to the tailpiece which is also rendered in the relevant language to make the commercial relevant to its target market.

However, while this may be a cost-saving route for those companies that operate across the region and have almost similar marketing objectives, now Pakistani companies that address local audiences with localized advertising messages, have also taken to making their TV commercials abroad. In fact, in many cases, their local advertising agencies encourage them to adopt this course. Shooting outside Pakistan allows the agencies to go for much bigger budgets than what a local shoot would involve. They hire a foreign shooting crew and, if not, a local crew is flown abroad against much higher remunerations. Such commercials usually involve hiring second-tier Indian talent with Pakistani looks but if that is not preferred, then Pakistani actors are asked to travel abroad - of course against much higher fees.

What does that mean? Are producers of TV commercials in Pakistan - both advertising agencies and independent film producers - lured by the lower costs, better and more professional acting, modelling and directing talent, more polished line delivery, better quality of photography, superior post-production technology, a variety of outdoor locations or something else? For all practical purposes, it is perhaps a combination of all the afore-stated factors plus a certain slick quality that comes from high production values. But where does it leave the Pakistani ad industry? If the trend continues, there may come a stage when all confidence is lost in local talent and advertisers will increasingly ask for the same high quality that is delivered in all departments of commercial-making by foreign production houses.



Javed Ansari

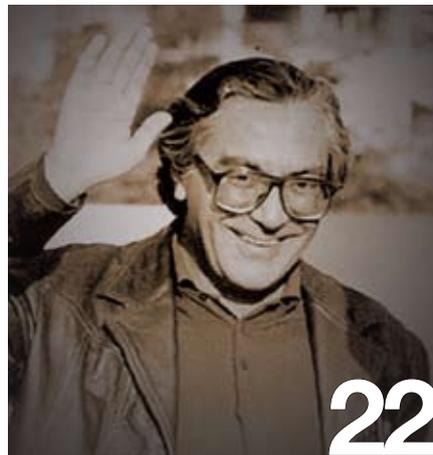


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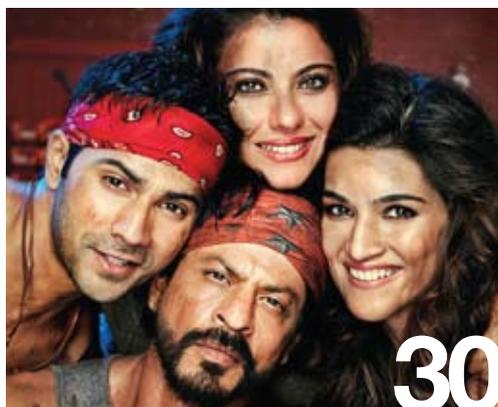
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Quotes...

“Leadership is exposed if it is weak. There is a leadership crisis in Pakistan, while the governance is weak.”
– *Pervez Musharraf, former President of Pakistan*



“Literary and cultural festivals are necessary for promoting peace. So far, not a single writer and poet has been involved in any incident of terrorism.”
– *Ata ul Haq Qasmi, Chairman, PTV*



“We are not commercially driven like the rest of the theatre performers, directors and producers are, for we believe that classical literature should be projected and promoted.”
– *Rahat Kazmi, Actor*



“Being 75 in a country like Pakistan is a matter of shame, I believe. This is creative work. One cannot exert oneself to do it.”
– *Anwar Maqsood, satirist*



“Returning awards is a symbolic gesture that brings attention. Instead of damning them, read the writing on the wall.”
Shabana Azmi, actress



“There must have been occasions when we were seen to be on the side of one party or another. But there are also times when we’ve been accused by independent sources of being pro-government.”
– *Imran Aslam, journalist*

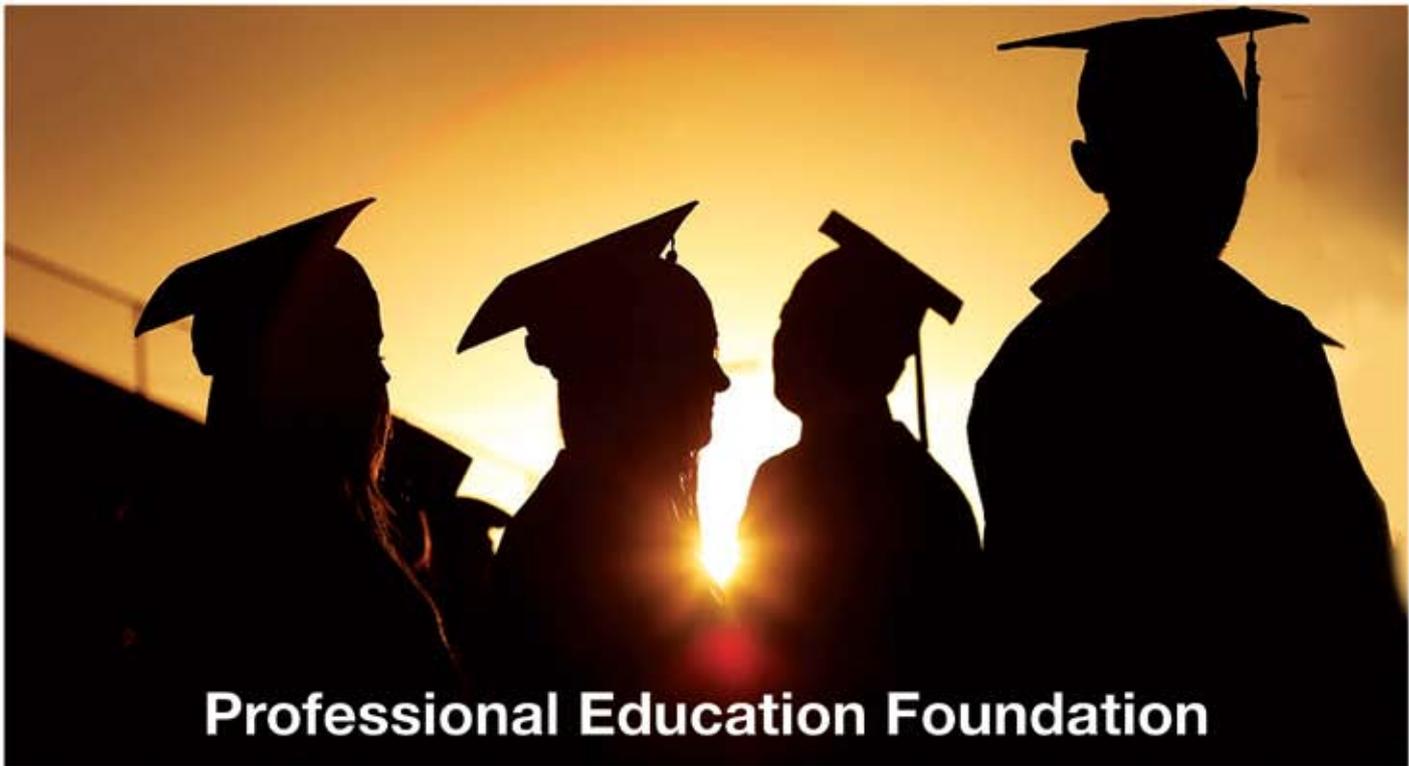


“Recall the number of promo packages you have viewed with channels boasting about being the first to break a story. They aren’t claiming that they were the first to get the story right factually; they are taking pride in being the first to tell you something.”
– *Khalid Muhammad, novelist*



“It was not a problem when Pakistan was created that so many nationalities are becoming part of the country. But when you talk about languages then the issue of ideology of Pakistan arises.”
– *Wusatullah Khan, columnist*





Professional Education Foundation

Fighting Poverty through Professional Education

The Professional Education Foundation is a not-for-profit organization which aims to financially support underprivileged students wishing to pursue professional education.

We strongly believe that professional education is one of the major tools which can help abolish poverty from Pakistan.

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Emerging E-commerce

This is with reference to the article on e-commerce in Slogan last month. Other than facilitating buyers, e-commerce offers traders a much broader and easier way to trade with the rest of the world. Overall, SMEs in our country are doing well, applying latest, state-of-the-art and modern technology and business methods. Considering that e-commerce is not a monopolized medium and it is ruled by smart strategists and business planners, what they require is to actively participate in the online B2B world through e-commerce websites.



Zahid Ahmed Khan,
Karachi.

Beyond Limits

After seeing an ad of Mobilink in an Urdu newspaper recently, I felt ashamed as it displayed a lot of impropriety. Not only did it deliberately try to give a sensual appeal to get attention, it also challenged the ethical values held by the majority in our country. In addition, the ad appeared to be a bad example of direct selling in the guise of advertising, wherein products and services are vended in a straight line without showing any meaningful creativity or new ideas.



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Asma Shahzad,
Sukkur.

Remembering Hassan Kazmi

Hassan Kazmi (late) was a senior producer at Radio Pakistan, Karachi. He produced many popular shows, including "Youth Time," one of those radio programs which had dominated the airwaves throughout the 1990s. Featuring pop music, this was a wonderful show and only one of its kind at that time when FM channels were not introduced and airing locally-produced pop music on radio was considered taboo. Hassan Kazmi was truly a trend setter.



Chaudhry Rashid Sarwar,
Sargodha.

Disappointing Movie

Starring Mahira Khan, Adeel Hussain and Sheheryar Munawar, 'Ho Mann Jahaan' has turned out to be a disappointing film for film viewers. It appeared to be just a routine production, based on an overused formula. Mahira Khan tries hard to act like Madhuri Dixit in Devdas, while Sheheryar Munawar is unable to make an impression as an actor. 'Ho Mann Jahaan' is a badly-composed mixture of comedy, romance and tragedy, while the music also lacks originality.



Shahab-e-Saqib,
Multan.

Welcome Ata-ul-Haq Qasmi!

Ata-ul-Haq Qasmi, an Urdu columnist and poet, has been named as the chairman of Pakistan Television (PTV). The appointment is a positive move. Qasmi is a scholar and has been playing a leading role in the promotion of literary and cultural activities in the country. During his chairmanship, we hope PTV will be able to revive the classic period when it used to produce quality drama serials and comedy programs, that ruled the roost despite strict censorship and state-controlled policies.



Tabinda Aftab,
Islamabad.

Dirty Pictures

Recently, I read news in a local paper that Facebook has refused to remove explicit photographs of a Pakistani model Mathira which are posted on her profile at the world's largest social networking portal. Despite receiving repeated complaints by users, Facebook totally refused such complaints as "these pictures don't violate Facebook's Community Standards," according to their official reply. This means that Facebook's community standards don't comply with our own cultural and religious values and a new "Facebook Generation" is gradually accepting such explicit photography as something acceptable. The Ministry of Information Technology and PEMRA should take immediate action and force social networking sites to retune their content policies as per Pakistan's own social norms and values.



Farid Uddin,
Karachi.



Pretty & Talented

A look at some movers and shakers of the Pakistani entertainment world.

By Mahrukh Farooq

Some top female entertainers who seem to be going places:

Mahira Khan needs no introduction anymore. She has stunning good looks and a charming personality and the camera has an eye for her. No wonder, she has taken the industry by storm. She began her career on television as a VJ when she was just 16. Then she appeared in various drama serials, most notable of which was Humsafar, the runaway hit that ultimately sealed her fate as a performing artiste. After getting the chance to star in her first feature film, Shoaib Mansoor's critically acclaimed Bol with Humaima Malick, the only way was up for her. She featured opposite Humayun Saeed in Bin Roye and then in Ho Mann Jahaan with Adeel Hussain and Shehryar Munawwar. Both films received immense appreciation from viewers. Mahira's next project is in India, where she is appearing with Shahrukh Khan in Raees.

Mahira Khan is also found doing what she does best - connecting with women through empowering messages. She promotes the need for strong bones and good health as the brand ambassador for Nestle Nesvita and draws the attention of women towards the dangers of breast cancer on World Breast Cancer Awareness Day.

She has emerged as a popular and successful actor on television and in films.

Mehwish Hayat has an impressive track record of performing a variety of roles in numerous drama serials and is already a force



to be reckoned with. Her entertaining performance won hearts in *Jawani Phir Nahi Aani*, Mehwish Hayat has established herself as a leading film actor.

Voted as the ninth sexiest Asian woman in the world by UK's prestigious *Eastern Eye* magazine, Mehwish Hayat has gained the reputation of being a party girl. Yet, her professionalism and vivacious has successfully silenced all critics.

With her penchant for modelling, Mehwish has made notable appearances in a number of commercials for some of the biggest brands. She has also featured in an anti-terrorism campaign aptly titled, *Yeh Hum Naheen*, in which she strongly condemns acts of violence in the name of religion and strives to project a positive image of Pakistan around the world.

Despite her popularity, (or probably because of it), Mehwish Hayat has remained extremely guarded about her personal life and rarely, if ever, gives any interviews. Still, her vibrant personality and charming smile are really contagious.

Sanam Saeed is a bundle of talents if there was ever one. She has been turning heads for quite some time. Modelling from when she was 16, tall and svelte Sanam

Cover Story

Saeed has quite a few achievements under her belt, related to theatre ('Mamma Mia' and 'Chicago') and television (Daam, Mera Naseeb, Zindagi Gulzaar Hai). She proved her mettle in Diyaar-e-Dil with her role as the conniving daughter-in-law of Agha Jaan and even displayed her singing talents in Coke Studio, where she participated as a background vocalist.

Sanam has also appeared in a few TV commercials and print ads promoting importance of good health and fitness. She was among the many celebrities who pledged their support for the need to spread awareness of breast cancer on World Breast Cancer Awareness Day, which goes to show that she is not just a pretty face.

Saba Qamar is known for her versatility. She has been in the industry since 2004 and has acted in numerous drama serials, which have established her as an experienced actor.

From the scheming sister in Maat to the starry-eyed writer in 'Digest Writer', Saba has delivered performance after performance, proving that no role is beyond her grasp. She even

tried her hand at comedy as the host for Geo's Hum Sab Umeed Se Hain, pulling off various antics and performing slapstick humour with total ease.

She currently features with Mikal Zulfiqar and Zahid Ahmed in Sangat, a TV drama serial that delves in the taboo subject of rape. In the midst of all this, Saba has also come into films with two spectacular performances - Manto and Kambakht. Another film, '8969' is due to come out later this year.

Iman Ali is elegant and dazzlingly beautiful. Daughter of the famous actor Abid Ali, Iman was initially regarded as one of Pakistan's top models before venturing into films. Her films Khuda ke Liye and Bol received accolades from all over.

A woman of both style and substance, Iman Ali has appeared in commercials that signify glamour such as Luscious Cosmetics and practicality - QMobile. Currently, she is appearing in the upcoming film Mah-e-Meer with Fahad Mustafa, a cinematic version of the writings of Mir Taqi Mir. ❏





Highest Paid Pakistani Performers

The entertainment industry in Pakistan has developed into a flourishing sector and is enjoying a large viewership. The artistes also seem to have wisened-up to cashing in on their talent. Here are some highly paid performers.



SABA QAMAR

Saba Qamar is a model and actress. She has gradually gained popularity and a strong fan base through roles in a variety of TV plays and commercials. She started her career with the TV play *Main Aurat Hoon* in 2010. She has played her best roles in *Jinnah Ke Naam*, *Tera Pyar Nahi Bhoole*, *Dastaan*, *Bunty I Love You*, *Pani Jaisa Piyar*, *Jo Chalay Tau Jaan Se Guzar Gaye*, *Mein Chand Si Maat* and *Thakan*. Her films include *Aina*, *Kambakht* and *Manto*. Saba is reported to charge Rs. 2 million per assignment.



MAHIRA KHAN

Mahira Khan started as a VJ but went on to play a variety of roles in films and TV plays. She made her debut with a supporting role in the 2011 film *Bol*, which ranked among six highest-grossing Pakistani films. Her outstanding performances in TV include *Humsafar* (2012), *Shehre-e-Zaat* (2012) and *Sadqay Tumhare* (2014) while her films include *Bol*, *Bin Roye* and *Ho Mann Jahaan*. Mahira has also bagged two Lux Style Awards and critical acclaim for her acting. She is said to charge a million per project.



SAJAL ALI

Sajal Ali began her television career in 2011 with the serial, *Mehmoodabad Ki Malkan*. Her excellent performance and outstanding acting skills helped her gain popularity and success. Sajal's prominent TV serials include *Mastana Mahi*, *Mohabbat Jaye Bhar Mein*, *Ahmed Habib Ki Betiyan*, *Chandni*, *Quddusi Sahab Ki Bewah*, *Chup Raho* and *Gul-e-Rana*. She takes around Rs. 1.5 million per project, as per reports.



AINY JAFFRI

Ainy Jaffri, the Best Female Model award winner is a successful actor and model. She began her acting career with *Bus Chup Raho* and was also featured in some average plays like *Dreamers* and *Badtameez*. Her performance was also good in *Meri Behan Maya* and *Aseerzadi*. She appeared in a string of telefilms in the *Kitni Girhain Baqi Hain* series and appeared in the second season of the sitcom *Kya Life Hai*. Ainy made her film debut in 2013 with Humyun Saeed's production *Main Hoon Shahid Afridi*. She has also rendered the voice of the main character in Pakistan's first cartoon feature, "Burka Avenger."



MEHWISH HAYAT

Mehwish Hayat is a model and singer and has proved herself through challenging roles. Some of her unforgettable plays include Manchalay, Prem Lata, Resham si Sham, Aulaad, Gulaabi Sarhi, Mirat-ul-uroos and Massi aur Malka. Her films include Bint-e-Maryum, InshahAllah and Dho Dala. She has also performed an item song in the film 'Na Maloom Afraad'. Mehwish Hayat reportedly takes approximately Rs. 300,000 per project.



SHAAN

Shaan, a multi-talented artiste, has worked in nearly 500 films in the last two decades and is still going strong. His career spans from acting to writing to modeling and directing. He has earned numerous awards for his excellent performances throughout his career. Some of his films include Khuda Ke Liye and Waar.

Shaan is said to take Rs. 5 million per project.



FAWAD KHAN

The current heartthrob, Fawad Khan is considered most popular. He is not just an excellent actor but a singer as well. Fawad made his debut on television with a funny TV detective series called Jutt and Bond in 2000 and rose to prominence in 2007 through his role in the film Khuda Kay Liye. He gained popularity for his performances in TV serials Humsafar and Zindagi Gulzar hai. He has been acclaimed for his performances in Pakistan and India. He has worked in the Indian film 'Khoobsurat' alongside Sonam Kapoor.



FAISAL QURESHI

Faisal Qureshi is a versatile artiste. He started his acting career as a child. He made his debut in 1992 with a film called Saza. He gained further popularity with Boota in Toba Tek Singh and Bashar Momin. He has also appeared as a judge on various competition shows and currently hosts the morning show Muskurati Morning on TVOne Global.

His earnings are reported at around 2.5 million per project.



MIKAAL ZULFIQAR

Mikaal Zulfiqar started his career in 2001 with a TV commercial and later appeared in a song video Sanu Tere Naal Pyar Ho Gya, by Abrar-ul-Haq. He first appeared in the TV play 'Saiqa' on Hum TV and is known for his performances in various TV serials such as Shehr-e-Zaat and Muhabbat Subah Kaa Sitara Hai for which he won the Best Actor title at Hum TV Awards 2015. He moved further with comedy TV commercials for Ufone and has also performed in Indian films like Shoot on Sight, U R My Jaan and Baby. He charges 2 million per project according to sources.



HAMZA ABBASI

Hamza Ali Abbasi is an actor and model. He started his acting career in theatre with Shah Shahrahbeel's 'Dolly in the Dark' in 2006 and later performed in many popular plays, including Bombay Dreams and Moulin Rouge. He is best known for his roles in TV serials like Pyarey Afzal and Meray Dard Ko Jo Zuban Miley. Hamza Ali Abbasi made his debut in films with the short film The Glorious Resolve, in 2010. He has appeared in various films including Main Hoon Shahid Afridi, Waar and Jawani Phir Nahi Ani. He won the Best Star Debut Male and Best Supporting Actor ARY Film Awards.

Abbasi earns around 2 million per project, it is reported.



Masood Hamid was the friend you'd want in your hour of need.

He had the magic to make you believe that the end to your troubles was just the corner.



Remembering Masood Hamid

When Masood Hamid, Marketing Director, Pakistan Herald Publications, was found dead at a deserted spot in Karachi's DHA in April 2015, the news came as a shock to his family, his friends and his colleagues. PHPL comprises Dawn, The Herald, Aurora, Dawn TV and FM89.

Hamid was also a former secretary general of the All Pakistan Newspaper Society and was actively involved in promoting the cause of the newspaper industry.

Since Masood Hamid would religiously celebrate the birthdays of all his colleagues, Ali

Hasan, the new Director Marketing at PHPL thought it would be appropriate to celebrate his birthday too – even if he was not around – and invited his family, his co-workers and industry colleagues on the occasion.

Masood's daughter Tooba and his son Asad shared with the audience memories of their late father while others also remembered with great nostalgia their association with the late Masood Hamid and recounted all those sterling qualities and warmth that he represented. They included Masood Hashmi (CEO, Orientm McCann-Erickson), Ali

Hasan, Shakeel Masood (CEO, Dawn TV), Sarmad Ali (The News), Noman Nabi Ahmed (CEO, Brand Partnership), Tauqir Muhajir (Money Magazine) and Syed Jawaid Iqbal (CEO, CMC).

Also present on the occasion were Dawn editor Zafar Abbas, Aurora editor Mariam Ali Beg and her colleague Mary Lou and Ruqaiya Nazeer.

Most fittingly, the birthday was celebrated in the same office premises where Masood used to hold cake cutting ceremonies for his co-workers. **S**

Resham as showstopper

Film star Resham walked the ramp in a very elegant bridal outfit designed by Erum Khan. Resham was a part of Erum's show at the Tele-nor Bridal Couture Week Day 3.

"I have always enjoyed walking the ramp and I have my reasons for it. Unlike most other opportunities in showbiz, there is a lot of hard work that goes into walking the ramp. I do not mean to say that any other opportunity in showbiz is less demanding. However, what makes this special is the fact that here you have very little time to express yourself. All the hard work and the energy, the preparations and all, they only go into that one walk," said Resham. **S**



Muniba Mazari UN Goodwill Ambassador

Muniba Mazari, has been officially instated as a Goodwill Ambassador for the UN after being shortlisted among the 100 Inspirational Women of 2015 by the BBC.

The UN Women's wing working to promote gender equality and women empowerment selected Muniba Mazari as Pakistan's first ever goodwill ambassador. **S**

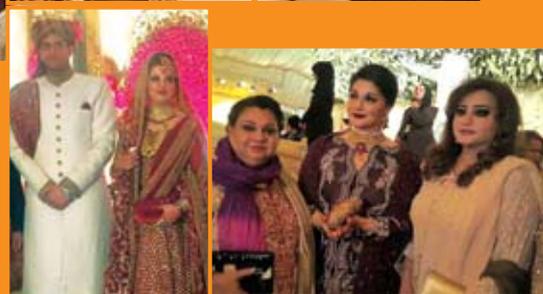


Mawra Hocane in Sanam Teri Kasam

The official trailer for Mawra Hocane's debut Bollywood film, Sanam Teri Kasam, is out. Mawra portrays plays a girl who 'no one wants to love' whereas Harshvardhan Rane plays a guy who 'doesn't want to love anyone'.

It is after a long time that a debut director that has come out with a film with no famous stars yet still manage to turn heads. The film introduces Telugu Actor, Harshvardhan Rane opposite Mawra Hocane. The trailer is a musical joyride. **S**





Maryam's daughter weds

The granddaughter of Prime Minister Nawaz Sharif and daughter of Maryam Nawaz Sharif, Mehr-un-Nisa Safdar was wed to Raheel Munir, son of businessman Chaudhry Munir.

The wedding was attended by Nawaz Sharif, Chief Minister Shahbaz Sharif and 1,500 other national and international guests. A large number of showbiz people were seen at the wedding.

The bride wore a lovely red dress and the groom donned an off-white Sherwani. **S**

Suzuki Alto 7TH to replace Mehran

Suzuki has announced its long-awaited replacement plans for Suzuki Mehran in Pakistan. The auto market is abuzz with speculations about the new Alto 658cc Seventh Generation. The Japanese auto brand has long been criticized for its outdated designs and obsolete technology but it is finally time for Suzuki to replace their lifetime achievement trophy that is Mehran.



The Suzuki Alto is powered by a 660cc inline 3 cylinder DOHC engine paired with options of CVT transmission, automatic transmission or a 5-speed manual transmission. The output of the engine is rated at 53bhp with claimed fuel consumption of 24.5 km per litre.

The Alto is available in both FWD (Front Wheel Drive) and 4WD. It delivers good fuel efficiency along with low emissions without compromising on performance. The electric power steering also minimizes power loss by the engine. The car's ABS brakes come standard with Air Bags as safety features. **S**

Jamili elected KPC President

Mr. Fazil Jamili of Daily Jang has been elected President of the Governing Body of the Karachi Press Club for 2015-16. **S**



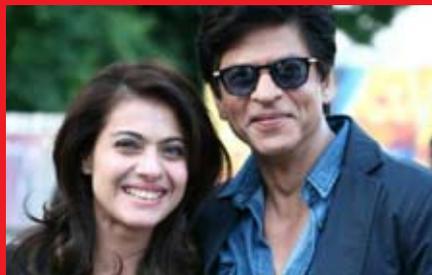
Pakistani better than Indian

Indian beauty Kajol has talked about her craze for Pakistani TV plays. She said a while back it would have been totally impossible for an Indian actor to religiously follow Pakistani soaps or be enthusiastic about them, but things have totally changed.

The broadcast of Pakistani serials in India has changed things a lot. They have not only received the acclaim they are worthy of, but they have also won over foreign audiences. And she counts herself and her mother-in-law amongst them.

She says that her mother-in-law follows Pakistani TV plays quite devotedly. She added that the quality of content being shown is truly the finest. "They have good content and the language is extremely pleasant to hear," says Kajol.

Moreover she feels that Indian television producers have a lot to learn from Pakistani serials which are much shorter and crispier in comparison.



As for performing in a Pakistani film, Kajol is open to the idea. She says that if the project has a decent script, strong screenplay and is led by a good production house, she would definitely consider it.

The actress wants to visit Pakistan and meet her fans, regardless of any project. She says that Pakistan is a beautiful country with a rich cultural heritage. She adds that she would love to visit the valleys in Pakistan which are known to be one of the most beautiful places on earth. **S**



Wasim Akram, Shaniera in OK!

Gracing the December issue of OK! was cricketer Wasim Akram and his beautiful wife Shaniera. The couple talked to OK! Pakistan about their life, their heroes and what qualities they admire most in each other.

There was obvious good chemistry between the two. They both spoke about their fairy tale romance and their married life.

The cricket star is a part of several brand endorsements like Nestle Fruita Vitals, AC-CU-Check, Dany Genius Tab, etc. **S**

Top Richest Pakistanis



8. Nasir Schon

Currently based in the UAE, Karachi born Nasir Schon is the chairman of Schon Group, with investments in a number of real estate and fertilizer businesses and is the owner of Dubai Lagoon.

Ranked as the 8th richest Pakistani, with an approximate net worth of USD 1 billion, Nasir is also rumored to be the first Pakistani to own a Rolls Royce in the country.



7. Malik Riaz

Malik Riaz, of Bahria Town fame is ranked at number 7. With an estimated worth of USD 1.1 billion, Malik Riaz has been known for building state-of-the-art projects across the country. A gleaming example of hard work and determination, Riaz rose from a modest background to become a leading name in the real estate sector in South Asia.

Rumor has it, he was also the first man to drive a Bentley in Pakistan.



6. Sadar Uddin Hashwani

Ranked as the sixth richest Pakistani, Sadar Uddin Hashwani is well-known in the hospitality industry of Pakistan.

The owner of Hashoo Group of Companies, Hashwani successfully runs the Pearl Continental and Marriott hotel chains. With a net worth of USD 1.1 billion, Hashwani's other sizeable investments include pharmaceuticals and petroleum.



5. Muhammad Nawaz Sharif

Known as Punjab's Lion, Nawaz Sharif is currently the third time elected Prime Minister of Pakistan.

After having been exiled from the country in 1999, the industrialist came back to assume his role as a political leader, and was once again elected as the PM. The owner of Ittefaq Group, Nawaz Sharif has an estimated net worth of USD 1.4 billion, with flourishing businesses in Agricultural, Steel and Sugar.



4. Anwar Pervaiz

Chairman of Bestway Group and deputy chairman of United Bank Limited, the UK based Anwar Pervaiz, is the fourth richest Pakistani in the world.

Currently with a net worth of USD 1.6 billion, the British Pakistani started as a bus conductor almost 6 decades ago. With his brilliance and wit, he conquered his way through and become one of the richest business tycoons of the country.



3. Asif Ali Zardari

Former President, Asif Ali Zardari, is currently the third richest Pakistani.

From the son of a small-time businessman, Zardari rose to affluence when he married Pakistani politician and Prime Minister, the late Benazir Bhutto. Sharing the position of chairperson of Pakistan's leading political party, PPP, with his son Bilawal, Zardari became one of the most dominant Pakistani political leaders of all time.

With more than a steady flow of income coming from a range of businesses and investments in Pakistan, Middle East, US and UK, Zardari is currently valued at USD 1.8 billion.



2. Mian Muhammad Mansha

One of Pakistan's most influential individuals to date, Lahore-based Mian Muhammad Mansha, is the second richest Pakistani in the world.

With a net worth of USD 2.5 billion, the leading industrialist is the owner of MCB Bank, Nishat Group and Adamjee Group. From textiles to banking, Mansha has a firm foothold in the most profitable business sectors of Pakistan.



1. Shahid Khan

Categorized as one of the wealthiest men on earth, Shahid Khan owns one of the largest private companies in the US, Flex-N-Gate. Starting as a dishwasher, Shahid Khan became successful after graduating from the University of Illinois and creating a one-of-a-kind truck bumper.

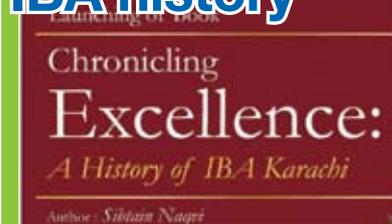
Today, valued at USD 4.5 billion, Khan has become a celebrity businessman, with the recent acquisition of NFL's Jacksonville Jaguars and Premier League football club, Fulham. 



Ponds honours women

Ponds recently honored 100 Pakistani females as 'Ponds Miracle Women' under an initiative to highlight strong Pakistani women who maintain a successful balance between their professional and personal lives, while excelling in both. Many women juggle careers, family and social lives with ease in their daily lives. It takes inner strength, management and an enhanced skill in multi-tasking. **S**

Book records IBA history



At an event held in the Jehangir Siddiqui Auditorium at the city campus of the Institute of Business Administration (IBA), Sibtain Naqvi's book titled, 'Chronicle of Excellence – A History of IBA' was launched. The event marked the 60th anniversary of the institution with the dean and director of IBA, Dr. Ishrat Hussain, unveiling the book, along with Justice Munib Akhtar.

Dr. Ishrat Hussain said there was a dearth of archives that narrated the history and past achievements of the IBA.

The chief guests at the event were Justice Munib Akhtar and Javed Jabbar. **S**

Masood Haider feted



Veteran New York-based journalist and correspondent, Daily Dawn, Masood Haider was recently feted for his long service to the profession at a Dinner Meet by Syed Jawaid Iqbal, Chief Editor, Southasia and Slogan, at his residence in Karachi.

Seen on the occasion (in picture from left to right) are Athar Waqar Azeem, Hidayatullah Khesghi, Javed Jabbar, Masood Haider, Syed Jawaid Iqbal, Ashraf Shad, Babar Ayaz and Arshad Mahmood. **S**

Aleem Dar does 100 Tests

Pakistan's Aleem Dar, the 47-year-old former first-class cricketer became the third member of the Elite Panel of ICC Umpires to achieve the 100-Test mark when he took the field in the second Test played between South Africa and England.

Before him Steve Bucknor and Rudi Koertzen have umpired in more than 100 Tests.

Dar is an former right-handed batsman and off-spinner. He made 17 first-class appearances in 12 years. After his retirement, Aleem made the move to umpiring. In 2000 he stood in his first ODI in Gujranwala. **S**

'3 Idiots' director to teach film-making

The Indian film director and editor, Raj Kumar Hirani will be visiting Karachi in the first week of April, 2016 to conduct a film-making workshop for aspiring film-makers. Rajkumar Hirani who is widely acclaimed for his out-of-the-box Bollywood movies like 3 Idiots, PK and Munna Bhai, will be talking about the "technical aspects of film-making."

The acting maestro has previously worked in the Pakistani movie, Zinda Bhaag, in 2013 and is looking forward to returning to Pakistan later this year for yet another role in a local movie. **S**





How Sandra stuns

Sandra Bullock stuns with her looks and when she talks about her career, her motherhood and her new movie role. The 51-year-old star says because she wasn't classically beautiful, she wasn't a leading lady early on.

On how she met George Clooney and Grant Heslov, she says, "Grant, George, and the person I dated were all friends. I met George at a party where he was doing Buddy Hackett imitations!"

On becoming the protagonist instead of "the girl" in movies early on, she says, "They didn't want me to be the girl. I loved comedy. I was the best friend. I wasn't a leading lady. [But] it allowed me to express myself in a more authentic way. Because I didn't fit a certain type, it gave me the career I wanted." On why she started producing: "I like creating a story. I don't have to be in front of the camera to do it. I stopped [producing] when I had Lou because it's a 24/7 job sometimes."

Crowe angry



Actor Russell Crowe lashed out at Virgin Airlines on Twitter, after they refused to let his son's hover boards on board.

The 51-year-old actor slammed Virgin Australia after the airline informed him that the lithium ion batteries in the hover boards pose a hazard during air transport and they could not be taken on board.

Russell, who was preparing to fly from Sydney to Coffs Harbour in New South Wales, with his children Tennyson and Charles, fumed: "Ridiculous. No Segway boards as luggage? Too late to tell us at airport. Kids and I offloaded. Goodbye Virgin. Never again."



Emma Watson responds

Emma Watson gave her thoughts on the casting of Noma Dumezweni to play Hermione Granger in Harry Potter and the Cursed Child... and she "can't wait".

When the casting for the upcoming West End production of Harry Potter and the Cursed Child was announced, it was divisive amongst Harry Potter fans and other critics. Some questioned the casting claiming that Hemoine was not intended to be a black character (which was swiftly shut down by J.K Rowling herself who pointed out that no race was specified in Hermione's description), while many others applauded the casting.

But the opinion that everyone wanted to know about was that of Emma Watson, who played the original Hermione Granger in the Harry Potter film series... And she was all for it:

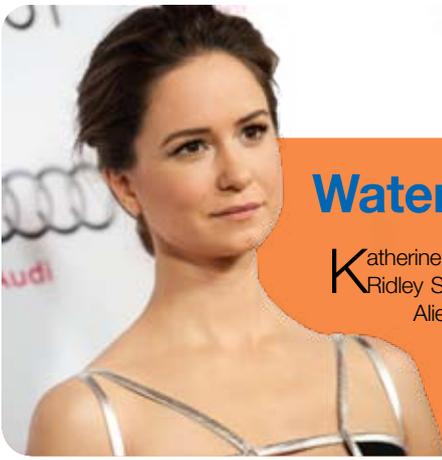
Star Wars second-highest

Star Wars: The Force Awakens has marched confidently into the new year in the US. The top film is Avatar with a gross, but Star Wars will surpass it soon.

For context, it took Avatar 72 days to reach \$US700 million. Star Wars did that in 16 days.

While Star Wars might not give up its throne any time soon, films like Daddy's Home and Sisters have also proven to be incredibly strong performers.





Waterston in Alien

Katherine Waterston has been cast in the lead role in Ridley Scott's last update on his Prometheus follow-up Alien: Covenant.

Scott has also recently confirmed that, following Prometheus, Alien: Covenant will be a full-on alien movie. Alien: Covenant is set to start shooting in March for a 2017 release. **S**



Depp thanks wife

Actor Johnny Depp expressed sweet gratitude to his wife, Amber Heard, as he accepted the Desert Palm Achievement Award at the Palm Springs International Film Festival.

"I also have to thank my wife Amber for putting up with me, for living with all these characters, which can't be easy," he said in a nod to his many colorful movie roles. "It's hard for me — it's got to be hard for her." **S**

Spat over diary

Anne Frank's diary, written when the teenager was in hiding with her family, has been made freely available online.

A French MP and a university lecturer have published the original Dutch version of The Diary of a Young Girl on their websites 70 years after she died in the Bergen-Belsen concentration camp, aged 15. They argue that the work should now be free because under European law, copyright on written works expires 70 years after the author's death.



However, the Anne Frank Fund argues that it still owns the publication rights. The Swiss-based charity was founded by Frank's father, Otto, and it claims that he made such significant changes to the manuscript that he "earned his own copyright". Otto, who was the only member of the family to survive the Holocaust, died in 1980.

The charity also maintains that the definitive version is the one published in 1986 by the Dutch State Institute for War Documentation and therefore still remains under copyright.

More than 30 million copies have been sold since the diary was first published in 1947 and it has inspired numerous films and plays. **S**

Dubai to host Latinas

Dubai is all set to host the region's first ever Latina beauty pageant. Eleven candidates will vie for the coveted Miss Latina Middle East 2016 title on Feb 5.

Organized by event producer LS Productions and entertainment company Batuta Events, Miss Latina Middle East 2016 will be held at the Wafi Rooftop Gardens, featuring Latina beauties from the Middle East and the Levant.

Eleven shortlisted candidates are undergoing certified intensive training modules for the pageant. The contestants are all Latin Americans or Spaniards aged 18-30 and live in the UAE, Kuwait, Bahrain, Oman, Qatar, Lebanon and Egypt. **S**



Carey sparks rumours

Mariah Carey has sparked rumours she received a Christmas proposal from Australian boyfriend James Packer after she was spotted showing off a huge ring on her wedding finger.

She was seen flashing a sparkling ring on her left hand during an appearance at Packer's Crown Casino in Melbourne, prompting speculation the couple is planning to tie the knot.

Carey split from her husband, rapper and actor Nick Cannon, in 2014 after eight years of marriage. **S**



Dakota is proud

Despite being tipped as 2015's hottest movie, *Fifty Shades Of Grey* was met with a mixed reception. Yet leading lady Dakota Johnson has disregarded the critics and insisted she stands by the movie, as she credits the film with making her a household name.

Dakota, whose parents are actors Don Johnson and Melanie Griffith, sizzled on screen as Anastasia Steele opposite Jamie Dornan as Christian Grey in the adaptation of E.L. James' hit novel.

Despite being the most hotly anticipated movie of 2015, the film failed to impress some critics as it was dubbed 'painfully dull' and 'tame', yet Dakota insists she stands by the Samantha Taylor-Johnson directed movie.

She said: 'I'm proud of *Fifty Shades of Grey*. I don't need to distance myself from that. The more work I do, the more the general public sees the different things I can do. Do I think it opened doors? Yeah. More people know my name.'

Crown Alone

Miss Philippines already had to share her Miss Universe crown once, and she won't do it again, since Steve Harvey's massive reading-comprehension fail.

In response to Donald Trump's and Miss Colombia's proposal that there be two Miss Universe winners, said Pia Alonzo Wurtzbach: "I think it would be a little bit difficult for two girls to share a crown ... It's a little bit heavy, but I'm not complaining. It can stay on there a long time."

That's not to say she isn't sympathetic of Miss Colombia's loss. She says she "greeted" Ariana Gutierrez on her birthday on Christmas and thinks "she'll have a lot of other opportunities ... she'll do very well, I'm sure."



Alibaba Pictures digital chief goes

Alibaba Pictures has removed group digital content chief, Patrick Liu Chunng, who has been in police custody relating to a corruption investigation since July 2015.



Liu was an executive director at Alibaba Pictures and also headed the digital entertainment business for parent company Alibaba. He was detained by Chinese authorities for questioning over a corruption case relating to his time at Tencent Holdings, where he served as vice president.



Natalie Cole dies

Natalie Cole, the Grammy-winning daughter of Nat "King" Cole who carried on her late father's musical legacy and, through technology, shared a duet with him on "Unforgettable," has died. She was 65.

Cole had battled drug problems and hepatitis that forced her to undergo a kidney transplant. She was inspired by her dad at an early age and auditioned to sing with him when she was just 11. She was 15 when he died of lung cancer, in 1965.

She began as an R&B singer but later gravitated to smooth pop and jazz that her father loved.

Cole's greatest success came with her 1991 album, "Unforgettable ... With Love," which paid tribute to her father with reworked versions of some of his best-known songs, including "That Sunday That Summer," "Too Young" and "Mona Lisa."

Her voice was spliced with her dad's in the title cut, creating a delicate duet a quarter-century after Nat "King" Cole's death.



Ghalichi takes a break

She is the beauty entrepreneur behind Lilly Lashes. Tucked away from her adoring fans in the privacy of a 'beauty room' located at the back of Galeries Lafayette, a high-end department store in The Dubai Mall, she was in the UAE for a few days for the annual Dubai Shopping Festival (DSF), that focused her involvement in fashion and beauty. She spent Christmas and New Year's Eve in the city.

Ghalichi hadn't always been in this industry. She got her first taste of popularity in 2012 after being on the series 'Shahs of Sunset', which followed a group of Persian friends around Los Angeles. At 32, she's now the owner of Ghalichi Glam, and has become known primarily for her fake eyelash line, Lilly Lashes.

Make-up is about the feel-good moments and self-love, not 'seeking perfection,' is her credo. 

Philip best dressed

The 94 year old Duke of Edinburgh, Prince Philip, has been named the most stylish man in the UK royal family, comfortably beating his grandson Prince Harry.

The Duke is ranked 12th in GQ magazine's annual Best Dressed Men list, him only narrowly behind the likes of actor Benedict Cumberbatch and Harry Styles.

Prince Harry, 31, had to make do with a 38th-place ranking in the list, which was topped for the second year running by Oscar-winning actor Eddie Redmayne, an Eton contemporary of Prince William.

The Duke, known for his suits by tailor John Kent, is rewarded with the prominent placing on the list after a year in which he carried out some 217 official engagements at home and 33 abroad. By contrast, the Duke and Duchess of Cambridge, and Prince Harry combined only managed 198 engagements at home and 94 abroad. The Prince of Wales, who has often featured in GQ's annual list and ranked seventh last year, and Prince George, who caused a stir with his inclusion at the age of one last year, are both absent from this year's top 50. 



After the fire



The Dubai Ruler praised the emergency services for their fast reaction to the blaze in the aftermath of the fire that ravaged the Address Downtown Hotel in the city, leaving one side of its facade

charred and mangled.

Though there were no deaths attributed to the fire, police said 15 people were injured and one man suffered from a heart attack during the evacuation process which took no more than 20 minutes. 

Pink and blue in 2016

Pantone has named Rose Quartz and Serenity for 2016 as the 'in' colours — but designers do not seem to be ready yet.

The experts at the Pantone Color Institute in Carlstadt, New Jersey, have chosen the two colours in a complementary pairing that spans fashion, media, packaging, houseware and a desire for more tranquility and calm in actual life.

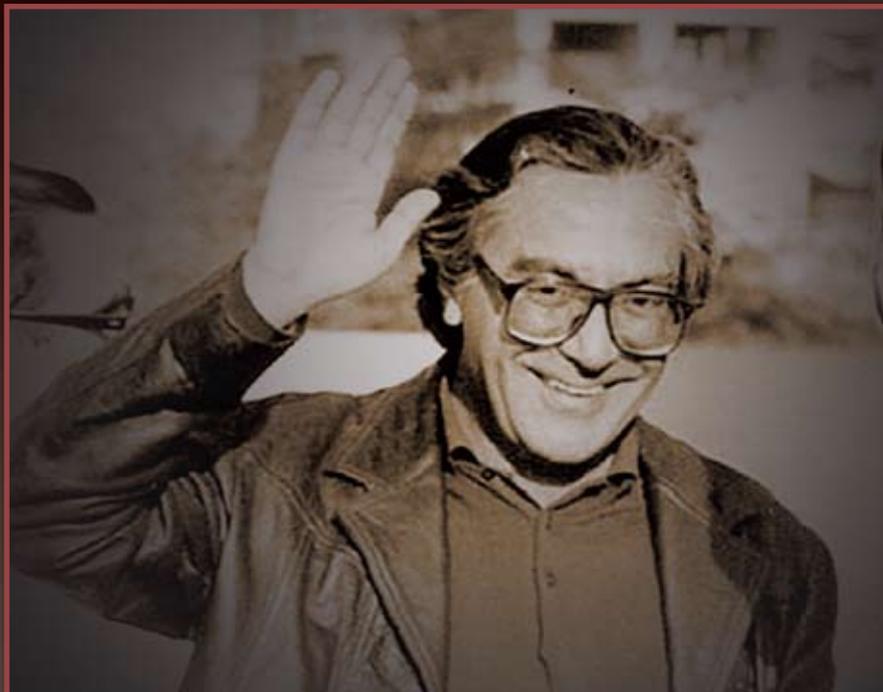
Rose Quartz is a pale pink while Serenity is close but not quite what once was referred to as baby blue.

Pantone believes the blend reflects a gender neutrality that has strengthened over the last year or so and is sure to carry through in 2016 and beyond.

It's the first time Pantone has picked two colours of the year since it first made the designation in 1999. 



Aslam Azhar - in quest of a happier country



Aslam Azhar died at the ripe age of 83 but it is a pity that in the latter part of his life, he was not able to contribute much towards propping up the sinking fortunes of a TV broadcasting organization that he had done so much to establish and nurture.

There was a time back in the 70s when the names of PTV and Aslam Azhar were almost synonymous. Those were the young days of PTV – Pakistan’s only TV channel then - that was set up by President Ayub Khan in 1964 and started with a broadcasting centre in Lahore. PTV played a truly pioneering role and established its high credentials across South Asia in particular and Asia in general in a matter of few years.

Aslam Azhar’s was one of the earliest faces to appear on PTV, Lahore’s TV screens – as an English-language news reader. Newscasters or TV anchors had not arrived in this part of the world by then. Some other prominent faces from Lahore TV that have lasted to this day are those of Tariq Aziz and Muhammad Qavi.

The Pakistani government, under the Ayub regime, wanted to start television and in 1964, a Japanese company, NEC, was given the contract to set up a pilot television station in Lahore. They had heard about

Aslam Azhar and he was asked to become head of programmes. He came to Lahore and ran the pilot television project for three months. The project was so successful that

PTV Lahore also brought Aslam Azhar close to Faiz Ahmed Faiz and many other literary figures, actors, musicians and singers. He created an environment where the great artistes prospered and found satisfaction.

the government decided to buy it. In those days, all TV programmes were live and the daily broadcast lasted was from 6-9 pm, with Monday being an off day.

PTV Lahore also brought Aslam Azhar close to Faiz Ahmed Faiz and many other literary figures, actors, musicians and singers. He created an environment where the great artistes prospered and found satisfaction.

It did not take long for Aslam Azhar to prove his mettle and to be made the Gen-

eral Manager of PTV, Karachi and then Managing Director of PTV. He was really in his element, leading PTV with all the talent and knowhow at his command. He fashioned PTV into an organization that did not follow – but showed the way forward. Originally from theatre and radio, as most talent working for PTV in those days was, he realized the potential role that TV was cut out to play in this part of the world and made the most of it.

With Aslam Azhar’s deep knowledge, confidence and background, TV soon became the mass medium of choice in Pakistan and radio was left far behind. He laid down the foundations of TV broadcasting in Pakistan as a progressive activity. PTV was designed as a modern and forward-looking organization that picked up much of its talent, especially in the acting department, in the form of radio voice artistes as well as outstanding performers from the Lahore and Karachi theatre. He also explored the media and the corporate world for young talent.

He and his liberal colleagues at PTV made sure that they were not hampered by the worn-out ways of radio. The result was that a more contemporary and fashionable work ethic was introduced at PTV, with all

staff given better salaries and a healthier working environment. The discipline was also much tighter at PTV than it was at Radio Pakistan, which presented the look of a retrogressive and moth-eaten organization.

Soon, under Aslam Azhar’s leadership, PTV plays became trend-setters in the entire region and Doordarshan, despite India’s own burgeoning film industry, followed the Pakistani TV drama, which was much ahead in terms of content, writing,

acting and audience popularity. In fact, PTV plays were recorded and shown to Indian students learning the ropes of TV drama production.

It was in recognition of his sterling services that Aslam Azhar was awarded the Tamgha-i-Pakistan in 1968.

Aslam Azhar underwent all the travails of establishing PTV but still wished for a happier country to live in. As the son of a government servant in British India, he travelled to different places in the subcontinent and learned a lot through the experience. He went to Cambridge to study law and jurisprudence for his Honors degree and returned to join the Burmah Oil Company. He then resigned in 1960 and went

to Karachi to work as a freelancer, making documentaries for the Department of Films and Publications. This included a film on the Gandhara civilisation.

Aslam Azhar gave PTV programming that much-needed variety and diversity in drama, music, folk culture, quiz shows and sports coverage that the much expanded PTV network so badly lacks today and which has not been taken up by channels in the private sector either. Besides so many other innovations, he promoted the PTV training academy that would send talented PTV producers and directors abroad to gain the latest knowhow. In later years, Aslam Azhar made sure that his people were trained at the PTV academy set up

in Rawalpindi.

Aslam Azhar was a broadcasting legend, no less. He was an intellectual, an innovator and a progressive ideologue and utilized his knowledge of a deep-embedded interest in theatre and broadcasting to launch television in South Asia. PTV was a leader in the region for many years and laid the foundations of good television in subcontinent, all due to the dedication of this talented individual. However, just as Aslam Azhar faded from the scene, PTV is also dragging its feet. Its healthy and wholesome programming is no more. The founder of PTV died with his head held high. No such end can be contemplated for the organization he founded with so much sweat and tears. **S** – JA

Kamal Ahmed Rizvi

No inspiration, no magic

Kamal Ahmed Rizvi, popularly known as 'Allan', is no more. He silently passed away after a protracted illness, in Karachi on December 18, 2015.

The legendary actor and comedian was renowned for his many talents - writer, director, translator, editor and sometimes even a painter. One of the founding fathers of theatre in Pakistan, Rizvi sahib became a household name with the launch of 'Alif Noon' that went on air on PTV Lahore in 1965. Alif Noon was the country's most celebrated sitcom and a creation of Kamal Ahmed Rizvi. He also played one of the two main characters - 'Allan'. The other one, 'Nanna' was played by the late Rafi Khawar, another renowned comedian.

Speaking about Alif Noon, Rizvi sahib had said in an interview once, "Interests and trends change with time, but those who grew up watching the series still remember

it like (they watched it) yesterday."

Born in 1930 in Gaya, Bihar, Kamal Ahmed Rizvi moved to Pakistan in 1947 and settled in Karachi.

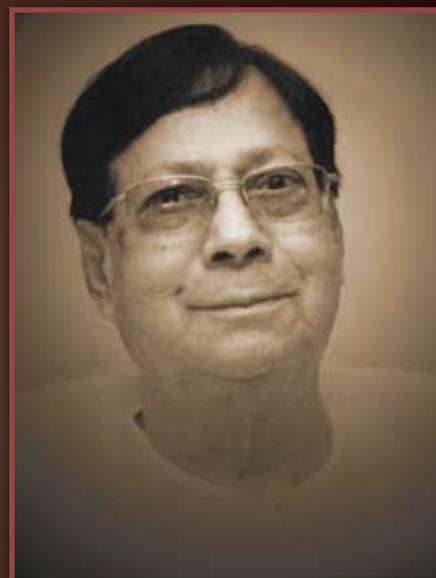
His intriguing career started with his flirtation with communism, like most other young people of the 40s and 50s. This interest and the accompanying lack of funds first led him to the doorstep of the Communist Party of Pakistan and then to the Progressive Writers Association.

Rizvi sahib sharpened his skills as a writer through small articles in literary magazines and newspapers. He also translated some famous Russian novels into Urdu. His own classics include Mr. Shaitan, Aadhi Baat and Sahib Bibi Ghulam. He also edited popular digests, such as Tehzeeb, Aina and Shama.

Rizvi had an initial brush with the cinema but soon retracted and joined the radio for a brief period. He got his first stage acting opportunity in Shakespeare's Julius Caesar staged by Zia Mohyeddin for BBC Urdu. This led to numerous theatre ventures and subsequently, television.

The plays that Rizvi sahib wrote or adapted were mostly comedies and satire. The writers who inspired him the most for these plays were Molière and Nikolai Gogol. When asked about playwriting, Rizvi said, "I write when I'm inspired. It's impossible to create magic in the absence of inspiration."

When he adapted Alexander Ostrovsky's 'Diary of a Scoundrel,' he played the scoun-



drel himself. Similarly, he played 'Harpagon' in Molière's 'The Miser'. This perhaps also led to the making of an 'Allan' who would emerge years later. Perceptively, he revealed the rascal in himself in order to show the villain in people.

Kamal Ahmed Rizvi, the arch-satirist of the country, will forever live in the hearts and minds of the public. Even though he had not appeared on television for a very long time, his name and the famous character he created will always be remembered. **S**



Have smartphone, make film

By Mahrukh Farooq and Faizan Usmani

Asia's first and the world's 9th 'Pocket Cinema Film Festival' was held in Karachi in December, 2015. It featured only those films that were produced by new filmmakers from all over the world using their mobile phones.

Slogan spoke to Kamran Ata and Abid Beli, the two individuals behind the film festival.

Q: Tell us about iSmartfilms.

Kamran Ata: Based in Karachi, iSmart Films is a production house that makes videos, films and documentaries by using smartphones. Being a team of musicians, designers and filmmakers with more than 15 years experience, iSmart Films has strategically partnered with leading Dubai and US-based companies for creating smart films and visuals.

Q: What is the Smartphone Film Festival all about?

Abid Beli: The 'Smartphone Film Festival', also known as the 'Pocket Cinema Film Festival,' provides an outlet for young filmmakers to showcase their films and documentaries to a global audience. It collaborates with similar international festivals in the United States, Spain, New Zealand, France and Macedonia.

The concept is based on the lines of 'mobile journalism,' an emerging form of film-making and storytelling where pocket-sized communication devices are used to capture, gather, edit and distribute shots and visuals. Modern telecommunication devices and smart phones help you capture thrilling stories and share videos via social media.

Now Pakistani youth also have a wonderful medium to showcase their talents as creatives make an impact in film-making. Considering the growing number of smartphone users, the international platform provides equal opportunities to all, offering support and motivation to help create visually appealing pieces.

The core idea behind the film festival in Pakistan was to empower the youth. Now a new industry is emerging here through the use of mobile phones as film-making devices.



Q. What were the highlights of the smartphone film festival?

Kamran Ata: A total of 1,058 films were submitted from over 110 countries. Can you name a single film festival held in Pakistan, which has received such a huge response?

Hassan Zaidi from Lahore got the 8th position for his documentary 'Colours of Death,' which was about the coloured chicken sold in the pet market in Lahore after they are dyed. Among the top five winners were 'Oven Glove' from Ireland, 'Chasm' and 'How to Rob the House' from the United States, 'Sector Zero 4' from Spain and 'Gloomy Boy' from France. The panel of experts included Shahzad Nawaz, Jami Me-

hmood, Furqan T Siddiqui, Adil Murad, Yousuf Bashir Qureshi and others.

Before this, a total of eight smartphone film festivals have been held in other countries. iSmart Films has collaboration with seven of them.

Q: What challenges did you face?

Abid Beli: The biggest challenge was the lack of funds, as it was a project worth Rs. 5 crore. To meet this, we started approaching sponsors. Unfortunately, the majority of sponsors in the corporate world work on a 'give and take policy.' However, we had already decided that, we will not offer them extra favours, pay under the table or hold parties to entice them.

During the sponsor hunt, we approached a total of 1683 companies, but got none in the end. One telecom company as well as Samsung showed their willingness to sponsor the

festival, and they also asked us to reschedule the event twice, but they opted out at the last moment, which was a severe blow to our efforts. After successfully holding the festival, we sent an SMS to the telecom company and asked them to change their slogan from 'Karo mumkin' to "do nothing."

Similarly, a local advertising agency, Brandlogics, opted out of the project a day before the official launch. These companies did not take the film festival seriously and believed that we would not be able to organize it. Generally, when you come up with a new idea and try to execute it on a large scale, people don't believe you.

Moreover, many companies happen to be scavengers who try to steal the whole project and execute it, as if it was their own idea. We experienced the same when we were trying for a Guinness world record of singing the national anthem together but could not get sponsors as nobody believed in us. At that moment, a representative of the AFP news agency phoned me and asked how could such a big thing happen in Pakistan when a country like Japan could not do it?

Q: Please tell us about the Lyari Boys?

Abid Beli: There is a school Kiran Foundation in Lyari. Underprivileged children are admitted to this school and are later sent to prestigious educational institutions. It is run by Sabina Khatri on a welfare basis and we have been working with them since 2006 as volunteers.

Working there, we realized that Lyari is an oppressed and neglected area though its children are immensely talented and can do wonders. Half a year earlier, we had adopted a primary school 'DCTO Academy' from the government. Some 50 to 80 children were enrolled there but the number has now reached 700.

So, we launched our company iSmart Films from that Lyari-based school and Lyari Boys became our brand ambassadors.

Q: What was the overall response - from the media and the public?

Kamran Ata: It was mind-blowing. Making films using mobile phones is a whole new world, as it creates new opportunities for people who want to go into film-making as everybody cannot afford to have camera and other equipment. They can now shoot films with their phones. When we met Sarmad Khoosat (who made Manto), he said, "You people are going to create a revolution in the film industry, and we are following you."

A senior person from the US Aid said that we had brought film-making from a selected few to the public.

The Hollywood filmmaker and founder of the iPhone Film Festival, Ruben Kazantsev, has also worked with us. He says, 'I don't know why the West always depicts a negative picture of Pakistan, but after working with you I



am going to portray a positive image of Pakistan wherever I go.'

Ruben Kazantsev will soon come to Pakistan for a film we are working on. It will show that due to smartphone filming technology, Hollywood is now coming to Pakistan, and we are not going there.

Q: How would you compare conventional film-making tools to smartphones?

Kamran Ata: Frankly speaking, we cannot compare a conventional camera to that of a smartphone. The aperture of a smartphone camera is quite small compared to an SLR but the megapixels in these phones are greater than conventional cameras. The right combination of both aperture and megapixels can make a good shot. When it comes to sound, light and editing, an intelligent use of the smartphone creates the same results as traditional filming equipment.

The smartphone offers a new way to shoot and has its own range of filming accessories and supplementary devices. Even high-end photography and editing can be done using mobile phones. Usually, around 5 to 7 crore rupees are spent in producing a film, but through the smartphone, it will now cost less than 1.5 crore, including all production costs, post-production, editing, marketing and advertising expenses. The difference is phenomenal.

Q: How do you add music?

Kamran Ata: There are many music apps and websites (e.g. www.freemusic.org and

www.musicarchive.org) offering music and it's all legal. As a film production house, iSmart Films has its own studios and production facilities and whatever we do complies with all intellectual property and anti-piracy laws.

Q: When will you hold the next festival?

Abid Beli: We will hold the festival every year in Pakistan in its different cities. We also plans to have it in Dubai.

Q: Do you plan to produce your own film using the smartphone?

Abid Beli: We are making a Urdu feature film 'Core 7.' It is an action movie featuring a man on the death row. It will be released in December this year. Next year, we will produce music programmes as well. We have introduced 'mobile journalism' in Pakistan and provide training to students and media professionals.

iSmart Films has been conducting free workshops and training programs at different colleges and universities to teach modern film-making and reporting techniques using smartphones. A curriculum has been designed by international experts to teach mobile journalism.

Last December, we visited GEO TV and gave its camera and reporting team special training in the use of mobile phones in place of conventional cameras. We have launched a series of portals for uploading videos and news reporting. iSmart Films has also acquired the distribution rights of five smartphone filming tools for the Asian region. 

About Kamran Ata and Abid Beli

iSmartfilms was co-founded by Kamran Ata and Abid Beli. With more than 15 years experience, Kamran Ata has been working in radio, television and print on graphics production. Ata has worked with FM 107, 101 and ARY Music as Programming Head. He has also worked for the Dubai-based Arabian Media Group and MTV Arabia and for Bullseye Communications as Production and Digital Head.

An IT entrepreneur, Abid Beli introduced online shopping in Pakistan in 2001 by launching the country's first and the world's 22nd shopping portal www.belicity.com. He has launched many other portals such as www.yaarbeli.com, www.deliverywalay.com and www.sadiaskitchen.com. In association with actor Faisal Qureshi, Beli launched an online TV channel 24/7, which had to be shut down when the government banned YouTube in Pakistan.



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The Importance of Market Research

By Sara Talebzadeh

“Market research is the application of the scientific method in search of the truth about marketing phenomena. These activities include defining the market opportunity and problems, generating and evaluating market ideas, monitoring performance and understanding the marketing process.”

– “Exploring Marketing Research” By William G.Zikmund

The concept of a business seems simple. Companies produce goods and services and consumers buy the end products. The challenge lies in creating and delivering value for the customer. Businesses that have a solid value proposition can be considered successful.

So how do we deliver value?

Some questions to consider when understanding the concept of value are

What type of products or services does a company sell?

Does the product or service meet the consumer's need?

What does the customer think about the company?

What are the customer's expectations when buying and using the products or services?

What are the customer's initial perceptions of the company's products or services?

Are there alternative products or services that can meet the customer's needs?

These questions can be answered by market research. Market research facilitates decision making, reduces uncertainty and highlights consumer problems. Market research drives every aspect of a business such as:

- Identifying new market opportunities and evaluating the existing markets
- Segmenting and analyzing the market
- Selecting the best target market
- Evaluating and analyzing the company's reputation and performance
- Positioning a product
- New product development
- Planning and implementing a marketing mix that meets business objectives

Market Research Classifications

What type of market research can product managers utilize in their quest to find answers that will help businesses deliver value? There are three types of market research:

- Exploratory research
- Descriptive research
- Causal research

Exploratory Research

Exploratory research helps businesses to discover new ideas and find potential market opportunities. It is used to explore a situation or search for a problem. This research process is unstructured. Product managers need not go through all the stages of the market research process from the “defining stage” to the “analysis stage.”

The findings from exploratory research are usually based on secondary data (data that is already available), open ended questions, similar case studies, a pilot study, or even results from previous research. The results from exploratory research are not generally suitable for Product Managers to draw a conclusion and decide to enter a new market. The result is all too often gen-



eralized information about potential markets and the related products or services. It is conducted with an expectation that there is need for more comprehensive research.

Example:

Mars M&M is a global manufacturer producing candy and chocolate. The company discovered, by doing simple exploratory research that consumers refer to the chocolate and candy by their color. The company achieved the result by asking some open ended questions and running focus groups. This piece of information became useful in shaping future research and marketing strategy.

Descriptive Research

This kind of research addresses who, what, when, where and how type questions. It is structured research (product managers apply through all steps in research process). Descriptive research explores more details about a market. For instance, descriptive research identifies what age groups buy a particular product or brand and why. This type of research is more structured and requires formal research design and data collection.

Example:

Abdul Bari is well known for his business performance. He is in the dates trade and sells high quality dates that are offered at a fair price in packed boxes under a brand name. He is considering extending the business to China and the Far East market. In this situation, the use of descriptive research helped him to have a better understanding of the international dates market and enabled him to make better decisions about where to sell his product. Descriptive research identified his consumers.

Research objective

The first step to the research process is to

define the research objective. At this stage, the product manager defines the problem that he or she is attempting to solve. The word problem can mean a new opportunity. Exploratory research is one of the most common types of research used at the early stage of the investigative process. It is used

taking a sample. Proper and good sampling has the same characteristic of the population as whole.

Data gathering

During this stage, the product manager collects data. It may be obtained by human

After gathering the data, the information must be converted into language which is understandable for a wider audience. At this stage, the first step is editing and coding.

to obtain a clear understanding of the situation or environment. Secondary data, previous research, discussions with decision makers, experience surveys, interviews with industry experts, similar case studies and a review of existing background information are some techniques that will help the product manager at this stage of the market research process.

Selection of basic research method

After defining the problem and formulating the objectives, the product manager shall design the research. This determines the way that we collect the data. Survey questionnaires, interviews and observations and even secondary data studies are methods that can be used to gather the data. However the most common method is a survey questionnaire.

Sampling

Finding information about the characteristic of a population is an important objective for most types of market research. Information about the population could be achieved by

observation or a survey questionnaire. It can be over the phone or through face-to-face interviews.

Data processing and analyzing

After gathering the data, the information must be converted into language which is understandable for a wider audience. At this stage, the first step is editing and coding. The product manager checks the data for any minor mistakes and then "codes" the data. Coding means recording, categorizing, and interpreting the data. The second step in this process is to analyze the data.

Drawing conclusions and reporting

The final stage in the market research process is reporting and drawing a conclusion. A market research report consists of a description and an interpretation of the research results, a conclusion and also an appropriate recommendation. The costs and risks associated with delivering any new product are high. Some new products fail to achieve the objectives set. Market research reduces the risk of taking a new product to market. ❏

New challenge on the horizon

Now it's all about expensive computer keyboards and state of the art headsets. It's also about gaming cafes and off-hour computer labs across the country because network gaming revolves around computers wired together.

The Pakistan Gaming Lounge (PGL), developed and hosted by PTCL, offers Pakistan's first online servers dedicated to promoting and organizing e-Sports in the country. Featuring international tournaments, discussion boards and numerous other helpful resources, www.GamingLounge.pk offers a unique platform for the country's gaming community.

The cloud-based platform highlights an important step in the development of e-Sports. Located in PTCL's state-of-the-art data centers, PGL servers are geared to providing a completely lag-free gaming experience, accessible from any computer with an internet connection.

With a dedicated team of moderators ready to help, competitions across this platform are fair and evenly fought. Acting as digital referees, the team at PGL gives organized regularity to some of Pakistan's most popular computer games. These include the highly popular First-Person Shooter (FPS) games, Counter-Strike:Global Offensive and Call of Duty, that have more or less defined the style and culture of eSports. By promoting other multiplayer games such as Minecraft and Team Fortress, the service further aims at introducing other popular titles to the Pakistani public, further broadening the scope for eSports in the gaming community.

The vast potential of the platform can be easily gauged from the response it received during a

live pro-gaming competition that took place at the Centaurus Mall in Islamabad recently.

Hosted on PGL's online platform, the live event featured intense rivalries in a highly contested tournament between top gamers from the twin cities. The event offered an exciting opportunity to help boost the profile of Pakistan's burgeoning gaming community, providing a unique and much-needed platform for them to socialize and compete on.

Participants of the event could be seen wholeheartedly taking advantage of the rare chance amid considerable enthusiasm. Headset in place and mouse in hand, the scene presented an image of how the concepts of socialization and hobbies in our youth have changed in just over a decade. Perhaps most surprising was the interest shown by spectators for whom a heated competition unfolding in Virtual Reality proved just as exciting as any 'real' sporting event.

By creating greater awareness for such eSports, the event offered an exciting chance for young gamers to participate in a growing and increasingly popular global trend. Promoting and broadening the scope for eSports in Pakistan allows the country's small yet growing gaming community to better represent itself and compete on a larger regional or even international scale. Perhaps the day is not that far when the green colour of Pakistani teams will be as conspicuous in the eSports arena as it is in conventional sporting competitions. 



ISPR's tribute to fallen APS students

The day of December 16, 2015 marked the one year anniversary of the deadly attack on the Army Public School in Peshawar which left nearly 144 people, most of them young students, dead. The tragic incident shook the very foundations of the country with an outpouring of grief and anger from many people. One year on, with an aim to continue fighting against the threat of terrorism, the Inter-Services Public Relations (ISPR), as a way of paying homage to the memory of those who lost their lives that day, released a song aptly titled, *'Mujhay Dushman Ke Bachon Ko Parhana Hai'*.

The video of the song shows images of young boys and girls wearing the APS uniform, displaying expressions of vigour and excitement as they make their way to school. Young children belonging to other schools also make an appearance as images of brightly lit and smiling faces accompanied by small hands holding textbooks and pencils are shown. At various points of the video, young boys and girls are seen standing amidst strewn debris and pieces of furniture, meant to denote the horrific aftermath of the attack, determinedly facing the camera and expressing the resolve to fight the terrorists with the power of education, the mighty pen being their weapon of choice.

This message is conveyed again and again throughout the video, driving the point home that such appalling acts are actually meant to terrorise and strike fear in the hearts of Pakistanis. Through such initiatives, the ISPR has, in fact, helped lift the spirits of most people in the country, including the families of the victims. It decidedly draws a line between the mindset of those who committed such horrendous crimes and the rest of us who are left with just the memories of those who passed away; that unlike them, we value life and we consider education as the most powerful tool against such elements and are, hence, willing to educate the children of those who perpetrated the crime in order to prevent such tragedies from happening in the future.

The last scene embodies the aforementioned tenacity as a lady playing the role of the principal of the school approaches the podium to address the hundreds of students who have filled the seats of the very same auditorium where the tragedy took place. In a manner that resounds optimism and positivity along with a determination to continue striving for the best, she says, "Welcome back to school." – M.F. ✎



MUSIC

Dilwale – talk and action

In what can only be described as hype built on the public's fond memories of the 1995 hit, *Dilwale Dulhania Le Jayenge*, the 2015 Shahrukh-Kajol starrer, *Dilwale*, does indeed start with a bang, yet fails to deliver. The storyline revolves around a once-tough-now-reformed Shahrukh Khan (who plays 'Raj' – another link established with DDLJ) who is forced to enter the very world he left behind when his younger brother, Veer (played by Varun Dhawan) crosses a fearsome drug dealer while attempting to woo the charming Isha (played by Kriti Sanon). A flashback reveals that it was, in fact, his efforts to save his beloved Meera (played by Kajol) that put him there in the first place, a twist that adds some intrigue to the plot, yet bears great similarity to the Hollywood film, *'Gone in 60 Seconds'* starring Nicholas Cage and Angelina Jolie. Still, it did provide some entertainment, particularly the shots of Kajol and Shahrukh together amidst stunning backdrops.

It is only after the interval that everything starts to go south. A sequence of scenes that feel like they have been copied from a dozen or so movies (both Indian and English) combined with one implausible sub-plot after another (not to mention, the dreaded 'filler' roles that are aimed at providing comic relief), *Dilwale* ends up being almost cringe-worthy. Its only saving grace are the scenes starring Shahrukh Khan and Kajol; the affection and love shown is enough to take one back to the DDLJ days that signified the coming-of-age of romance. Perhaps it is for this reason that *Dilwale* has managed to cross the Rs. 215 crore mark worldwide, making it Shahrukh Khan's fourth highest grosser of 2015. Still, it would have been nice had the makers of the film opted for a much simpler story line or, if not that, then at least a better execution. For now, *Dilwale* delivers a major blow to all Shahrukh Khan fans. – M.F. ✎



FILM

Ufone Trumps Mobilink

By Mahrukh Farooq

With numerous examples involving leading brands invoking the ire of the general public with advertisements that were clearly not thought through, one would think that other companies would learn from their mistakes. Not so for Mobilink, though. In a move that sparked major controversy on social media, a print ad featuring the long-time brand ambassador for Mobilink, Indian film actress Nargis Fakhri, appeared in an ad in Jang, sprawled across the front page in a seductive pose and clad in a figure-hugging dress, all to promote the new Mobilink Jazz X Smartphone.

When people first saw images of the ad, they immediately took to social media such as Facebook and Twitter, to voice their utter disappointment in the brand. The image soon went viral with a number of people posting funny memes and statuses, adversely affecting the actress and the brand image and ultimately prompting Nargis Fakhri to issue a statement saying her true intentions in appearing in the ad.

While the episode did put Mobilink, currently Pakistan's leading

telecom brand, in a bit of a fix, it did not stop other brands from cashing in on the opportunity. One telecom service provider that managed to do it with considerable aplomb was Ufone. As a response to the ignominious Mobilink ad, Ufone came up with its own version; a hilarious ad displaying the funny actor Faisal Qureshi in the same provocative pose while holding the new U5a Smartphone, that too on the front page of the same newspaper in which the Mobilink ad appeared.

The ad displayed various taglines that poked fun at Mobilink's promotion attempt, namely, 'Axcuse me, mobile phone humara sasta aur behtar hai' (Excuse me, our mobile phone is cheaper and better) and 'Ishtihaar bhi chhup ker dekhne ki zaroorat nahi' (There is no need to view this ad secretly).

Ufone has a history of using humour as a way of getting its message across. Virtually all of its television and print advertisements have been received with much appreciation and this one is no different. So far, the spoof has been seen by people on the social media who have appreciated Ufone for its creativity and innovation. Sympathies go out to Mobilink when it comes to using imagination, but Ufone sure takes the cake! 🍷

CAMPAIGN



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زندگی اور کتنے زخموں

Zindagi Aur Kitne Zakham

The riveting story of a brave young woman who sacrifices her love and happiness for her family – and there are more demands to come. Can she escape her fate?

Directed By: Sohail Irfan **Written By:** Wasi Shah **Producer:** Twenty Sixth Frame Entertainment

Starring: Noman Ejaz, Kashif Mahmood, Kiran Haq, Asma Abbas, Adnan Shah Tipu, Sohail Sameer.

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New luxury goods store

Luxury brands must be selling like hot cakes in Pakistan. That is why there is a surfeit of luxury stores selling luxury brands across this land of starving millions.

The luxury fashion brand Caanchi & Lugari recently launched their fourth store at Shaheed-e-Millat Road in Karachi. Offering a premium experience of high-end international labels from around the world, Caanchi & Lugari offer their customers authentic brands like PEDRO DELHIERRO, CORTEFIEL, ARMANI, BUGATTI, KRISTY, DENE LUCIA, VAN LAACK, VALENTINO, SALTONI, etc.

Speaking on the occasion, Shahid Riaz, Marketing Manager, Caanchi & Lugari, said, "It gives me the greatest pleasure to be inaugurating our second outlet in Karachi. The launch speaks volumes for the fact that Caanchi & Lugari is fulfilling our customers' need for luxury brands."

The other three Caanchi & Lugari stores are located on M.M Alam Road in Lahore, the Centaurus Mall in Islamabad and the Dolmen Mall in Karachi. 



Will *Bachana* save the day?

Big Film Entertainment and Hum Films recently launched the official trailer for BACHAANA – a Nasir Khan Film, in Karachi. Featuring Sanam Saeed, Mohib Mirza and Adeel Hashmi, BACHAANA is set to release on February 26 this year across Pakistan.

Says Sultana Siddiqui, the HUM President, "We are excited to partner with Big Films to release feature film "Bachaana" under Hum Films banner. HUM NETWORK has always supported new talent and we have great expectations from Nasir and Rizwan. It's an exciting time to be in film business and we hope to bring more films with a Pakistani identity in future."

Shot in Mauritius, BACHAANA is a romantic comedy. The story is based on



cross-cultural relationships and how love transcends international boundaries. It is a tale of a sweet and bubbly Indian girl, Aalia, who undergoes a series of unfortunate events and is forced to place her faith in a man she hardly knows, Vicky, who is a

Pakistani taxi driver in Mauritius.

How the film plays out at the box office – well, that will become evident when it actually hits the screens. Considering the limitations of film-making in Pakistan and the fact that a lot of talent has trundled in without much experience in this particular art, film-goers are hoping it won't be one long advertising commercial. 



Apart from being known as a talented actor and filmmaker, Hamza Ali Abbasi has drawn attention to his strong opinions on various issues

Creative – and candid

By Mahrukh Farooq

We have seen him as a lovesick Romeo in *Pyare Afzal*, the hit drama serial that helped him skyrocket to fame almost overnight. We mourned as he laid his life down for the sake of his country in *Waar*, cheered as he outdid himself in *Main Hoon Shahid Afridi* and laughed as he bungled his way out of one mishap straight into another in *Jawani Phir Nahi Aani*. From his first appearance on television right up to his ceremonious entry in to the world of films, audiences are witness to the upward trajectory of Hamza Ali Abbasi's career. He has proved himself as a serious actor and director with his directorial debut, *Kambakht*, which has received much appreciation.

But, more than anything, much of his popularity (or notoriety, depending on what camp you belong to) is a result of his candid and sometimes outright blunt views on issues ranging from politics to religion along with various social issues. Although Hamza has had to bear the brunt of being outspoken on many occasions, what with many an individual taking to social media to call him out on his so-called hypocrisy, he feels that it is his responsibility to do so and a trait that should, in fact, be emulated by everyone. "It's not necessary that only a politician should talk about politics or solely a cleric should preach religion," he stresses. "I am an actor, but I mustn't be barred from speaking on these matters. In order to progress, we need to break these taboos."

And he continues to persevere, despite the obvious risk posed to his acting and film career by many brands and companies threatening to retract their contracts. If Hamza feels the least bit intimidated, he isn't showing it. "The thought did cross my mind, but I don't dwell on it much," he says, almost nonchalantly. "If we [all] agree that respect or disrespect is given by God, [then] this idea can actually liberate you."

His bold stance on a variety of issues that he believes affect the common man on a daily basis have led most people, friends and critics, to believe that he per-



you can't speak your mind. A few months ago, I said a few things about religion and art, how they're not different from each other. Some people hurled abuses at me, others agreed with my opinions, but all my friends were concerned for my safety."

Regardless of how he maintains his image on social media, Hamza Ali Abbasi has made great impact in the world of television and films. Hamza's journey to success cannot be called a typical 'rags to riches' story. In fact, far from it. While still in college, he applied for the CSS exam and passed, even going so far as to secure a position for himself in Pakistan's police force, only to leave after completing the training. After doing a few roles for the small screen, Hamza was finally of-

people don't even know my real name and address me as Afzal," he says.

Now, having worked in films such as *Waar* and *Jawani Phir Nahi Aani*, and having even experienced what it is like to be in the director's seat with his critically acclaimed film, *'Mudhouse and the Golden Doll'* and, more recently, *Kambakht*, Hamza has high hopes for the film industry, particularly due to rapid development in the sector. "Waar was made at a time when we were making one good film every few years, and this year we have ten films that we want to watch in cinemas," says Hamza. "All this is happening with hardly any resources; imagine what we can do in 10 years when we have a proper infrastructure in place."

In spite of his positive outlook about the Pakistani film industry, television remains Hamza's favourite medium. "The television industry has been around for a while now and has thus managed to maintain a very wide reach," he explains. "As a result, a television show is more likely to make an impact with its audience."

As for the Indian film industry, considered a 'land of opportunity' for many aspiring filmmakers and actors, for now, it does not feature on Hamza's cards. "I've had three to four Indian film offers, really good ones," claims Hamza. "But I don't see myself going to India. I don't need to. If our film industry were non-existent, it would have been another story. But our cinema is getting to world class level. I'd be crazy to leave right now."

Finally, a question that is on every Pakistani girl's lips; will he ever get married? "I do have a bit of a soft corner for this one woman as of now," Hamza reveals, refusing to disclose the name of the mystery woman. "However, marriage is a huge deal and a decision that I will not take for at least a while." ❧

Regardless of how he maintains his image on social media, Hamza Ali Abbasi has made great impact in the world of television and films.

haps is looking for a career in politics. Perhaps the next Imran Khan? "I'm not a career politician, but being a Pakistani, everyone should have a political opinion," says Hamza, quick to dissuade the notion. "If good people stay out of politics, then we will be ruled by the scum of the earth." Crediting his mother for his fearless attitude, Hamza believes in not letting fear dictate one's desire to do what is right. "I feel it's an insult to me if I ever feel scared of something," he says, "The biggest misconception in Pakistan is that

fered the main role in what is now considered one of the most successful television shows in Pakistani history. Initially, though, Hamza remembers expressing his misgivings about the show's name – *Pyare Afzal*. "I didn't even like the title of the show," he confesses, "My friends poked fun at me because of that, but when God has decreed something, I believe it eventually happens." Hamza planned to turn down the role and only took it up on the insistence of his close friends, most particularly, Humayun Saeed. "Now, many



Robot Journalism

In Pakistan, the pen might still be mightier than the sword but, around the world, leading publications are now letting computers write for them, initiating a new era in the world of reporting.

By Mahrukh Farooq

At the 4th National Media Conference held in November 2015, Muhammad Ziauddin, a senior journalist, stressed on the dichotomy or 'disconnect' that exists between media owners, editors, bureau chiefs and working journalists and how both the quality of reporting as well as the state of overall journalism is being adversely affected..

Other senior journalists present spoke of the immense commercialization that had apparently taken over the profession, causing standards to drastically fall in the past few years. Arif Nizami, the editor of Pakistan Today, highlighted the lack of interest and knowledge on part of the proprietors which has created a gap between managements and journalists.

Sentiments such as these expressed at the conference are widespread when it

comes to how journalism is conducted in Pakistan. With the exception of a few, most journalists emphasize on creating content that is sensational and more likely to draw readership/viewership and ratings. To add to this sorry state of affairs is the kind of content being written or presented, a substantial amount of which leaves much to be desired in terms of quality.

Such deplorable conditions of Pakistani journalism can somewhat be attributed to ineffective management, time constraints and an immense pressure to deliver. Since many journalists' jobs literally depend on the amount of news material they are able to churn out, a lot of them end up overlooking several significant details, resulting in extremely low quality news writing or production.

In spite of such shortcomings, journalism in Pakistan is at a stage where a great level of emphasis is laid on the power of the

word and the need for the human element in every story, something which no longer holds true for other parts of the world. Just last year, America's leading multinational non-profit news agency, Associated Press announced that it would be partnering with the North Carolina tech company, Automated Insights, to outsource its articles on quarterly earnings reports to a report writer, namely 'Wordsmith'. A natural language generation platform, Wordsmith will write 4,400 articles, all formatted for AP style, in mere seconds, as compared to 300 articles developed every quarter by humans.

"We're producing articles that never would have existed in the first place," said James Kotecki, manager of Media and Public Relations at Automated Insights. Lou Ferrara, the Managing Editor of Associated Press, echoed these sentiments by presenting the development as a win-

win situation and saying that the technology will, in fact, free journalists to do more journalism, while leaving the tedious task of data collection and interpretation to computers.

This event was one amongst many such agreements taking place between notable companies. Just six weeks after the announcement made by Associated Press, Google declared its purchase of Jetpac, an app which uses image-recognition software to automatically generate city guides. Specifically, the app examines publicly shared Instagram photos and produces customized geographic information as well as recommendations of destinations based on key indicators of human experience and culture.

The Los Angeles Times, in fact, already has a program in place whenever it needs an article drafted on earthquakes taking place in the region. Quakebot is an algorithm developed by Ken Schwencke, who is a journalist and a programmer for the newspaper. It is designed to extract relevant data from the U.S Geological Survey (USGS) report about any earthquake that may have occurred and place it into a pre-written template, all within seconds. The story goes into the LA Times' content management system where it awaits review and publishing orders from a human editor. "The goal is to get the basic information out as quickly and accurately as possible," says Schwencke. "That way, everybody else can go and find out whether anybody was hurt, was anything changed and what the people at the USGS have to say."

And it seems like publications and IT companies are not the only organizations that are turning towards such technology; the 'What-If Machine' or WHIM research project, a three-year European initiative funded by the FP7 programme of the European Commission, aims to build a software that is able to 'invent, evaluate and present fictional ideas with real cultural value for artifacts such as stories, jokes, films, paintings and advertisements.'

The convenience provided to leading publications notwithstanding, the question remains: does automated journalism have a future? According to Automated Insights CEO, Robbie Allen, the answer is already in the affirmative. In his view, robot journalists have the potential to entirely customize truckloads of data that might otherwise go unanalyzed. In fact, he paints a future where everyone may have their very own personal robot journalist, filling them in on information and stories as per their preferences.

"We sort of flip the traditional content creation model on its head," he says. "Instead of one story with a million page

view, we'll have a million stories with one page view each."

Kotecki shares the same sentiments and expresses his belief that the technology will, in fact, help add more substance to stories. "We're going to be able to do a lot more in the future. Our algorithms will

active jobs being threatened by automation because of what I call 'the humanity gap'. Even if software was good at wit, humour and writing style, it would not be human. If you want human insight, you're not going to get it from a computer any time soon."

Although Pakistan at present seems



Even if software was good at wit, humour and writing style, it would not be human. If you want human insight, you're not going to get it from a computer any time soon.

get more sophisticated and more people will collect data sets [for the purpose of] creating stories. What's exciting is the prospect of qualitative data being turned into what feels like quantitative data, so we can turn out stories with more nuance."

The key element here is convenience; the opportunity to produce readable material in the minimum possible time. Yet, with the technology in its nascent stages, many companies are still looking for ways in which it can automate the addition of one-liners that can potentially make an article a good read. According to Simon Colton, a professor of computational creativity and the coordinator of the 'What-If Machine' project, however, the chances of that happening are very slim.

"To me these projects [such as WordSmith] are straightforward data visualizations," says Colton. "Instead of pie charts and graphs they do words, and they miss various aspects needed for a good read. I tell people not to worry about their cre-

nowhere near adopting this particular technology, one can still notice the almost mechanical way in which news writing is being conducted. The business of writing news articles has come to resemble that of an industrial assembly line with many news items that are churned out looking exactly the same, despite originating from different newspapers and magazines. This symbolizes a lack of the will to broaden one's perspectives as well as conduct in-depth analysis of news events. The results are news stories that follow a standard format representing only one angle to a particular story to the extent that sometimes, the same adjectives are used to describe scenes of tragedy or joy.

Whatever the case may be, it is indeed clear that unless Pakistani journalism is injected with professionalism and the colour and vibrancy associated with fresh new perspectives towards news developments, we as an audience will continue to be treated to substandard pieces of journalistic 'masterpieces'. ❧

Corporate Moves



Imran Aslam has been promoted, Group President Jang Group and Geo TV.

Ata ul Haq Qasmi has become Chairman, PTV.



Aly Mustansir has become Chairman, Pakistan Advertisers Society.

Bernhard Wilhelm Niessing has been reappointed Chairman, Siemens Pakistan.



Aisam-ul-Haq has become Goodwill Ambassador of WWF Pakistan

Zahid Gishkori has joined Geo TV as Special Correspondent.



Amir Paracha has become Vice Chairman, Pakistan Advertisers Society.

Agha Jamshed has joined Continental Biscuits as Finance Director.



Vince Harris has been appointed, investment counsellor at Ministry of Investment.

Michelle Guthrie has been appointed Managing Director, Australian Broadcasting Corporation.



Michael Dobbs has been appointed Director, M&C Saatchi.

Khurram Masood Koraisly has become General Secretary, Pakistan Advertisers Society (PAS).



Ins & Outs

New Appointments

Client	Advertising Agency
Mudawa Organization for Human Welfare	Bilal Associates
Aimal & Zain Builders	Cross Check Communications
Win Win Associates	Message Communications

Change Of Agency

Client	New Advtg Agency	Outgoing Agency
Bhatti Enterprises	Unity Advertising & Marketing	Unity Advertising Agency
Pakistan Institute of Tourism & Hotel Management	Orient Communications	X Nine Communications
Trocaire	Shazia Abbasi Consulting (For Pur-Azm)	Maxim Advertising
Fazaia Housing Scheme	No new agency appointed	Interflow Communications
Asia Ghee Mills	No new agency appointed	Paragon Advertising

Change Of Agency

Client	Creative Agency(s)	MBH(s)
Karachi Stock Exchange	LOWE & Rauf	Pak Media Comm.

Additional Appointments

Client	Agency
Pakistan Water and Power Development Authority	Interlink for Water Wing. Interflow Communications: for Power Wing. Message Communications: for Finance Wing / Admn.
The Searle Company	Fourays for Canderl, G.H. Thaver , for Corporate Matter Sundial Advertising , for Pharma Products. The Circuit , for Building Centre Pak Media Communications (MBH) for Canderl and Vitamin Water.

Source: All Pakistan Newspapers Society (APNS)

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Fashion & Jewellery Designers...
Where they shared the upcoming trends of 2016!

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