

Billboard

AUG - SEP 2021

PAKISTAN

Hyundai Sonata

Where Luxury
Meets Technology

All About Keto

A High-Fat,
Low-Carb Diet

In Conversation With
Dr. Kamran Khan

Hero of the
COVID-19 Ward
at JPMC

Common Fashion Blunders

Mistakes That No
One Talks About

COVER STORY
IN TALKS WITH

Zeeshaan Qureshi

MASTERMIND BEHIND ZEM BUILDERS



**CHRONOFIGHTER
SUPERLIGHT CARBON**

Automatic Chronograph
Lightweight Translucent Matrix



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DIRECTORS' NOTE



It is with great pride that I address the Billboard family – our readers, clients, team and stakeholders.

The parent company – Runway Advertising Pakistan Pvt Ltd. under which comes Billboard magazine and other marketing communication centric entities, has accomplished noteworthy milestones since its inception. Our leading pace has always been accredited to our culture, with a deep understanding that in order to improve the lives of our readers & clients alike, we must reflect our internal working culture and our promise for a wonderful world, using quality journalism as our ace tool.

In this month's edition, we've highlighted a very successful personality from the real estate industry, Mr. Zeeshan Qureshi from ZEM Builders. He has a vast portfolio with multiple completed projects along with some ongoing ones as well. Over the last 15 years, Mr. Zeeshan has made sure to not only build himself but also his business empire.

If we talk about the content in this edition, it's rich with interviews of various personalities ranging from the corporate to the healthcare sector. Dr. Kamran Khan, a leading pulmonologist and also the head of the COVID-19 ward at JPMC, spoke to us about the current situation of the pandemic. Apart from him, we also interviewed two highly influential personalities from PMI, Mirela Spagovic and Andleeb Uroos. Along with this, we've talked about the keto diet that all health enthusiasts have a love-hate relationship with. We've got a mix of everything such as a guide to the best salad places in Karachi, beauty tips, do's and don'ts in fashion and much more!

Our teams evidently understand that how we operate is just as crucial as what we accomplish. It is through the spirit of teamwork and a strong sense of vision that we stride towards our goals. We take pride in our content generation process as our editors and contributors follow strict guidelines in terms of writing style, topics, syntax, and grammar. Our content is free of any kind of plagiarism and solely written for this publication only.

Presenting to you our July - Aug 2021 Edition where there's a little bit of everything for everyone. We hope that you enjoy it and share your feedback with us.

Happy reading.

Regards,
Naveed Azhar
Director & Co-Founder

DIRECTORS' NOTE

Welcome to the latest edition of Billboard Pakistan – a child brand of Runway Advertising Pakistan!

Over the years, Runway Advertising Pakistan has grown into an entity encompassing several other entities under its umbrella, out of which Billboard Pakistan - a monthly lifestyle magazine bringing to its readers well-researched, unique pieces - holds an acclaimed position in the print category.

The parent company - Runway Advertising Pakistan Pvt Ltd. is a complete solution provider for all your marketing communications. The ultimate hub of infotainment - Runway Pakistan not only has its own print magazine but also a production house, digital & PR agency, and marketing consultancy.

The Runway Advertising Pakistan family is a bunch of extraordinary individuals who are committed to pursuing one goal together: to create a mark as a 360 ° digital marketing and PR agency with its own monthly print magazine that focuses on lifestyle and substance more than glamor.

Producing the best content for both, print and digital, is where we excel. Whether it's an article, copy for a digital post, or an out-of-the-box idea for a TVC, we've got the expertise to cater to your needs!

Our readers are most welcome to consider Billboard Pakistan as not just a publication but an open platform to vibrantly put up their thoughts and contribute to our pages as and when they like.

Regards,

Mashal Amir Ali
Director & Co-Founder



#TEAMBILLBOARD



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EDITORIAL DIRECTOR

Headstrong Entrepreneur. Antiquarian. Serial Chips Eater. Big Foodie. Exceptional Chef. Zealous. Loves a good conversation and lives for chai.



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Social media fanatic. Selfie Queen. Born with a sweet tooth. Family Centred. Stationary Hoarder. Highly skilled organiser. Marketing and sales junkie.



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Politically incorrect. Hates romantic movies. Can watch Tom & Jerry the entire day. Volleyball freak. If only there was tea running in taps...



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MANAGING EDITOR

Uber nerd. Makeup enthusiast. Sobs while watching romantic movies. Zero tolerance for caffeine and BS. Always high on fries.



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ACCOUNT MANAGER

Fashion connoisseur. Spa fanatic. Obsessed with crime documentaries and thriller shows. Major foodie. Dedicated workaholic who's determined to achieve what she's set out to do!



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PR ADVISOR

A man with an aim. Visionary. Chief Strategist. Tech Freak. Businessman. Dedication is the key to success.



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CREATIVE DESIGNER

An artist. Loves illustration and playing video games. Born in the 90s, living in the 80s. Synthwave music admirer.

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SOCIAL MEDIA
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Fashion
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Theatre artist.
Loves dancing.
Animal rights
activist. Always
up for food.



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Messy person. History lover.
Can never say no to fries.
Human rights advocate. Loves
old songs, Netflix and comfort
food. Hoping to inspire and be
inspired every day.

YAAMIN KOTADIA
JUNIOR GRAPHIC DESIGNER

A man disguised as a teenage boy who's
creative and determined with a dream to
travel the world.



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Basketball player. Dota
2 Fanatic. Favourite
Hobby: Sleeping.
Loves Horror Movies
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Lives for cake.



AFZAAL ABBASI
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Selfless. Determined.
Never challenge him
on his ground.



MOHAMMAD GHAYYOUR LODHI
SR. CREATIVE DESIGNER

Dreams about traveling around the world.
Loves acting, filmmaking, and everything
about it.



MUHAMMAD ZUBAIR
WEB DEVELOPER

Problem Solver. Challenge Adherent.
Development Enthusiast. Hodophile. Growth
Hacker. Investor. Cricket Lover.

Billboard

PAKISTAN

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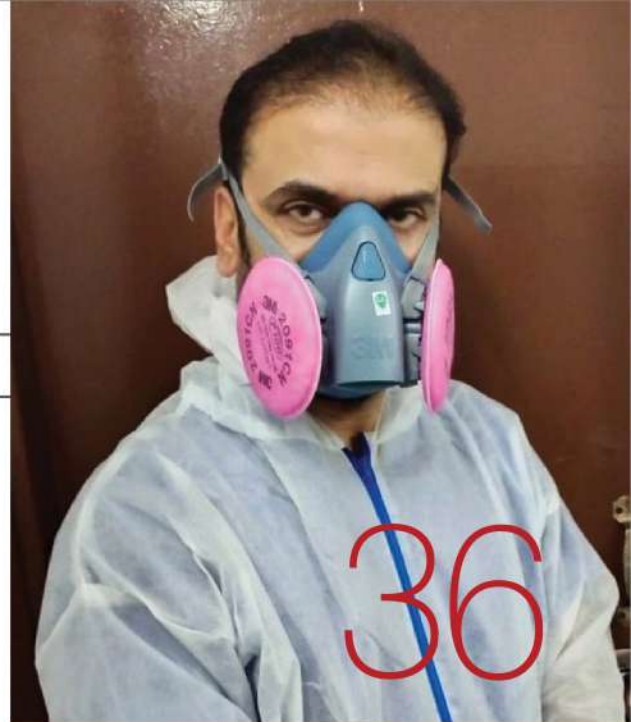
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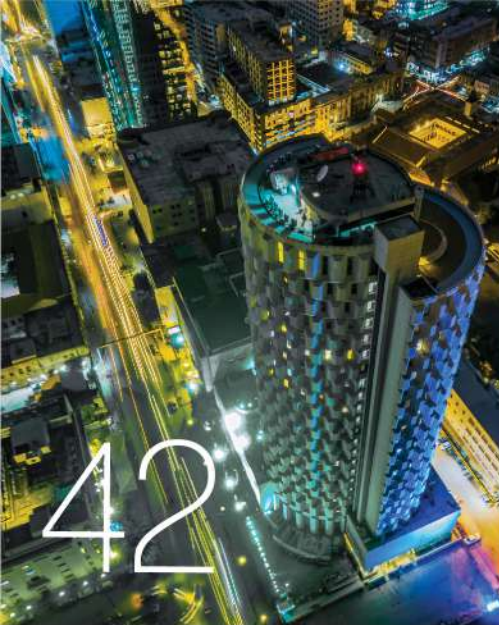
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EDITOR'S RADAR

Just like every month, I'm here to share my top picks of the month. From food to fashion, I've got a mix of everything to suit your taste.



Grilled Chicken Sandwich - Test Kitchen by Okra

If you're a fan of freshly baked sandwiches and don't care about the whole fine dining experience then you should visit Test Kitchen by Okra. They have got delicious sandwiches and desserts that they're often making right in front of you. It's a very casual hangout spot, ideal for lunches with colleagues and friends. I've tried many different items from their menu but their regular grilled chicken sandwich always stands out no matter what. The freshly baked, crispy bread filled with tender, juicy chicken is all you need!



Margo's - Bakery & Cafe

The trend of freshly baked goods is seemingly on the rise in K-town. Margo's is a somewhat newer addition to the posh food scene in Karachi. With a bakery downstairs and a cafe setup upstairs, it's small yet cozy for my liking. They have a bar as well where the bartender can be seen making drinks that you've ordered, an open door policy is always appreciated. The ambience is very mellow and quiet making you really enjoy the food. The food is great, especially the pizzas and burgers are worth a try.



Wang Wang

Wang Wang is an open-air cafe located in Tauheed Commercial that serves food in a very unique way that this city had not fully experienced before. Hotpots are their magical apparatus that elevate the dining adventure, but with this comes the whole do-it-yourself process as you cook your own food at the restaurant. This restaurant serves you only the ingredients and you're the chef. You just have to systematically add the ingredients, bring them to a boil and serve. They keep refilling the broth free of charge and one hotpot is enough for 2-3 people.



SAC Professional Series

SAC, S-Amden Group of Companies, has carefully designed a series of skincare products to target the needs of men with beards. They have a range of beard oils, shampoos and soaps, and also other grooming products that you might want to get your hands on. Their Professional Series kit has everything that you'd want to nurture your facial hair. Give yourself a fresh look without having to put a dent in your wallet!



Pearl Continental Hotel - Bhurban

I recently travelled to Bhurban just to take my mind off of the hectic work routine and landed at Pearl Continental Hotel in Bhurban. I must say that my stay turned out to be very comfortable and pleasant due to the management as they made sure that I got the best treatment. The rooms and services were up to the mark.



Yogurt Parfait by S.T.R.A.W.B.S

Eating healthy never goes out of style and I'm constantly on the hunt to find healthy snack options that are affordable. This yogurt parfait popped up on my feed and from the moment I laid my eyes on it, I knew I had to try it out. It had layers of yogurt with homemade granola, fresh fruits such as berries and cherries, topped with some nuts. All these layers were placed in a way that you got everything in every single bite. Totally recommended!

COVER STORY

ZEESHAN QURESHI

MASTERMIND BEHIND
ZEM BUILDERS

By Muhammad Naveed Azhar

ZEM
BUILDERS



What was your journey of 15 years like to get where you are?

Consistency has been the key, coupled with the passion to never give-up, continuously facing challenges head on, while creating my own business empire.

What can you tell us about ZEM Builders?

Innovation, quality and delivery are the primary pillars of what ZEM Builders stand for.

What is one characteristic that you believe every leader should possess?

I believe that one characteristic that every leader should possess is the ability to bring together brilliant and passionate people to help create a path for others to follow.

Tell us about a turning point in your life that has helped you shape yourself and your company?

I have faced a number of challenges while building this business empire. Some difficult moments have taught me that strength and integrity are what keep great dreams going. A quote that resonates with how I perceive success; "Give, give and forget"

As the CEO, what policies have you implemented that helped you change the course of the company?

I believe a business is at its best when the employees feel like they own part of the company. When inspired by collective success is when everyone thrives together.



Who or what inspires you?

The words and actions of the Holy Prophet Muhammad (PBUH) and Allama Iqbal have inspired me to become the man I am today and drive me to improve with every passing moment.

How do you keep yourself and your employees motivated?

I try to encourage an open culture, free working style to be specific. It helps the employees to take responsibility for their tasks while also getting the necessary leverage.

What is your day-to-day routine like as the CEO?

My daily routine consists of touching base with clients and internal department heads, but not before a daily regimented workout.

Who is Zeeshan Qureshi outside of work? How would your friends and family describe you?

My friends and family know me as a fun loving person who is also somewhat temperamental.

What do you like doing in your leisure time?

In my leisure time, I like to critique myself. Self analysis is very important as there is much to learn when looking inward.

What advice would you give to aspiring youngsters?

I would give one piece of advice to all the young ones who aspire to reach new heights one day, hard work and honesty pave the foundation for true success.

SKYLARK



—ZEM—
Gardenia

ZEM
Insignia



RAPID FIRE

**If you could live anywhere in the world,
where would it be?**

Madina.

Your ideal vacation spot?

Australia

**Mention three things that are on your
bucket list?**

Three things that are on my list:

1. Keep myself fit
2. Serve humanity by giving back to the community.

3. To revolutionise trends within the real estate industry.

Are you a morning or a night person?

I am usually a night person.

What is your lifelong dream?

Lifelong dream is to build a strong Muslim community.

What store do you shop at the most?

Armani, Gucci, LV, Nike etc

**What is the first thing you notice
about someone when you first
meet?**

what shoes are they wearing and then how they carry themselves.

What is your favourite song?

Aye Dil e Nadaan

**What is one food you wouldn't want
to give up?**

Nothing specific.

What is your favourite cuisine?

Chinese Cuisine.

ZEM
HEIGHTS

Lake Vista

Liberty
Tower

urban
nest

ZEM
ARK

ZEM ARK II





BRINGING INNOVATION IN THE REAL ESTATE INDUSTRY

By Areeba Mukhtiar

ZEM Builders came into existence 15 years ago with a vision to elevate the standards of living in Pakistan. With multiple projects completed within the last decade and a half, ZEM Builders have proved to be one of the leading real estate companies and completed numerous industrial and commercial projects.

The CEO, Mr Zeeshan Qureshi, has managed to take this company to new heights as the spectacular performance of the company can be seen through the multiple projects. Whether it's providing adroitly designed, family-friendly places or an infinity pool with a view of the horizon, ZEM has got you covered with all the aspects of luxurious living.

Their goal is to not only provide top-notch quality homes but also make sure that they're modern and made with the latest strategies. ZEM has a staff of highly skilled, technical individuals that ensure to furnish contemporary construction solutions while also keeping the needs and budget of their clients.

ZEM Builders currently operates in 3 different cities with 6 offices that accommodate around 130 employees who are dedicated to bring out the best results.





VISION:

They seek to be recognised by customers, employees and peers as innovative creators of quality and sustainable spaces.

MISSION:

The tasks they have set before them begin by focusing on what makes them good people before business, respecting the Earth, encouraging a diversity of people and ideas, advancing communities while embracing a progressive and enterprising mindset. Conceptualising spaces and solutions is what they do and continue to further expand.



VALUES:

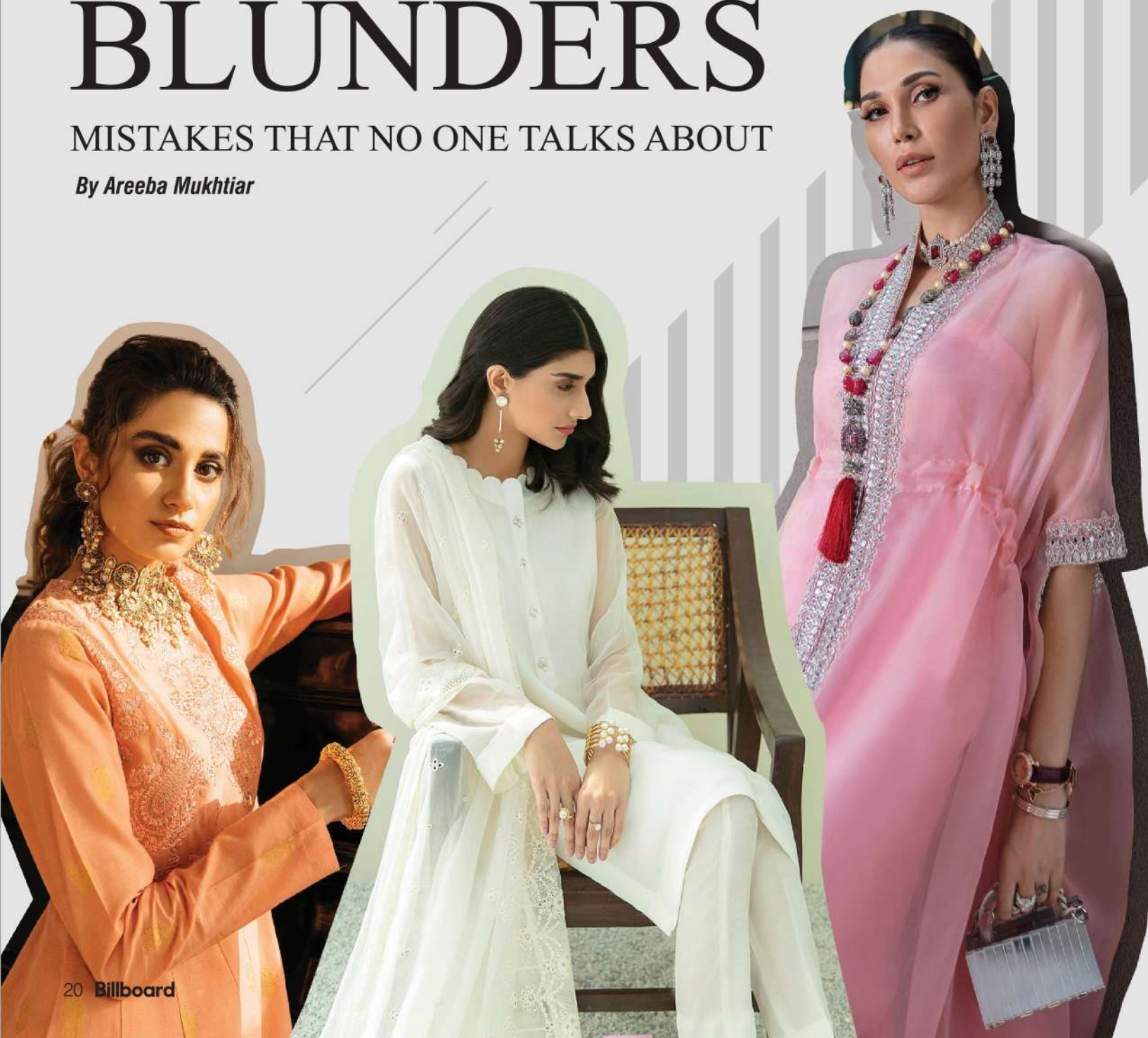
Innovation keeps them moving forward, collaboration yields exponential results and integrity keeps them consistently grounded at the very core.

STYLIZE

COMMON FASHION BLUNDERS

MISTAKES THAT NO ONE TALKS ABOUT

By Areeba Mukhtiar



Coming from a middle-class Pakistani household, I had always wondered where the style guide was for Pakistanis. Every fashion show or celebrity that I followed, all of them portrayed a very unique style, inspired by the western world, that I could never relate to. I was quite intrigued by the different types of clothes, colours and designs mainly because it meant endless possibilities.

Over the years, I have learned a lot of rules that I try following and a few blunders that I try avoiding. I've summed up most of what I know in this article in hopes of helping you all.

THE RIGHT FIT

I'm not saying that I'm against oversized clothing inspired by pinterest girls, but what I mean is that many women- men as well -don't wear clothes that fit them. This is the biggest mistake one can make when it comes to clothing because wearing clothes that aren't your size can alter the way you look. A lot of women, who are a bit healthier, think that they should hide the extra kilos by wearing loose clothing. However, this thinking is wrong as it will make you look the opposite of what you want.

First of all, you must embrace your body because no one will love you unless you love yourself. Secondly, you need to wear clothes that fit you but shouldn't be too tight, shirt fitted at the waist to make it look cinched! Alternatively, if you're too skinny, that you do the same because wearing loose clothes will make you look even skinnier. You'll see the difference the right-sized clothes can make not only to your body but your mind as you'll feel more confident.

This also applies to your bottoms as well and not just your shirts. Be it a trouser, bottoms or your shalwar, every piece of clothing should be tailored for you. Bell supposed to be long lengthwise and should be almost touching the ground, but should be the exact length of your leg and end at your ankle or above it, not lower than that.

No matter how skinny or bulky you are, the key is to buy or get the right-sized clothing stitched. This society has already put a strain on women by telling them that they type should look a certain way but fashion is for everyone and not a certain body

mean is that mistake one can alter the the extra kilos the opposite

I o v e just get your I'd suggest skinnier. but also

b e l l bottoms are trousers lower than

clothing t h e y type.



FLATTERING NECKLINES

Yes, there are flattering necklines for different body types. How to choose a neckline that would compliment you is not really a challenge as there are a few tips you need to keep in mind.

If you want to make your chest look smaller then opt for a V-neck. A V-neck gathers the attention and creates an illusion of a smaller chest. Whereas a boat neck hides it all and will make you look heavier. So, choose according to your preferences and balance it out because wearing the wrong neckline may make or break your look.



OVER ACCESSORIZING

Less is more, ever heard of it? This is true and more people need to be following it. Over accessorizing makes you look indecisive and confusing. The vibes are minimal in this era and you should be either focusing on dainty jewellery or statement pieces. But it's not only about the era because the point of accessories is to highlight the main outfit, not take away the attention from it.

Let's say you're going to wear a plain outfit, with little to no embroidery and patterns, to some event and you want to spice it up so the best way to do it is by accessorising. A statement piece would definitely bring the look together while also not taking away the attention.



PAIRING SILVER AND GOLD

We've probably had this debate for eons and the winning answer is to never pair silver and gold. Now this can be applied in clothing and jewellery, but also can be used as a basis to pair both. So if you're wearing clothes that have hues towards warm tones then you should opt for gold accessories such as buttons, jewellery etc. This same rule applies for clothing with cool tones, you should opt for silver embellishments and jewellery.

Another important point to be noted is that if you're already wearing one gold jewellery piece then do not pair it with silver jewellery. Many don't believe in this concept anymore and are adamant that the fashion laws have changed, however, I personally wouldn't recommend it; especially if you're wearing an outfit with heavy embroidery.



MIXING PRINTS

When it comes to mixing prints, there are many who would say that it's okay to mix prints as again, they believe that the fashion industry has come a long way and such old school ideologies do not have a place in the new era. But I think that one must have certain guidelines when it comes to mixing prints.

Not that I'm against it, just that if it's not done the right way then it clashes with the whole look. If it's done the right way then the whole outfit looks marvelous. My advice for mixing prints would be to not pair two loud, colourful prints together. Pair one colourful print with a monochromatic one if you want, or you could pair two different monochromatic prints as well.

In the end, I would like to state that I'm not an expert but you can call me a fashion enthusiast. Hence, the pointers I have mentioned in this article are after careful observation and years of trying to understand what works and what doesn't. However, this doesn't mean that whatever you're doing is wrong because there's no right or wrong when it comes to fashion, you just need to find your comfortable spot, so you do you boo and slay every day!



TRENDING

@sarazzaman

Chic Centric WOMEN



Lancome
La Vie Est Belle
PKR 14,000



Jaipur and co
Halo Solitaire Stud III
PKR 8,000

Miaasa
Zeynep Heel
PKR 12,500



MANGO
Organic Cotton Shoulder Pad T-Shirt
PKR 4,990



Suffuse
Lotus Belle
PKR 10,899



**Hassal
Giga Cargo Trousers with belt
PKR 4,900**



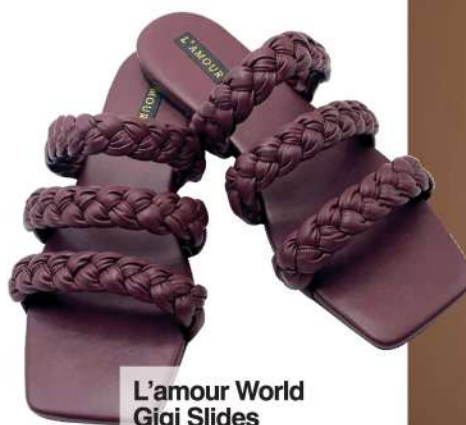
**Ansab Jahangir
Vanya
PKR 20,000**



**QUAY Australia
ICY Studded Square Sunglasses
PKR 8,500**



**Khaadi
Floral Pride
Printed Dupatta
PKR 1,090**



**L'amour World
Gigi Slides
PKR 5,800**



**Sassy Store
Lady Martini
PKR 5,950.00**

TRENDING

Chic Centric MEN

@tayyabatif



Niovani
Tennis Bracelet
PKR 3,424



ZARA
Tennis Bracelet
PKR 3,424



Outfitters
Mini Cross Body Bag
PKR 3,490



Outfitters
Abstract Floral Shirt
PKR 2,290



H&M
Cotton Joggers
PKR 2,299



Outfitters
Checkered Pants
PKR 3,290



Forever 21
Line Art Face Graphic
PKR 999



H&M
Mini Shoulder Bag
PKR 999



Olive Clothing
Twill Taylor Pants
PKR 14,664

Republic by Omar Farooq
Emerald Green Kurta
PKR 6,950



Outfitters
Monochrome Shorts
PKR 1,890

Beauty Insider Straight off the Runway

CHIC MAKEUP LOOKS

By Sara Zaman



Following the biggest lockdown amidst the pandemic, 2021 has fittingly led to becoming the year of innovation. Iconic makeup artists and content gurus have risen as trailblazers for creativity, this has been aptly depicted through the 2021 fashion shows, with great eye to detail. Be it everyday makeup looks with stained lips and bold eyebrows, or a trend you want to mimic for a grand occasion; like graphic eyeliners and smokey shadows, we've compiled a hot list of 2021 trends just for you!

Bushy Eyebrows

Embrace the quarantine lifestyle- but make it fashion.

Key influence for the bold eyebrow look has rooted from embracing those natural-looking brows, we're sure quarantine has forced you into doing so! This trend of bushy brows is ruling the runways, finesse that look with some eyebrow styling products for that fluffy 'super-thick' eyebrow look!



Graphic Eyeliner

It's time to ditch playing it safe with liner and experiment with the ongoing trends at hand. Seeing that the mask really covers most, it's the perfect time to play around with the eyes and make a statement! This is a shift from the thick and bold liner, more than just a simple look which stands out and creates an impression.



Neon-Stained Lips

Skip the neutrals and make a transition to the bold side, with shades of pinks and reds- this is sure to make a statement and tie your whole monochromatic look together. You can also apply some tint on the apples of your cheeks for a subtle flushed look. For that extra oomph, top off your lips with some gloss-adding just the right amount of sheen to your look and you're good to go!



Smokey Eyes

Blurry, hazed out smokey eyes are ruling fashion weeks around the globe. The classic smokey eyes but with just an added pizzazz to it. Highlight the inner corners of your eyes with hints of silver or gold for that pop. If you're having second thoughts about the typical black smokey eye then you can also play with tones of browns and blues to create a similar look.

TRENDING

Huda Beauty
#BOMBBROWS Microshade
Brow Pencil
PKR 4,000 ▶



Makeup Lookbook

areebamukhtiar

Huda Beauty
Brown Obsessions Eyeshadow Palettes
PKR 5,500 ▶



Kat Von D
Icons Bestseller Eye and Lip Set
◀ PKR 6,500



Physicians Formula ▲
All-Star Face Palette
PKR 4,000

NARS
Mini Orgasm Lip Duo
PKR 4,500 ▶





**Golden Rose
Brow Styling Gel**
◀ PKR 2,037



**Tatcha
Luminous Dewy Skin Mist**
◀ PKR 8,000



**Kat Von D
Good Apple Foundation Balm**
PKR 6,800 ▶

**Rare Beauty
Liquid Touch Brightening Concealer**
PKR 4,200 ▼



**Fenty Beauty
Pro Filt'r Setting Powder**
PKR 6,300 ▼

**Marc Jacobs
Velvet Noir Major Volume Mascara**
PKR 4,500 ▶





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#REDIFININGCONSTRUCTIONS



Gardenia: Your Eden in the Sky

ZEM Builders brings you Gardenia, the experience of waking up to your garden in the sky. We offer a peaceful green environment coupled with the luxury of highrise serenity. This project is based on timeless designs, built on humanising highrise living, all to bring you a luxurious people-centric experience.



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- **Town Houses**
- **Tended Gardens**
- **Smart Building**
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- **Sports Facilities**
- **Entertainment & More**



Karachi

Its Government and Its People.

What more will it take to have our peaceful city back?

By Syed Waqar Ali Jafri

We are the people of Karachi. Sadly, for a city that generates 25% of the nation's GDP, we get the worst possible conditions to live in. From erratic roads to stinking lanes, the city sees a drastic example of unorganized governmental structure. It isn't quite unclear as to who is responsible for this, but it remains a mystery for many of those who are unaware of the political hierarchy and history.

Where once this city used to be a sight of wonders, and was well known by its famous name 'The City of Lights', the city has now drenched in the mean hands of selfish rulers in the country. If we look back at the era between 2000-2010, the city wasn't only well-maintained, but was also well-structured and looked after. Since independence and the time it became the capital of Pakistan, even if it was for a short period, it grabbed the pace to provide the best for the country. However, in a few years, the capital was changed to Islamabad, yet, Karachi tried its level best to not lose its essence. It provided the country with the most of revenue, be it from GDP or be it through taxes from people. Karachi was and still is on the top of the list. The government, back then, also invested in the city. As it was a financial hub for the country, the politicians wanted their brightest diamond to shine the most. With a beautiful sea, and remarkable sightseeing places, the city was nothing less than a tourist destination. The roads were being built, the bridges were being constructed and sewerage was being looked after. Regardless of the political affiliations, the best of the work ever done in Karachi was under the mayorship of Mr. Naimat Ullah Khan. After his leadership, Karachi saw a bit of a controversial mayorship of Mr. Mustafa Kamal. Despite the fact that he too worked upon the well-being of the city, he allegedly built homes over Karachi's drainage system, well known as 'China Cutting'.

However, in 2010, Mr. Mustafa Kamal's tenure ended and he became the senator. In 2013, a bill was passed in the assembly by the name of 'Local Body Act, 2013', in which most of the local departments came under the provincial government, let alone the 18th Amendment, which has been causing Karachi trouble for an even longer time. Major divisions like Karachi Water & Sewerage Board (KWSB), Sindh Building Control Authority (SBCA), Karachi Development Authority (KDA), LDA, MDA, HDA, and SDA are all operating under the provincial government. The Mayor of Karachi has authority over only 12% of the total management across the city. And man, what a chaos it has been lately.

Since 2013, Karachi hasn't seen any sustainable growth when it comes to infrastructure or well-being of the city. Every year, rain brings disaster to the city, let alone the people and their livelihood that it affects. The aftermath of rain isn't anything new to anyone. People lose their houses, vehicles, furniture, and their lives. Why? Because the choke gutter lines haven't been looked after properly. Despite the early warnings, the local government is not seen taking any action to counter the forthcoming rains, which results in complete destruction. The gutter lines are choked because there is no one to look after them, despite the fact that people are being paid for this work. It seems like KWSB isn't really doing what it

That is only one of the aspects. We don't need rains to ravage our vehicles, the roads of Karachi are enough for that. Not even one road in Karachi is smooth and worthy to drive upon. If we talk about what's happening since 2013, we saw flyovers being built on Sher Shah Suri road along with a Green Belt project that has been on halt since ages. Lack of prior study and knowledge has led Karachi to a point that people now don't have enough area to commute properly and easily. Be it Sher Shah Suri road, or the green belt on Numaish Chowrangi, the roads have shrunk to an extent that a road of four lanes has now turned to a lane of two, which not only creates havoc on the roads but leads to major traffic jams. It has taken ages for our government to change lines at Gurumandir, a work which could have been completed in a month or so, has taken more than two months already. The flyovers, which are already built aren't being maintained hence, be it the flyover at Dus Number or in front of Askari IV, or even the always deteriorating flyover at Drigh Road, they aren't maintained usually, until a part of them breaks and falls off.

Looking at the streets of Karachi, it seems no less than a mess. There are different places in the city, right beside houses or schools which are used as a dumping place for all the garbage. We see that the roads aren't cleaned as such, there is no check and balance on the emission of garbage and there isn't a proper disposal system for it too. Where on one hand, the local government could have created a proper chain of people who could have dumped all the garbage at one single place, there on the other hand, they have left it for people to choose on their own. Garbage collectors are usually people who pick garbage from your house and dispose it a few kilometers away from your house. It keeps being collected until it starts to overflow, and that's when the government officials take action.

This isn't the same Karachi once people used to love or used to visit. This city isn't clean nor is it peaceful anymore. There isn't a proper governmental structure to look after matters, and clearly the local government looking after Karachi isn't working as it should. Where the government is to blame, there people are equally responsible for the destruction of the city. They will follow the rules if they are made and implemented.

It is high time that the government officials take action and return us the city that we all used to adore. Our city, where we used to travel safely, live happily, and enjoy our evenings in peace. There is still a ray of hope, that one day, we might see our beautiful, pleasant Karachi again.

IN CONVERSATION WITH



DR. KAMRAN KHAN SUMALANI

Hero of the COVID-19 Ward at JPMC

By Areeba Mukhtiar

Dr Kamran Khan Sumalani works as a consultant chest specialist at Jinnah hospital Karachi, and along with this he is the person in-charge of the Covid-19 ward at JPMC ever since this virus landed in Pakistan.



What made you join this field? Were you always inclined towards helping people?

When you think about becoming a doctor in a country like Pakistan, there shouldn't be any doubt regarding your passion for humanity as in this country being a doctor comes with its own hurdles and challenges. Due to the shortage of doctors, you are responsible for many things. Moreover, aspects like job security, the education of your children, working with less resources are in itself discouraging. However, treating the people of your own country is the main driving force that keeps you going and stops you from looking for opportunities abroad.

How is the situation now compared to when Covid-19 first hit Karachi, Pakistan?

It's been a year since the Covid-19 virus first hit Pakistan and during this year the severity of the virus, the spread and its treatment has changed over the course of time. Initially, the first phase came which over time settled down, leading to a decrease in the number of patients and the intensity of the pandemic. Then the second wave came and suddenly there was a surge in the severity of the virus and the number of patients. Presently, the third wave is going on but Karachi, or needless to say the province of Sindh has relatively been less affected compared to other provinces.

How did you feel when you first started working and treating Covid-19 patients?

When I joined the Covid-19 ward as an in-charge, it was a difficult time as it was the starting of the pandemic. Along with the citizens, the virus also affected health care workers and there were many casualties. During that time, I sincerely believed in God's plan and I knew that the time of death for everyone is fixed, thereby, I stepped into the role. When I first met people affected by the virus, they were terrified and this was evident from their faces. The fact that they were isolated and could not be with their loved ones and the uncertainty brought on by the pandemic contributed to all of this. During this time, a doctor had two responsibilities, the first one was to treat their patients, and the second was to be their friend, by talking to them and consoling them that they would be better soon and would soon be with their loved ones. Along with treating the patients, I used to make sure to spend some time with them as that gave them hope and the motivation to keep going.

What's your daily routine like in the Covid-19 wards?

My daily routine involves taking a detailed round of the ward and meeting my patients whom I know by their names now. I make sure that there are no disruptions in their treatment and keep a check on their medications, and what needs to be changed or any lab reports that are pending. Moreover, there are three shifts in which our staff works, the first one is the morning shift from 8am – 2pm, then the evening shift from 2pm- 8pm and finally the

night shift which is from 8pm-8am. First and foremost is being readily available to go to the hospital anytime and then Being in touch with my staff members and junior doctors about patients and management is all part of my daily routine which has been consistent for a year now.

Tell us about a moment that gave you a ray of hope in the Covid-19 ward.

Allah is the ultimate giver of hope for me. Moreover, when my patient recovers, I also feel the same happiness felt by their loved ones and that is what gives me a ray of hope to keep going on.

How do you manage to keep your staff motivated during such uncertain times?

Before motivating anyone, you first have to keep your motivation in check. As an in-charge, you have to set a precedent of yourself so that others can follow it. During this time, I used to motivate my staff by making them realize God has chosen them for this profession because he knows that they are well-suited for this job. This is the time when our people need us the most and we have to give it our best to make god and his people happy.



How do you keep your professional and personal separate?

During this pandemic, every health care worker's life has been greatly affected. The daily routine for us involves reaching home, leaving our shoes outside and going to shower first without meeting anyone. It's also crucial to wash our scrubs and other clothing. After the whole process, we then go and meet our family members. But there was hardly any time that we spent at home because of our professional commitment. Moreover, there was this constant fear that we might infect our loved ones which was a very heavy toll to bear. I myself got infected with the virus, where I sent my family members to live somewhere else and I lived in isolation for 20-25 days. After recovering, I went straight back to work.

How accurate is the increasing number of Covid-19 patients that we see in the news and mainstream media?

As far as the news regarding the rising number of cases in Punjab and KPK is concerned, this information is up-to-date. However, I feel that the media has not played its part during this pandemic to educate people about the virus, awareness programs, following SOPs efficiently and to distinguish factual information from rumored information has not been their prime focus. These are all the steps that the media could have taken very easily. The fact that so many people still do not believe in the virus, overburdened hospitals, doctors and nurses is because of the widespread fabricated information.

What are some misconceptions regarding Covid-19 that we need to get rid of?

The biggest misconception is that people still do not believe in the Covid-19 virus even though so many people have been affected by it, many even lost their lives to the virus but still people consider it to be a foreign conspiracy.

Any advice that you would like to give to our readers?

I advise people to believe in the reality that is Covid-19 and to accept it. Keep themselves and their loved ones safe, wear a mask and follow social distancing protocols and finally get vaccinated. The vaccine is completely safe, there is no extreme side effect except for a slight fever and body ache that can be easily taken care of. It is of utmost importance to be safe from the pandemic. Everyone should go and get vaccinated.



THE CATALYST

By Huda Garib

When chaos ensues, and you find yourself far too overwhelmed with there being little or no respite; sometimes, the best course of action is just to take a step back momentarily to reassess and re-evaluate your surroundings. For, it is at this very point in life that you begin to truly understand the nature of the trials and tribulations that appear to be persistently weighing you down and bringing you to your knees. With the tide going way above your head, as you struggle to stay afloat, you look around for nothing short of a miracle to be your saving grace, and in the process, simply wonder, what's next...?

However, it is during these circumstances, while there are those who will allow themselves to crumble under the immense amounts of pressure that surrounds them; there are some who will opt to take a different route. Despite all the havoc that they seem to be entangled in, they will seek even the slightest of opportunities to break free from the shackles; and in fact, be on the verge of making a couple of, if not more, life changing decisions.

In essence, they end up traversing on the path less chosen - one which requires an immense amount of internal strength and courage. On certain instances, in the short run, this very choice can even be a rather draining endeavour for a person, not only emotionally; but also, mentally and physically as well, to a large extent.

Truth be told, more often than not, they are caught hanging on literally by a thread on the lower end of the spectrum as they go through experiences that are far too hard to describe let alone empathize with. Yet, amidst all the pandemonium, they somehow manage to step up to the plate, and instead of conveniently victimizing themselves; they start looking at things from a rather unorthodox

perspective, which requires them to see the bigger picture and analyze the current situation in a very atypical manner.

For, deep down inside they know, that the time has come, and that there could perhaps not be a better window to take a leap of faith and set sail in absolutely estranged waters; where the amount of challenges and obstacles will undoubtedly be aplenty. Nevertheless, regardless of the hurdles that they may face, and the ever so real fear of the unknown; they begin to create a roadmap for themselves that very few would have even thought was imaginable.

To them their goal is very much so in sight. Their vision is absolutely clear. Their ambition just cannot be any greater. And for them this is the ideal chance to gradually start transforming their dreams into a reality.

As ironic as it sounds, this rare breed of people achieve their optimal levels of motivation in the darkest of hours. Simply because, they are those who have understood, that sometimes it is the harshest of experiences in life that turn out to be the possible best tutors. Such individuals are well aware that nature has its own unique way of functioning in order to keep the world in check; and that even though it may not always make sense at that point in time, one thing is for certain - nothing ever happens without a reason. Therefore, they never take failure and rejection personally. In fact, on the contrary, they make it all part of the learning process.

Also, interestingly enough, it ever so often happens that it is in the moments that one bleeds the most and finds him / herself trailing behind, is when a number of the most important lessons are learnt.

More so, as they wander on this trail, they suddenly realize, that maybe going through that very gut-wrenching experience was not an option; but a necessity. For, it is by feeling that very pain and sense of absolute hopelessness that they end up discovering their purpose in life. And suddenly, before they know it, they see themselves rising from the ashes in a way like very few have managed to successfully do so.

Moreover, it is during such instances, that an individual actually begins to connect with their inner selves as they garner the strength that lays within to embark on this very journey. Whether they may realize it or not at that very instance, it is these actions of theirs, which may seem ever so pointlessly random at first, are in reality the catalyst that is needed to help develop a more mature and refined version of themselves. For, once all irrelevant noise drowns out, and the initial pain and heartache begin to subside; a much clearer picture of the universe around them is painted before their very eyes. Furthermore, it is at this point that they start to discover themselves becoming part of something bigger than what even they could have ever envisioned.

As nerve wrecking as it may seem, throughout this ride, one must not forget that they are never alone. In fact, with everything already on such a high, such are the lucky few people who have the added support and blessing of an army behind them – which although rather small in size, serves as the perfect safety net and pillars of strength for the person in question. So, under no circumstances must their presence ever be taken for granted. After all, when you combine the prayers and blessings of this very core group of people consisting of your family, friends, mentors, and well-wishers, who have and will always be there for you at all costs; with everything else including a grand vision, a focused effort, and an unwavering determination - it really is a combination that can never go wrong.

Yes, the critics and freeloaders will perpetually be there to try and pull you down as they pave the way for your undoing. The pressures of the world will always be on your shoulders to back off. But how you handle yourself in these very moments is what will truly define you. At the end of the day, what matters is the choice you make for your own self.

Would you rather be one of those who can #DARETOEMAGINE, shine like a marvelous anomaly, and be a legend in the making; or just be someone who blends in with the rest of the crowd?

The field is completely yours to play on. The first pitch you throw could make all the difference. So, just remember, never let the experiences you've had in the days gone by determine your next move. Instead, salvage whatever lessons you can from them, and march forward with the solace and confidence of a born leader. For, my friends, the time has come for you to alas head towards obtaining that greatness which has always meant to be yours.

The only question that remains is... what are you waiting for?

KARACHI CENTRAL

Karachi

THE CITY OF LIGHTS

GLOWING IN THE DARK

Captured by Obaid Chawla

📷 *ochawla1*











**Every kid is unique.
Let's nourish them
together.**

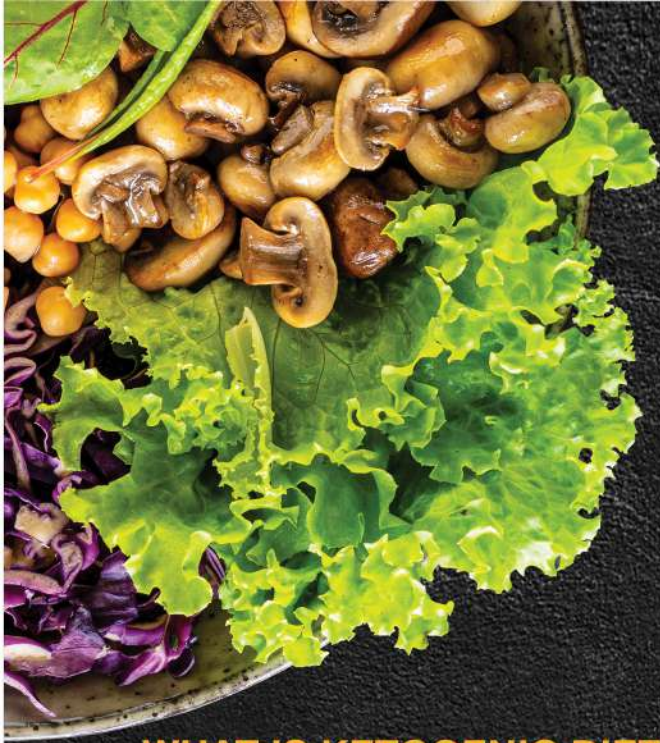
#AWholeLotOfLove

ALL ABOUT K E T O

A HIGH-FAT & LOW-CARB DIET

By Sharmeen Imran

The ketogenic – mostly known as the Keto – diet is a high-fat, adequate-protein, and low carbohydrate diet that is mainly used to lose weight while maintaining your health. This diet forces your body to burn fats, instead of carbohydrates. While doing the keto diet a person eats fats mainly and burns that only, keto helps your body to lose weight by skipping carbohydrates. The main idea is to get more calories from proteins and fats, rather than carbohydrates.



WHAT IS KETOGENIC DIET MAINLY?

Keto diet is a diet in which we mainly skip or eat fewer carbohydrates, a few proteins, and most fats. The carbs that one should mainly skip are the ones that are easy to digest, such as, sugar, pastries, white bread, and soda. The less intake of carbs also results in low insulin and blood sugar levels, that's what makes keto a healthy diet for people with diabetes too. The reduction of carbs in your body puts your body into a metabolic state called Ketosis.

WHAT IS KETOGENIC DIET MAINLY?

Ketosis is a metabolic state in which your body uses fat for fuel instead of carbs, by doing a ketogenic diet, our body easily goes into ketosis and this is even the most effective way. This means mainly to limit your carb intake to 20-50 grams per day and fill up more fats.

Limiting your protein intake is also important because if consumed in more amounts, proteins can even be converted into glucose, which will be bad for the diet and may slow down your process of ketosis.

There are several ways of going into ketosis, intermittent fasting is also an option and this might be the first step that you might take before doing a basic keto diet. In intermittent fasting, you skip eating for several hours each day, but the most common method includes fasting for 16 hours and eating for just 8 hours during the day.

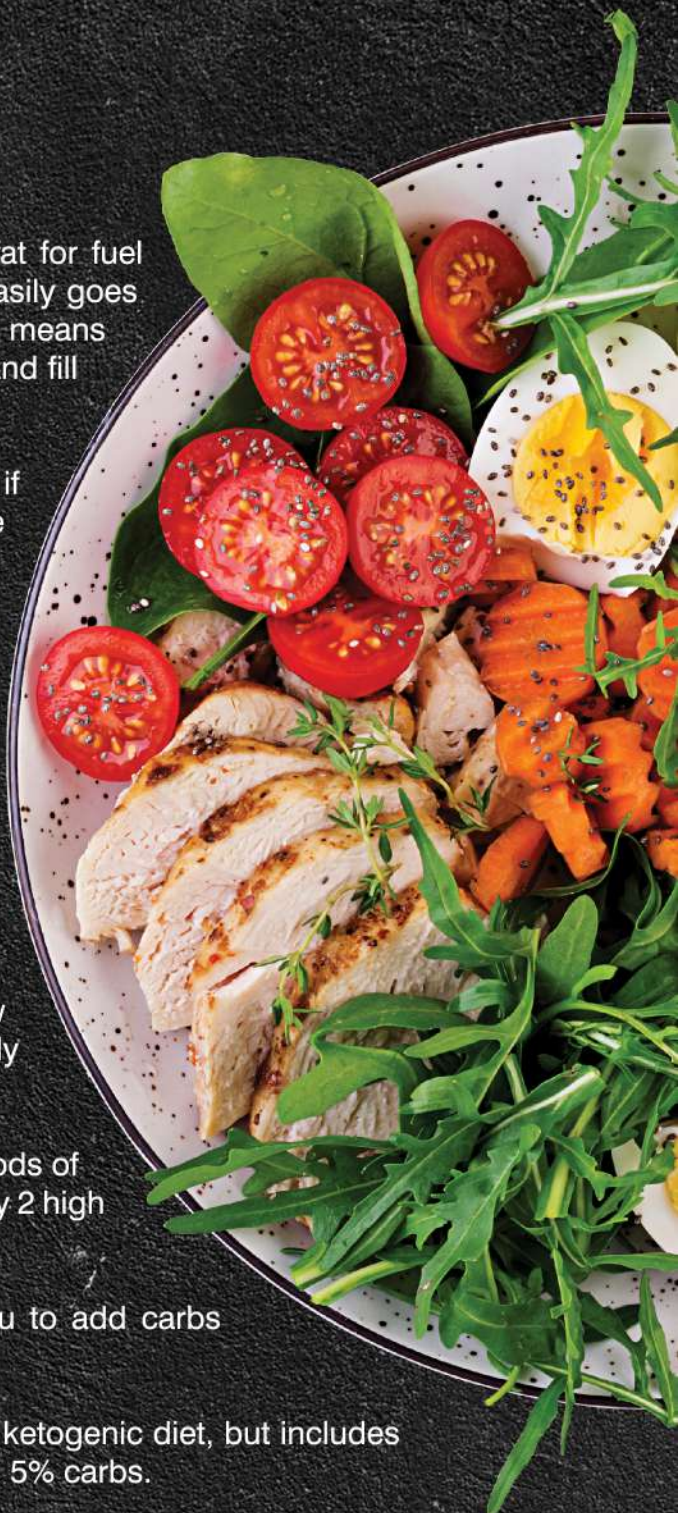
TYPES OF KETOGENIC DIETS

The standard ketogenic diet (SKD): This is a very low carb, moderate protein, and high-fat diet. It typically contains 70% fat, 20% protein, and only 10% carbs

The cyclical ketogenic diet (CKD): This diet involves periods of higher-carb refeeds, such as 5 ketogenic days followed by 2 high carb days.

The targeted ketogenic diet (TKD): This diet allows you to add carbs around workouts.

High protein ketogenic diet: This is similar to a standard ketogenic diet, but includes more protein. The ratio is often 60% fat, 35% protein, and 5% carbs.



HOW KETOGENIC DIET HELPS YOU TO LOSE WEIGHT

A Ketogenic diet helps you to lose weight very fast and it also helps you stay away from a lot of different heart as well as insulin-related diseases. The keto diet is so filling that you can even lose weight without counting your calorie intake.

When you eat less than 50 grams of carbs a day, your body with time runs out of fuel – blood sugar – that can be used quickly, whenever needed. This usually takes 3-4 days. Then you start to break down protein and fat for energy that helps you to lose weight.

It's important to note that the ketogenic diet is a short-term diet that's focused on weight loss rather than the pursuit of health benefits.

KETOGENIC DIET HEALTH BENEFITS

Studies have now shown that the diet can have benefits for a wide variety of different health conditions:

Heart disease. The ketogenic diet can help improve risk factors like body fat, HDL cholesterol levels, blood pressure, and blood sugar.

Cancer. The diet is currently being explored as an additional treatment for cancer, because it may help slow tumor growth.

Alzheimer's disease. The keto diet may help reduce symptoms of Alzheimer's disease and slow its progression.

Epilepsy. Research has shown that the ketogenic diet can cause significant reductions in seizures in epileptic children.

Polycystic ovary syndrome. The ketogenic diet can help reduce insulin levels, which may play a key role in polycystic ovary syndrome.

Brain injuries. Some research suggests that the diet could improve outcomes of traumatic brain injuries.

FOODS TO AVOID & EAT

FOODS TO AVOID	FOODS TO EAT
Sugary foods	Meat
Grains & starches	Fish
Fruits	Eggs
Beans or legumes	Butter & cream
Alcohol	Nuts & Seeds
Sauces	Healthy oils
Sugar-free diet foods	Low carb veggies

HEALTH BENEFITS OF LOW-CARB DIETS

- . Low carb diets reduce your appetite
- . They lead to more weight loss at first
- . Reduced blood sugar and insulin levels
- . Lowers blood pressure levels
- . Effective against metabolic syndrome
- . Improves bad cholesterol levels

RISKS & SIDE EFFECTS OF KETOGENIC DIET

The ketogenic diet is usually safe for most people but there must be some side effects in the beginning. Most side effects that people do get are diarrhea, vomiting, and constipation. Other less common side effects are:

- . Poor energy and mental function
- . Increased hunger
- . Sleep issues
- . Nausea
- . Digestive discomfort

To lessen the risk of these side effects, you may follow a low-carb diet for a few weeks, before going completely carb-free.

Following the keto diet for a long time may even have some risk factors like,

- . low protein in the blood
- . extra fat in the liver
- . kidney stones
- . micronutrient deficiencies



The All New Hyundai
SONATA

***WHERE LUXURY
MEETS TECHNOLOGY***



Since its inception, Hyundai Nishat Motor (Pvt) Limited has provided its customers with utmost luxury and state-of-the-art technology, and without a doubt, they have delivered their best to their customers. The price tag on the vehicles is an exception, regardless of the smooth drives and luxurious vibes that Hyundai provides.



Recently, Hyundai has launched their all-new 8th generation Hyundai Sonata, which has taken the market by storm. Keeping the competition in perspective, Hyundai Sonata is not only spectacular in terms of design and build, but is also sturdy and comfortable.

The sleek exterior gives a sporty and robust look to the Hyundai Sonata. The LED DRLs (Daytime Running Lamps) makes Sonata look like a beast when approaching where on the other hand the Tetra LEDs increase the charm of the vehicle, let alone improving vision while driving at night.



The interior of the car, in a glimpse, seems quite relaxing, which is indeed needed for those living in metropolitan cities of Pakistan. The S-curved seats in Sonata make sure that the passengers travel comfortably throughout the journey while having a firm grip on the leather stitched steering wheel of the car. The locks, the knobs and everything else in the car is designed and planted in a way that it's easy and accessible for the driver to reach in an instant without moving from their comfortable leather seats. The 8-inch floating infotainment system gives

access to all the apps, let alone the access to 6 - speaker entertainment system in Hyundai Sonata. And if you leave in a hurry to reach a party or office meeting and your phone isn't charged, not an issue. Hyundai Sonata provides wireless charging in the front dock, so the driver or the passengers do not have to get in line with the wires. And what if you want to enjoy the rare cloudy weather in your city? Not an issue at all. Sonata offers panoramic sunroof to the passengers who can enjoy the sky, the clouds or the stars. And if it gets too hot, you just have to close the panoramic sunroof, and turn on the dual zone climate control air-conditioning, where everyone can perfectly adjust the temperature they want to be in the car.

As for what Hyundai Sonata offers, apart from an exceptionally stunning design and creative architecture, are their maximum engagement factors. The auto-cruise control helps drivers stay relaxed on open roads, along with a brilliant 12.3" Cluster Display, which also facilitates the driver with Heads-up Display, where the driver can keep an eye on the road along with being aware of the basic information they need.

When looked at how Hyundai Sonata performs, it is no less than an excellent up-to-the-mark performance system. With a 6-speed automatic transmission, the car has the new upgraded push-button selection system of gears, with a shift-by-wire selector that makes the gear transition smoother, safer and more accurate than other systems. Sonata offers five distinctive driving modes that align with the mood and circumstances a person is in, which consists of ECO Mode, Comfort Mode, Custom Mode, Smart Mode & Sport Mode.



All in all, we can surely say that Sonata is a one-of-a-kind vehicle which caters to the needs of the people of Pakistan. It is the ideal choice of car with a price tag that justifies its features.

THE BEST GEAR & GADGETS OF 2021!

UPGRADE TO THE LATEST TECH

By Sara Zaman

Apple Air Tags

After years of rumors about its tentative release, the Apple Air Tags have finally launched in the market. This is a button shaped smart device, which easily fits into your pocket; measurements are 1.26 inches in diameter, and a height of 0.31 inches. Known for its utmost accuracy for identifying locations -equipped with U1 Precision Tracking. Possessing room for customization with engraving and a silver back. This gadget augments the workings of the Apple eco system, once set up it will be shown under the 'New Items' tab in Find My App where the last known location of the item will be displayed.



Instax Mini Link Smartphone Printer

Polaroid pictures have made their comeback in the recent years and its still a hot trend!

Convert snaps captured from your phone into polaroids in a matter of minutes, with this handy device. The Instax smartphone printer is complete with Bluetooth capability and swift printing speed of 12 seconds. Supported image size: 800 × 600 dots. Personalize your polaroids by adding fun filters and groovy frames to your photos. Additionally, you can also print photos from your videos- all that's required is a free app download!

Sony FX 3

The Sony FX3 takes away from Alpha series and cinema lines of cameras for an enhanced cinema camera, which boasts a unique camera body with a compact and portable design- perfect for travel excursions and solo shooters.

Coupled with high precision 4k imagery, high frame rates, this sony camera also provides you with complete high-speed capabilities along with a S&Q mode (slow and quick) for a smooth motion sequence with 5x slow motion.

The main features of this device are its Compact Form which enables Cage-Free Operation, 12.1MP Full-Frame, 16-Bit Raw Output, S-Cinetone/S-Log3/HLG, Detachable 2 x XLR/TRS Adapter Handle, Phase Detection AF/Face Tracking/Eye AF, 80 to 409,600 Expanded ISO Range and Dual CFexpress Type A/SDXC Card Slots, along with 4K 120fps2 with every frame in focus, giving complete leverage over the shots per frame.



Ps5 VR Controller

Enter the next generation of gaming with the PS5 VR controller- for all the gamers out there! The orb shaped controller allows you to play with a natural control of your device- creating a inimitable gaming experience. There are multiple device features which align with VR games in the generations to come. Adaptative triggers, Haptic feedback, controller tracking by the VR Headset, Dual sense controller, Finger touch detection. The new controller has been designed with a great functional design; with optimum comfort level while operating. The goal of this product is to transform the way VR games are played.



FROM THE DESK OF CEO



ASAD ALI HASHIM

CEO of Toyota Creek

By Syed Waqar Ali Jafri



What was your first thought when you came back to Pakistan from the USA? What did you want to do?

How will I ever acclimate to this lifestyle? I wanted to implement changes to make it more systematic and less reliant on any one individual, which till today is a struggle and work in progress.

How has your journey been with Toyota?

It's been a journey of challenges, learning, and continuous growth.

Were you into cars since childhood or was it just a leap of faith to join the automobile industry?

I am a third generation enthusiast of the automotive industry. I chose to follow in the footsteps of my father, Ejaz S. Hashim, who followed his father, Syed Hashim.

Automobiles and electricity are two different sectors in Pakistan. How did you end up founding Hashim Distributors?

My father, being a true entrepreneur, was presented with an opportunity to divest and expand his business portfolio, which he did and that is how we ended up with Hashim Distributors.

How do you manage your personal and professional life, amidst juggling three different professional positions?

Like anything in life, balance and support is key. We have split up the companies between, me, my brother, and a

partner, each one is fully responsible for that particular company and responsible to present the company's progress to the board on a monthly basis. As for my personal life, one must prioritize with time management, reevaluate on a monthly basis how you show up in each role, combine work and play, most importantly not sweat the small stuff/stress management.

What was the most defining moment in your life?

In my personal life the birth of my children and the death of my father. Which shows how fragile life can be and how we should not let the little things get us down. In my professional career the most defining moment would be the launch of our Toyota dealership Toyota Creek Motors.

What keeps you motivated every single day?

Keeping the name, integrity and business motto that my father worked so hard to establish is my driving force. In addition, the responsibility of doing right by my family, employees and customers by streamlining processes and making customer satisfaction top priority.

Which of your business was most affected during COVID-19, and how did you cover your losses, if any?

All our businesses were affected, however, we were one of the fortunate ones that did not have to lay off any of our employees. Once the markets opened up, there was a three month backlog of demands that helped us recuperate a substantial amount of our losses.

What are the biggest challenges someone in your position might face?

How to constantly find new avenues of increasing revenues while trying to minimize the ever so increasing cost of doing business.

One thing that you would want to tell the youth who look keenly towards successful CEOs in their country.

There are no short cuts in life, you have to give 100% in everything you do, be it professional and or personal life. I feel most people, whether senior or junior personnel in a company, operate with one foot in while the other foot is out the door. Making the process of ownership, accountability and possibility of success extremely hard. There will be setbacks and disappointments, but the important thing is to get back up, shake it off and forge ahead. Hard work combined with dedication and accountability does and will pay off.





Mirela Spagovic

Director People & Culture at Philip Morris International

By Muhammad Naveed Azhar

What is the driving force behind taking up this role in the organization & what hurdles have you had to tackle?

I am very passionate about my job; new people, new experience and new assignments inspire me to be a better version of myself with each step that I undertake.

Hurdles do not exist for me, just challenges that I embrace and appreciate. Every challenge may be a path to a new, exciting journey or learning that will enrich my knowledge.

What are your long-term goals and aspirations in regards to your role at PMI?

I used to have career goals linked to roles and vertical progression. Now, after years of experience, I think more broadly – what is my purpose in life? I want to help people to thrive.

I am also fully vested in the PMI vision, a smoke free future.

As long as PMI provides these opportunities that can assist me in fulfilling my purpose, I will consider myself a happy person.

Share your experience in South Africa and how that helped to shape the person you are today?

South Africa was the most stretching and the most rewarding experience so far. Understanding the culture so different from your own, intrinsic and extrinsic motivators, adjusting personal, very direct style, to name a few learnings. South Africa made me humble and appreciative, helped my ego reduction and brought a lifetime friendship. This country made me fall in love with it after a very heavy beginning.

What factors motivate you to keep moving forward with such stride?

Passion for the job, learning and experience that it brings and above all people. People with their hopes and dreams, expectations and challenges, people that inspire you to take an extra mile.

What is the one thing that you learned during your stay in Serbia that you think will always stick with you?

Serbia teaches you perseverance and endurance. Nothing comes easy and even when it comes, you do not appreciate the result, but the journey. So, enjoy the journey!

What challenges come with being a role model for so such a multitude of people?

I have never perceived myself as a role model nor I've ever wanted to be one. It comes with the expectations and ready-made recipes. I teach people that individuals cannot change a thing, a team can!

I am here to light the path a bit, advise and motivate people to unlock their true potentials and overcome barriers. But how far, how fast, and how high - it depends on each and every individual.

What measures and policies have been implemented in the workplace for promoting gender equality, regarding empowering women.

We believe diverse and inclusive workforces make businesses and society stronger, boosting innovation, creativity, responsiveness to change, performance, and employee motivation and engagement.

A critical first step is achieving a better gender balance in management. We continue to focus on our target of 40 percent of management positions to be held by women by 2022 globally.

In early 2020, the new position of Chief Diversity Officer was created within our Company Management team, reporting directly to our CEO. Our focus on diversity and inclusion cascades through our business functions and markets, and extends to suppliers, tobacco farmers, and growers through our Responsible Sourcing Principles and Agricultural Labor Practices. Our global EQUAL-SALARY certification – received in 2019 – provides stakeholders and our own management with clear measures of our commitment to equal pay, alongside programs on equal pay. We also have policies and guidance on flexible working arrangements and parental support.

Our local affiliate in Pakistan applies all globally driven practices – female representation targets, equal-salary certification, flexible working arrangements, well-being practices. However, we do not stop here, we plan to put more focus on the well-being, development and mentoring in the upcoming period.



Andleeb Uroos Ahmed

Head of Corporate Communications at Philip Morris Pakistan Limited

By Sara Zaman



How has your decade long journey in the industry been so far? What was it like when you stepped into the industry compared to where you are now?

It has been a super fun journey. I started out with a PR agency as an executive and worked my way up to become the Executive Director and then moved on to working with a social enterprise, a diplomatic mission (yes, I was part of the royal visit a couple of years ago!) and now with one of the most challenging sectors - tobacco. I have seen the digital transformation of our media industry through my career and have been fortunate enough to have grown right alongside the shift. When I started out, I was still preaching the importance of proper communications and have seen companies adapt to making the comms. function one of the most important ones. I have seen the acceptance that has come within the media fraternity for communications professionals; it is still evolving and getting bigger and better than ever.

Out of all the places you've worked at, which role was the most challenging one for you?

That is a tough one. I find challenge in everything, to be honest. When I started out as a reporter, I challenged myself in finding impactful stories (everyone loves a byline right?). Throughout my career, I keep striving to bring about a positive impact, so really, every role that I take on - I intend to make it a challenge that I come out successful in. I set challenging goals and targets for myself and enjoy being able to say 'I achieved XYZ'. Every role brings its own challenges and overcoming them is what brings you growth, so I would say each role had its own unique set of challenges.

How have you shaped the communications department at Phillip Morris? Tell us about some major changes implemented by you and your team.

We at PMI all over the world are on a transformation journey, we are transforming our company and staking our future on replacing cigarettes with smoke-free alternatives. Why are we doing this you might ask? Because it's the right thing to do. More than 1 billion people worldwide smoke cigarettes and, according to the World Health Organization, there will still be more than 1 billion smokers in 2025. We, Philip Morris, want to provide those among these billion-plus adult smokers, who do not quit, with better options than continuing to smoke. So overall, we are all in the process of learning every day. Our main goal is to communicate the importance of harm reduction - not just in relation to tobacco but as a lifestyle change. Following this, we all have also adopted a smart way of working and are actively trying to communicate and set examples by action of a good work-life balance first and foremost amongst other great practices that allow us flexibility in working hours, creative freedom and something to aspire to every day - a smoke-free future.

Having setup an entire digital wing of a company, what hurdles have you had to actively tackle during that period?

Changing perceptions with stakeholders. As the digital footprint grew, so many rules of engagement changed as well. The requirement then was for as many news pieces as possible and tier 1 ratio - with the social media revolution, more targeted communication became the main aim. But data analytics really helped in proving the point, but it took time, effort and most of all self learning.



What would be your advice to the new comers into the industry, on how to become trailblazers in the field of media and communications?

I would advise them to never let go of the opportunity to start from scratch and learn the basics. It is very easy to be a good writer, have good interpersonal skills and a good education. But for communications, a sharp mind, observation, critical thinking and staying calm in a crisis (so that you don't add on to the issue) is very important and all of this comes from experience from the ground up. So don't skip steps!

This is the era of digitization, what are the steps you are actively taking within the company to ensure that PMI excels in the global digital landscape?

PMI on it's transformation journey towards innovation, science and technology is already on the digital path. We keep consumers at the heart of everything and have a forward leaning approach. With over 60 countries already on the way to a smoke-free future, PMI is constantly working towards making our technology better. In Pakistan – while we are still not quite there, we recently partnered with SEED Ventures for an Innovation Challenge for start-ups. As a company that focuses on transformation, PMPKL wanted to provide a platform to help develop startups and promote use of technology for the betterment of society. Keeping our global vision front and center, we provided financial support to SEED Ventures and Entrepreneurship and Youth Development Society to foster a culture of socially responsible innovation and transformation in Pakistan and develop start-ups that focus on creating positive societal impact.

Having a diverse career path, which role has been the most fulfilling for you in both, personal and professional terms?

Each role has had its own charm. However, my formidable years where I grew as a person and a professional would have to be during my tenure with Xenith PR. Working with a variety of companies, the learning and grooming – I found my passion there. Owing to those years, every role has been rewarding in it's own way. With PMI though – the highly efficient and ethical business practices, the inclusion and diversity pillars set in place, the work-life balance, and the transformation journey we are on to do the right thing makes every day an achievement and provides aspiration to see this journey through.

What has made you successful in directing the corporate communications department?

My mentors. For some reason, I have always had great bosses and majority of the time, female bosses who have encouraged and inspired me to do more, do everything the right way and never compromise integrity and honesty. I follow the same approach with everyone that I work with and success just follows.

Walk us through an experience in which you were able to efficaciously teach a strenuous principle or concept. How were you able to succeed in doing so?

So, as you know, the communications industry in Pakistan is still growing and there are limited number of experienced professionals in the field. Us likeminded people have now initiated the Communications Association of Pakistan with a vision to give back to the industry and help the industry grow. Our vision is to make communications a well sought-after profession for Pakistani students as there is so much potential. Most recently, I was speaking to an MBA class from a local university as a guest speaker and explaining the power of communication in everyday life – one of the students asked how good communications can help land him a great job. So, I went over the basics of an interview, from how to dress, to how to speak, some basic questions and how to answer them, explained about oversharing – did a little mock demonstration. A few months later, the student sought me out via LinkedIn to thank me and tell me how he used those techniques and has got a great job with a multinational. I was proud!

Being a crisis communication strategist, what emergency risk communication do you have in place?

The rule of thumb is to assess all risks when planning. A good strategy will always have SMART objectives (specific, measurable, achievable, realistic and time-bound); when you have that slotted in – you will be able to see exactly what will work, what could go wrong and if there is a way of fixing what may go wrong and you build in a crisis plan alongside that. That said, a crisis can come in at any time, so the best tool you can have is to keep calm and think with a cool mind before acting.



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MOVIE SHOOVIE



A NETFLIX FILM

HASEEN DILLRUBA

WHEN YOU GO A BIT
TOO FAR FOR LOVE...

By Areeba Mukhtiar

I've watched many romantic movies from both Bollywood and Hollywood, the latter being my personal favourite due to the rich stories. There's no shame in admitting that the internet has introduced multiple streaming platforms that have been giving us great content. I've practically done a PhD in romantic, comedy and rom-coms because this genre is mostly very light-hearted and easy-going compared to most. However, this movie just completely blew me away. If you're not up for spoilers then I'd suggest you turn the page!

Haseen Dillruba features Taapsey Pannu and Vikrant Massey as the main characters. The story begins with a murder, no one knows who killed whom and then the interrogation starts. The main suspect turns out to be the wife, Rani who is played by Taapsey. During the interrogation, she narrates the story from the start and how the couple met. It was a mismatch from the start, he was an innocent boy from a small town while she was an outgoing, well-read and independent woman. They both had their own goals in life yet somehow they fit right, just like puzzle pieces that are different but meant to be together.



As the story keeps unfolding, all the scenarios lead to Rani as the murderer, which even I thought was the case till the very end, where all is revealed. The duo did their best to carry on the marriage but there were some bumps which made their relationship quite rocky within the first month.

Love does make you do crazy things but would you ever go this far? I'm not really fascinated by the story but the storytelling is what caught me by surprise as it kept me hooked till the ending. I'll have to admit that it was interesting but I do not support this type of love that's just unrealistic. It was a good watch but I'm afraid it's going to encourage such behaviour in the upcoming generation.

The acting, storytelling, and everything else is on point except for the story. I mean I was curious to watch what happens but it was just psychotic to another level. How the whole murder was pulled off was baffling, but the actors did a good job by bringing the story to life. It's gruesome at the end but also mind-blowing.

RECIPE

Chicken Dumplings

BOIL IT, STEAM IT, OR FRY IT

By Areeba Mukhtiar

Dumplings are a delicacy of the Chinese, a delicious filling of your choice wrapped in soft dough that can be steamed, boiled or fried as per your liking. The recipe is so easy to make and you can enjoy it in different ways. Traditionally, dumplings are consumed with either a soup or a dipping sauce. We've got lots of places here in Karachi too that serve dumplings but making them at home gives you the leverage of customisation. So, let's get started!



Dumpling Wrapper & Filling Ingredients

- . 1 cup all-purpose flour
- . ¼ cup water plus 1 teaspoon water
- . extra all-purpose flour for dusting and rolling
- . 250 grams ground chicken thighs
- . ½ cup cabbage, finely sliced
- . 1 teaspoon grated ginger
- . 1 tablespoon chopped scallion
- . 2 tablespoons soy sauce
- . 3 dashes ground white pepper
- . 1 teaspoon salt

Chilli Oil Ingredients

- . 1 teaspoon chilli flakes
- . 2 tablespoons cooking oil of your choice
- . 2 small cloves garlic, minced
- . 3 tablespoons soy sauce
- . 1 teaspoon sesame seeds
- . 1 tablespoon chopped green onions

Let's get going

1. To make the chilli oil, you need to heat the oil on low flame and start adding the ingredients one by one until everything is combined and mixed. Turn off the flame and set it aside to cool off.
2. For the dough, combine water and all purpose flour and knead it till it becomes smooth. Cover it with a damp cloth and set it aside.
3. Prepare the filling by combining the ingredients together and set it aside.



4. Prepare the wrappers by rolling the dough into a flat roti-like shape and cut small circles of 4-inch in diameter. Dust the wrappers with some flour to prevent them from drying out.
5. To assemble the dumplings, place a piece of wrapper on your palm and take a teaspoon of filling to add in the center. Now gently close the dumpling to form a semicircle and make sure there are no openings.
6. Place the dumplings on a plate lined with parchment paper to avoid sticking. Keep repeating the previous step till the filling is all used up.
7. Heat a pot of water and bring it to a boil. Gently drop your dumplings into the boiling water but make sure that it doesn't overflow. Boil for a few minutes till the dumplings start floating and remove them from the pot using a strainer.
8. An additional step would be frying them in a pan, 2-3 minutes on each side is enough to make it crispy if you don't want to just boil them.
9. Serve with the dipping sauce and enjoy!

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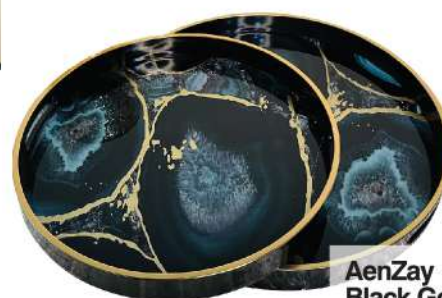
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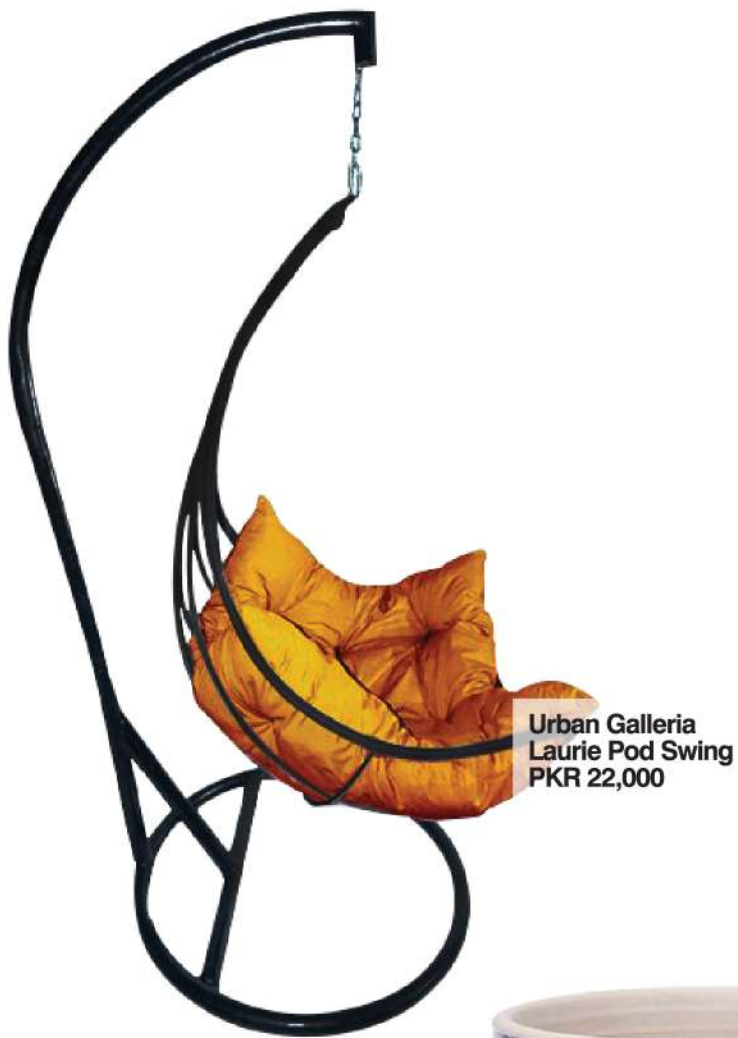
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ORNATE YOUR SPACE

10 HOME DECOR IDEAS FOR BEGINNERS

UTILISE YOUR SPACE THE RIGHT WAY

By Areeba Mukhtiar



Decorating your home is a task on its own, and if you're new to it then it may seem like a challenge. But it's an exciting challenge to embark upon, one that will make your hard work stay there as you cherish the beautiful outcome. If this is your first time decorating your home, then you're at the right place as these ideas will definitely help you spruce up your home.



Go Bold in Small Spaces

By small spaces, I don't necessarily mean small apartments or homes, but what I mean is 'spaces.' If you really want to be artsy then you can pick a corner of your home that you'd like to invest in and revamp it by adding texture, prints and decorative items. Be different and creative with small spaces as it can really stand out from the rest.



Deploy Colour on the Floor

When everything else is white, try shifting your focus on the floor by adding some colour to it. You can keep it subtle with muted, pastel colours or even opt for bright, striking ones. It depends on how you want the vibe of the room to be. This colour can also be added through stained wooden flooring, which is a classic!



Display Your Collectibles

Displaying your collectibles is another great way to add character to your room. It shows your personality by also keeping the room lively. You can choose to display it on a table, console or on shelves. It depends on how much space you have and which collections you want to display. Nevertheless, displaying your collectibles will make the room lively.



Add Repurposed Furniture

The reason why I'm focusing on repurposed furniture is because you can take a piece of something that was once maybe glorious or outstanding and make it a part of your home for life, just like I've recycled this ship door into a table that is now one of my most valued possessions. It sits in my office and has another purpose that it's serving.



Let the Light be your Guide

When I say let the light be your guide, I actually mean it. The direction from which natural light enters your room plays a huge role in how it will end up looking throughout the day. North-facing ones will be relatively darker throughout the day so if you enjoy that look and feel then by all means stick to it otherwise paint the room a warm colour to make it more refreshing and cancel out the dullness.

Conversely, south-facing rooms get ample of light throughout the day so a cool, lighter colour would cancel out the warm tones and keep it balanced.

Rooms that are facing east get more sunlight in the morning as compared to the evening and it is the opposite for rooms facing west. So, it depends on how you'd like to use the rooms, choose a warmer or a cooler colour palette according to it.



Upholster Antique Furniture

If you have antique furniture pieces then revamp it by giving it a modern touch. Do not throw away any antique pieces just because they're worn out or are old, instead try to do some DIY to revive and restore. Antique furniture just adds some class to the whole room so try to utilise this unique beauty.

Invite Nature Indoors

Plants help in making any place more colourful and bright. Apart from the colour, you get to take care of the plant like a baby and watch it grow. It also eases tension, increases oxygen levels, reduces carbon dioxide and lowers stress by creating a serene environment.



Keep Bedroom Fabrics Simple

You should try to keep your bedroom fabrics plain and simple; a lot of interior designers will agree to this ideology. When you have space around it to decorate, why not play with textures and colours on the walls and other furniture items? A great way to add some life to your bedroom is by thinking of the wall as your canvas.

Chairs Don't Have to Match

Not everything has to match, if you want a piece to stand out then it has to be different. By switching your main chairs at your dining table, you can make it more colourful, fun and stylish. Similarly, you can also replace chairs with a bench at your dining table and give it a different look.



Maximize Daylight with Mirrors

Mirrors help in bouncing back the light which means if you've less natural light then mirrors are a useful way to enhance it. Try adding mirrors on the walls, over consoles or anywhere that they would fit in a room to increase the presence of natural light. It's an effective way to brighten up a room without adding extra light sources.

5 SCENTED Candle BRANDS THAT WILL MAKE YOUR ROOM SMELL GOOD

By Areeba Mukhtiar

I'm obsessed with scented candles. This whole article alone can explain my feelings towards good quality scented candles which weren't quite easily available in Pakistan a few years ago. However, thanks to digitization, we've been exposed to brands that we didn't know before and many new online businesses have also emerged. The reason why I love scented candles is because of the aroma it fills the room with. And with hundreds of scents to choose from, my craving for exploring new scents is just never-ending.

I've handpicked a few brands of scented candles that are easily available in Pakistan, both in-stores and online so you don't have to worry about going out in this pandemic.



Bath & Body Works

The most iconic brand for scented candles is Bath & Body Works, which is an American brand but the quality is unmatched. The best part about this brand is the availability of several yummy scents of all sorts ranging from sweet, fruity to warm, spicy - every scent that you could have ever imagined is available at Bath & Body Works. While their single wicked candles work best for small rooms or just creating a cozy corner while you sit and relax, the three wicked candles are the main star of the show as they are powerful and have a great throw.

For those of you who don't know where to order Bath & Body Works candles from, they're exclusively available at Brands at Door for unbeatable prices.



Hunza Candle

While shopping in Dolmen, I stumbled upon this cart filled with candles of every possible size. This cart was named Hunza Candle. They had a variety of scents to choose from and a bunch of sizes too. Fruity, floral, warm, musky - you name it and they have it. Although the range of scents cannot be compared with other international brands selling scented candles, the quality is definitely worth a pat on the back and recognition. Even the smallest jar candle has a very strong throw that can easily engulf one room with an amazing scent.

The one that I picked up was Bloomy Mulberry and it's a very sweet berry scent, if you like sweet scents then you'll really like it.





Musk by Mushk

Musk by Mushk is a luxury, hand-poured scented candle brand. These candles are made with high-quality ingredients such as soy wax which is meant to be great for the environment and also your health. Soy wax burns with zero petro soot, creating petro soot free candles. This brand is owned by the ace model, Mushk Kaleem.

They have two different variants with a variety of scents to choose from that come in custom marble jars, super fancy! The price is a bit on the higher end but it's totally worth it as it smells just as great. Fill your room with your desired aroma while also keeping that minimalistic, aesthetic look.

Colish Co.

Colish is another brand of scented candles that I really admire as they not only have incredible scents but their packaging is also very simple and sleek. Their scented candles come in three different sizes and all have black glass jars with a lid. If you want to try out their scents then you can opt for their mini duo sets in which you can get a pair of two different scents to try out at a very affordable price. The mini duo sets can also be used to gift your loved ones because of the packaging.

Colish has other products as well such as diffusers and mists, everything that you need to make your room smell divine and heavenly.



Meem Studio

What intrigued me the most about Meem Studio was their tin candle collection and the giant 18-wicked block of candle. I don't think I've ever seen anything like that here in Pakistan. It's definitely new and mainly for decor purposes but you could also light it up.

The tin candles are quite small in size, making them portable and handy. They come in various scents with leakage proof tins, which is their upgraded packaging.

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