



# Positive Post

A Media Publication by the students of Mass Communication and Media Studies

## June in History

June 1, 1962:

Soviet Union awards Lenin Prize to Faiz Ahmed Faiz for his literary contribution.

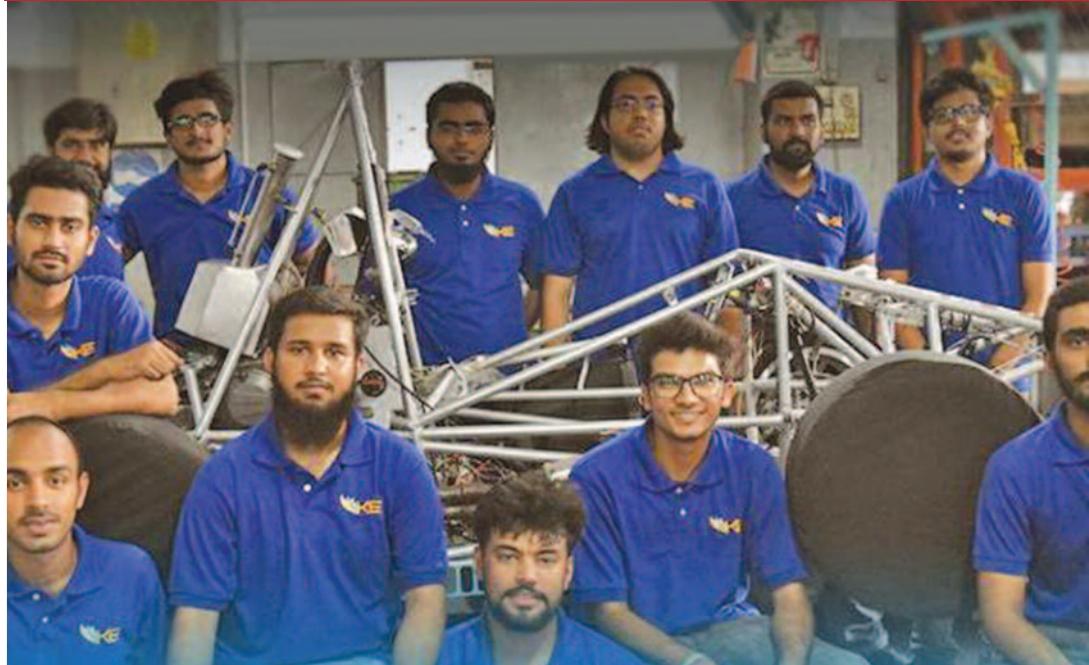
June 7, 1962:

SUPARCO launches Pakistan's first weather rocket, Rehbar-I from Sonmiani.

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## K-Electric (KE) to sponsor NED's formula racing car



K-Electric (KE) has signed a Memorandum of Understanding (MoU) with NED's mechanical engineering department whereby KE will sponsor their formula racing car to compete in the upcoming Formula SAE in Italy.

It will be the first and only team representing Pakistan in Italy this year, said a press statement issued by KE.

Pakistan's first Formula electric car enters US competition

Formula SAE is one of the biggest global engineering design competitions, which focuses on car design and its manufacturing. More than 250 teams from across the globe will take part in the racing competition, which will be held from July 22 to July 25.

The NED team will be led by Muhammad

Ahsan Arshad and Muhammad Rafi. We are sad to see that Pakistan has no representations in such competitions, remarked the two team leaders.

"We want more of our youngsters to step forward with such innovations and KE, which believes in giving back to the society, will lend its hand for maximum support," said the KE spokesperson.

Courtesy: The Express Tribune



## Admissions Open: Chinese universities teaching Urdu Language

The Beijing Foreign Studies University plans to admit 20 students in its Urdu department this year. Many Chinese universities are extending their Urdu teaching programmes.

According to China Economic Net, admissions in Urdu are currently open in many Chinese universities. The Beijing Foreign Studies University plans to admit 20 students in its Urdu department this year.

The head of the university's Urdu department said it admits students every four years.

In 2012, 11 students enrolled to learn Urdu and they graduated this year.

Xi'an International Studies University and Guangdong University of Foreign Studies



have also opened Urdu departments and have more students than the Beijing Foreign Studies University.

Earlier this year, the National University of Sciences and Technology established a Chinese Studies Centre (CSC) at its School of Social Sciences and Humanities.

The varsity said the centre will

serve as a centre of excellence, and will undertake studies in Chinese society, strategy, politics, language, economy, culture, defence, diplomacy, environment and science and technology.

In addition, the centre will undertake studies dealing with various aspects of the China-Pakistan Economic Corridor, as

well as provide technical input to the government in general, and relevant organisations in particular regarding the project's development.

The CSC will also offer courses in Chinese development. In addition, the centre will hold seminars and conferences on various aspects of the Pak-China relationship.

The centre is headed by recently retired ambassador Syed Hasan Javed, who has spent nearly 10 years in China on two diplomatic assignments. Javed has authored two books on the Chinese language, and has a deep understanding of the culture, society, economics, politics and diplomacy of the country.

By: Cozil Altaf, BS35 2964

Courtesy: *The Express Tribune*

## Samosa seller's son awarded Rs: 0.5m for academic excellence

A cheque worth Rs. 0.5 million was awarded to the son of samosa vendor in Malakand who clinched top position in Board of Intermediate and Secondary Education (BISE) examinations in 2015.

The amount was presented to Shah Faisal by Minister for Elementary and Secondary Education Muhammad Atif Khan

to Shah Faisal. The cheque was awarded at a ceremony held at the elementary and secondary education department's committee room in the city.

'Samosa' vendor's son clinches top spot in FSc from Malakand. The 19-year-old bagged top position in the secondary school certificate and FSc computer science group. The results were

announced in June 2013 and August 2015, respectively.

Currently, Faisal is studying computer studies at University of Engineering and Technology (UET) Peshawar. Speaking to journalists, Faisal said he belonged to an underprivileged family of Chakdara, Lower Dir. He added his father sells samosas at Chakdara Bazaar.

"After school, I also help my father in his business to fulfil family expenses," Faisal said. "Today, I am very happy to have received this award from the minister."

He said government schools have a large number of talented students who are seldom provided the opportunity to excel. "I have faced various challenges in obtaining an education as I was poor," he said. "I cannot afford the expenses. But my

father supported me and today I am a student at an engineering university."

A father's pride

Farman Ali, Faisal's father, said he sold samosas in Chakdara Bazaar to earn a livelihood.

He said Faisal is his eldest son and he helped him with work after school.

"My other son is a student of class nine and also intelligent like his brother," he said.

Speaking on the occasion, the education minister said the condition of government schools has improved over the last three years. He said the government has allocated considerable funds for Stori Da Pakhtunkhwa Scholarship to support underprivileged students.

Courtesy: *The Express Tribune*



## Pakistanis Honored by Queen Elizabeth



Two young Pakistanis set out to transform the education and environment fields in the country and their efforts were duly rewarded from Britain's Queen Elizabeth.

In a spectacular ceremony hosted by the Queen, along with Prince Harry, Muhammad Usman Khan and Zainab Bibi were awarded 'The Queen's Young Leaders Awards for 2016'.

Sixty other winners from various Commonwealth nations were also presented awards at Buckingham Palace for transforming their respective communities. Further, two other Pakistanis, Bilawal Jamshed and Fakiha Ali, were also recognised as runners up.

The Queen's Young Leaders Award is a prestigious Commonwealth project which recognises and celebrates exceptional young people from across the Commonwealth who are taking the lead in their communities and using their skills to transform lives.

Usman designed an educational programme called 'Back to Life Edutainment' for street children. He promoted the programme using social media and managed to encourage more than 500 young people to voluntarily implement the project in four cities.

He also founded the BEYLI Organisation, which aims to educate and support under

privileged young people. He then returned to his home village and set up the Rethinking Education community school and created a programme called Edupowerment, which teaches students computer skills, English language skills and peace education.

The other winner, Zainab, established the Pakistan Society for Green Energy in 2013 to increase awareness of green energy solutions. She then successfully managed to develop a bioethanol (a bio-fuel) from waste tissue paper, which could help to provide cleaner energy.

Zainab also introduced into Pakistan, from the US, a plant species that produces bioethanol (biodiesel). 'Camelina sativa' has a short growth cycle and a greater resistance to drought, which means that it can be grown in desert areas in Pakistan.

David Beckham was also in attendance at the ceremony along with Chairman of The Queen Elizabeth Diamond Jubilee Trust, Sir John Major and Sir Lenny Henry.

This year's winners, aged

between 18 and 29, are working on a range of issues which includes education, climate change, gender equality, mental health and improving the lives of people with disabilities.

The Queen's Young Leaders Award is part of The Queen's Young Leaders Programme, an initiative established by The Queen Elizabeth Diamond Jubilee Trust in partnership with Comic Relief, the Royal Commonwealth Society and the University of Cambridge's Institute of Continuing Education, in recognition of Her Majesty's lifetime of service to the Commonwealth.

Launched in 2014 by The Duke of Cambridge and Prince Harry, the first round of Queen's Young Leaders visited the United Kingdom in 2015. Each year from 2014 to 2018, 60 exceptional young people will be selected to receive a Queen's Young Leaders Award and become 'Queen's Young Leaders' – one for every year that The Queen had served as Head of the Commonwealth at the time of her Diamond Jubilee.

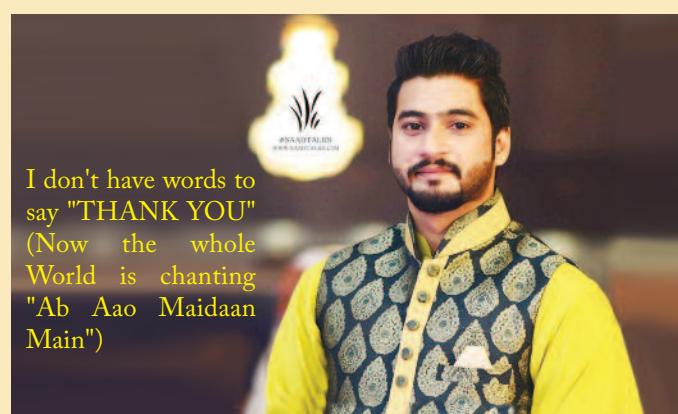
By: Cozil Altaf, BS35 2964  
Courtesy: *The Express Tribune*

## Muslim farmers build church for Christian neighbours



Muslim farmers in a village in near the city of Gojra in Pakistan's Punjab province are putting their savings together and helping build a church for the Christians in their neighbourhood.

## Second Free O/A Level School in Karachi



I don't have words to say "THANK YOU"  
(Now the whole World is chanting  
"Ab Aao Maidaan Main")

**CONGRATULATIONS!** I don't need a single penny from you right now, just support & spread the word so then others get motivated and do something positive. - Saad Saleem

## How two girls are tackling the food waste challenge in Karachi

It was in February this year, two friends, Zara Nadeem and Zehra Hassan, troubled by the difference in food consumption in Karachi – the rich having too much and the poor not having any – went about understanding the psychology of waste. With so much food wasted at buffet restaurants and at weddings, food that is good is often thrown away. In order to rectify this, the two girls put their heads together and devised a clever strategy.

Nadeem and Hassan partnered with some upscale restaurants in the city in an attempt to start a social movement. “The motivation came from the realisation that this is a situation that exists around us. The problem was how to act on this,” says Nadeem, who is a graduate from the Lahore University of Management Sciences and currently employed in a multinational. The two visited high-end restaurants located in different parts of the city and learnt people opt not to take the leftovers

home. “It is like social suicide for them, something that is looked down upon,” shares Nadeem, adding people refuse to take parcels of food for which they pay despite insistence from the restaurant staff.

“What we have is a very stupid problem,” asserts Hassan, an Indus Valley School of Arts and Architecture graduate who is currently working for TCF, while talking about the gap that exists between the food supply and demand for food. “What we have tried to do is to mediate the gap between the excess supply and an overwhelming demand for food in the city,” she says.

Branding their boxes ‘Food For Thought’, they started a social movement by distributing these packages in restaurants. “So when customers say they do not want to pack leftovers, the food is put into these boxes and the customer is requested to give it to someone in need,” explains Nadeem. That is entrusting

them with a responsibility. The reason these customers are asked to give away the box themselves is because Nadeem believes, this way they are spreading awareness about the disparity. “You have to involve people, only then can one expect them to follow [by example],” she adds.



Since people tend to become more philanthropic in Ramazan, the duo has become more active in expanding the reach of the campaign. Their target is various restaurants that offer buffet deals during the holy month. “When we learnt the number of people who can be fed with wasted food, we were very disturbed. Wastage

from two to three restaurants can feed as many as 100 people easily,” shares Nadeem.

When talking about challenges they have faced thus far, Hassan feels they are more logistical in nature. “Following up with people and preserving the food so that it doesn’t go bad are some of the things we have to be extra careful about,” she mentions.

For Hassan and Nadeem, an ordinary day starts with their day job and by late afternoon they begin scouting for new locations to introduce their feeding Karachi campaign. Presently, their drive has moved to Ranchod Line, Azam Basti and recently Lyari. Besides keeping up with the generosity of the month, they are also calling out for people to donate money for rations (Rs1,500 per package comprising wheat, rice, daal mong, basin, sugar, salt, red pepper, turmeric, tea, oil and sherbet) and distributing these among people in different localities.

Courtesy: *The Express Tribune*

## “Daddy, I’ll eat pork tomorrow. I don’t want to be a Muslim.”

I understood what had captivated my friend so deeply: stories of people, of all ages and skin colour, taken with both, a professional camera and an iPhone, gathered under a single banner — Humans.

Some time ago, I came across an interview with Tahar Ben Jelloun — a Moroccan writer living in Paris. He talked a lot about things that any artist would talk about in an interview: his works and his inspirations, but what struck me most about his story was a short anecdote from his family life. Soon after the 9/11 attacks, his seven-year-old daughter had come to him and said,

“Daddy, I’ll eat pork tomorrow. I don’t want to be a Muslim.”

The little girl was overwhelmed by the voices around her, that equated Islam with



violence and hatred, so much that she wanted to detach herself from it.

In a world where Muslims are continuously harassed for associating themselves with Islam, we need more people like Malik.

I met Musa Malik, a young Pakistani entrepreneur, in a small café in Islamabad. I came across Malik and his work in the same way that millennials today make most of their ground-breaking discoveries — scrolling

through my Facebook newsfeed. I saw one of my friends, who isn’t too much of an internet aficionado, binge-sharing posts from a website I didn’t know of. Intrigued, I clicked on the site’s turquoise profile icon. I understood what had captivated my friend so deeply: stories of people, of all ages and skin colour, taken with both, a professional camera and an iPhone, gathered under a single banner — humans.

A few more clicks revealed humans., was an online photo-sharing platform enabling anyone to start an account and begin uploading stories (or simply browse through it, which has so far been my case). You see someone in a park or on the street, spark a conversation, take a picture, and then put it online from any place in the world.

By: Cozil Altaf, BS35 2964  
Courtesy: *The Express Tribune*

## Archaeologists discover layers of Indo-Greek city in Swat

Archaeologists in their fresh excavations here at Bazira, Barikot, have discovered large layers of the Indo-Greek city with weapons and coins as well as important pottery forms imported from Greek Bactria and from the Mediterranean area in second century BCE.



Dr Luca Maria Olivieri, head of the Italian Archeological Mission in Pakistan, told Dawn that during their recent excavation in April-June his team unearthed some very important discoveries in Bazira, Swat.

The team was formed by Italian and Pakistani archaeologists, including Elisa Iori of Bologna

University, Cristiano Moscatelli of Naples University and Amanullah Afzidi and Syed Niaz Ali Shah of the KP Directorate of Archaeology And Museums. Excavation trainings at Barikot are funded by the Pakistan-Italian Debt Swap Programme.

"Very little is known in the archaeology of the sub-continent about the material culture of the Indo-Greek. However, this time we discovered at Barikot ample layers associated not only to the Indo-Greek city (when the settlement was encompassed by the Defensive Wall, 2nd BCE), but also to the pre-Greek city, the Mauryan settlement (3rd BCE)," he said, adding that outside the Indo-Greek defensive wall extensive evidence of the proto-historic village (Gandhara Grave Culture; 7th-8th century BCE) were also found. He said that during the recent excavations they also discovered a large late-Kushan Temple with four pillars on the northern part of the excavated area (3rd century CE). "This is the third coeval public cultic space found



in the late city, and it is confirming the existence of Buddhist architecture, which has nothing to do with the mainstream stupa-cum-viharas layout of the contemporary Buddhist complexes. Vice-versa, these new architecture have more in common with Central Asian coeval examples and antecedents," he added.

He said that during the excavations the archaeologists also discovered that all the pre-Greek layers were artificially destroyed and obliterated along the Defensive Wall at the time of its construction, to make space to the fortification, revealing conspicuous traces of the Iron Age village (7th BCE).

Dr Luca said that his team was currently excavating one hectare with a stratigraphy from 7th BCE to 3rd CE in Bazira. The

area corresponded to circa 1/12 of the entire city. "The KP government is about to acquire all the excavated areas and a large buffer area around them. We are really grateful to the efforts of the provincial department of archaeology and the government," he said.

Terming the archaeological site of Barikot one of the largest and most important sites in future, he claimed: "I foresee that in future Barikot will become one of the largest and long-lasting excavation projects in Pakistan (30 years so far) if not in the entire sub-continent. It already represents the only Indo-Greek city excavated at that scale, and one of the few examples of a Kushan urban settlement scientifically excavated in South Asia."

By: Abdullah Sheikh, BS43 3808  
Courtesy: Dawn

## Pakistani student Jawad Shafique breaks highest grading scale in Denmark

Pakistani students are not less talented than anyone. We have excellent abilities especially in the field of education. Intelligent students like Arfa Karim have brightened the name of our nation in the world.

Now, a Pakistani student in Denmark has broken the state's maximum grading scale of 12 by successfully achieving a significant average of 13.6, a Denmark-based news agency reported.

Earlier, his elder brother also broke the record by securing an



average of 12.3.

"It feels excellent. I had the intention to do well. I have succeeded. I never thought of

overtaking my brother, but it's a great honor for both of us," says Jawad Shafique, the Pakistani student who has just been graduated from Niels Brock Copenhagen Business College in Denmark.

He stated that he had worked very hard to get good grades. "When the other members of the family are doing well, you also feel to do something new and great," he says.

Jawad Shafique has no doubt that his parents' words have had an impact on his schooling.

Since the brothers were small, their parents told them that they should focus on their education and work hard to get good grades.

"When they have a good educational record with high marks, their dream for comfortable life will come true," says the brothers' mother, Nusrat Shafique.

It's a great honor for Pakistan that our students are not only doing well in our nation but also in the foreign countries.

By: Cozil Altaf, BS35 2964  
Courtesy: The Express Tribune

## Pakistani bodybuilder hits back at critics after finishing fourth

Pakistani athlete Salman Ahmad, who clinched the Mr Musclemania title in Las Vegas last year, responded to his critics after he came fourth in Musclemania Pro competition.

The 25-year-old managed to be among the top six finalists at the competition on his debut as a pro body-builder.

Ahmad said he felt disappointed at how his countrymen commented on social media after he failed to win the competition.

In a video message on his Facebook page, the athlete responded to his critics by saying that Pakistanis should support their fellow national, who is competing on an international stage.

"I did my best and worked hard to

reach where I am today," he said. "Not everyone knows what we go through when we maintain our diet carefully for six months at a time."

"This was a big thing for me, people are only looking at the fourth position, but they don't understand that it was my debut at this," Ahmed told. "It's been less than 12 hours since the competition ended, and I couldn't sleep at all, just knowing that I was among the best bodybuilders in the world."

Ahmed said there were 25 top bodybuilders selected from a pool of more than 40 participants, while around 19 were also disqualified as their dope tests came out positive.

Out of the top 25, top 10 were



shortlisted and from that top 10 top six were taken as the finalists.

However, Ahmad still thanked his supporters for their prayers and urged people not to hurt his image as he has worked hard towards building one.

"I would like to thank all those who prayed for me and supported me," he said. "And, I can only request people back home to not tarnish my reputation and my image."

Ahmad was alone in the crowd last year when he became the first Pakistani to win the Musclemania world bodybuilding title in Las Vegas, unable to afford an entourage of managers, coaches, promoters like his fellow competitors.

Apart from bodybuilding, he also holds a Masters in Human Resource Management from the University of Punjab. Ahmed will be returning to Pakistan on July 10 from Miami.

Earlier, Atif Anwar made headlines when he won the Arnold Classic Australia last year, but he is representing Australia at the international events, while Masoom Butt, another Pakistani bodybuilder, went to Ireland and represents his adopted country now.

*Courtesy: The Express Tribune*

## Pakistan awards \$2 billion LNG pipeline contract to sanction-hit Russian firm

The Ministry of Law has given the go-ahead for the award of \$2 billion liquefied natural gas (LNG) pipeline contract to the energy firm designated by Russia, though the US has slapped sanctions on the company, officials say.

The approval comes after the Russian government signed a deal with Pakistan last year for laying a pipeline from Karachi to Lahore, called the North-South pipeline, to transport imported LNG. It nominated RT Global Resources for executing the project.

Russian President Vladimir Putin was due to visit Pakistan to perform the ground-breaking of the project, but the signing of a commercial contract between RT Global Resources and Interstate Gas Systems was delayed due to US curbs on the company.

At the time of signing the deal in October 2015, Russia had agreed to lend \$2 billion for the project. In return, Pakistan would award



the contract of laying the pipeline to RT Global Resources without inviting bids.

The Ministry of Petroleum and Natural Resources had tabled a plan for building the LNG pipeline with the help of the Russian firm in a meeting of the Economic Coordination Committee (ECC) in April this year. However, the ECC referred the matter to the Law Division for its opinion on whether the US sanctions could cause problems for the project.

According to officials familiar with the development, the Russian government had suggested that a special purpose vehicle (SPV) could be set up in Pakistan to implement the project, they said.

order to avoid the impact of US restrictions.

In its legal opinion, the Ministry of Law agreed that the Russian proposal was workable and would help execute the pipeline project. There was no legal bar on awarding commercial contract to the Russian firm that would set up an SPV in Pakistan, it said.

Officials said the SPV would also be listed on the Pakistan stock market to float its shares for generating funds.

The case of Russia is different from Iran that had faced global sanctions as a country. Washington has imposed only some restrictions on the Russian firm, barring it from doing business with US companies. However, the company would be registered in Pakistan to implement the project, they said.

The pipeline that will be built by RT Global Resources, a Russian state corporation, will be 1,100km long and will have the

capacity to carry 12.4 billion cubic metres of LNG per annum.

Pakistan has worked on a similar model with China according to which an LNG pipeline will be laid from Gwadar to Nawabshah and a terminal will also be built at the deep-sea port.

Russia is the second largest producer of natural gas in the world and is seeking to diversify its export markets after a standoff over the Ukrainian dispute with the European Union, its main buyer. It has also offered LNG export to Pakistan. The pipeline will be laid on build, operate and transfer basis. The Russian company will hand it over to Pakistan after 25 years.

Pakistan will provide 15% of equity while the Russian firm will contribute 85% of financing. First phase of the project is expected to be completed by December 2017.

*By: Cozil Altaf, BS35 2964  
Courtesy: The Express Tribune*

## Rise of the machines: Pakistani roboteers hunt global soccer glory

Humanoid robots dressed in the colors of Germany's and Brazil's national soccer team jerseys are seen during a photo opportunity at the Institute for Computer Science at the University of Bonn in Bonn June 18, 2014. The humanoid robots, which are developed by the University of Bonn's "NimbRo" team and company Igus GmbH, will compete at the annual 2014 world robotics' championship "RoboCup" taking place in Brazil from July 21-24.

The little striker wearing a crescent moon and star jersey lines up his penalty and kicks right, netting his goal as the keeper dives the wrong way and hits the ground yelping in pain.

Both players are teammates practising to represent Pakistan in a major world football tournament.

Unlike their low-ranked flesh-and-blood counterparts, however, these are advanced robots whose programmers are set to compete against students from the world's top universities as they look to showcase what their country can do in the world of Artificial Intelligence.

Students at Pakistan's National University of Science and Technology (NUST) will this year for the first time send a team to the annual RoboCup, an event featuring 32 universities that will be held in Leipzig, Germany from June 27 to July 4.

The six machines are NAO humanoid robots purchased from France's Aldebaran Robotics at a cost of roughly \$17,000.

It is in fact the third year that NUST, Pakistan's premier engineering institute, has qualified for the prestigious cup.

But a lack of travel funds has meant their dream of representing their country on the world stage had to be placed on hold until now.

"Our dream came true this year when the university managed to allocate 1.5 million rupees (\$14,336) for the team's travel to Germany," Dr Yasar Ayaz, head of the department of Robotics and Artificial Intelligence told AFP.

The amount is enough only for three

students instead of all 10 involved in the project to travel to Germany and participate in the event, and the university is still hoping to close the gap with funding from sponsors.

"We are not disheartened...something is better than nothing," Ayaz said.

The first robot football league was started in 1993 by a group of Japanese researchers and named the Robot J-League, after the Japanese professional league.

Following a surge of outside interest, the initiative was extended into a international project and the Robot World Cup Initiative, or "RoboCup", was conceived.



The first edition was held in Osaka in 1996. Its stated aims, "By the middle of the 21st century, a team of fully autonomous humanoid robot soccer players shall win a soccer game, complying with the official rules of FIFA, against the winner of the most recent World Cup."

For the time being, however, that goal appears a long way off.

Students tap away at their laptops in their university lab, programming their code. Zain Murtaza, who leads the ten-member team, sets up the cute robots on their nine-by-six feet pitch, and the action begins.

Each robot has two cameras on their faces guiding their movements. "The cameras take pictures and feed them to the computers installed inside, which help them decide about their movements and recognise movements of the other players," Ayaz explains.

They walk around the field with short staccato movements, pulling their legs back like a golfer lifts his club before unleashing an ungainly kick that sends the plastic orange ball rolling along the floor.

Mishaps and tumbles are frequent, and the process makes for awkward viewing.

Humans are allowed to make minor interventions, but the robots' movements are entirely their own, with results hinging on how cleverly the machines are programmed to carry out their roles.

The work is a labour of love for the Pakistan team. "This is a whole new world... I want to teach robotics to students and to tell them how interesting it is to interact with the robots," says Murtaza, who has completed his Masters in the subject and has plans to complete a doctorate.

"These are my babies," he adds. Pakistan's progress in the field of AI mirrors its advancement in the IT sector, where the South Asian giant of 200 million people is considered a mid-tier player particularly for software outsourcing.

Cheap labour, a relatively well-educated middle-class that speaks English and has access to markets in North America helped exports grow to \$2.2 billion in the fiscal year 2014.

According to Ayaz, advancements in AI could also prove valuable to Pakistan's small manufacturing base, in addition to being the next major area of scientific research.

Earlier this month Internet giant Google announced it was setting up a dedicated AI research group to focus on machine learning a field of computer science that gives computers the ability to learn without being explicitly programmed.

Computing is also a field where increasing numbers of Pakistani women, who have traditionally steered clear of science and technology jobs, see a future for themselves.

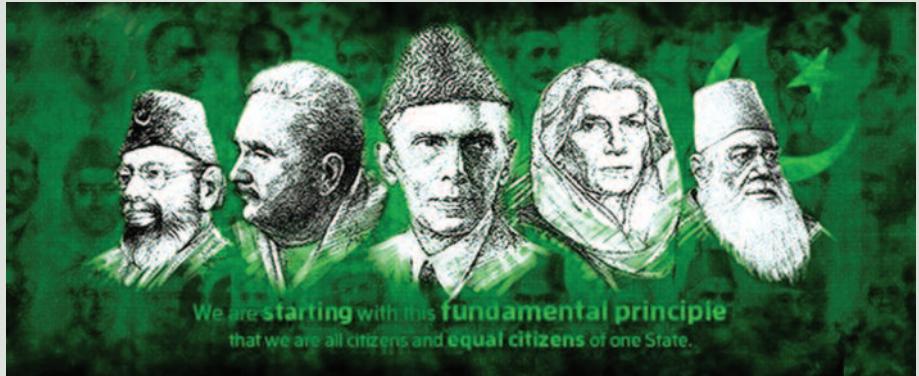
"There are a lot of prospects for us to excel in the field of robotics as we pursue higher studies in this subject," Asbah Ashfaq, one of four female members of the ten-strong team.

*Courtesy: The Express Tribune*

## ARY announces 'Shukriya Pakistan Campaign'

The ARY Digital Network in collaboration with Brand Engage and Sindh Government, has embarked on a new endeavor titled 'Shukriya Pakistan', a humble attempt to thank our home and country which has undoubtedly given us so much.

Shukriya Pakistan will be a two week long celebration that will begin from the 1st all the way up to the 14th of August 2016,



with the aim to highlight and celebrate our love and dedication for Pakistan. Founder and President of ARY Digital Network, Mr. Salman Iqbal, signed an MOU with CEO Brand Engage, Mr. Naseem Akhter, through which both parties will make efforts to decorate major landmarks around the city of Karachi, including bridges, roundabouts, greenbelts and OOH signage etc. in the theme of Shukriya Pakistan. Additionally the campaign will also comprise of concerts, events, special fireworks and other activities throughout the tenure.

Speaking at the signing ceremony, Mr. Salman Iqbal – Founder and President of ARY Digital Network said, "We at ARY have always been at the forefront when it comes to promoting a healthy and positive image of Pakistan. This time around, we wanted to give back to our country and its people, giving them the opportunity to rejoice and take pride in their homeland.

A country that has given us so much despite our shortcomings deserves to be appreciated."

Mr. Naseem Akhter – CEO Brand Engage, said "It is truly a proud moment

for us to celebrate our country which has been our identity and our home since it came into existence in 1947. We want to create an opportunity to celebrate our rich culture, heritage and independence through this campaign."

The two week long campaign will invite major advertisers, brands and organizations to come and join hands and collaboratively embark on this journey, to generate positive hype and image of Pakistan. An image that we hope will leave a lasting impact in the hearts and minds of the entire nation this year and for many years to come.

[www.trendinginsocial.com](http://www.trendinginsocial.com)



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