

ECONOMIC

Affairs

Transforming the Tourism Sector



MESSAGE FROM
CHIEF OF THE NAVAL STAFF
ON THE OCCASION OF NAVY DAY
08 SEPTEMBER 2021

8th September, the Navy Day is a glorious reminiscence of our nation's history celebrated every year to acknowledge the sacrifices, spirit and iconic contributions of our Naval heroes during the 1965 War. The day reminds us of the heroic deeds and daring achievements of our Ghazis and Shuhadas who fought gallantly with absolute faith in Allah SWT. This day marks a golden chapter in our rich naval history and is a source of inspiration and pride for our future generations.

On the night of 7/8 September 1965, a Flotilla comprising seven major Warships of Pakistan Navy, in a daring operation code named 'SOMNATH', bombarded Indian Port of Dwarka. The swift and precise action destroyed important shore installations including Indian radar station and a radio beacon directing Indian Air Force Bombers for attacks on Karachi, foiling the Indian plans. Navy Day is also in commemoration of PN lone Submarine Ghazi's historic achievements in 1965 War which reigned supreme and operated unchallenged at sea throughout the war. Her presence in the vicinity of Indian Port kept the Indian Navy Ships including their Aircraft Carrier bottled up in harbour and too petrified to venture into the North Arabian Sea.

Pakistan Navy with its increasing responsibilities has emerged as a vibrant and potent naval force in the region. PN is proactively contributing in collaborative maritime security initiatives as partner of international navies for a secure maritime order in the region and beyond. PN is alive to its national obligations in the success of CPEC Project and is ensuring vital and focused security. The Navy besides vigilantly guarding country's maritime frontiers is committed to the development of maritime sector and bringing dividends of Blue Economy to the nation.

As we commemorate the spirit of Navy Day, all ranks of Pakistan Navy reaffirm solidarity with their Kashmiri brethren and denounce the blatant and illegal annexation of Indian Illegally Occupied Jammu & Kashmir (IIOJK). Pakistan will continue to support Kashmiris' rightful struggle in accordance with the aspirations of Kashmiri people and the relevant UNSC Resolutions.

Today, Officers, Men and Women of Pakistan Navy renew their resolve and commitment to stand firm in the face of any adversity and defend our beloved motherland, to the last man and last drop of blood. May Allah SWT be our Guide and Protector (Ameen).



PAKISTAN NAVY ZINDABAD

PAKISTAN PAINDABAD



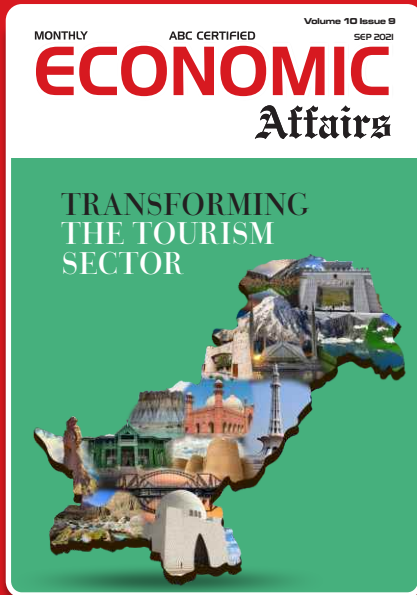
ستمبر | 8
1965 | 8

OPERATION
SOMNATH
1965

INDOMITABLE SPIRIT TURNS THE TIDES

**Ocean is Witness to our
Unflinching Resolve & Invincible Passion**

**On 8th September Pakistan Navy Ships while taking enemy by surprise
bombarded Western Indian shores and destroyed the Indian Radar Station at
Dwarka; smashing misplaced perception of Indian supremacy**



Transforming the Tourism Sector

Page | 05



Indo-Pakistan War 1965

Page | 10



Recipe to Development

Page | 15



Amazing Tourists Destination

Page | 20



Land of Wonders

Page | 25



Transforming the Tourism Sector	05
Indo-Pakistan War 1965	10
Recipe to Development	15
Amazing Tourists Destination	20
Land of Wonders	25
Tourists Paradise	31
Multi-dimensional Tourism	35
Koh-e-Sulema New Attraction for Tourists	40

DISCLAIMER

Utmost care is taken to ensure that articles and other information published are up-to-date and accurate. Furthermore, responsibility for any losses, damages or distress resulting from adherence to any information made available through the contents is not the responsibility of the magazine. The opinions expressed are those of the authors and do not necessarily reflect the view of the editor, publisher and the management. Comments and suggestions are welcome.

Advisory Board

Dr Ashfaq Hassan Khan (Economist)
S. M. Junaid Zaidi (Scientist)
Engr. Lt Gen (R) Khalid Asghar
Rector Nutech, Former Engr-in-Chief
Dr Abid Qaiyum Suleri (ED SDPI)
Engr. Dr Nasir M. Khan Secretary/ Registrar PEC
Mohammad Yasin (Former Chairman PTA)
Ambassador Ghalib Iqbal

Editor

Kashif Rizwan
Assistant Editor
Ghulam Haider

Bureau Chief (Beijing)

Dr Mohammad Shahbaz

Bureau Chief (Tokyo)

Dr Abdul Rehman

Bureau Chief (Sydney)

Shoaib Chaudhry

Bureau Chief (Paris)

Younas Khan

Bureau Chief (Brussels)

Adnan Farooq

Bureau Chief (Italy)

Dr Mumtaz Hussain Khyal

Bureau Chief (Estonia)

Yar Mohammad

Bureau Chief (Toronto)

Mohammad Shafique

Bureau Chief (London)

Dr Gohar Mushtaq

Bureau Chief (Doha)

Faisal J. Khan

Bureau Chief (New York)

Azhar Baig

Legal Adviser

Rashid Hafeez
Advocate Supreme Court

Graphics

Majid Soofan

MONTHLY

ECONOMIC Affairs

Address: Office#9, Irfan Mansion 1st Floor
F/10 Markaz, Islamabad. Cell: +92 348 - 550 0000
Email: theeconomicaffairs@gmail.com
editortmagazine@gmail.com
www.economicaffairs.com.pk

Publisher: **Mrs. Rabia Tabassam**
Printers: **Rohanni Art Press Islamabad.**

Price:

Pakistan:	Rs. 500	Middle East:	SAR 50
UK:	£ 8	Schengen State:	€ 10
Chinese Yuan:	75	Canada:	\$ 15
USA:	\$ 12		

EDITORIAL

Pakistan's Tourism Potential

It is an established fact that tourism industry in Pakistan possesses all the required potential to provide much-needed boost to the country's economy. There is no dearth of breathtaking natural landscapes in the country, and few can compete with traditional Pakistani hospitality. Why then should international tourism be confined to a few areas in the country and Pakistan remain excluded from the list of nations that people want to visit at least once in their lifetime?

The ruling Pakistan Tehreek-e-Insaf (PTI) has been talking about promoting tourism to bolster the country's foreign exchange reserves for a long time, and finally steps are being taken on the ground to turn that vision into reality. Given that tourism has been contributing a paltry two-point-something percent of GDP since forever and there is very little to suggest that it is going to improve without substantial help from the government, this step seems like a good idea to incentivise tourists, at least from nearby countries, to come to Pakistan.

It goes without saying that the neglect shown to the tourism sector by successive governments borders on the criminal simply because Pakistan has the best of everything to offer when it comes to attracting people from across the world who want nothing better than to spend good money to see mountains, rivers, historical and religious sites, ancient ruins, etc.

Pakistan has all of this and more. Yet no government so far has made even the effort to develop all the sites that we have been blessed with and turn them into a money-making enterprise for the government and the people. For it is not just the country that earns better when people visit it, but also its citizens because of all the increased commerce that takes place.

Still, it's not as if the government will press a button and tourists will immediately start pouring into Pakistan. We must not only set our house in order first but also erect the kind of infrastructure that is necessary to make our sites attractive to international travellers. We have already successfully overcome the most difficult of our problems and the times when bombs going off inside Pakistan were the biggest deterrent for foreign travellers are already well behind us; and practically the whole world acknowledges as much.

The political temperature still needs to be brought down a little bit though, especially episodes that see certain parties resort to shutting down the country and making headlines for civil disobedience, disorder, even deaths, etc. Surely, the government realises all this and is taking the right steps to make sure that order will prevail at all times.

Even when all such problems are overcome, though, there will still be the matter of upgrading the existing infrastructure, roads, hotels, etc., around the main tourist attractions. For we can issue all the tourist visas we like, even allow foreigners to drive into this country if and when they want, but unless there are proper roads and accommodation at the best sites, most people are likely to go back disappointed.

And this is going to be one of the government's toughest problems simply because it does not have the money for it at the moment. The PM said a couple of months ago, when he inaugurated the heritage trail at Al Biruni point (Baghan Wala village) at the Nandana Fort in district Jhelum, that the government was working on a scheme to provide soft loans to young people precisely to get the private sector to help install some of the necessary infrastructure like hotels, etc. Needless to say, of course, that such initiatives will have to be fast tracked.

It's very disappointing that even at this stage we are struggling to stimulate tourism, which should have happened a very long time ago. In addition to its majestic mountains and rivers, even a sea, the subcontinent has been home to numerous civilisations and dynasties, from the Maurya Empire (322-185 BCE) to the British Raj, not to mention religious influences of Hindus, Sikhs, Buddhists, Jews, Christians and of course Muslims. If Turkey could push its tourism earning to around \$35 billion every year before the pandemic, just by putting in the necessary homework, then we should be able to improve our earnings as well.

As with other industries, tourism too cannot flourish without proper planning, investment, marketing and sound government policies. Despite the growth of the domestic tourism industry, many popular destinations lack modern amenities such as high-speed internet and cashless banking, at times even a proper Basic Health Unit.

Moreover, the country remained in the grip of violent elements for a number of years. Large-scale military operations eliminated the militants but not before they had dealt a severe blow to the tourism infrastructure, leading potential travellers to perceive Pakistan as unsafe. In more recent times, a European ban on the national flag carrier over the dubious licences issue has also raised concerns.

Meanwhile, an unregulated hotel industry in many areas has harmed local ecosystems and marred the beauty of the land, perhaps the biggest example being that of Murree where haphazard development has ruined the hill station's natural landscape. __Editor

Transforming the Tourism Sector

By Haroon Sharif

With the exception of past two years where the global economy suffered a major shock by COVID-19 pandemic, the tourism sector has been growing across the globe and remained a major contributor to world GDP. According to the World Travel and Tourism Council (WTTC), Travel & Tourism's contribution to world GDP outpaced the global economy for the seventh consecutive year in 2017.

Travel & Tourism's direct, indirect impact accounted for US\$8.3 trillion contribution to the world's GDP, 10.4% of global GDP, 313 million jobs, 1 in 10 jobs around the world and US\$1.5 trillion exports (6.5% of total exports, 28.8% of global services exports), US\$882 billion investment (4.5% of total investment).

Travel & Tourism's impact includes people travelling for both leisure and business, domestically and internationally. 77% (a total of US\$4.2 trillion) of all travel spend was as a result of leisure travel, compared to 23% from business travel. While the strength of the export earnings from international travel is significant, domestic travel generated almost 73% of the sector's direct contribution to GDP.

Unfortunately, the pandemic hit Travel & Tourism sector suffered a loss of almost US\$4.5 trillion to reach US\$4.7 trillion in 2020, with the contribution to



GDP dropping by a staggering 49.1% compared to 2019.

Last year, the Travel & Tourism sectors' contribution declined from 10.4% to global GDP to 5.5% due to

ongoing restrictions to mobility. In 2020, 62 million jobs were lost, representing a drop of 18.5%, leaving just 272 million employed across the sector globally, compared to 334 million in 2019.

The threat of job losses persists as many jobs are currently supported by government retention schemes and reduced hours, which without a full recovery of Travel & Tourism could be lost. Domestic visitor spending decreased by 45%, while international visitor spending declined by an unprecedented 69.4%.

In Pakistan, tourism is a growing industry and has been declared as a priority sector by the Prime Minister Imran Khan's government. According to the World Economic Forum's Travel and Tourism Competitiveness Report 2017, the contribution of travel and tourism to Pakistan's GDP in 2015 was US\$328.3 million, constituting 2.8% of the total GDP.

With several reforms, infrastructure developments and incentives put in place, the government had aimed that the tourism sector will contribute Rs1 trillion (US\$6 billion) to the Pakistani economy. While domestic tourism dominates in Pakistan, the country is well placed to take advantage of Pakistanis diaspora, religious tourism for Buddhists and Sikhs.

The emerging regional connectivity under China-Pakistan Economic Corridor will open up huge access to Chinese and central Asian tourists in future. In 2013, 565,212 tourists



Tourism is a growing industry and has been declared as a priority sector by the Prime Minister Imran Khan's government.

visited Pakistan, contributing \$298 million to the economy; these figures have since risen to over 6.6 million tourists in 2018. By comparison, Pakistan's domestic tourism industry is estimated at 50 million tourists who travel in the country on short trips usually between May to August. The largest inflow of tourists are from the United Kingdom, followed by United States, India and China.

Tourism is a vast, vibrant and growth oriented industry comprising of different sectors and sub industries which produce and offer a variety of service packages for tourists. As Pakistan is keen to leverage the potential of its natural and historical endowments for expanding the tourism sector, it is critical to carefully plan public policy, transport infrastructure, hospitality services, security and other supporting services.

A coordinated institutional arrangement between the federation, provinces and private sector investors will be the key to success in this context. The government has taken several steps at the highest level to steer the development of tourism sector. These include policy incentives, formation of Pakistan Tourism Coordination Board, improvement in road infrastructure and development of new tourist sights. However, several structural shifts are required to unleash the real potential of the tourism sector.

Firstly, the government will have to work on changing the mindset of managing tourism sector themselves. Instead, the state institutions need to work on conducive regulatory framework and provision of supporting infrastructure. Countries like Turkey, Malaysia, Sri Lanka and Thailand have managed to attract billions of dollars of foreign direct investment in the tourism sector by adopting this model.



In order to give a signal, the government should bring in strategic investors to professionally takeover federal and provincial tourism development corporations. These inefficient structures hold huge inventory of physical assets and lack capacity to lead the required transition. This will not only reduce the losses of tax payers but will bring in useful investment and modern technologies in the sector.

Secondly, the government should focus on improving the existing facilities rather than creating the new ones. For example, we have fantastic museums like Lahore and Taxila which could not only attract huge number of tourists but could also become connecting hubs of regional knowledge. The government needs to urgently shift these museums under independent board of directors who can then hire professional staff and ensure fund raising.

The architecture of the Lahore Museum 150-year old building is of historic significance. It is one of the most visited museums in Pakistan – in 2018 there were 215,326 visitors. The collections have enormous potential to depict history and multi-cultural environment and portray Pakistan's soft image. The collections should also be used to develop linkages with the creative industries for craftspeople and artists for economic growth of the local community.

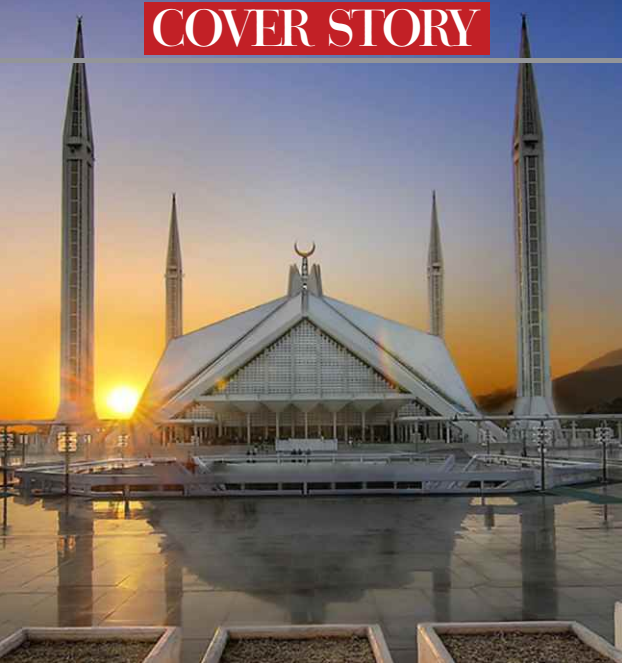
Taxila Museum's collections represent inter-religious and inter-cultural heritage, which convey Pakistan's multiculturalism to locals and tourists alike. The Museum is fairly well-known due to the archaeological sites and the Gandharan sculpture collection, which is one of the finest in the world. The collections can also offer inspiration to craftspeople and artists, boosting Taxila's creative industries. The museum is visited by dignitaries, private schools and general visitors from Pakistan and abroad, in 2018 there were 102,882 visitors.

Thirdly, it will be the private investment in hoteling and transport sectors which will raise the outreach and capacity to absorb massive potential of tourism. The state will have to come up with mechanisms of reducing cost of doing business. For instance, it is impossible to invest in building hotels at the current land prices. All over the world, these are done on long term lease basis on through public private partnership. Similarly, import duties on commercial vehicles are high to provide suitable and safe transport. Private investors must be asked to form technical partnerships with reputed global companies to build and operate tourism and travel services and infrastructure.

Finally, ensuring responsible tourism guidelines and preserving cultural heritage is absolutely essential for

Private investment in hoteling and transport sectors will raise the outreach and capacity to absorb massive potential of tourism. The state will have to come up with mechanisms of reducing cost of doing business.





sustainable tourism. Responsible Tourism is about "making better places for people to live in and better places for people to visit." Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable. This includes careful urban planning, safeguarding the environment and overall cleanliness of tourist sights.

Responsible tourism also includes the preservation of cultural heritage which comprises three branches: tangible culture (such as our buildings and artifacts), intangible culture (such as our language and traditions), and natural heritage (such as our landscape and wildlife). Without active conservation efforts by all stakeholders, these assets run the risk of depletion. Strict enforcement of legislation is key to ensure that Pakistan does not lose irreplaceable heritage assets.

Countries invest huge amounts in conservation, training, use of environment friendly technologies and partnerships with global experts to ensure sustainability of tourist sights. We need to learn from best practices in China, Singapore, Thailand, Qatar and several other tourist destinations in Asia.

In most of the developed economies, laws which protect heritage sites apply not only to historical monuments and museums, but also private properties such as houses and commercial buildings. Alterations to the façade and

structure of such buildings require permission from relevant authorities.

Whilst similar legislation does exist in Pakistan, its implementation is severely lacking, as has been observed in many incidents over the years. In 2019, a building in Narowal district known as the 'Palace of Guru Nanak' was partially demolished by locals. Meanwhile in Karachi, a private bank which owns the renowned colonial-era Lloyds Bank building intends to convert it into a multi-story commercial complex.

As mentioned in this article, Pakistan offers fantastic opportunities of investment and foreign exchange earnings through transforming the tourism sector on modern lines. The political will of the Prime Minister is visible behind this initiative. What is missing here is a strong institutional framework which could enable private sector participation, foreign direct investment and a strong governance structure.

Currently, the sector is captured by old school bureaucracy which will continue to resist and progressive change. The Government of Pakistan needs to follow the best practices in Asia and focus on developing a tolerant and service oriented culture where tourist feel safe and welcomed. Tourism sector could play a major role in knowledge exchanges and stability in the region through enhanced people to people contact. -- The writer is the former Minister of State and Chairman Board of Investment.

The writer is the former Minister of State and Chairman Board of Investment. He is currently a Senior Advisor to UNDP and a Visiting Fellow at the Institute of Development Studies, Sussex, UK.





Don't
Miss
Your
Shot



nims.nadra.gov.pk

National Command Operation Center



Let's pledge to have a safe and healthy Pakistan on this Defense Day

Staying true to our promise of standing by the nation under all circumstances, PSO has arranged vaccination drives at more than 500 retail outlets and offices, along with 100 mobile vaccination vans. Visit our website www.psopk.com to see the list of locations.

Get vaccinated today to enable a safe and healthy Pakistan!

Every Journey Begins Here

Ta'aluq Care Line: 0800-03000 | www.psopk.com

[f/psocl](#) [in/linkedinPSO](#) [@/psopakistan](#) [@/psopk](#) [@/psopakistan](#)



Indo-Pakistan War 1965

Fighting Spirit, Grit
& Heroism Shattered
Indian Dream

By Usman Saeed





The outstanding performance of PAF, Artillery in Support of our infantry formations deserves highest recognition, honor and place in our national history.

Historical Perspective: India and Pakistan fought four wars since partition that have roots entrenched in the history of the sub-continent and partition of India. History of animosity dates back to Arab Muslim Army invasion of India and conquest of Sindh under Muhammad Bin Qasim (712-715 AD).

Thereafter, successive invasions by Mahmud Ghaznavi (999-1030), Shahab Ud Din Gauri (1173-1206), Babar (1526 -1530), and Ahmad Shah Abdali/Durrani (1747-1769) shattered the myth of invincibility of Hindu Empires. Battle of Panipat-3 fought in 1761, between Ahmad Shah Abdali and Mahratta forces was most devastating in terms of fatalities. Mahratta Empire was comprehensively defeated in the battle and lost suzerainty over Punjab and territories north of it.

At the same time Abdali Kingdom became militarily weak and could no longer hold control on Punjab and Kashmir. The Sikhs exploited power vacuum and established their kingdom (1799-1846) with capital in Lahore and territories inclusive of present day Pakistani Punjab, KPK and Jammu/Kashmir including Ladakh. Ranjit Singh appointed one of his General Gulab Singh Dogra (Hindu) as Maharaja of Jammu in recognition of his services for the Sikh Empire.

Kashmir was a Muslim state when annexed by Mughal Emperor Akbar (1586) and later by Amir of Kabul. In July 1819, Afghan troops were expelled from Kashmir by the Sikhs Army. In 1834, Sikhs captured Ladakh. In 1841, after the death of Ranjit Singh, the Sikhs sent an expedition for Tibet but failed.

After death of Ranjit Singh in 1839, the downfall of Sikhs Kingdom had begun and any fatal miscalculation

in military capability could crumble the Empire. In 1845, Sikhs miscalculated, and initiated first Anglo-Sikh war around Ferozepur that resulted in defeat of the Sikhs. British Indian Army was able to march to Lahore without any battle. The Sikhs signed TREATY OF LAHORE on 9 March 1846, and ceded Kashmir and the area between Ravi and Beas to the British. They also agreed to handover Koh e Noor Diamond and pay 1.5 Million pounds as war losses compensation. Territories were instantly vacated, and Diamond handed over but money couldn't be paid.

A week later, another treaty was signed, this time between Gulab Singh Dogra and the British at Amritsar. It is through this treaty that Gulab Singh agreed to pay one million pound to British as war Compensation and in return demanded annexation of Kashmir valley to State of Jammu. The British agreed for transfer of Kashmir and dependencies as an independent state and vassal of the British Empire and conferred title of Maharaja to Gulab Singh Dogra in consideration for his payment of one million pounds as war compensation to the British from the money he plundered from Lahore Durbar (Sikhs). Kashmir was now at the mercy of Maharaja to suffer worst form of cruelty and repression under Dogra rule well over a hundred years.

Resolution of Jammu and Kashmir issue as per UNSC resolutions is still not in sight. India has abrogated special status of Kashmir under Article 370 and 35 A under Constitution of India.



Operation grand slam was another offensive launched by Pakistan in Chamb Sector with aim of capturing Akhnur and choke Indian vital artery leading to Kashmir. Here, again Pakistani troops fought with characteristics determination and bravery.

The British Indian Empire was now established all over the subcontinent and expected to pursue non-discriminatory policies for all citizens irrespective of their religion, creed, culture, norms and socio-economic status but sadly, it turned out to be pro Hindu Empire. Hindus were elevated to high status posts where they could dominate the national life. Muslims were subjected to tyrannical rules, poverty and pushed to lowest rungs of social standings.

Freedom struggle by the Muslims and other deprived communities was inevitable all over the subcontinent. Next 100 years witnessed country wide protests & armed movements in the subcontinent. Two nations theory was the religious nationalism concept that became very popular amongst the Muslims. The charismatic and dynamic leadership of Quaid e- Azam convinced the world that Hindus and Muslims were two different nations and had nothing in common in term of social, cultural and religious values thus couldn't co-exist in one country. British Indian Empire finally decided to partition the subcontinent on the basis of two nation concept. But demarcation line left many territorial issues unresolved even after 74 years.

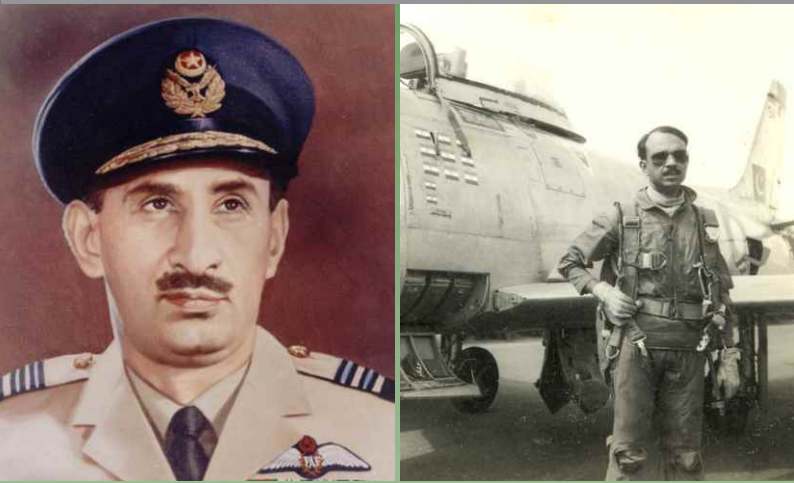
Kashmir Dispute: Resolution of Jammu and Kashmir issue as per UNSC resolutions is still not in sight. India has abrogated special status of Kashmir under Article 370 and 35 A under Constitution of India. The subcontinent was partitioned on 14th August 1947. Kashmir had 77.17 % of Muslim population ruled by Hindu Dogra. As per policy; Muslim majority state was to form part of Pakistan. For this Maharaja entered into standstill agreement with Pakistan while

concurrently, allowed RSS and other criminals unleash worst kind of bloodshed. Thousands were mercilessly massacred and many fled to Pakistan. It provoked response from freedom fighters of Azad Kashmir and tribesmen from Pakistan enter in Kashmir and protect Muslims and families from gruesome genocide

By 26 October 47, freedom fighters were in outskirts of Srinagar. On night 26/27 October 47, India managed to secure Maharaja Hari Singh signatures on Instrument of Accession. Concurrently by 27th October 47 morning India started airlifting an Infantry brigade size force for deployment at Srinagar Airport. The battles continued in 1948 concurrently with Indian PMs assurances to hold plebiscite provided Pakistan withdrew irregulars and troops from Kashmir, whereas no commitment of Indian withdrawal was made.

In the meanwhile, Security Council adopted two Resolutions. First on 17 January 48, asking both the sides not to aggravate the situation. And by second resolution, dated 20 January 48. It set up UN commission for India and Pakistan. On 6th February 48, the Commission headed by General McNaughton presented draft resolution. It envisaged withdrawal of irregular and regular Armed forces, the return of Kashmiri refugees, establishment of interim Govt. and finally the plebiscite under Security Council. India rejected proposal as withdrawal didn't favor India.

Two more resolutions dated 13 August 48 and 5 January 49 came up. First one envisaged, ceasefire followed by withdrawal of troops and irregulars and determination of Kashmir status as per will of the



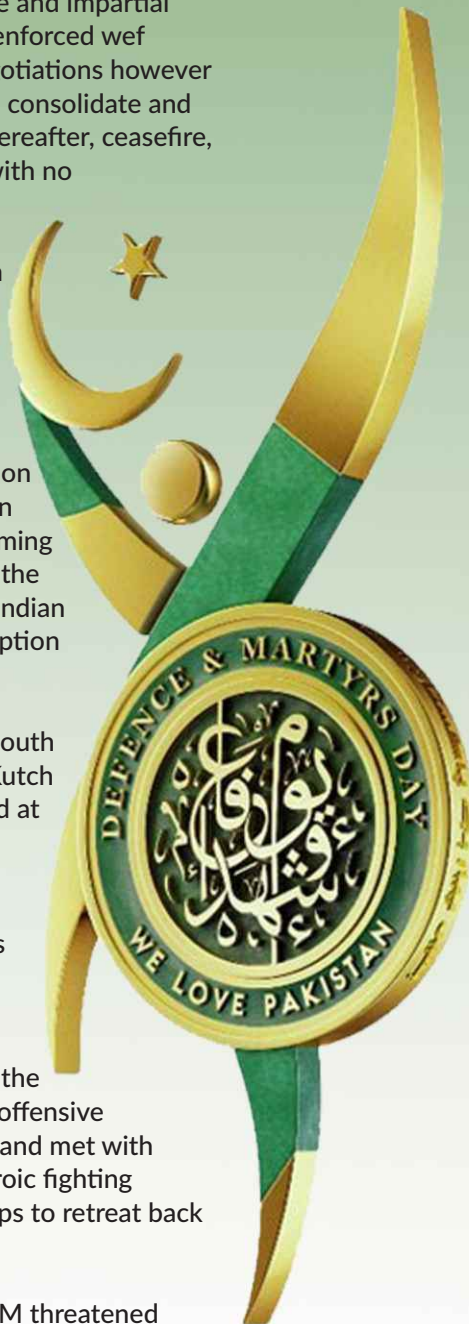
beginning to thicken in Kashmir. The decision was

peoples of Kashmir. Pakistan objected on grounds that it didn't see guarantees for free and impartial plebiscite. Ceasefire was however enforced wef 1January 1949. The time lost in negotiations however gave India sufficient opportunity to consolidate and reinforce troops inside Kashmir. Thereafter, ceasefire, and series of meetings continued with no breakthrough

Another major opportunity arose in 1962 when India after defeat from China agreed to have negotiations with Pakistan. Five meetings but no headway mainly due to Indian stubborn response. Next round of talk on Kashmir was on Pakistan's request in 1964 but again remained inconclusive. It was becoming evident that neither diplomacy nor the global efforts made any impact on Indian stance and the war could be next option likely to be exercised.

Road to War: Ran of Kutch in the South was the first area of Conflict. The Kutch area was not demarcated on ground at the time of partition. India claimed entire Ran as their territory, while Pakistan claimed only the northern part. In January 1965, Indian troops started creeping forward with intention of occupying whole Ran. Pakistan Army sensed the Indian intention and decided to dominate the area through deep combined arms offensive Operations that started in April 65 and met with tremendous success by valiant /heroic fighting performance by forcing Indian troops to retreat back to original position.

It was after this operation, Indian PM threatened Pakistan to start war at the sector and time of his own choosing. While Ran of Kutch sector was closed in June 65 after cease fire agreement, war clouds were



rise and shine if we can rejuvenate national fighting spirit, grit and determination against all the internal challenges of governance, accountability, economy, security, poverty etc. Kashmir Issue still lingers on and still remains a flash point for conflict between two Nuclear Armed States. Let's hope World can address this long outstanding agenda of divide for the sake of peace in the region.



The Writer is Brigadier (Retd.) who served in National Accountability Bureau (NAB) and Prime Minister's Inspection Commission (PMIC). He can be reached at usmansaeeds@hotmail.com



Recipe to Development

By Naghmana A. Hashmi

Today, tourism has become one of the most vibrant and growing sectors in the global economy and the key to sustainable socio-economic development.

Tourism has become one of the most vibrant and growing sectors in the global economy of modern times. Tourism industry has emerged as a key force for sustainable socio-economic development globally.

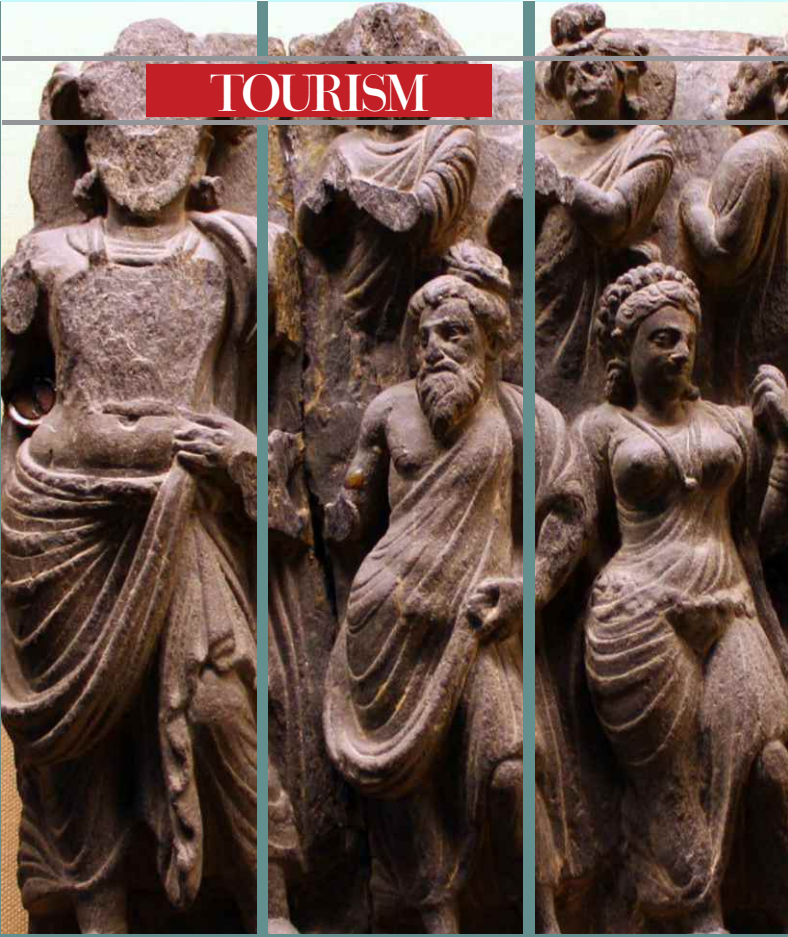
It has become quite evident that an increase in tourism can bring positive economic dividends to the nations, be they developed or developing, especially in gross domestic product (GDP) and employment opportunities. Tourism is also recognized as an important pillar of the Sustainable Development Goals (SDGs), particularly Goals 1 (no poverty), 5 (gender equality), 8 (decent work and economic growth) and 10 (reduce inequalities).

The basic premise behind sustainable tourism is to visit the locations without harming the local community and nature but also contribute in some constructive way for positive impact on the environment, society, in addition a positive impact on the economy. Tourism can include transportation to the general place, local transportation, accommodations, leisure, entertainment, shopping, and food. It can be linked to travel for recreation, business, family, and friends. These tourism activities in many countries, remain an important source for generations of employment and income in both formal and informal sectors.

The revenue from tourism is considered as a substitute for export earnings and makes a substantial contribution to a country's balance of payment. Developing countries like Pakistan can engender a huge amount of foreign exchange from tourism that could also boost their sustainable growth and development.

In most of the countries, the government can generate revenue and also enhance household income through development of this sector and easing strict visa policies for international visitors and tourists. Economic development of nations around the world is replete with examples where tourism has had a very positive impact on socio-economic development. Mauritius, South Africa, Maldives, Croatia, Sri Lanka, Malaysia, Indonesia, Netherlands, Italy, France to name but a few. Pakistan has





all the ingredients that can make it a great tourist destination and tourism industry an effective tool of economic development and poverty alleviation.

In South Asia there are several countries where tourism industry is an engine of economic development and GDP growth. Maldives is a shining example of how a small island nation has harnessed their tourism potential for the socio-economic development and enhancing the foreign exchange reserves of the country. Alternatively, economic expansion in the developed nations influences business travel which can lead to a rise in the nation's overseas reserves.

Pakistan, in the early decades of its independence, emerged as a great new destination for tourism offering the entire gamut from some of the highest mountains, lakes and glaciers to the lush green fields to the only Green desert in the world to the mud volcanoes and over a thousand miles of pristine coastline. It also offers rich cultural heritage and several millennia old civilizational sites and relics. Not to forget the beautiful culture, arts, music, culinary traditions and legendary hospitality.

I still remember the red double-decker Buses that use to take tourists from London to Dacca, thousands of Buddhists traveling from Japan, Korea and other far off destinations to Taxila and Takht Bhai to visit the holy Buddhist sites and the Gandhara Civilization relics, young girls and boys from European and Western countries following the hippie trail traversing the great Khyber pass and flocking to our beautiful camping sites, not to forget the history lovers who

travelled from far and wide to marvel at the treasure trove of beautiful ancient and Mughal architecture and of course the brave hearted who come to admire the beauty of our majestic mountains for trekking to challenge themselves by scaling the forbidding peaks. The COVID-19 pandemic has had a massive social and economic impact. Both developed and developing economies have been hit and marginalized groups and the most vulnerable have been hit the hardest. However, despite the fact that travel and tourism has remained largely limited due to COVID pandemic related restrictions, according to a recent report international tourists spent \$1.3 billion per day and in total \$462 billion in the year 2001 only. This is a clear manifestation of the resilience of the tourism sector to thrive even through difficult political and pandemic situations.

It is however, painful to see how over the last three decades or so Pakistan has fallen behind its neighbours and other small developing countries in fully realizing its rich tourism potential. Only a few regions in the world can present a high-class combination of magnificent natural attraction, a rich variety of socio-economic systems, and history as offered by Himalayan and Hindu Kush regions of Pakistan. Therefore, in order to move forward, it is of paramount importance to identify the reasons and point out the obstacles that have stalled and hampered the growth of the tourism sector in Pakistan. In order ensure a forward movement a thorough analysis of the impeding factors with all stake holders on board including the private sector is necessary.



Prime Minister's Office
BOARD OF INVESTMENT
6th Floor, Kohsar Block, Pak-Secretariat, Islamabad.

PUBLIC NOTICE

It is hereby notified for information of the general public that **all Special Economic Zones in Pakistan are governed under the Special Economic Zones Act 2012**, pursuant to which, a zone application for the grant of Special Economic Zone (SEZ) status is approved by the Board of Approvals, that is headed by the Honorable Prime Minister and is subsequently duly notified vide notification in the official gazette of Pakistan by the Board of Investment, being the SEZ Secretariat.

However, it has been observed that certain private parties and business groups are not only misleading local as well as foreign investors, by claiming that their projects situated in various parts of the country including Padshahan Chakwal, Pir Patho Thatta, Gwadar and Chaman have been approved as SEZs, but are also soliciting interests by signing MOUs and other such agreements, as well as selling land to investors under false pretenses, which is blatant violation of the law.

It is hereby informed that only investment in the notified SEZs is incentivized under the laws of Pakistan. Whereas till date only 21 SEZs have been duly approved and notified, list of which is available on the BOI's website (<https://invest.gov.pk/>)

As regards the notified SEZs, as per "**SEZ Zone Enterprise Admission and Sale, Lease and Sub-Lease of Plots Regulations, 2021**", till the approval of the Development Agreement or constitution of the SEZ Committees (as the case may), no Zone Developer is entitled to sell or lease any industrial or commercial plot, or sign or intend to sign an MOU or agreement or any such instrument conditionally or unconditionally to sell or lease any such plot to any investor or enterprise or any other party.

General public in their own interest is hereby informed through this notice to avoid any transaction including sale, lease or sub-lease of any plot in any project that has not been notified by the Board of Investment as an SEZ. Sale/purchase of any such un-notified land shall be the responsibility of the concerned party i.e., seller, buyer, lessor or lessee, as the case may be. Board of Investment being the SEZ Secretariat advises all prospective investors to be wary of such fraudulent elements as any investment in projects that are not notified as Special Economic Zones shall not be entitled to any tax exemption or fiscal benefits under the Special Economic Zones Act 2012.

For submission of plot applications in all notified SEZs across Pakistan, SEZ MIS Module can be accessed on <http://www.sezmis.invest.gov.pk/>

Director (SEZ)
Prime Minister's Office
BOARD OF INVESTMENT
(SEZ Secretariat)
4th Floor, Evacuee Trust Complex, Agha Khan Road, F-5/1, Islamabad





A steady trickle of tourists is also seen returning to some selected destinations in Pakistan but a massive movement of foreign tourists is still awaited.

It is true that in the past three decades instability in Afghanistan and terrorist attacks not only destroyed the tourism sector but also tarnished the soft image of Pakistan. Pakistan was declared an unsafe destination for visitors of all sorts and negative travel advisories particularly those issued by the Western countries became an inhibiting factor badly hitting the tourist travel to Pakistan.

Lack of entertainment and recreational facilities accompanied by lack of infrastructure and ease of travel have also discouraged the mass movement of holiday travelers to Pakistan. Negative and exaggerated portrayal of Pakistan's political and security situation by Western media has also contributed towards damaging the tourist credential of Pakistan. It is also true that our visa restrictions and freedom of travelling to all parts of the country without the NOC also send a negative message about the country and contribute to impeding tourism.

All is however, not lost. We have seen that despite all the problems and irrespective of the poverty, unemployment, inflation, and infrastructure development, Northern areas have continued to attract the dedicated hikers and mountaineers.

A steady trickle of tourists is also seen returning to some selected destinations in Pakistan but the massive movement of foreign tourists is still awaited. It is however encouraging to see that due to travel restrictions abroad because of COVID, there has been a massive increase of internal travel in Pakistan

especially to the Northern Areas which is a good sign and will encourage more of our countrymen to explore Pakistan before heading abroad and thus contributing to the socio-economic development of these areas. It is heartening to note that despite all the security concerns, economic

Hence to alleviate poverty and enrich the standard of life, an international level promotion of tourism in Pakistan is needed. In addition to the promotion efforts, focused attention is essential to reboot our tourism sector. For this a number of steps have been suggested by different people and organizations in Pakistan.

Some of these include creative and talented people, providing attractive incentive by the government to the tourism sector in the form of basic infrastructures such as a high-quality transportation system, roads, airports, and tax incentives to the tourism-related industries, like hotels and other recreational facilities, availability of modern amenities such as high-speed internet and cashless banking, clean and modern toilette facilities and proper Basic Health Unit, relaxation of the strict consumption of alcohol even by foreigners, commitment of the government to create employment opportunities, income sources, and revenue for the local inhabitants as well as economic activities, maintain political stability, ensure the security of all tourists and formulate sustainable tourism policies. This will certainly contribute towards ensuring a stable, secure, and steady tourism demand for the country.

Some of the analysts have rightly pointed out that "in Pakistan, acts like public destruction of confiscated alcohol works as a barrier for

Tourism too cannot flourish without proper planning, investment, marketing and progressive and long-term enabling government policies.

foreigners to visit the country. Furthermore, it only depicts the innate hypocrisy of society, where there is a huge difference in theory and practice of the people. Societal malpractices are conducted on a regular basis in society on a large scale.” Last but not the least intolerance and lack of consideration for other people, particularly those not from our culture and religion has exponentially grown over the past few decades, scarring potential tourists and businessmen.

A large number of Muslim countries are very attractive and enjoyable tourist destinations and have largely relaxed their strict societal norms, particularly with regard to the consumption of alcohol by foreigners. Here the example of Maldives is very pertinent as it is a

strictly Muslim country but one of the most attractive tourist destinations of the world as they have developed a good system where within the compound of the tourist resort, opened to foreigners only, alcohol and entertainment facilities are allowed. By relaxing their policies to portray a more tourist-friendly image, Maldives has become a tourist haven.

UAE, Malaysia, Indonesia are also excellent examples where tourism is booming. Pakistan can study the systems and regulations of these prominent Muslim countries and emulate their model for tourism development. Mechanisms can easily be put in place that are sensitive to our religious and cultural sensitivities. In Pakistan a lot of effort is still required for encouraging internal tourism. If proper facilities of transport accommodation, food recreational recreational facilities for children and adults are made available, there is no dearth of internal tourists in Pakistan.

While we focus on promoting tourism in Northern areas, and it is an encouraging sign to see the beginning of adventure tourism, we have grossly ignored other forms of tourism. There is no utilization of our coastal areas although it is said that Ormara in Baluchistan has the best sunset of the world, we never get to hear of the mud volcanoes nor have we promoted the Thar desert as a tourist destination. Similarly there are no proper educated well-trained tourist guides with translation kits to guide and help tourists understand the real value, history and architectural details of our historic sites or the Mughal and British buildings.

Like other industries, tourism too cannot flourish without proper planning, investment, marketing and progressive and long-term enabling government policies. I would suggest forming a high-level commission with all relevant stake holders on board, to thoroughly investigate and give a road map to the government for reviving of the Tourism industry in Pakistan. Half-hearted and nominal action will produce no meaningful results.



The writer is former ambassador of Pakistan to China and Brussels.

Amazing Tourist Destinations

By Syed Hasan Javed

Visitors to Pakistan carry pleasant memories and become its best advocates as the tourism-rich fabulous country is dotted with areas of touristic interest for all shades and types of travelers.

Pakistan is the 5th largest country in the world with a population of 220 million. It has 67 percent population under 30 years of age. Pakistan is sitting on a 'demographic dividend', with 54% of its population under 20 years. Pakistan's geographical location, gives it the advantage of land route access to 4 billion people which is nearly half of the global population residing in China, India, Central Asia, West Asia and the Gulf Region.

In the ancient times Pakistan served as a 'Gateway' to Silk Route connecting China with South Asia, Iran, Alexandria and Rome. Pakistan is located at the convergence point of Land and Maritime Silk Routes. Contacts between Han Dynasty of China and Kushan Dynasty based in Gandhara Valley cities of Peshawar, Taxila etc flourished for many centuries.

Anybody and everybody who mattered in history were drawn to this region whether the Huns, Greeks, Persians, Arabs, Turks, Afghans, Mongols, British, Russians or the Americans. They came at the zenith of Power but returned after having acquired greater wisdom in basic human values of solidarity, humility, hospitality, and humor.

Such has been the great fascinating rhythm of this land and its history. In the process of this interaction, the Visitors also left behind their own formidable attributes and Values in the DNA of the people of the region, which makes the Pakistanis the most resilient people on the Earth. Story telling culture of Travelers of Ancient Silk Route for Centuries have left their mark on country's rich Cultural heritage.

Visitors to Pakistan carry pleasant memories and become its best advocates. Pakistan is a fabulous country dotted with areas of touristic interest for all shades and types of travelers, be they are Mountaineers/Trekkers, religious tourists, archaeologists, scholars, sportsmen, nature lovers, bird lovers, sailors, anglers, fly by night operators or the lone backpackers. Hotel facilities from 5-Star standard to Motels with basic minimum facilities of bed and break-fast exist in all big cities, towns and places of touristic interest. Pakistan enjoys four seasons. The best time for visit is October to April.

The monsoons are heavy from late July to early September. During the winter season, snowfalls take place in northern and south-western regions of Pakistan. Pakistan's all major cities including Karachi, Lahore, and Islamabad, Peshawar, Quetta, Gwadar, Gilgit, etc. are all accessible by PIA and foreign Airlines. Pakistan has at least a Thousand Natural and Man-made heritage sites, that could be of interest to any global Adventure seeker/Traveler.

But in order to harness its Tourism Vision, Pakistan needs to strengthen its tourism management capacities, marketing and publicity initiatives, improvement of roads,

rest houses, hotels and infrastructure. This can only be achieved by synergy of Private and Public sector.

With the world's 5 of the 14 highest mountain peaks, Pakistan is ideally placed as a tourist mountaineering and hiking paradise. Out of its 200 highest mountain peaks 108 are above 7000 meters. There are innumerable peaks above 3000 meters. Pakistan has natural advantage as the world's last potential resort for the Winter Games. Pakistan's snow covered mountains cover an area three times the area of the Alps.

According to ancient Hindu mythology, even the gods and goddess prefer to reside in these mountain ranges. It is said that mountains meet and mate in Pakistan. They come from all directions, the Himalayas from the East, Karakorum from the North, and the Hindukush from the North-West. K2, the second highest mountain is located in Pakistan bordering the People's Republic of China.

Other mountain ranges are Suleman and Kirthar ranges in the central and southern regions. Tourists who visit Swat call it the "Heaven on the Earth". The folk joke is that even mountains get

With the world's 5 of the 14 highest mountain peaks, Pakistan is ideally placed as a tourist mountaineering and hiking paradise. Out of its 200 highest mountain peaks 108 are above 7000 meters.

'amorous' in Pakistan, pushing and rubbing against each other, causing sometimes 'landslides and tremors'.

Pakistan's natural topographic conditions make it the 'orchard of Asia' producing 25 million tons (which can easily increase to 50 million tons with modern technology) of fruits and vegetables, only half of which is consumed and less than five percent, only exported. Pakistani Mangoes, Mandarins (Kinnows), Cherries, Peaches, Apricots, Guavas, Melons, Grapes, Apples and dates are second to none in the world.

The country produces a dozen other fruits of good quality in commercial quantity. Pakistan is among the World's Top 20





producers of twenty horticultural products. Pakistan is the world's 4th largest milk producer. It is the world's 4th largest exporter of Rice. Pakistan is well placed in terms of food security as more and more fertile land is brought under cultivation and technological improvements take place.

As more reservoirs and dams are built, Pakistan's green revolution promises more bounties in the years to come. Pakistan's agriculture output can also be doubled with modern technology, seeds and training. More than a dozen major rivers give it hydropower potential of MW 47000 electricity ready to be harnessed. Pakistan is well blessed with an energy rich neighborhood and plenty of energy resources of its own.

It has plenty of sunshine and a 'natural wind corridor', which are ideal for alternate energy generation. Pakistan has eight climatic zones, fourteen vegetation zones and a dozen topographic zones with temperatures, ranging between -40c and +40c. Pakistan is the only country in the world with the world's highest mountain peaks and also having the coastline. Pakistan's geographical land mass hold the world's largest reserves of archaeological and historical treasures.

The discovery of a horse like creature equal in size to 100 modern day Horses called 'Baluchitrium' by French archaeologists, near Mehrgarh of the Jurassic era. It is only 'tip of the iceberg'. Even to this modern day, the world's largest sea mammals the whales, both dead and alive are frequently sighted along Pakistan's coastline. Pakistan's coastline has one of the richest marine resources, which makes its Exclusive Economic Zone (EEZ), a goldmine of the Arabian Sea.

Pakistan is well placed in human resource talents endowments, as the country has moved towards building a knowledge economy with university enrolment increasing ten times between 2000 and 2015, rising from 200,000 to 2 million over the ten- year period. According to British Council estimates, Pakistan has the largest number of O and A level students outside Great Britain.

Pakistanis regularly win more and more IT and Telecom Awards. Pakistan is among top ten nations in terms of broadband growth with the highest tele-density in South Asia. The average Pakistani is also much 'happier, philanthropic and hospitable' than many of their neighbors in South Asia.

Pakistanis are a highly passionate people with great belief in hard work and determination. It is obvious, that despite challenges such as the war next door in Afghanistan for four decades, earthquake in 2005, the floods in 2010, Pakistani economy has displayed exemplary resilience.

The value of shares in Karachi Stock Exchange increased by twelve times in US dollar over the past decade. Despite changes of eight governments since 1990, Pakistan's economy has more than quadrupled in US dollar terms over the past twenty years.

Pakistan's economy has witnessed an average growth rate of 6 percent from 1950 to 2000 and 5.1 percent from 2000-2010. The last fourteen years were very challenging but the economy withstood the US \$ 132 billion collateral damage from the International Coalition's War in Afghanistan, to its economy, road and transportation infrastructure.



Anatol Lieven, the Author of Pakistan – “A Hard Country” has termed Pakistan as the Number one philanthropic nation in the world, where people donate 5 percent of GDP as charities in a remarkable culture of caring and sharing. Pakistanis have learned to live with little, but be content. The global future will be shaped by Ideas, Technology revolution and Soft Power. Future belongs to Pakistan!

Pakistan's multi-cultural heritage of being the birthplace of the World's two great religions i.e. Hinduism and Sikhism and the great centre of Buddhism, where the Silk Route converged and the noble and sublime values of Islam, have coalesced to build “Social capital” that gives an edge in soft power, unmatched elsewhere.

The multi-cultural heritage has made Pakistan a 'Melting pot' of civilizations from the Indus Valley of Mohenjo-Daro and Harappa, to the Graeco-Buddhist Gandhara followed by Mughal and British, all of which have produced a blend of highly determined, resilient, hardworking, passionate, hospitable, friendly, straight forward and justice loving people.

Pakistan is now well positioned to emerge as the future 'Star economy of Asia'. The Goldman Sachs estimated it to be among the Next-11. Most observers and future watchers however see Pakistan as among the next three in addition to Turkey and Indonesia, despite the continued hostility in a section of the Western media.

The Goldman Sachs estimates were based on the growth trends in the 2007-2008 before the announcement of China's One Belt One Road Strategic Initiative and China Pakistan Economic Corridor in 2013. Pakistan is now actually in a different league of nations with many of the natural advantages unavailable to any other developing nation. For instance, look at Pakistan's US \$20 trillion worth of natural resource endowments such as the world's largest reserves of Coal, Gold, Copper, Gas, Rock salt, Chrome, Graphite, Marble, Gemstones, Lime stones, Rare earth, Iron, Petrol and 40 other minerals. Coal alone at 186 billion tons can provide MW 100,000 electricity for another 300 years. Pakistan's agriculture provides jobs to half of its working population and nearly 20 percent of its GDP. Pakistan's economy is only half documented. The size of Pakistan's informal economy is large. On the basis of Purchasing Power Parity, Pakistan's GDP is already exceeding US\$ One trillion. Pakistan's economy has nonetheless continued to

Most of the observers and future watchers however see Pakistan as among the next three in addition to Turkey and Indonesia, despite the continued hostility in a section of the Western media.

muddle through in the last five years. More than 1000 Multinationals from the US, Europe, the People's Republic of China and the Gulf nations are embedded in Pakistan's market place.

Multinational chains are queuing up to invest in Pakistan. Chinese E Commerce giant Ali Baba,

Banks such Industrial and Commercial Bank of China (ICBC) and Bank of China (BOC), and hundreds of others have entered Pakistani Market for implementing the Projects under the US\$62 billion China Pakistan Economic Corridor (CPEC).

The CPEC is the Flagship Project of the US\$ 1.3 trillion One Belt and One Road Strategic Initiative of the Chinese Government. The Belt and Road is a mega Regional connectivity initiative to build Silk Road Economic Belt and 21st Century Maritime Silk Route. The OBOR initiative aims to build a Community of shared destiny with 65 countries by generating US\$ 4 trillion to their Gross Domestic Product by 2030AD. Pakistan is riding the China led next wave of Globalization, by implementing the Vision 2030 of CPEC.

The Retail and Wholesale Sector in Pakistan is buoyant with a young Consumer population. With the improvement in the security situation and the successful implementation of CPEC Projects, the Foreign investors have started returning to Pakistan. Several European and Asian Automobile Companies including Volkswagon, Renault, Chinese Foton, Japanese Suzuki etc have announced assembling and manufacturing of Electric and Hybrid Cars and heavy vehicles in Pakistan.

Global Corporate Executives know that Pakistan provides the best bet to defeat the impact of global economic slowdown, as the last untapped large economy. The rate of return being 20-40 percent is among the highest in the world. Pakistan's investment policies have been widely acclaimed as the most liberal. Its “Telecom Regulatory Framework” is widely quoted and utilized to attract foreign direct investment by many developing countries. Pakistan allows 100 percent repatriation of equity, profits and dividends.

The foreign investment enjoys full constitutional protection and a wide range of sectors are open to foreign investment. Pakistan provides long term corporate profit sustainability to the Multinationals companies. Pakistan's business friendly environment provides the Multinationals a Safe haven for business.

In line with the motto of the founder of nation Quaid-e-Azam Muhammad Ali Jinnah, "Pakistan seeks friendship with all and malice with none". Pakistan's regular successes in elections with overwhelming majorities in UN bodies, provide ample evidence of the respect and stature it enjoys in the international community. Pakistani students break global records frequently in merit and talents, as do sportsmen, scientists, doctors, engineers and technicians. Pakistan is a nation on the move! Pakistanis hold more than two dozen sporting World records in Guinness Book.

Pakistanis are not deterred by challenges. It makes them only stronger and harnesses the best attributes in-built in them by the richness and diversity of their historical cultural experiences. Quality in delivery comes out of the quantity in numbers. Pakistanis love the thrill of Pressures in their lives which makes them even more determined. Pakistan is on the right side of history. As the centre of economic gravity shifts to Asia, Pakistan is at the 'epicenter' of this epoch making transformation. Pakistan has displayed great

resilience. Pakistan has a large pool of English speaking population. English is not regarded locally as a foreign language. It has taken roots in the soil, like the game of Cricket. Now the Pakistani youth craze for learning Chinese(Mandarin).

Pakistan's economy has proved doomsday prophets wrong, ever since the country came into existence in 1947 under trying circumstances. An American scholar once remarked that "Pakistan was far stronger than it is made to look like". Take for example Pakistan's textile sector which comprise roughly half of country's exports, but the economy has been diversifying and no more a single commodity economy, as it was in 1960s and 1970s.

Pakistan's advantages come from factors within and without, near and far, natural and virtual, friends and allies. Pakistan's fortunes are now only beginning to impact the course of the 21st Century. Those Powers who wished Pakistan ill in

the past, became history, while a few others, are struggling. Strategic relations with China, is the cornerstone of Pakistan's Foreign Policy. Pakistan is now keen to learn from the success story of China's 'Comprehensive Policy of Reforms and Open Door Policies', that enabled it to lift a billion people out of Poverty in the shortest period in human history. Pakistan is 'Jewel in Asia's Crown'.

With the rise of China, Asia is rising and the Jewel is shining! This 'South Asian Phoenix' is rising finally. 'Made in Pakistan products', whether Consumer items, Textiles, Fruits, the legendary Mangoes and Mandarins(Keenoos) or supersonic JF-17 Aircrafts have gained widespread global attention and admiration. More than half of Pakistan's external trade is with the Asian nations and still increasing, making it part of the 'Flying geese' Economies.

The writer is a former ambassador. Since 2016, he is the Director of the Chinese Studies Centre, National University of Science and Technology (NUST), Islamabad.



Land of Wonders

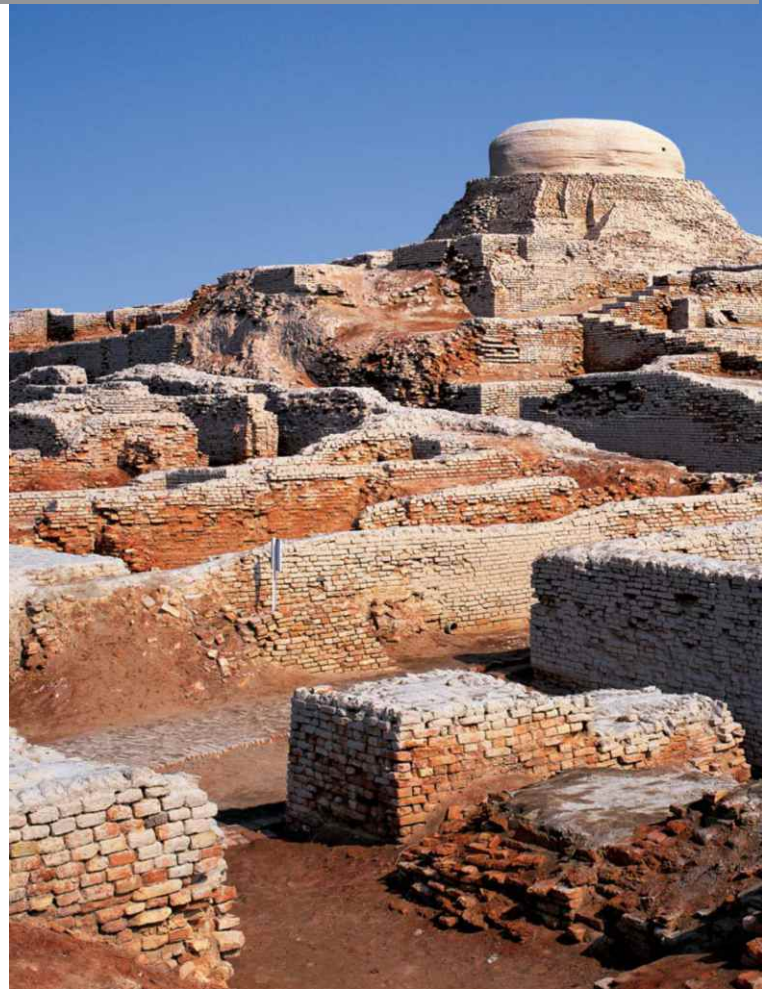
By Ahmad Farooq

Pakistan is blessed with the benedictions of time and nature but we have rather failed to capitalize upon its immense tourism potential.

Pakistan is a wonderland, not known to the world and hardly even to its own people. It's a country with three out of the fourteen highest peaks in the world, including the 2nd highest and the most difficult to conquer K-2. Pakistan houses great glaciers, like Siachen; roaring rivers; breath taking lakes like Saif-ul- Maaluk; deserts with unending expanse and unfathomed mysteries of nature and over 990 miles of sea-coast, most of which is still virgin and untouched by the spoils of modern life.

Besides, Pakistan is history embodied in a piece of land, with layers and layers of it. Home to Indus Valley civilization, one of the oldest and most mysterious known to the world and Gandhara, the epicenter of Buddhist religion. The city Taxila (Takshila), housed a university in prehistoric times and this is where the first treatise on statecraft, Arthashastra was written by Kuttalia (Chanakya). Pakistan is also home to long lost cultures like that of Kafiristan (Kailash), which still remains an unresolved riddle amongst the anthropologists and archeologists and which even invoked interest in Hollywood to produce a classic, The Man Who Would Be King, with some of the all-times best artists, the Academy Award Winners, Sir Sean Connery, the first actor to play the legendry role of James Bond and Sir Michael Caine, both knighted by the Queen of Great Britain.

What famous museum of Paris, Louvre, which boasts of housing Leonardo de Vinci's Mona Lisa, is to Renaissance Art admirers; London Art Gallery to the enthusiasts of the best of human love of nature reflected through colour and canvas; Victoria Albert Museum for the devotee of sculpture and history and Dead Sea Scrolls, to Judaism; are the Peshawar & Lahore Museums to the followers of Buddhism, and witness to this fact is born by no less a person than the Nobel laureate, Rudyard Kipling. It may be noted that Rudyard's father, Lockwood Kipling was the first curator of Lahore Museum, as well as the first Principal of Mayo School (1875), now known as the National College of Arts. An account of the value and variety of the treasures housed in Lahore Museum by Rudyard, is thus beyond any doubt. Kipling in his highly celebrated book, KIM (1901), which was also picked by Hollywood and is ranked amongst the greatest stories



ever portrayed on celluloid screen, writes in the very first chapter about Lahore Museum, which he calls the “Wonder House of Lahore”.

The reader is told that, “in the entrance-hall stood the larger figures of the Greco-Buddhist sculptures done, savants know long since, by forgotten workmen whose hands were feeling, and not unskillfully, for the mysteriously transmitted Grecian touch. There were hundreds of pieces, friezes of figures in relief, fragment of statues and slabs crowded with figures that had encrusted the brick walls of the Buddhist stupas and Viharas of the North Country (NWFP/KP) and now dug up and labelled made the pride of the Museum” ('Greco-Buddhist & Grecian' is reference, to the Greek influence upon Buddhist art, subsequent to Alexander's conquest of India in 324 BC).

Kipling in the same chapter also talks of the Genesis of Buddhist religion, “carved upon stones” (something like Michelangelo's Frescos in Sistine Chapel, which are visited by thousands of people every day, but were painted about 500 years back, while the under-reference Buddhist Sone Carvings date back to over two 2000 years). Rudyard was enchanted with the regions which make the present-day Punjab and KP.

In fact, the book about Kafirstan, The Man who would be King, was also written by him. Rudyard studied the culture and history of this land in-depth, and could not go wrong about facts and figures. And Rudyard is just one of the many authors of past and present, who were fascinated with this land and its thousands of years of cultural richness, reflected in the unattended remains and relics, visible all around.

Ibn Battuta, the Moroccan scholar of 14th century who wrote one of the most quoted historical work, Rihlah (Travels); Francois Bernier, the 17th century French traveler to India; Niccolao Manucci, the Venetian writer, who wrote a detailed account of Mughal Life and of more recent times, William Dalrymple and Abraham Early are just a few names amongst hundreds, who have written volumes about this land of antiquity and whose works can help dig out a lot of still unexcavated history.

The land that is Pakistan thus abounds with the benedictions of time and nature, but the country has rather failed to capitalize upon its immense tourism potential. Government after government has prepared extensive plans to work on this extremely ignored sector but except for some cosmetic displays, these plans have only been used to employ a few favorites with hefty salaries.

Tourism today is one of the top revenue generating industries in the world. According to a 2019 study by Earnest & Young “it currently equates to over a 10th

of the global GDP and is rising---governments have much to gain from recognizing, and encouraging, the part that tourism has to play in the wealth and well-being of their people.”

As per the statistics collected by them, around 1.4 billion tourists crossed international borders in the first half of 2018 alone, which means that almost a sixth of the planet earth's inhabitants left their countries to explore other places, during a period of 6 months only. While the Covid 19 has slowed down the trend, but that is temporary and in fact this is the time when countries like Pakistan can prepare to enter the arena.

The same study also highlights some prerequisites to successful Tourism Development, which are;

- A- Does your destination's governance provide a single, purposeful vision?
- B- Are your attractions impactful and memorable?
- C- Does your branding and marketing align visitor expectations with your iconic identity?
- D- Does your transport infrastructure integrate the destination, offering easy, readily identifiable links from one place to another?
- E- Is there enough accommodation and is it sufficiently diverse – from hotels to home sharing?
- F- Is there “authenticity,” a sense of place that is rooted in history or culture?



A cursory look at Pakistan's policy regime and infrastructure, makes it abundantly clear that, while it is exceptionally strong in the context of B and F above, other factors practically don't exist. So, what needs to be done?

As stated above, first and foremost is the Vision; purposeful and implementable vision, and not a mere 'introductory statement' on a policy paper. Vision, that is owned by the highest authority in the country, the Prime Minister, with systematic delineation of activities, delegation of responsibilities and inflexible timelines.

Tourism industry in Turkey earned over US\$ 34 billion in 2019, and Pakistan has as much of tourism potential, as that of Turkey, if properly planned and projected. Once the ownership is taken by the highest authority in the country for this National Crusade, the following actions, inter alia, need to be initiated on war footing.

Law & Order

An absolutely essential prerequisite to tourism development is restoring and maintaining law & order, however, it is a long term and continuous process. Tourists' comfort with the security situation of a place, also depends upon the perceptions, which take even longer time to change. However, some immediate steps can be taken to provide a Sense of Security to

the Tourists, such as constituting a Tourist Security



In 1997, the writer of this paper as Commercial Counsellor of Pakistan arranged an Exhibition of Pakistan's products in Singapore. The Invitation Card, had a picture of a Chiniot Craftsman, working on a piece of wood, affixed with the caption, PAKISTAN: FIVE THOUSAND YEARS OF HISTORY. While products displayed in the exhibition did attract interest, there was an extraordinary curiosity amongst the visitors for the picture, expressed through dozens of phone calls to the High Commission.

Our diplomats should thus focus predominantly upon Economic factors and on top of all tourism. This is an area of our comparative as well as competitive advantage, a great resource, which will never deplete, it's our Oil & Gold reserve, which will never lose relevance. K2 is standing where it is, for countless epochs, and will keep standing in its opulent glory for all the times to come.

Pakistan's coastal area will not shorten from its present stretch and its deserts will always be glimmering under the sun, daring the hard and hardy to come and conquer them. Yes, the archeological riddle, that is Indus Valley Civilization; the Hindu

Some commendable steps in this connection like the Antiquity Act (2016) of KP government, though have been taken recently, but they need to be translated into committed action. Besides this is an area of national importance, so the Federal Government needs to take the ownership and ensure that the country's historical and other sites are restored to their original glory and are maintained in their true magnificence.

Quality Hotels & Economy Accommodation

If Turkey gets over 52 million tourists a year and earns over US\$ 34 billion from them, it also offers them a great choice of luxury as well as economy accommodations. There are over six thousand tourist accommodations in Turkey, including the multiple presence of the top international chains, such as Marriott - 34 Establishments, Inter-Continental -32, Hilton - 23 and Hyatt Regency - 10.

Can it be even compared with the facilities available in Pakistan? We thus need to gear up, without wasting anymore time. Let the private sector invest in this sector. Provide them free land at places of tourists' interest, and all possible concessions like tax

Tourism industry in Turkey earned over US\$ 34 billion in 2019, and Pakistan has as much of tourism potential as that of Turkey if properly planned and projected.

Mythology, that is Katas; the Buddhist Mecca, that is Gandhara and the Mughal Glamour, will all disappear one day, if left to their present state of care.

Our Embassies therefore need to undertake relentless and targeted efforts - Golf Desks in Golf loving countries; Mountaineering, Rafting and Desert Safari Counters in North America, Europe and Middle East; Archeology and Anthropology Seminars at places of higher learning and Exhibitions of Original Artifacts from Lahore/Peshawar Museums, Mohenjo-Daro, Harappa and Taxila. If Van Gogh's paintings can be moved from country to country, and kept unscathed, so can be these artifacts. But those who get a glimpse of these relics once, will not find it possible to resist 'drinking deep', into their mysterious beauty, in its entirety.

Maintenance & Restoration of Sites

May these be historical sites or nature's endowments, all have fallen prey to criminal neglect in Pakistan. The sporadic endeavors, to 'protect the national heritage', are absolutely inadequate, in fact a poor facade, to conceal the heartless abandonment of their responsibilities by the relevant authorities.

exemptions for a certain period; with a strict regulatory regime regarding the cost & quality of their services. And let the regulator be some international hospitality company and not the local favorites of somebody, who will very proficiently and quickly, make the service providers as well as the tourists runaway.

Friendly Environment

The people of Turkey, Malaysia, Indonesia and UAE are as good Muslim as we are, however they have introduced very tourist friendly regimes. Even Saudi Arabia is on a liberalizing drive today. Pakistan also needs to learn from its brotherly countries' experience.

Media Marketing

Turkey, Malaysia and India are seen on CNN, BBC and other international channels on daily basis, marketing their countries and cultures. Pakistan Television (PTV) also produces some such documentary but ironically for local viewers and these too giving a negative projection of the country's historical places and sites of natural beauty, with a rather forbidding impact upon the onlooker.

A documentary on the mausoleums of Emperor Jahangir, his Prime Minister Asif Khan and wife Noor Jahn, played on PTV English Channel on August 10, 2021 shows these sites in such dilapidated condition, that one would rather not want to go there. The same documentary, while 'marketing' the hill-resort Ayoubia, describes it in somewhat these words, 'because of the careless disposal of waste by hotels and restaurants, one finds heaps of garbage where there used to be serene streams'. Yes, the relevant authorities must be made conscious of the wrong practices and resulting deteriorations but not through TV documentaries.

A Media Marketing Cell dedicated to Tourism Development needs to be established, consisting of experts like Oscar winner Sharmeen Obaid-Chinoy, which should prepare professional documentaries/materials in consultation with the Archeological Research Group, and market them with the help of Pakistanis with international recognition like Malala Yousafzai. And the government must make substantial budgetary provision for this activity. The expenditure undertaken here will earn enormous dividends.

Final Thoughts

United States Institute of Peace, emphasizes that tourism, "tends to encourage the development of multiple-use infrastructure that benefits the host community, including roads, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitor" (2008).

United Nations has identified the development of tourism as one of the methods poorer countries might use to meet the Millennium Development Goals, and that "for the first MDG—alleviating poverty—the merits of tourism are evident. It can provide jobs and generate income for communities that, in some cases, lack viable alternative means of employment".

Francesco Frangialli, the former head of the UN World Tourism Organization, argued that with its "capacity to spread its socioeconomic benefits to all levels of society, tourism can be a leading industry in the fight against poverty"

What more we need to know? History and nature have given us everything, but we refuse and emphatically so, to benefit from it.



MADE IN PAKISTAN, 1997



PAKISTAN

FIVE THOUSAND YEARS OF CRAFTSMANSHIP



Government of Pakistan
UTILITY STORES CORPORATION OF PAKISTAN
 Ministry of Industries & Production

TENDER NOTICE

Sealed tenders are invited from the importers/ manufacturers duly registered with Income Tax and Sale Tax departments for supply of under mentioned RAW Poly Granule Items:-

S.No.	Description	Quantity
01	HD Poly Granule (Film Grade) for making of Poly Bags	(175 M-Ton) 175,000 Kg
02	LLD Poly Granule (Film Grade) for making of Poly Bags	(87.50 M-Ton) 87,500 Kg

Complete Terms and Conditions of bidding are contained in the tender documents, which can be downloaded from PPRA Website www.ppra.org.pk and USC website www.usc.org.pk and can also be collected free of cost from USC (Own Brand Office I-9/3) and USC Zonal Offices (address can be obtained from USC Website). A separate Demand Draft/Pay Order of Rs.5,000/- (Non-Refundable) in favour of USC on account of tender fee must be attached at the time of submitting bid/offer.

Sealed bids/offers on tender form duly accompanied with earnest money @ 5% of the total value of the bid in shape of Demand Draft/Pay Order (CDR will not be accepted), may be submitted with USC Head Office, Plot No.2039, Jinnah Avenue, Blue Area, Islamabad, on or before **24-08-2021, 1400 hours**, which will be opened on the same day at 1430 hours in the presence of the bidders/ representatives who wish to attend. Offer/Bid without earnest money and tender fees or short earnest money/tender fee shall not be accepted.

The writer is a former Federal Secretary.



Manager (Own Brands)
 Utility Stores Corporation of Pakistan (Pvt) Ltd
 Office: Plot No.290-A, Sector I-9/3, Industrial Area, Islamabad
 Ph: 051-4449306 / 051-4433587

Tourists Paradise

By Mehreena Aziz Khan

Grassroots level awareness must also be inculcated about environmental and social issues in schools and amongst the youth, in community centers and also the relevant training and sensitization for the tourism and hospitality stakeholders.

Responsible Tourism is a tourism management paradigm which aims to mix economic, social and environment benefits of tourism and minimize the (tangible and intangible) costs to destinations. It is the management of tourism in a way that ensures creation of quality tourism experiences whilst keeping the triple-bottom line in sight, including economic growth, environmental integrity and social justice, in order to contribute positively to the sustainable development

of the region.

Pakistan, a veritable tourist paradise, is blessed with rich cultural diversity and a dazzling variety of agro-climatic zones and terrains as well as captivating cultural heritage. At the same time, it is vulnerable to the vagaries of regional instability, natural disasters, economic challenges and security concerns. There is a general lack of supporting infrastructure for tourism including quality roads, means of transport, rest

houses, pit stops and civic amenities.

Another impediment is the general ignorance overall in South East Asia towards the worth to cultural sites, due to which many valuable cultural artefacts have been left in ruins and instead of being utilized for tourism. Due to all these factors, the country has not managed to properly utilize its natural and cultural endowments to develop a thriving tourism sector. The story is a little bit different in Gilgit-Baltistan (GB), whose culture and heritage at least have seen a remarkable revival in the past few decades.

Gilgit Baltistan, also known as the Northern Areas, encompasses the districts of Gilgit, Ghanche, Skardu, Diamer, Ghizer and Astore. It has a uniquely alluring terrain, being home to some of the world's highest peaks and glaciers which have always drawn tourists from the trekking and mountaineering community. Long ago connected via the ancient Silk Route, for centuries this region and its ancient kingdoms existed in relative isolation with a preserved culture that imbibed influences from Tibet, China, Kashmir, Persia and Central Asia over generations. The region was once again brought into contact with the outside world with the opening of the Karakoram Highway in 1978 linking Pakistan to China, which dramatically improved access to the area previously only accessible through seasonal and precarious jeep roads or by air.

Administratively, the region has faced many challenges due to regional instability wrought about by the Kashmir conflict, and its peripheral status as the Federally Administered Northern Areas (FANA). The granting of Self-Administering status as Gilgit-Baltistan in 2009 has helped its local governance take root and form a more sustainable structure, but challenges still remain towards it becoming formally



integrated with the Pakistani federation state.

The Aga Khan Development Network intervened in the region during the early nineties, with a the wholistic sustainable development approach that encompassed using heritage conservation and cultural restoration as a catalyst for sustainable and economic development in the region. This included the extensive and costly heritage conservation projects of the Baltit and Altit forts in Hunza, and Shigar Fort and Khaplu Palace in Baltistan, by the Aga Khan Trust for Culture and partnering development agencies and foreign missions.

“The approach involved using the restoration of heritage sites and revival of dying arts, crafts and traditions through active engagement of local communities. We are happy to see that these conservation projects have had a positive impact well beyond the physical heritage sites; they have promoted good governance, growth of civil society, rise in incomes and economic opportunities for local communities, respect for human rights and a sense of responsibility towards the environment,” said Wajahat Ali, Manager Conservation and Design for the Aga Khan Cultural Services Programme in Pakistan (AKCSP).

“In Hunza the Aga Khan Trust for Culture (AKTC) restored the Karimabad village and 700 years old Baltit fort into a public museum – a process that took six years for careful planning and painstaking execution. Simultaneously funds were invested into programmes for revival of crafts and musical





instruments, and patronage given to master craftsmen and women to train the new generation in the dying arts.

Similar heritage restoration programmes were carried out by AKTC in the 1100 years old Altit fort in Hunza, the ancient village of Ganesh and a number of sites in the mountainous Baltistan region.”

Today, the captivating natural beauty and rich cultural heritage of GB, which includes festivals, cuisines, art and musical heritage as well as beautiful palaces and forts, have captured the imagination of local and foreign tourists alike. Images of its jewel-colored lakes, cold deserts, craggy mountains, blossom trees and sweeping valleys as well as the cultural artefacts and festivals abound on social media generated by visitors to the region, further skyrocketing its popularity.

The relatively easy accessibility through road and air has led to a tourism boom in the region, especially in the summer months, with an average of 2 million visits a year to the area.

While this influx of tourists does help generate economic activity and jobs, the region is however facing threats of erosion of culture and identity through the forces of globalization, and grave dangers to its fragile ecosystem through environmental degradation.

“The explosion in tourism to GB in recent years poses

major challenges. Most tourists tend to stay in relatively cheap accommodation; spend little on food, often bringing supplies with them; and undertake few recreational activities, preferring to drive around in cars and jeeps.

What little money is brought into GB does not match the costs related to the wear and tear on the infrastructure such as roads, and essential services such as sewage, solid waste collection and other municipal services. GB may thus be losing rather than benefiting from such low-cost tourism,” remarked a tourism department representative from the region.

Deforestation, loss of biodiversity, generation of solid waste, water, air and noise pollution, and damage to cultural and heritage sites are some of the environmental issues caused by tourism activities in the region.

Thus, it is the urgent need of the hour for the tourism to the region direly to be strategized and planned properly, keeping in mind the tenets of responsible tourism, by all the stakeholders in the tourism equation, including the government authorities, NGOs, the hospitality industry, tourists and local communities.

The hospitality sector, which includes hotels, restaurants, tour operators and agents, need sensitization to build in the triple bottom line in their business plan that incorporates environmental preservation, social development and economic growth of the region where they operate. There is a need to propagate “eco-tourism” as the new mantra of travel where the tourists have the mindset of learning about and respecting the local environment and culture without causing any harm to the area.

Grassroots level awareness must also be inculcated

Gilgit Baltistan, also known as the Northern Areas, encompasses the districts of Gilgit, Ghanche, Skardu, Diamer, Ghizer and Astore. It has a uniquely alluring terrain, being home to some of the world's highest peaks and glaciers which have always drawn tourists from the trekking and mountaineering community.

about environmental and social issues in schools and amongst the youth, in community centers and also the relevant training and sensitization for the tourism and hospitality stakeholders.

Economic Growth

The locals should directly participate in, and benefit from tourism in the region. The hospitality sector should ensure hiring of local talent and capacity-building of their staff in the relevant skill-sets. Local vendors for services should be preferred in order to benefit the communities.

The Government should provide strategic backing by offering subsidies, and work towards filling the infrastructure gaps to create a conducive environment for high-end tourism to flourish; this will help in creating more wealth for the region.

Furthermore, the effective management of toll and visitor taxes to help pay for the upkeep of the visitor sites is needed. Development and upkeep of cultural sites and attractions besides development of adventure tourism facilities like paragliding, white-water rafting, skiing and other mountain sports within a responsible tourism framework are needed.

Social Development

The ancient mountain culture of Gilgit-Baltistan is under threat of erosion due to the onslaught of globalization. Actions to preserve the social and cultural fabric through measures can include efforts should be made to sensitize visitors to local cultural norms and customs. The hospitality sector needs to discourage activities and initiatives than can cause a negative impact on the local communities. Capacity-building of the local community and pushing for gender balance, skill-building and income opportunities for women, support of local artisans including woodwork, carpentry and masonry,

propagating and highlighting the local food culture and encouraging the local cultural festivals, art and musical heritage.

Environmental Development

Gilgit-Baltistan is home to stunning natural beauty and biodiversity, which also makes it a very fragile ecosystem that is vulnerable to climate change and environmental degradation. Environmental factors to consider can include enabling of proper sewage disposal at hotel and restaurant sites and tourist attractions, water management schemes for all existing and upcoming commercial structures especially hotels, structured carbon offsetting measures including afforestation and carbon footprint mitigation should be adopted by first measuring and reporting their carbon footprint and taking concrete steps to mitigate it, imposition and implementation of strict fines by the local authorities for littering, protection of water sites and reservoirs with the help of local and international agencies, proper disposal of chemical waste to protect the vulnerable lakes and water channels. A policy to enable limiting the cars to the region that are emitting dangerous amounts of pollution which settles on the glaciers causing irreversible harm.

Case Study of Serena Hotels Chain

A case in point is the Serena Hotels chain, which operates hotels in Gilgit and Hunza as well as heritage lodges in Shigar and Khaplu. It's operational guidelines lay emphasis on care for the economic, social and environmental bottom line.

This includes hiring of locals and enabling their professional development, as well as ensuring a healthy ratio of female employment. Their CSR projects initiatives center around enabling the income of marginalized women and propagation of local sports, cuisines, and culture. Serena Hotels also take part extensively in green initiatives and have started a structured carbon offsetting scheme with implementing partners WWF-Pakistan and AKRSP in order to achieve carbon neutral status in the future.

At every hotel site proper waste disposal and water management is ensured by adopting internationally approved standards and conventions for environmental management of hotels.

The writer is a development communications professional.



Multi-dimensional Tourism

By Prof. Engr. Zamir Ahmed Awan

Tourism is regarded as one of the major contributors towards promoting economy, culture, international harmony, understanding, peace, stability and prosperity.

Pakistan is one of the very blessed countries with unique natural beauty, landscape, high altitudes, snow-covered peaks, deserts, beaches, and coastal areas. Pakistan is an ancient civilization, with a history of several thousands of years. Home to many religions like Hinduism, Buddhism, Sikh, and then Islam.

A large community of Christians is living in Pakistan since colonialization of Sub-Continent. The rich customs, diversity of culture, variety of ethnicity, excellent climate, and strong traditions, makes Pakistan an ideal destination for Tourism.

Tourism is an industry and an important segment of the economy. It refers to all activity related to the short-term movement of people to locations away from where they usually reside. It is one of the world's largest industries and the economies of many nations are driven, to a large extent, by their tourist trade.

It is a wide-ranging industry, which includes the hotel industry, the transport industry, food industry, entertainment industry, and several additional

industries or sectors. It is vital to understand that the tourist industry is linked to movement to different locations, based not only on leisure, but also business, study, medical treatment, visiting relatives, attending rituals, festivals, meetings, seminars, workshops, etc., and some additional travel motivators.

Tourism is an industry that belongs to the services sector, it requires comparatively less investment and generates more jobs. The return on investment is encouraging and the economic cycle is quite short. Tourists not only spent money on their travel but accommodation and food as well. Most of the tourists are spending lavishly on food, shopping, and entertainment. Foreign tourists are a source of foreign exchange earnings too.

International tourism helps to promote public diplomacy, people-to-people contact, understandings and narrow down misconceptions and misunderstandings. International Tourism has the potential to improve relationships between nation-states or businesses, create opportunities for

entertainment and recreation, and improve the value of a currency. It can also open up cultural exchange opportunities, while for tourists, it can lead to improved happiness, well-being and education. Tourism is a contributor toward promoting international harmony, understanding, peace, stability, and prosperity.

Attractions for Nature's Lovers

Most of the highest mountains in Pakistan are located in the Karakoram range (the highest of which is K2, globally ranked 2nd, 8611m), some high mountains are in Himalaya (the highest of which is Nanga Parbat, globally ranked 9th, 8126 m) and Hindu Kush (the highest of which is Tirich Mir, globally ranked 33rd, 7708 m). Pakistan is home to 108 peaks above 7,000 meters and 4555, above 6,000 m. There is no count of the peaks above 5,000 and 4,000 m. Five of the 14 highest independent peaks in the world (the eight-thousands) are in Pakistan (four of which lie in the surroundings of Concordia; the confluence of Baltoro Glacier and Godwin Austen Glacier). Most of the highest peaks in Pakistan lie in the Karakoram mountain range (which lies almost entirely in the Gilgit-Baltistan region of Pakistan and is considered to be a part of the greater Himalayan range) but some peaks above 7,000 m are included in the Himalayan and Hindu Kush ranges. Moreover, Pakistan is home to over 7,000 glaciers, more than anywhere except the polar regions.



CAPITAL DEVELOPMENT AUTHORITY WATER SUPPLY DIRECTORATE

TENDER NOTICE

Sealed tenders are hereby invited on percentage basis at NIT cost from Contractor enlisted with Pakistan Engineering Council (PEC) in appropriate category/code and having valid PEC license along with NTN number as applicable for the works as detailed below:-

S.No.	Name of Works	NIT Cost	Earnest Money	Tender Fee Non refundable	Tender receiving Date & Time	Tender Opening Date & Time
01	Rain Water harvesting for ground water Recharge in Sector I-8, I-10 & H-8 Islamabad.	Rs.26,306,829/-	Rs. 789,205/-	10,000/-	30-08-2021 At 11.30 AM	30-08-2021 At 12:00 Noon
02	Rain Water harvesting for ground water Recharge in Sector G-9 G-10 & 7th Avenue Islamabad.	Rs.26,306,829/-	Rs. 789,205/-	10,000/-	30-08-2021 At 11.30 AM	30-08-2021 At 12:00 Noon

- Tender forms can be purchased on cash payment (Non refundable) By Director Distribution Division (North) CDA Room No 157 No located at old navel head quarter Sector G-6 melody islamabad during working hours, No tender will be sold on the date of opening of tender.
- Tender documents above works will be issued uptill 27-08-2021 request/Application with a company the name, address (s) signature of contractor & valid enlistment/Renwal PEC/NTN Number as applicable.
- Earnest Money in the shape of deposit at call in favour of Deputy Director Distribution Division (North) from local schedule bank of Islamabad must accompany with the application. Without call deposit no application for issuance of tender will be entertained. Cash/Cheque will not be accepted.
- If any contractor wants purchase tender form and participate in tender opening process through their representative, then they should issue authority letter on letter head pad of the firm depicting complete valid address & contact numbers along with attested copy of CNIC.
- Tenders for the works mentioned above will be received and opened by the Director Water Supply CDA Room No.16, in his office located Old Naval Headquarter Building, G-6, Islamabad in presence of the contractors or their authorized representative who cares to attend.
- The contractor will be submitting the documents as per instruction of tender documents along with their tender, without which tender will be liable for rejection.
- In case the total bid amount is less than 10% below the NIT amount, the bidder shall submit call deposit as performance security equal to the difference between NIT amount and total quoted amount less 10% of NIT amount. That is required performance security = NIT amount - total bid amount - 10% of NIT amount. This call deposit shall be addition to the earnest money for the work and shall be deposited at the time of submission of bids, not carrying the performance security shall be rejected, The performance security of the successful bidder shall be released after completion of the project.
- The Bid Security of all bidders would be deposited in the CDA bank account and same bidders may be returned after the acceptance of the contract with the successful bidder
- Competent Authority may have rights to accept or reject all the bids or proposals at any time prior to acceptance of a bid or proposal, The CDA shall upon request, communication to any supplier or contractor who submitted as bid or proposal, the grounds for its rejection of all bids or proposals, but is not required to justify those grounds.
- The eligibility criteria of the firms with the relevant experience i.e. at least three number of work orders in last two financial year may be observed/fulfill before issuance of tender documents.
- Advertisement is also available on CDA web site www.cda.gov.pk and PPRA website www.ppra.org.pk

Pakistan is home to five major deserts which were historic forests. These include Thar desert in Sindh, Kharan desert in Balochistan, Katpana desert in Skardu (Gilgit Baltistan), Thal desert in Bhakkar (Punjab), and the Cholistan in Bahawalpur (Punjab). Some of the deserts are unique in characteristics and a big attraction for nature lovers.

Pakistan's southern coastline meets the Arabian Sea, running along with the provinces of Sindh and Balochistan. Numerous beaches are famous for special features like white sand, neat and clean water, deep sea, and aqua life. The moderate climate and warm waters are special features of Pakistani beaches. The few famous are: Clifton Beach, French Beach, Hawke's Bay,

DIRECTOR
Water Supply, Dte.CDA
Phone 051-9202207

PID (I) 858/21

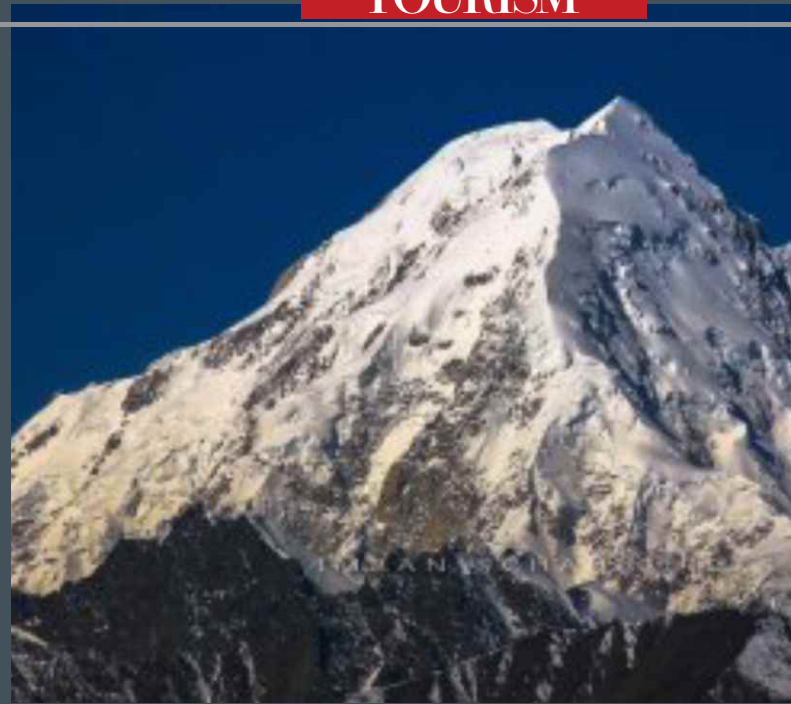


Ibrahim Hyderi, Korangi Creek, Mubarak Goth, Nathia Gali Beach, Paradise Point, Russian Beach, Sandspit Beach, Turtle Beach, Tushan Beach, Cape Monze, Sunhera Beach, Devil's Point, Manora Beach, Blue Sea Resort in Karachi and Astola Islands, Gaddani Beach, Gwadar Beach, Gwadar Bay, Jiwani Bay, Ormara Beach, Ormara Turtle Beaches, Kund Malir, Sonmiani Beach, Surbandar Beachside in Balochistan province.

Attraction for Archialogists

Pakistan is an ancient civilization and has been passed many ups and downs. Its rich history and archaeology attract many tourists. Some of the famous ones declared by UNESCO as "World Heritage" are Archaeological Ruins at Moenjodaro (1980), Buddhist Ruins of Takht-i-Bahi and Neighbouring City Remains at Sahr-i-Bahlol (1980), Fort and Shalamar Gardens in Lahore (1981), Historical Monuments at Makli, Thatta (1981), Rohtas Fort (1997) and Taxila (1980).

There are 26 more sites that are under process including Badshahi Mosque, Lahore (1993), Masjid Wazir Khan, Lahore (1993), Tombs of Jahangir, Asif Khan, and Akbari Sarai, Lahore (1993), Hiran Minar and Tank, Sheikhpura (1993), Tomb of Hazrat Rukn-e-Alam, Multan (1993), Rani Kot Fort, Dadu (1993), Shah Jahan Mosque, Thatta (1993), Chaukhandi Tombs, Karachi (1993), Archaeological Site of Mehrgarh (2004), Archaeological Site of Rehman Dheri (2004), Archaeological Site of Harappa (2004), Archaeological Site of Ranigat (2004), Shahbazarhi Rock Edicts (2004), Mansehra Rock Edicts (2004), Baltit Fort (2004), Tomb of Bibi Jawindi, Baha'al-Halim and Ustead and the Tomb and Mosque of Jalaluddin Bukhari (2004), Tomb of Shah Rukn-e-Alam (2004), Port of Banbhore (2004), Derawar and the Desert Forts of Cholistan (2016), Hingol Cultural Landscape (2016), Karez System Cultural Landscape (2016),



Nagarparkar Cultural Landscape (2016), Central Karakorum National Park (2016), Deosai National Park (2016), Ziarat Juniper Forest (2016) and The Salt Range and Khewra Salt Mine (2016).

Religious attractions

Historically Pakistan was the host of several religions like Hinduism, Buddhism, Sikh, and now almost 97% population is Muslim. Pakistan has a long history of culturally rich tales to tell with its monuments, and they are not limited to Islam. Besides the shrines of pious Sufis, Pakistan has numerous glorious attractions belonging to different religions.

For example, the grand St. Patrick's Cathedral which is one of Pakistan's largest churches and was built in the 18th Century to Gurdwara Janam Asthan in Nankana Sahib, built-in 1600 by the parents of Guru Nanak to Panchmukhi Hanuman Mandir in Karachi which is said to be 1500 years old, Pakistan celebrates different religions with these historical landmarks. Holy Trinity, built in 1852 in Karachi, Christ Church, built in 1852 in Peshawar, Gurdwara Dera Sahib, built-in 1606 in Lahore at the place where Guru Arjun Dev was martyred in the River Ravi and historical Hinglaj Mata Temple in Balochistan are some of the famous religious places in Pakistan.

These religious sites depict the spiritual history of the entire Indian Subcontinental region, where religious personalities came from different places of the world to spread teachings of their religion. People from all over the world come to commemorate these soulful leaders.

Buddhism in Pakistan took source some 2,300 years since under the Mauryan king Ashoka. Buddhism has performed a vital position in the history of Pakistan the land of which over time has been part of mostly

Buddhist domains such as the Indo-Greek dynasty, the Kushan authority, the Maurya authority of Ashoka, the Pala authority. The famous areas of attractions for Buddhists are; Gilgit-Baltistan, Gandhara, Uddiyana, Takhti-Bahi, Taxila, Swat, and Amlukdara stupa.

Sikhs Sacred Places

Pakistan does not only have an Islamic architectural infrastructure. Best of Sikh temples and Gurdwaras are present, mainly in the province of Punjab, where Sikhs from India and from around the world come to pay a tribute and do prayers in these holy settings.

The most famous in this category are Kartarpur in Narowal District in Punjab province and Nankana Sahib City, which is named after the first Sikh Guru, Guru Nanak, and is the most significant site for Sikhs all across the subcontinent. Guru Nanak was born in the Nankana Sahib and also began his preaching from this very area.

In addition, Gurdwara Dera Sahib is also present in the proximity of Badshahi Masjid. Besides, Gurdwara Panja Sahib, present in the proximity of Badshahi Masjid and Shrine of Guru Aryan Dev along with Tomb of Maharaja Ranjit Singh, is also present in the Lahore city. Hundreds of people from the Sikh community gather daily to perform their prayers and greetings.

Hindus Religious Places

Hinduism is one of the oldest religion in this part of the world and a handful of Hindu community still exists in several parts of Pakistan. Some of the famous Hindu religious places are Jagannath Mandir, Sialkot district, Punjab, Hinglaj Mata Mandir, Lasbela District, Baluchistan, Shri Varun Dev Mandir, Manora Island in Karachi, Katas Raj Temple, Chakwal district, Punjab, Panchmukhi Hanuman Mandir Old quarters of Soldier Bazaar, Karachi, Kalka Devi Cave Arore, Sindh, Naval Mandir Ranchoe Lines, Karachi and Gor Khattree and

Gorakhnath Temple Peshawar, Khyber Pakhtunkhwa.

Muslim heritage and religious places

Islam entered this region around 1000 years ago but spread very quickly. Some of the famous Muslim shrines and religious places are (Multan) Mausoleum of Hazrat Bahuddin Zakriya, Mausoleum of Shah Rukn-e-Alam, Mausoleum of Shah Shams Tabriz, Bad-Shahee Mosque, Baba Buley Shah and Hazrat Muhammad Shah Yusaf Gardez, (Sukkur) Shrine of War Mubarak, Shrine of Sadruddin Badsha and Shrine of Khwaja Khadir (The 'Green Man'), (Lahore) Data Darbar Shrine, Mausoleum of Dadaji Ganjbaksh, Mausoleum of Hazrat Mian Mir, Mausoleum of Shah Inayat Qadiri Shatari and Bibi Paak Daaman / Shrine of Ruqayah bint Ali, (Karachi) Shrine of Mango Pir and Shrine of Abdullah Shah Ghazi, (Sehwan) Shrine of Lal Shahbaz Qalandar, (Shergarh) Shrine of Shaikh Daud Bandagi Kirmani, (Garh Maharajah) Mausoleum of Sultan Bahu, (Bhit, Sindh) Shah Abdul Latif Bhitai and (Khyber Pakhtunkhwa) Rehman Baba.

Pakistan has attracted many local as well as international tourists in past. In the 1960s, and 1970s, we can see many foreigners traveling in Pakistan, because Pakistan was blessed with enormous attractions, the hospitality of locals, and cost-effectiveness were major reasons for many foreign tourists.

The law and order situation was excellent, the economy was growing rapidly, and one important factor was that majority of people in Pakistan can understand English, so foreigners were facing no barrier while interacting with locals. But since the Afghan occupation of the former USSR, the situation changed entirely. The war in Afghanistan has had adverse effects on Pakistan's economy, law and order situation, and society. Society was facing intolerance, extremism, and terrorism. The drug and gun culture has deteriorated society and the law and order situation deteriorated immensely. Tourism dropped rapidly.

Most of the tourist attractions are in far-flung areas and backward areas. The real beneficiary should be local people, in terms of jobs and small businesses. Tourism should help to eliminate poverty in their area. Local customs, habits, traditions should be respected.

We lost four decades due to the Afghan war.

However, recently, the Government of Pakistan has taken several initiatives for the revival of Pakistan. Foreign policy was put on the right track, the economy was set to take off, law and order situation has improved a lot. Tourism awareness has been emphasized and policies were introduced to promote tourism.

Overall, during the Pandemic period, tourism suffered a lot, but in Pakistan, it was not too bad. Total global GDP contribution in 2019 was 10.4% or US Dollars 9,170 Billion, whereas it dropped to 5.5 % or US Dollars 4,671 Billion in 2020. Whereas in Pakistan the impact was rather less severe: in 2019, contribution to GDP was 5.7% or Rs. 154 Billion and in the year 2020 it dropped to 4.4% or Rs. 118 Billion.

In the same way, in terms of employment generation, visitors impact, etc, the global impact was severe while in Pakistan the impact was minor. It was all due to the blessing of Almighty Allah, who has been protecting this nation from pandemics. Pakistan stands among few fortunate nations, having little impact on the Pandemic.

Although the government is sincerely struggling to promote tourism and is willing to tape all possible opportunities to attract foreign tourists to boost its economy and goodwill simultaneously. The opening up of Kartarpur Gurdwara is a typical example, which has been earning dollars as well as goodwill from the Sikh community internationally. It is believed that the situation of the Pandemic will improve shortly and tourism may become active.

Recommendations

It is believed that any government can not run the business on a commercial basis, let tourism Pakistan also depend on the private sector to develop and promote tourism. The Government of Pakistan can play the role of facilitator, and provide them protection. It is up to the private sector to invest, and earn from this important industry. Definitely, it will generate revenue and jobs, which are the objectives of any government. However, the Government should keep its eyes open if something wrong is happening under the cover of tourism. There are cases of serious

Government has taken several initiatives for the revival of tourism. Foreign policy has put on the right track, the economy has taken off and law and order situation has improved a lot while tourism awareness is well-emphasized.

crimes in domestic tourism and spying, espionage, etc in international tourism.

Understanding the nature of the Pakistani private sector, small investments and medium-sized ventures needed to be protected by the Government and avoid the monopoly of big giants. While protecting the interest of investors, tourism should be not victimized, the government needs to ensure it too. The recent incidents of harassment in Murree are extremely discouraging, the government needs to take preventive measures.

Environmental issues cannot be ignored at the cost of promoting tourism. Nature and biodiversity need to be protected. The government has the responsibility to make legislations to protect nature at all levels.

Most of the tourist attractions are in far-flung areas and backward areas. The real beneficiary should be local people, in terms of jobs and small businesses. Tourism should help to eliminate poverty in their area. Local customs, habits, traditions should be respected.

Right policies and in-time decisions are important to exploit the tourism industry in Pakistan. Only merit-based appointees can make the right policies and the right decisions at the right time. While inducting new staff, nepotism must be discouraged at all levels, especially at the higher management.

Pakistan has the potential to exploit tourism as an industry and needs to put its economy on the right track. We must explore all possibilities to get maximum benefits of tourism in the form of monetary, political, and social. Only right man for the right job, merit-based appointments, right policies, right decisions and right timings will make it possible.

The writer is Sinologist, ex-diplomat, editor, analyst, Non-Resident Fellow of Center for China and Globalization, National University of Sciences and Technology (NUST), Islamabad, Pakistan. He can be reached via email: awanzamir@yahoo.com.





Koh-e-Sulema New Attraction for Tourists

By Hassan Baig

A full-fledged Koh-e-Suleman Development Authority has been created, which is tasked to develop the areas in Koh-e-Suleman mountain Range of Dera Ghazi Khan.

Koh-e Suleman has a long history famous for its highest peak called Takht-e-Sulaiman, 11,440 ft above sea level, which was given name by famous historian and traveler Ibn-e-Batuta. It is one of the longest mountain ranges of the world starting from Ghazni in Afghanistan passing through Zhob in Balochistan to Dera Ghazi Khan through Darazinda area of Dera Ismail Khan ending up in Jacobabad Sindh.

With the induction of Usman Buzdar as chief minister Punjab, the prospects of tourism in Dera Ghazi Khan, especially in famous Koh-e-Suleman are brightened. The area has a lot of potential to become a hub of tourism in South Punjab. This neglected region suddenly gained a huge importance being rightly



prioritised by the government of Punjab. There is an immediate need of more investment in tourism industry to flourish economy creating more opportunities for the poor people of South Punjab.

Fort Munro is one of the hill top resorts, almost 6,470 ft high of sea level, established long before by the then Political Agent and Deputy Commissioner D.G. Khan, Sir Robert Sandeman, at the time of British Raj in the Sub-continent. Fort Munro used to be called Nimro Kalat in local Baloch tribes, as it is called now as well but history is not known of this Nimro, as Baloch people calling it long before British Rule in India. This resort is now fully developed and attracts a lot of tourists from all over South Punjab. The Koh-e Suleman range is almost inhabited by various tribes and tribal area of Dera Ghazi Khan starts from Bewata adjacent to Rakni area of Barkhan. There are many Baloch tribes in the area but more famous are nine tribes recognised by British. The history of nine Tumandars of Baloch Tribes as per their recognition of Britishers interestingly did not recognise one of the biggest tribes of the area called Khosas.. Some of the very strong people called Baig inhabited in Sourilound have also not been recognised. The nine tribes are Mazari, Leghari, Dreshak, Gorchani, Sourilound, Tibbi Lound, Khetran, Buzdar and Qaisarani. They speak Seraiki and Balochi both of the languages.

The area has a lot of tourism potential. It could be developed on the pattern of Murree. The poor tribal people could earn their livelihood from such tourist resorts in the area. Actually, there were literally no recreational spots for the general masses of the area, especially the youngsters, so there was an immediate need of such tourist spots like Mubarki Top, Kalgayee, Baarhi, Hik Bai, Anari Top etc. The famous Mubarki Top is a new tourist site developed in Koh-e-Suleman Mountain Range that is over 7000 feet above sea level recently handed over to TDCP Punjab. There have also been identified seven new tourist sites popularly titled and called as "Park Ways" in Koh-e-Suleman Range, again credit goes to the Chief Minister Punjab. Three out of seven tourist resorts have already been handed over to the TDCP Punjab and remaining four will be handed over in the current financial year ending on 30th June, 2022.

A full-fledged Koh-e-Suleman Development Authority has been created, which is tasked to develop the areas in Koh-e-Suleman mountain Range of Dera Ghazi Khan. It has been busy in development of areas for the last three years and has now started delivering on ground by developing areas including tourist sites and resorts now being handed over to TDCP Punjab. If we look at the development side of the area, there has been three years plan approved by Planning and Development department stretching over or covering the years 2019-20, 2020-2021 and 2020-2022 delineated as under

Status of development schemes during the last three years in Dera Ghazi

GSNos	Name	District	Approval Status	Cost	Exp Upto June 2018	Actual Expenditure Upto June 2018	Allocation 2018-19	Revised Allocation	Release By P&DD	Controlling Release	Spending Release
5845	Up-gradation and Provision of Missing Facilities at Fort Monroe Resort, District Dera Ghazi Khan	Dera Ghazi Khan	APPROVED 07-03-2019	61.2	0.0	0.0	10.0	10.0	5.0	0.0	0.0
5846	Feasibility Study for Identification of Potential Touristic Sites In Koh-e-Suleman Area (PC-II)	Dera Ghazi Khan	APPROVED 23-12-2018	13.1	0.0	0.0	10.0	10.0	1.5	0.0	0.0
Total (PKR Billion)				0.07	0.0	0.0	0.02	0.02	0.01	0.00	0.00

2019-20

GSNos	Name	District	Approval Status	Cost	Exp Upto June 2019	Actual Expenditure Upto June 2019	Allocation 2019-20	Revised Allocation	Release By P&DD	Controlling Release	Spending Release
5026	Up-gradation and Provision of Missing Facilities at Fort Monroe Resort, District Dera Ghazi Khan	Dera Ghazi Khan	APPROVED 01-07-2018	58.1	5.0	0.0	34.0	34.0	34.0	25.9	25.9
5027	Feasibility Study for Identification of Potential Touristic Sites In Koh-e-Suleman Area (PC-II)	Dera Ghazi Khan	APPROVED 23-12-2018	13.1	0.0	0.0	13.1	13.1	13.1	0.0	0.0
5038	Koh-e-Suleman Parkway	Dera Ghazi Khan	APPROVED 01-07-2019	26.0	0.0	0.0	26.0	26.0	26.0	23.4	23.4
5040	Complete Rehabilitation and Upgradation of TDCP Resort at Sakhi Sarwar (PPP)	Dera Ghazi Khan	APPROVED 13-03-2020	12.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total (PKR Billion)				0.11	0.0	0.0	0.07	0.07	0.07	0.05	0.05

2020-21

GSNos	Name	District	Approval Status	Cost	Exp Upto June 2020	Actual Expenditure Upto June 2020	Allocation 2020-21	Revised Allocation	Release By P&DD	Controlling Release	Spending Release
3758	Up-gradation and Provision of Missing Facilities at Fort Monroe Resort, District Dera Ghazi Khan	Dera Ghazi Khan	APPROVED 07-03-2019	58.1	27.8	30.9	30.2	30.2	30.2	30.2	30.2
3759	Koh-e-Suleman Parkway	Dera Ghazi Khan	APPROVED 29-05-2019	38.4	23.4	23.4	15.0	5.0	5.0	5.0	5.0
3760	Complete Rehabilitation and Upgradation of TDCP Resort at Sakhi Sarwar	Dera Ghazi Khan	APPROVED 13-03-2020	12.0	0.0	0.0	12.0	12.0	12.0	12.0	12.0

2021-22

GSNos	Name	District	Approval Status	Cost	Exp Upto June 2021	Actual Expenditure Upto June 2021	Allocation 2021-22	Revised Allocation	Release By P&DD	Controlling Release	Spending Release
6756	Koh-e-Suleman Parkway	Dera Ghazi Khan	APPROVED 29-05-2019	32.5	30.4	0.0	2.0	2.0	2.0	2.0	2.0
6771	05 Nos. Single Deck Convertible Buses For Promotion of Tourism In D.G Khan, Multan and Bahawalpur	Dera Ghazi Khan	APPROVED 27-07-2021	120.0	0.0	0.0	90.0	90.0	0.0	0.0	0.0
Total (PKR Billion)				0.15	0.0	0.0	0.09	0.09	0.00	0.00	0.00





GOVERNMENT OF PAKISTAN
**MINISTRY OF RELIGIOUS AFFAIRS
AND INTERFAITH HARMONY**
Green Trust Tower, 8th Floor, Blue Area, Islamabad

INVITATION OF APPLICATIONS FOR
MINORITIES STUDENTS SCHOLARSHIPS
(FOR THE FINANCIAL YEAR 2021-22)

Applications are invited from students of minority communities for grant of scholarships for different categories (from Primary Level to Professional level) as per policy and rates for the current financial year 2021-22. Following criteria will be observed strictly:-

- i. Regular Minority Students of Government Institutions (only) who have passed their annual examination during the last one year and scored at least 50% marks are eligible to apply. In case of GPA system evaluation sheet from the respective institution is must.
- ii. Candidate's Parent Income must not exceed Rs.35,000/- per month.
- iii. The application will be on New Prescribed Performa, duly supported with attested copy of marks sheet of last examination. In case of semester system attested copies of marks sheets for last two semesters and Father/Guardian's Parent Original Income Certificate.
- iv. All particulars of the students concerned will be certified by the Head of Educational Institution, also verifying that attested copy of the school progress report/marks sheets of the last annual examination showing actual performance of the student are enclosed. Marks sheet prepared on printed form or plain paper afresh will not be accepted.
- v. Head of institution or Employer should ensure correct financial position of student's parent/guardian before signing the Income Certificate.
- vi. Head of the Institution should check that form are complete in all respect, required certificates/documents are attached and prepare a list of eligible students and send it to this Ministry along-with covering letter duly signed by him/her.
- vii. Students receiving financial assistance, stipend or scholarship etc. from any other source will not be eligible.
- viii. CNIC/NADRA B-Form number (in case of younger than 18 years) of the Student must be written on the forms and also attach attested copies of the same. There is no need to attach the copy of parent/guardian's CNIC
- ix. All columns of the New Application Form must be filled in properly and carefully, particularly the name of institution and class. Incomplete forms will not be accepted. Students of private institutions are not eligible to submit applications otherwise their applications will be rejected at initial level.
- x. Students/parents/guardians are advised, in their own interest to provide contact number and email address to get possible queries resolved in time.
- xi. (Note:- the applications forms received before advertisement and after closing date and on old form may not be considered)

2. The applications, complete in every respect, with documentary evidence, must reach the undersigned within 30 Days of publishing of this advertisement. Applications received after due date will not be entertained. Application forms can either be photocopied from Newspaper, downloaded from the Website of this Ministry www.mora.gov.pk or can be obtained free of cost from this Ministry.

(Imran Rashid)

Section Officer (IH), Ph:- 051-9207466

APPLICATION FOR SCHOLARSHIP FOR STUDENTS OF MINORITY COMMUNITIES

(Use Blue ink for filling up and attesting the form)

1. Name of the Student (in Block Letters).....
2. CNIC/NADRA B-Form No of Student..... (Copy enclosed)
3. Gender (Male/Female).....4.Community.....
5. Class & Course in which studying
6. Residential Address of the student
-
- Contact NoEmail
7. Father's/Gardian Name.....8. Father's Occupation/Profession.....
9. Class & Course on the basis of which Scholarship is being claimed.....
10. Name of institution (Must be a Govt. institute)
-(Tehsil).....
- (District).....(Contact No.).....
11. Details of last annual examination passed (a) Year..... (b) Marks obtained
- Total Marks Percentage of obtained marks%

Dated.....

Signature of the applicant

CERTIFICATE OF THE HEAD OF INSTITUTION

(Application of Private institute is not accepted)

Certified that Mr./Ms.....
Son/daughter of Mr.....is a bonafide student of this Govt. institution.
He/She is studying in class.....He/She is not receiving financial help from any other source
His/Her conduct is satisfactory and he/she fully deserves financial help. It is, further certified that this is a
Government and not a private institute.

Signature and Stamp

INCOME CERTIFICATE OF THE FATHER/GUARDIAN OF THE STUDENT

Certified that Mr./Mrs.....is working
as.....in.....and
his/her monthly income is about Rs.....He/She is.....of the applicant/Student.

(Relationship)

Signature and Stamp

(Employer Or Principal/Head of the institution)

CHECK LIST (without these mandatory documents application may not be considered)

- i) Attested copy of CNIC/NADRA B-Form of Student only.
(Note:- No need to attach the copies of parents/guardian's CNICs, photo and domiciles etc.)
- ii) Attested Copies of Marks Sheets/DMC/Progress Report of last annual exam.
(Note:- in case of semester system, students are required to attach attested copy of marks sheets
of last two semesters. In case of GPA system evaluation sheet is mandatory).
- iii) Original Income Certificate of parent/guardian for the current year.
- iv) All columns must be filled up completely and duly certified by the head of Govt. Institution.



The building department will be completing all these projects within given time frame, as Chief Minister Buzdar is taking personal interest in all these projects. After handing over to TDCP Punjab, it will be Tourism department taking care of these resorts. As per SOP, all these resorts will have modern outlook serving the visitors with facilities of Rest areas, Tuck shops and food courts.

The famous Mubarki Top is one of the best resorts, as it is lush green mountainous area opposite to mostly dry Koh-e-Suleman Range. Snow fall is a routine in winter, whereas clouds with rain in almost all seasons in the sky can be found. It used to be jeepable area but now can be reached through cars and SUVs after the development. Hik Bai is another area being developed for tourists of the area. It is close to Fort Munro.

All the seven sites including Mubarki Top, Kalgayee, Baarhi, Mat Chandia, Hik Bai, Anari Top and Sanghar titles 'Park Ways' are a great reflection of development side of Koh-e-Suleman Mountain Range. The area of Zindapeer is also very popular as tourist resort now a days and it needs to be developed on the pattern of other resorts being developed by the government of Punjab. This development needs to be focussed, as it can bring a new economic revolution for the poor people of South Punjab. It is surrounded by olive groves, pine-nut (Chalghoza) forests, and hosts wild animals like markhors, wolves, rabbits, eagles and patridges.

The Koh-e Suleman range is almost inhabited by various tribes and tribal area of Dera Ghazi Khan starts from Bewata adjacent to Rakni area of Barkhan. There are many Baloch tribes in the area but more famous are nine tribes recognised by British. The history of nine Tumandars of Baloch Tribes as per their recognition of Britishers interestingly did not recognise one of the biggest tribes of the area called Khosas.. Some of the very strong people called Baig

inhabited in Souri Lound have also not been recognised. The nine tribes are Mazari, Leghari, Dreshak, Gorchani, Souri Lound, Tibbi Lound, Khetran, Buzdar and Qaisarani. They speak Seraiki and Balochi both of the languages.

The area has a lot of tourism potential. It could be developed on the pattern of Murree. The poor tribal people could earn their livelihood from such tourist resorts in the area. Actually, there were literally no recreational spots for the general masses of the area, especially the youngsters, so there was an immediate need of such tourist spots like Mubarki Top, Kalgayee, Baarhi, Hik Bai, Anari Top etc. The famous Mubarki Top is a new tourist site developed in Koh-e-Suleman Mountain Range that is over 7000 feet above sea level recently handed over to TDCP Punjab. There have also been identified seven new tourist sites popularly titled and called as "Park Ways" in Koh-e-Suleman Range, again credit goes to the Chief Minister Punjab. Three out of seven tourist resorts have already been handed over to the TDCP Punjab and remaining four will be handed over in the current financial year ending on 30th June, 2022.

A full-fledged Koh-e-Suleman Development Authority has been created, which is tasked to develop the areas in Koh-e-Suleman mountain Range of Dera Ghazi Khan. It has been busy in development of areas for the last three years and has now started delivering on ground by developing areas including tourist sites and resorts now being handed over to TDCP Punjab. If we look at the development side of the area, there has been three years plan approved by Planning and Development department stretching over or covering the years 2019-20, 2020-2021 and 2020-2022 delineated as under:



The writer is a development communications professional.



INVITATION TO BID

E-Bids are invited through SAP Ariba from eligible contractors with adequate past relevant experience and financial capabilities for the below captioned tender(s):

Sr. #	Tenders Description	Tender No	Bidding Procedure	Tenders Availability
01	Replacement of Panaflex with ACM & Blue Bars at Retail Outlet across Pakistan	RC-15548-GM	Single Stage Two Envelope	These tenders will be available only through SAP Ariba Portal
02	Rehabilitation of Vertical Storage Tank # 1001 and Tank# T10 at ZOT	IP- 15545-GM	Single Stage Two Envelope	
03	Rehabilitation of Tanks T-431 and T-433 at PSO Keamari Terminal - A.	IP-15621-GM	Single Stage Two Envelope	
04	Signage & Graphic Works Required At Retail Outlets Anywhere In Pakistan.	RC-15628-JA	Single Stage Two Envelope	
05	Annual Contract of Tank Lorry Calibration Unit at ZOT Mehmood Kot, Machike Installation and Tarujabba Depot	QA-A4067-KF	Single Stage Two Envelope	
06	Supply of JET A-1 Filter Element at SIHALA	OP-15605-WA	Single Stage Two Envelope	
07	Supply of High Density Poly Ethylene (HDPE) Injection Grade at Lube Manufacturing Terminal Korangi	LT-15420-NBR	Single Stage Two Envelope	
08	Construction of Lab at Chakpirana Depot	CF-15635-MA	Single Stage Two Envelope	
09	Supply of Hydraulic Hoist at PSO Central Store Keamari	RC-15636-SS	Single Stage Two Envelope	
10	Supply of Automatic Voltage Stabilizers with Surge Protector at PSO Central Store Keamari	RC-15637-SS	Single Stage Two Envelope	
11	Supply and installation of various Furniture items at PSO Countrywide Locations	AD-15640--FI	Single Stage Two Envelope	
12	Procurement of Data Center and Access Layer Switches	IT/15638-FI	Single Stage Two Envelope	
13	Procurement of Secondary WAF (Web Application Firewall) virtual appliance	IT/15639-FI	Single Stage Two Envelope	
14	Supply of Aluminum Composite Material (ACM) 4mm thick Sheets	IP/15634-IA	Single Stage Two Envelope	

TENDER FEE:- PAK Rupees 2,000/- (Non-Refundable) in favour of Pakistan State Oil Company Limited. (For Each Tender)

Serial No. 1 To 10	Date	Time
Tender Documents Collection (through SAP ARIBA) Date & Time	From 06.09.2021 to 20.09.2021	08:30 AM to 04:30 PM
Bid Submission (through SAP ARIBA) End Date & Time	22.09.2021	TILL 02:15 PM
Bid Opening (through SAP ARIBA) Date & Time	22.09.2021	03:00 PM ONWARDS

NOTE: For Single Stage Two Envelope bidding procedure, commercial bid opening date and time will be communicated later to the technically qualified bidders only.

Serial No. 14	Date	Time
Tender Documents Collection (through SAP ARIBA) Date & Time	From 10.09.2021 to 05.10.2021	08:30 AM to 04:30 PM
Bid Submission (through SAP ARIBA) End Date & Time	07.10.2021	TILL 02:15 PM
Bid Opening (through Sap Ariba) Date & Time	07.10.2021	03:00 PM ONWARDS

NOTE:

- For Tenders # RC-15548-GM & RC-15628-JA valid PEC Certificate is required as follow in relevant field of specialization.
PEC Certification in category C4 & above for Three (03) Zones.
PEC Certification in category C5 for One (01) & Two (02) Zones.
- For Tender # IP- 15545-GM; Valid PEC certificate for category C3 & above in relevant field of specialization is also required.
- For Tender # IP-15621-GM; Valid PEC certificate for category C4 & above in relevant field of specialization is also required.
- For Tender # CF- 15635MA; Valid PEC certificate for category C6 & above in relevant field of specialization is also required.

SPECIAL INSTRUCTIONS:

Any party interested to participate in any of the tender(s) may send its request for tender documents through SAP Ariba Portal in the following manner:

- Scanned copy of the duly signed and stamped request on official letterhead of the bidder shall be uploaded on SAP Ariba Portal. In the subject request letter, please mention "Tender Documents Collection Request- Tender No. _____".
- Request shall be accompanied by scanned copies of the following:
 - Valid NTN, GST/PST certificates, CNIC of owner/ authorized representative. Vendor should be an active tax payer.
 - Evidence of deposit of Rs. 2,000/- (mentioning the tender #) as Tender Fee in the following bank account:

Title of Account - PAKISTAN STATE OIL COMPANY LIMITED
IBAN: PK30 HABB 0007 8640 3245 3217
Account No. 0786-40-3245-3217 Branch code 0786 HBL Plaza Branch
I.I. Chundrigar Road, Karachi.

This advertisement is also available on PSO website www.psopk.com/procurement and PPRA website www.ppra.org.pk. Please note that interested vendors not having Ariba Network ID are requested to register themselves on SAP Ariba Portal by clicking on the link below to access and participate in upcoming PSO tenders.
<https://psopk.com/en/about-us/business-partners/sap-ariba>

The bidders are urged to visit PSO & PPRA websites regularly for any further changes that may be updated by the Company, from time to time, keeping in view the ongoing situation caused by the Corona virus (COVID-19).

PAKISTAN STATE OIL COMPANY LIMITED
 2ND FLOOR, PSO HOUSE, KHAYABAN-E-IQBAL, CLIFTON, KARACHI
 TEL: 111-111-PSO (776), Ext: 2223, 2214
 Website: www.psopk.com/procurement

PID(I) 592/21



ڈیجیٹائزیشن آف لینڈ ریکارڈز

وزیر اعظم عمران خان کے ورژن کی عملی تعبیر

جیوگرافیکل انفارمیشن سسٹم کے ذریعے وفاقی دارالحکومت کی مکمل کیڈ سٹرل مپنگ



حکومت پاکستان

- ◀ اور سیز پکستانوں کی املاک کا تحفظ / آن لائن معلومات تک رسائی
- ◀ شہری و دیہی علاقوں میں حدود کا تعین / تمام خسروہ جات کی مکمل نشاندہی
- ◀ سیکٹرز، ہاؤسنگ سوسائٹیز اور دیہی و کچی آبادیوں کا مکمل سروے
- ◀ اراضی ملکیت و املاک کے حوالے سے قانونی پیچیدگیوں اور سرخ فیتے سے نجات
- ◀ قبضہ یافتہ کا تدارک

◀ مساویوں کی بجائے اب آن لائن نشانہ بندی ممکن

◀ درست قیمتوں کا تعین

◀ درستی

◀ قیمتوں کی

◀ مساویوں کی

یوم دفاع و شہداء 2021 DEFENCE & MARTYRS DAY



وطن کی مٹی گواہ رہنا

