

MONTHLY MAGAZINE FOR HOTEL, RESTAURANT, AIRLINE, TRAVEL & TOURISM INDUSTRY

HOSPITALITY PLUS

VOL# 15 | ISSUE# 11 NOVEMBER 2021



CAP & COTHM

CELEBRATE INTERNATIONAL CHEFS DAY

IN PAKISTAN

HEALTHY FOOD FOR THE FUTURE



Mohammad Pervaiz Malik
A Selfless Humane who
Lived for Humanity!



Sajid Baloch
Executive Director
NAVTC



Arif Anis
Famous Writer
and Life Coach



Chef Casper Bogeskov
At COTHM



NESCAFÉ®

“Handcrafted
with love”



Cappuccino

Espresso

Latte

Cardamom Tea

Karak Chai

Kashmiri Chai

Long Black





NESCAFÉ®

INTRODUCING WHOLE ROASTED COFFEE BEANS






**GROWN
RESPECTFULLY**
— NESCAFÉ 1938 —



GRILLED CHEESE
SANDWICH &

TATER TOTS

   | [adamsmilkfoods](https://www.adamsmilkfoods.com)



Visit the estore to buy full range of Adam's products.
www.adamsstore.com | info@adams.pk



Made with Real Eggs



CONTENTS



Hospitality Plus

Vol#15/Issue#11 | November 2021 | Reg#1391/20040102

Articles and other write-ups are contributed by different writers. Views published in the magazine do not necessarily reflect the management's policy.



Price: Rs.200

Chief Editor/Publisher

Ahmad Shafiq

Deputy Chief Editor

Zaheer Ahmad

Executive Editor

Samina Ahmad

Editor

Fraaz Mahmud Kasuri

Joint Editor

Babar Sheikh

Associate Editor

Zainab Shafiq

News Editor

Noor ul Ain Ali

Social Media Manager

Sarmad Asif

Contributors

Masood Ali Khan

Aftab Rana

Akhtar Mummunka

Prof. Shuaib Raza

Director Art & Design

Aamir Kashif

Marketing Manager

Arslan Zaheer

IT Manager

Rizwan Hameed

Chief Photographer

Waqas Ali

Photographer

Adnan Aslam

Printed by

Udoos Printing Press

394-Hunza Block, Allama Iqbal

Town, Lahore

For comments please write to us at:

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road,

New Garden Town, Lahore .

Mob: 0302- 4090092

Tel: 042 35913580-81-82-83

E-mail: office@hospitalityplus.com.pk

Editor's Note 6

Government should be a facilitator; not to interfere in business affairs

COVER STORY 7-12

CAP & COTHM celebrate Int'l Chefs Day in Pakistan

ARTICLE 15-16

A look at the 'hidden treasure' that is the Pakistan Pavilion at Dubai Expo 2020

EVENT 17-18

'Food Hackathon' seeks solutions to solve major health challenges in Pakistan

MEMORIAL 19-20

Mohammad Pervaiz Malik:

A selfless humane who lived for humanity!

VISIT 22

NAVTTCC ED Sajid Baloch lauds COTHM's services for industry

ARTICLE 23-24

It's time for Pakistan to protect its heritage and save its artisans

ARTICLE 27-29

The amazing women of Kalash

BOOK LAUNCH 31

Corporate training Guru Arif Anis launches 4th book Subho Bakhair Zindgi

SUCCESS STORY 32

A star of COTHM, Muttaal Tahir, shining in Germany

ARTICLE 33-34

Here is how you can become a commercial pilot in Pakistan

ARTICLE 37-38

Sethi House: The Mughal-Central Asian architecture turns into tourist destination

ARTICLE 39-41

What are the benefits of healthy eating?

INDUSTRY HIGHLIGHTS 43-46

PAGE 7



PAGE 17



EDITOR'S NOTE



AHMAD SHAFIQ | CHIEF EDITOR | shafiq@cothm.edu.pk    

HOSPITALITY PLUS MAGAZINE (MONTHLY PUBLICATION)

Chief Editor:

•Hospitality Plus Magazine (ABC Certified Monthly Publication)

Chief Executive Officer:

- College of Tourism & Hotel Management (COTHM) Pakistan & Dubai
- Consult COTHM, Dubai UAE
- COTHM Travel Solutions
- COTHM Hospitality Foundation (CHF)
- COTHM Manpower International (CMI)

Director:

•Board of Directors of Pakistan Tourism Development Corporation (PTDC)

Member:

- Council of Pakistan Newspapers Editors (CPNE)
- All Pakistan Newspapers' Society (APNS)

Chairman:

•'Event Management Committee' of CPNE



PAGE
19



PAGE
22



HOSPITALITY AND TOURISM

GOVERNMENT SHOULD BE A
FACILITATOR; NOT TO INTERFERE
IN BUSINESS AFFAIRS



Any industry anywhere in the world cannot function properly if it is not supported by the relevant government departments. This thing directly applies to the industry of hospitality and tourism here in Pakistan where most of the people are associated with this industry on their own.

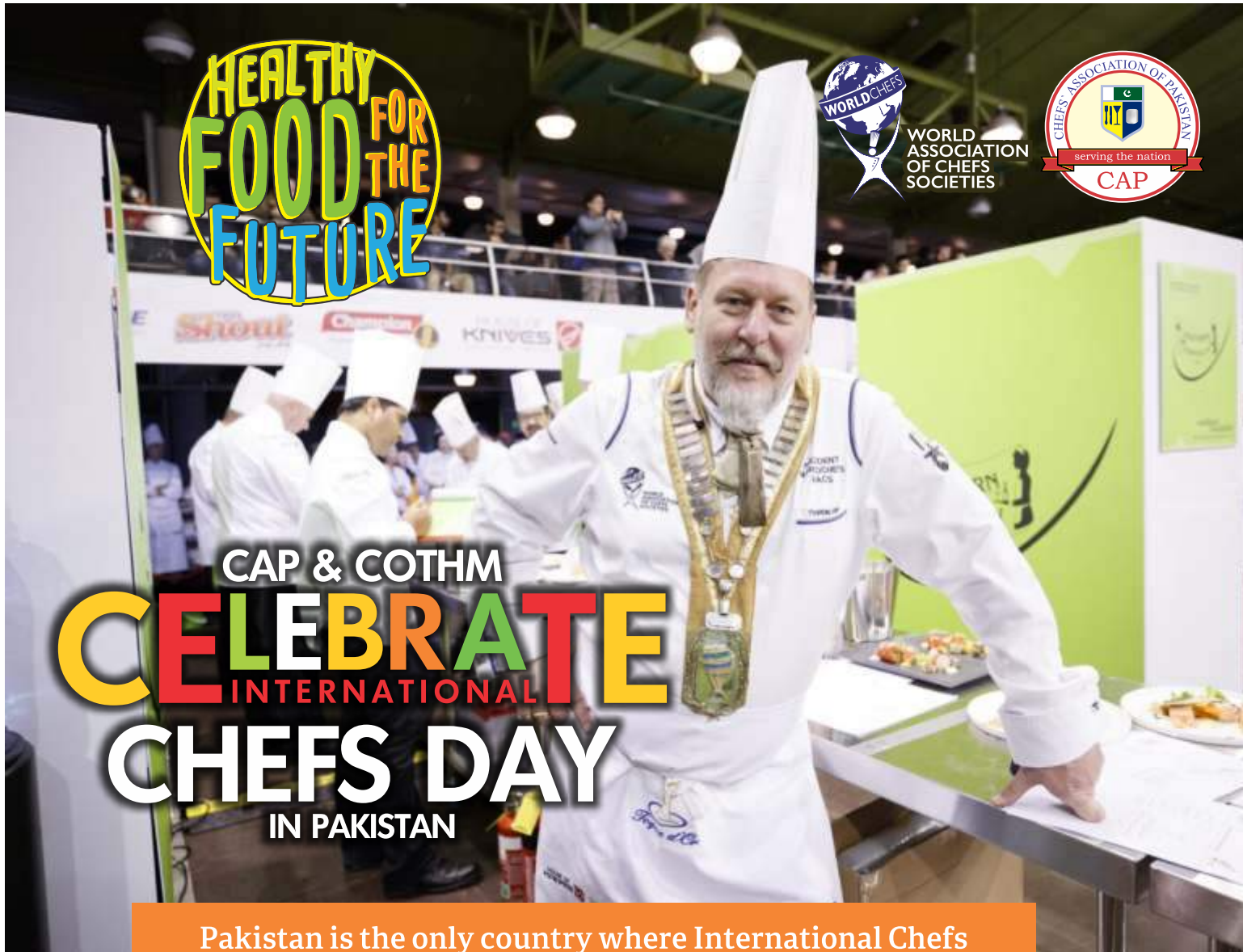
From Punjab to KPK, a huge number of travel and tour operators, hotels, restaurants, and other allied companies are already facilitating the customers at a large scale. Not only local but also foreign visitors, tourists and food enthusiasts visit different hospitality and tourism places in the country and contribute to the national exchequer.

If this process is supported and regulated by the government departments, the results can be multiplied to any number of our choice. But the unfortunate thing is that here in Pakistan, the government itself is involved in hospitality and tourism businesses that slows down the functionality of other outlets in the same field.

The best possible solution to this phenomenon is that the government should restrict itself to only facilitation processes and never jump into the business ventures as a party. This will speed up the operations of this industry in Pakistan by encouraging the stakeholders already working in country. This move would also pave the way for new hospitality and tourism business enthusiasts who would be able to start their ventures with minimum legal complications.

The government must take stern notice of this issue and direct all the relevant bodies in the country to play the role of a facilitator instead of doing business themselves.

Thanks



HEALTHY
FOOD FOR THE
FUTURE



WORLD
ASSOCIATION
OF CHEFS
SOCIETIES



CAP & COTHM
CELEBRATE
INTERNATIONAL
CHEFS DAY
IN PAKISTAN

Pakistan is the only country where International Chefs Day is celebrated in 15 major cities at a time.

Chefs Association of Pakistan, in strategic partnership with College of Tourism & Hotel Management (COTHM), celebrated International Chefs Day in the 15 cities of Pakistan including Lahore, Islamabad and Karachi on October 20, 2021.

Reportedly, CAP which is the only national chefs association of Pakistan affiliated with the Worldchefs, Paris organized a series of weeklong cooking competitions among the trained chefs in the 15 cities of Pakistan to celebrate the International Chefs Day with professional zeal and zest. Pakistan is the only country where International Chefs Day is celebrated in the 15 major cities at a time.

Provincial Minister for Social Welfare and Treasury Syed Yawar Abbas Bukhari graced the event as chief guest while renowned journalist and

TV host Sohail Warraich and Danish Chef Casper Bogeskov Jensen joined the event as the guests of honour in Lahore.

In Karachi, Awari Towers General Manager Olivier Francais, Council General of Philippines Dr Muhammad Imran, Council General of Japan



Names of the winners of the competitions were announced during the events and certificates and prizes were distributed among them.





in Karachi Ashida Katsunori, National Foods Limited Director Sales Hassan Sarwat and National Foods Limited Head of Food Services Yasar Basheer attended the celebrations as chief guests.

Names of the winners of the competitions were announced during the events and certificates and prizes were distributed among them.

CAP Patron-in-Chief Rao Zubair Khan, CAP Secretary General Ahmad Shafiq and CAP Vice President – Corporate Waqar Ilyas, Zaheer Ahmad and Shahid Qadir welcomed the guests in Lahore.

COTHM Karachi Executive Director Sabir Ahmed, Tahseen Qazi, Usaid Ahmed and Syed Azhar Jamil welcomed the guests in Karachi.

Syed Yawar Abbas Bukhari while talking to the audience said that chefs

“
COTHM CEO Ahmad Shafiq appreciated the winners and told them to get ready for the future culinary competitions to be held in different parts of the world.
 ”

are the magicians who change the moods of the people with the taste in their hands. He encouraged the young and professional chefs to be market leaders in future.

Rao Zubair Khan said that the winners of the culinary competitions have proved that cooking is a skill that is learnt professionally.

Ahmad Shafiq appreciated the winners and told them to get ready for the future culinary competitions to be held in different parts of the world. Pakistan needs a youth properly trained and skilled in different professional fields, he





The companies which contributed for the successful conduct of the activity were Shangrila, Ambassador, KnN's, Nestle, Seasons Canola, and Drinkley Water.



said adding that only then we can reach the pinnacle of success when we shall choose the path of hard work and devotion.

Chef Casper said that we need to change our eating habits and bring more vegetable choices in our day-to-day eating. He also said that in Pakistan the rate of diseases like diabetes and high blood pressure is increasing and only careful eating can prevent the people of Pakistan from such diseases.

COTHM Karachi Executive Director Engineer Sabir Ahmed said that healthy food is the basic human need and the role of a chef is becoming important in the society in this regard.

All the officials and representatives sponsoring the event were respectfully called upon the stage to receive their acknowledgement shields in all the events. The companies which contributed for the successful conduct of the activity were Shangrila, Ambassador, KnN's, Nestle, Seasons Canola, and Drinkley Water.

At the end, thousands of professional and under-training chefs who attended the events keenly were served with refreshments.









STAY CONNECTED WITH COTHM



www.cothm.edu.pk

ADMISSIONS
OPEN

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM

DEPARTMENT OF **CULINARY ARTS**

1- Graduate Diploma in International Culinary Arts	(2-Year)	UK
2- Advanced Diploma in Culinary Arts	(18-Month)	UK
3- Diploma in Culinary Arts	(9-Month)	UK
4- Certificate in Professional Cookery	(3-Month)	UK
5- Certificate in Cuisines of the World	(3-Month)	COTHM
6- Certificate in Food and Nutrition Science	(3-Month)	COTHM
7- Certificate in Pakistani Cuisine	(6-Month)	COTHM
8- Specialization in Pakistani Cuisine	(3-Month)	COTHM
9- Certificate in Food Stylist	(3-Month)	COTHM



(DUAL-INTERNATIONAL QUALIFICATION)

INTERMEDIATE IN CULINARY ARTS

Entry Level: Matric

Program Duration:

2-Year (Theory /Practical + 3-Month Internship)



HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road, Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:
Mob: 0336-2226846

COTHM JOHAR TOWN:
Mob: 0309-8887111

COTHM ISLAMABAD:
Mob: 0309-3337775

COTHM MULTAN:
Mob: 0300-8639014

COTHM RAWALPINDI:
Mob: 0336-8851737

COTHM GWADAR:
Mob: 0306-7777011

COTHM SAHIWAL:
Mob: 0321-1110045

COTHM RAHIM YAR KHAN:
Mob: 0334-5877966

COTHM GUJRANWALA:
Mob: 0320-0004003

COTHM FAISALABAD:
Mob: 0321-8822640

COTHM BAHAWALPUR:
Mob: 0345-4219999

COTHM OKARA :
Mob: 0322-3090092

Shangrila

THE FOOD EXPERTS!

IT'S PERI PERI TASTY

A portfolio of sauces specifically put together & made from signature chilli 'PERI PERI' with varying heat levels to meet & relish your taste palate. This range encompasses something for everyone from starter to an extreme heat lover for PERI PERI diehards.



BEST WITH



Grilled Chicken



Peri Bites



Drumsticks



Steaks

A LOOK AT THE HIDDEN TREASURE THAT IS THE PAKISTAN PAVILION AT DUBAI EXPO 2020

The pavilion showcases a 'rich tapestry' of the country's art, culture and tradition, curated by renowned artists and creatives.

There is a lot of hype about the Pakistan Pavilion at the Dubai Expo on social media and for good reason. While the colourful facade of the pavilion has been grabbing everyone's attention, the exhibition inside even better, showcasing the country's rich heritage of art, culture and traditions curated by a mix of renowned artists, designers, filmmakers and musicians.

People from around the world have flocked to Dubai to attend the Expo 2020 which opened on October 1 and will last till March 31, 2022, under the theme of 'Connecting Minds, Creating the Future'. It is the biggest event held in the region since the pandemic began. The expo hopes to display architectural marvels and technological innovations, following in the footsteps of the historic World Expos that have been held in the last 170 years.

A total of 192 countries have participated in the Expo, including Pakistan, as it is an opportunity to showcase opportunities in tourism, commerce and investment. Pakistan's theme at the Expo is 'The Hidden Treasure', showcasing "our people, history, culture, places & economic potential" meant to "amaze the world".

The showcase is an amalgamation of various thematic exhibits, principally curated by artist and designer Noorjehan Bilgrami. "The narrative of the Pakistan Pavilion reflects the poetic way in which the past, present and future are woven together as a tapestry that reveals the rich and layered history, culture, people and traditions of this land, while also highlighting the immense potential and possibilities it holds for the future," Bilgrami said, according to the Expo

website.

The Pakistan Pavilion's official social media handles also give viewers a glimpse into Bilgrami's work at the Expo.

The pavilion's facade has been designed by artist Rashid Rana. The "hypnotic design" is meant to "represent the multifaceted sides of Pakistan, from seasons to culture".

Architect Shahid Abdulla also worked on the facade and his work was driven by purpose. "We have to change the image by saying the truth [about] what Pakistan is all about," he said.

Inside the Pavilion, visitors get to witness an intricate hand-drawn timeline, dating the history of our land all the way back to 7000 BC, up till 1947. The timeline has been created by artist Naveed Sadiq.

Awaiting the visitors is also an installation by artist Affan Baghpati "inspired by the minarets" in sacred spaces.

Filmmaker Jami has also contributed to the exhibition. Visitors can explore work by him and his team at Azad Films who have "captured the unique spirit of Pakistan's sacred spaces at the many mosques, shrines, temples, gurudwaras and churches found across our country".

Music producer Rohail Hyatt, who helped bring Coke Studio Pakistan to life, created the official soundtrack for Pakistan's exhibition. "I was tasked with creating a soundtrack that depicted the country's traditional as well as contemporary sounds," he said on Instagram. "It was clear that we had not set out to make

songs, but instead, wanted to create something rich, with various musical styles of Pakistan. Thus was born the idea of an inclusive and abundant soundtrack, featuring classical, folk, Qawali; showcasing the cultural heritage of our great country."

Award-winning filmmaker, cinematographer and producer Jawad Sharif and his team "travelled all across Pakistan, from Tharparkar to Gilgit, to film the unique, indigenous craft traditions of Pakistan" for the Pakistan Pavilion at the Expo.

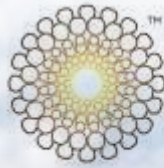
Twitter has been all praises for the Pakistan Pavilion as people express their excitement at what they've been able to witness so far. "The gorgeous Pakistan pavilion at Dubai Expo!" a user tweeted.

"Congratulations to the team led by Noorjehan Bilgrami responsible for curating the Pakistan pavilion at the Dubai Expo. The pavilion has been getting rave reviews from visitors all around the world," lawyer and activist Jibran Nasir posted on Twitter.

"[The] pavilion at Expo 2020 Dubai brilliantly showcases the great beauty and diversity of Pakistan's landscapes & people," tweeted British diplomat Iona Thomas.

The Pakistani curations look stunning enough for us to seriously consider taking a trip to Dubai just to see the pavilion. It is a brilliant glimpse into Pakistan's rich heritage and the work that has gone in is definitely worth the hype on social media.

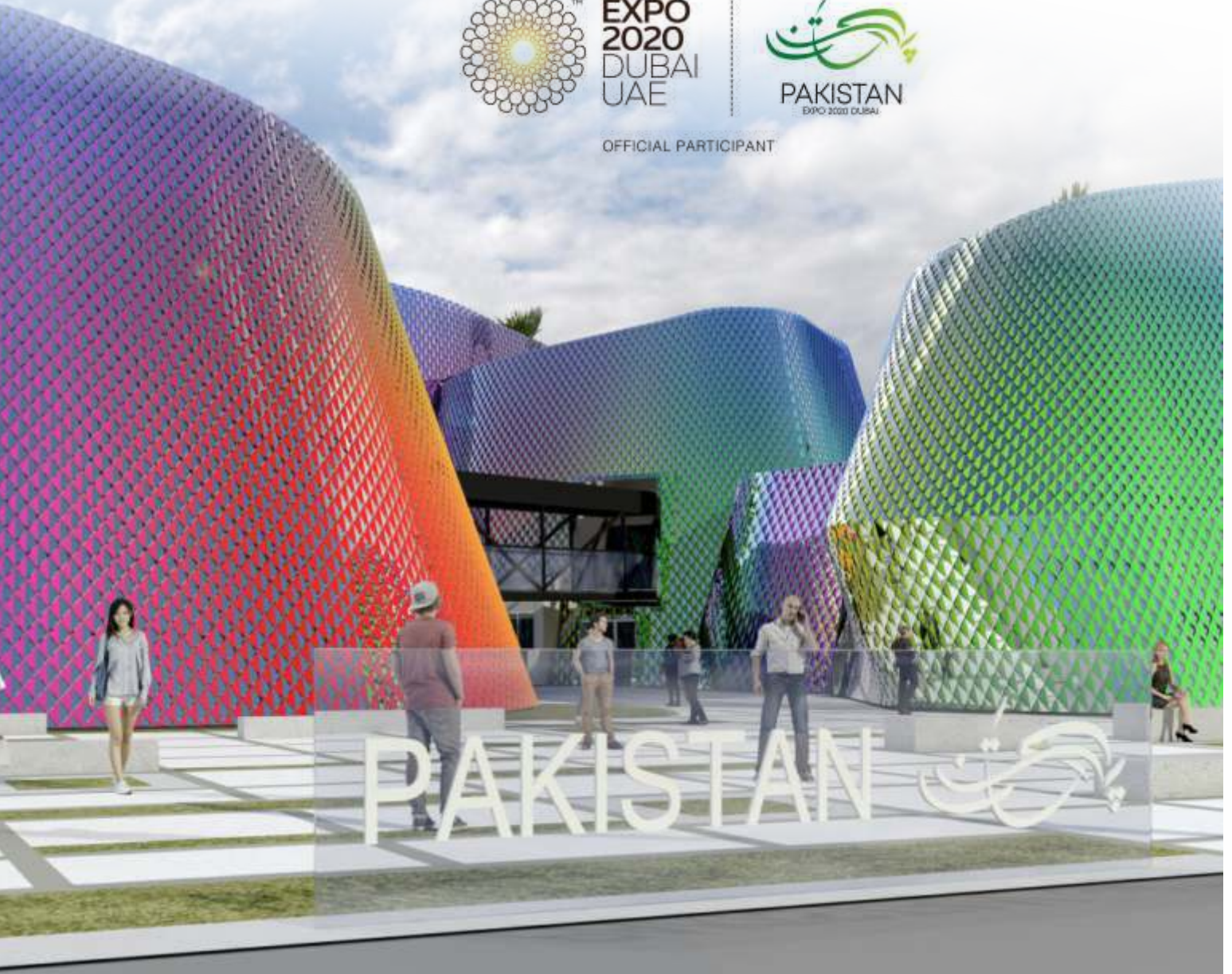




EXPO
2020
DUBAI
UAE



OFFICIAL PARTICIPANT





FOOD HACKATHON

SEEKS SOLUTIONS TO SOLVE MAJOR HEALTH CHALLENGES IN PAKISTAN

Exploring modern techniques, operational efficiency and vegetarian cuisine, the Royal Danish Embassy, in coordination with Community World Service Asia and Diet Studio by COTHM organized a 'food hackathon' on 18th of October.

The hackathon's key objectives were to raise awareness on preventing the mounting prevalence of diabetes and obesity in Pakistan due to poor eating habits and educate, train and inspire Pakistanis to implement healthy eating and cooking habits. The workshop was conducted by a renowned Danish Chef, Casper Bogeskov.

"By doing one simple thing, we are addressing three major issues," said Casper. He cited the three issues as individuals' health, environmental conservation, and personal economics.

On the day, the participants enjoyed learning delicious vegan Pakistani dishes and environmental concerns that are usually ignored during cooking.

Following the hackathon, the participants pledged to review their current and emerging knowledge on the concept of sustainable diets within the field of food and nutrition.







MOHAMMAD PERVAIZ MALIK

A SELFLESS HUMANE WHO

LIVED FOR HUMANITY!



It is a testament of his philanthropy that he founded an organization “Lahore Businessmen Association for Rehabilitation of the Disabled” (LABARD) that has been serving Persons with Disabilities (PWDs) since 2000.

Thousands of people come and go in the world every day but there are only a few of them who live their lives in such a way that history remembers them always. Mohammad Pervaiz Malik is one such personality. He was born on November 18, 1947 in Lahore. After completing his education, he got involved in the textile business and spent his life as a successful businessman, a successful politician, and above all, a social worker and philanthropist.

It is a testament of his philanthropy that he founded an organization “Lahore Businessmen Association for Rehabilitation of the Disabled” (LABARD) that has been serving Persons with Disabilities (PWDs) since 2000 and he remained the honorary president of LABARD until his last breath.

LABARD had also started the construction of an international-standard, state of the art, and fully accessible Rehabilitation & Vocational Training centre on an 8-kanal piece of land at canal bank, Harbanspura, Lahore. Muhammad Pervaiz Malik performed the ground breaking ceremony and arranged funds for the completion of this project. He was to formally inaugurate this Rehabilitation & Vocational Training centre in November 2021, but before that he left the mortal world.

So far, more than 100,000 special



Pervaiz Malik had given up all his business and political engagements in the last 1 to 2 years due to his health issues but his love for humanity and LABARD remained the same.



persons have benefited from the services of LABARD free of cost. These services include counselling, vocational training, provision of employment, provision of assistive devices, medical facilities, interest free loan, educational scholarships and financial assistance.

Pervaiz Malik had given up all his business and political engagements in the last 1 to 2 years due to his health issues but his love for humanity and LABARD remained the same. He always spent his quality time with LABARD serving the humanity at large.

We believe that his services for the most neglected segment of the society will be a source of forgiveness for him. May Allah Almighty make his grave one of the beautiful gardens of heaven and shower His blessings upon him. Ameen!



STAY CONNECTED WITH COTHM



www.cothm.edu.pk

ADMISSIONS
OPEN

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM

DEPARTMENT OF

HOSPITALITY MANAGEMENT

LEVEL 6-UK

Professional Diploma in

1- **Tourism & Hospitality Management** (UK)

14-Months + 4-Months Internship, (Entry Level: Intermediate)

LEVEL 7-UK

Executive Diploma in

2- **Hospitality & Tourism Management** (UK)

6-Months (1-Semester) (Entry Level: Bachelor's / Master's)

Graduate Diploma in

3- **Hospitality & Tourism Management** (USA)

14-Months + 4-Months Internship, (Entry Level: Intermediate)

Postgraduate Diploma in

4- **Hospitality & Tourism Management** (USA)

6-Months (2-Semesters) (Entry Level: Bachelor's / Master's)

5- **American Hospitality & Tourism Management Program** (USA)

12-Months with Internship. (Entry Level: Matric, A/O-Level)

6- **Professional Distance Learning Certification** (USA)

3-12 Months (Entry Level: Matric to Master's)



DEGREE
With **SKILLS**

(DUAL-INTERNATIONAL QUALIFICATION)

INTERMEDIATE IN HOTEL OPERATIONS

Entry Level: Matric

Program Duration:

2-Year (Theory /Practical + 3-Month Internship)



Pioneer in Professional Education

COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden
Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road,
Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:
Mob: 0336-2226846

COTHM JOHAR TOWN:
Mob: 0309-8887111

COTHM ISLAMABAD:
Mob: 0309-3337775

COTHM MULTAN:
Mob: 0300-8639014

COTHM RAWALPINDI:
Mob: 0336-8851737

COTHM GWADAR:
Mob: 0306-7777011

COTHM SAHIWAL:
Mob: 0321-1110045

COTHM RAHIM YAR KHAN:
Mob: 0334-5877966

COTHM GUJRANWALA:
Mob: 0320-0004003

COTHM FAISALABAD:
Mob: 0321-8822640

COTHM BAHAWALPUR:
Mob: 0345-4219999

COTHM OKARA :
Mob: 0322-3090092

NAVTTC ED
SAJID BALOCH



National Vocational & Technical Training Commission (NAVTTC) Executive Director Sajid Baloch visited COTHM's head office. While having a round of the college, he highly appreciated COTHM's world class training facility and its marvelous contribution for youth development in Pakistan.

Describing COTHM as its prime Training Service Provider (TSP), he expressed that it has always been quite professional working with COTHM. He appreciated COTHM for creating international job opportunities for the young people who contribute to the national exchequer by sending foreign remittances. He further said that NAVTTC will extend every kind of support to COTHM as a partner in human development.

LAUDS COTHM'S SERVICES FOR INDUSTRY



by Mahwish Afridi

IT'S TIME FOR PAKISTAN TO **PROTECT** ITS HERITAGE AND SAVE ITS ARTISANS

When international brands like Dolce & Gabbana decide to cash on the truck art of Pakistan by designing a whole kitchen range out of it, they are actually stealing our intellectual property.

Why are we shying away from our commercial heritage? Why is that a traditional and locally crafted product cannot be placed among the foreign stamped decoration pieces in our drawing rooms? Local embellishments and apparels cannot become the talk of the party? It is not a choice that we should exercise with no feelings of remorse, rather it is a matter of grave significance that needs our immediate attention.

We have been looking at the truck art since ages, and when Maheen Khan decided to use that in her Gulabo collection, it became a fashion staple. Our world famous Tarkashi and shadow work became fashionable for us when the neighbouring country flooded our markets with Chikenkari.

These crafts carry huge socioeconomic significance for any country. Ajrak, traditional stitches, shawls, khussas, craft like zardozi, chunri, that are indigenous to Pakistan these are classified as commercial heritage of a country because they help a country generate revenue in national and global markets. But do our artisans actually profit from them?

When international brands like Dolce & Gabbana decide to cash on the truck art of Pakistan by designing a whole kitchen range out of it, or when brands like Forever21 and Urban Outfitters decide to do a line on Ajrak, they are actually stealing the



intellectual property of that country.

There is an international law of Geographical Indications that determines the origin of a product and if any country wants to use a product, they have to source it from the local market, in short the women artisans and the marginalized communities of the country of its origin associated with that craft earn.

‘A Geographical Indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. In order to function as a GI, a sign must identify a product as originating in a given

place. In addition, the qualities, characteristics or reputation of the product should be essentially due to the place of origin. Since the qualities depend on the geographical place of production, there is a clear link between the product and its original place of production.

After so many years Pakistan finally decided to pass the law of the Geographical indication however, unfortunately it does not include the women led products. When we look at our neighbour, India has more than 100 GIs to protect its crafts. Because Pakistan isn't protecting its crafts, international brands continue to sell them with no repercussions.

Because of our trade policies, articles like Shawls of Swat and Kashmir are facing severe decline in the export and domestic markets because of the import of shawls from China which are machine replicas of our indigenous hand-crafted shawls. If one hand woven and embroidered shawl in Pakistan takes weeks to complete the process, the machine made and embroidered one from China takes hardly one day from scratch to the finished product.

These low-cost replicas are destroying our craft domestically and then these are exported in the name of our original Swati and Kashmiri shawls costing us millions of revenue in the exports. Likewise, an influx of low quality Indian embroidered dresses is killing the domestic industry of hand embroidered apparel, where geographical indications can save, protect and promote the local products.



Pakistan is currently facing an alarming situation where the country is not only losing its traditional heritage but because of the lack of government's interest the industry is about to perish. Usually marginalized communities are associated with these crafts and above all the women of Thar, Kashmir, Gilgit, Multan they are associated with this industry.

Hand embroidered apparel, accessories and cultural embellishments are predominately women led crafts that run in the families of the artisans for centuries, they act as a bond within families as the craft is passed on from generation to generation but it also bonds them with their creates a bond between a buyer and a seller

Multiple factors play a part in a country's development and it is unfortunate that after 74 years of Independence, Pakistan is still an underdeveloped country. In the world of technology and digital warfare the attacks are elusive and countries have to be on constant alert, ecommerce has become another tool at the hand of economies of scale to jeopardize vulnerable economies.

It is to be noted that the consumer behaviour of Pakistan has been subtly and gradually influenced in favour of the imported items to give up on the local products.

The profit mongers make profit and Pakistan's foundation becomes weaker when the marginalized communities lose their income. More poverty, more deprivation will ultimately lead to resentment towards the state which can destabilize the whole socio economic system.

As individuals, we need to be careful of what to buy in the name of fashion, its not too late as consumers to reflect upon our buying behavior, make a deliberate effort for ethical shopping. We have proposed to celebrate National Handicrafts Day in Pakistan to sensitize the public, to create economic opportunities and to promote a sense of ownership of our culture, our heritage to strengthen nationalism.

With trade liberalization there is a severe concern that the mega market's injection of the replicas of handicrafts, into a struggling economy like Pakistan, which is the lifeline of the women artisans of Pakistan can only be fatal.

The significant element is that this isn't just fashion but it is our country's identity, a life source and foundation of our country's economic growth. Traditional crafts not only help in self-employment but ultimately impact the overall economy of the country.



Seekh Kabab Karahi, Kafta Kabab Bamia

Prepare



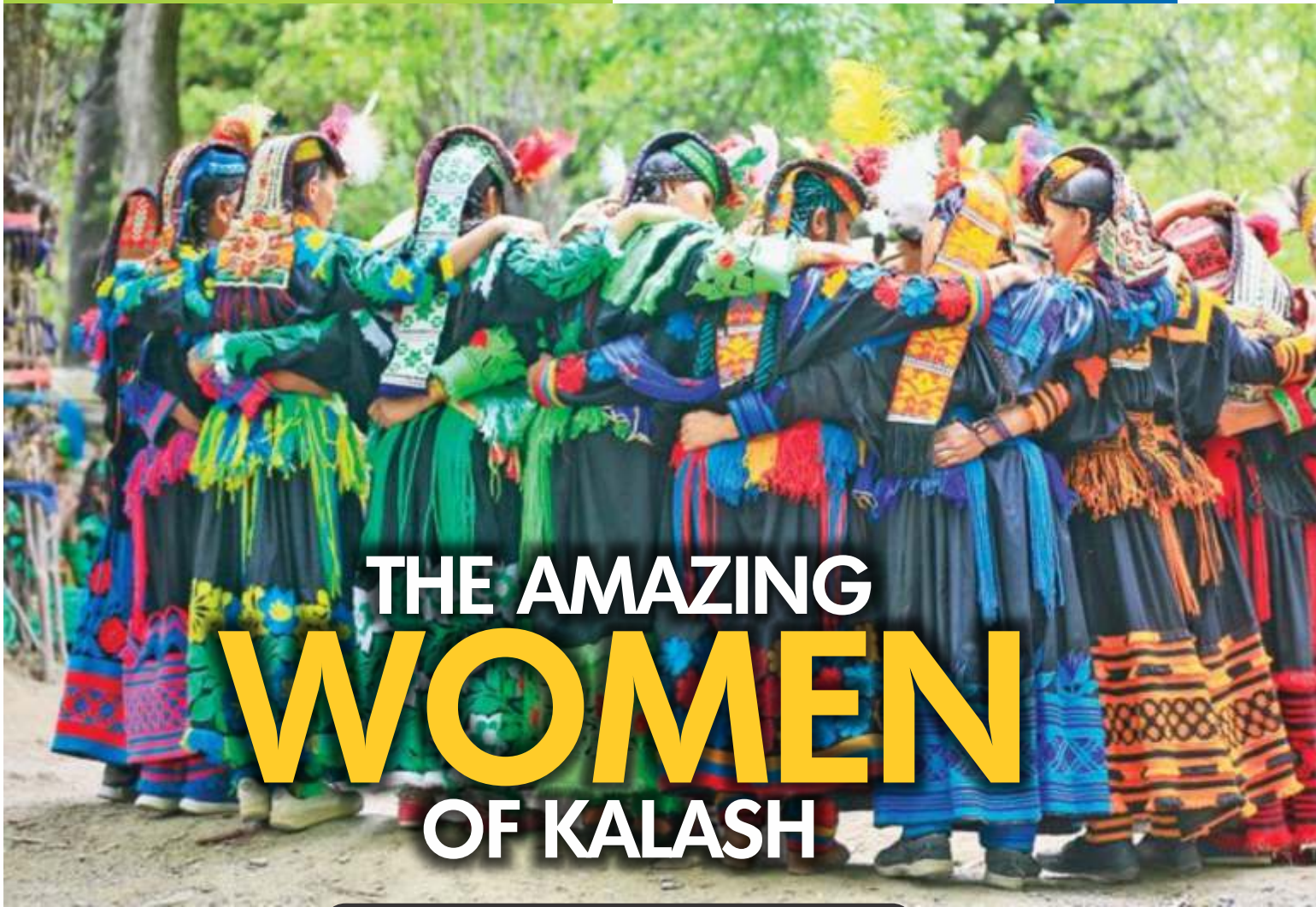
Pakistan's Favourite Chicken®

KandNs.pk | Follow us   

great-tasting meals with K&N's Kababs



All Natural Chicken®



THE AMAZING WOMEN OF KALASH

Travelogue by: Erum Noor Muzaffar

There is mystery surrounding Kalasha women, around their colourful costumes and their unique way of life.

When I came to Kalash on a 5-day-trip with a group of journalists and photographers, I was as curious to know about unusual women of Kalash as I was interested in exploring Kalash Valley. There is mystery surrounding Kalasha women, around their colourful costumes and their unique way of life. The women of Kalash wear long black loose robes with colourful embroideries and cowrie shells. These women are also found wearing colourful beads and necklaces.

They accessorise their black robes by making use of colourful long braided head wears. However, what really distinguishes them from the other women of Khyber Pakhtunkhwa (KP) is their outlook towards life. They are quite liberal in their thoughts and have no inhibitions in marrying their sweethearts. They are hardworking and energetic and know how to smile even in the hardest time. What's more, they are eager to learn and a vast majority of girls go to schools. For them, education is a tool to move forward.

“We are used to tough life but we have learnt to stay happy in our given circumstances,” elucidates 25-year-old matric-pass Razia who runs a shop of Kalash traditional dresses in Bumburet Valley. “I am married with three kids. My husband is very cooperative. In fact, men of our



valley are generally very nice. We have got all the freedom. There is no restriction from our parents or from our husbands,” elucidates Razia. On inquiring how much time it takes to make one traditional dress, she tells, “Normally it takes us a month to stitch one dress as it is all hand-made with elaborate embroidery on it.”



“
Kalash is truly a tourist destination with its unique culture, festivals and scenic beauty, however, very little has been done to promote tourism in this region.
 ”

Clueless of the outside world and modern technologies, the people of Batrik village (one of the oldest villages of Kalash) follow age-old customs of their ancestors and are content with their life. For Jan-e-Gul, her world is limited to her village where she has been living since her childhood.

She is married with six children. Her husband goes for work in the fields while she stitches clothes. “We walk miles on foot but we never complain as this is where we belong,” comments Jan-e-Gul. “We, women, have to face a number of problems. Even we have to call midwives from other



divorce is simpler for women than for men. Marriage by elopement is more frequent in the Kalash valley and is also common amongst women who are already married to another men. “Women have followed the tradition of marriage by elopement for generations, it’s nothing wrong for us,” states an old Kalasha woman.

The colourful festivals:

Through the wooden window frames and ladders of the houses are panoramic views of immense jagged stones and gloriously green mountains surrounding this mesmerising valley. The inhabitants of this valley are happy people. One sees free mingling of men and women in their festivals. They dance with men along with the beat of the drums during the seasonal festivals. The Kalash people love music and dancing and celebrate three main festivals every year – the Chilam



villages as there is no lady doctor in the village. Men of Batrik village are nice but they are careless and are not responsible. Though we are free to choose our own partners, we don’t marry in the same clan,” informs Jane-e-Gul.

Bold and beautiful:

Today, around 4,000 to 5,000 Kalash people live across three different valleys. Generally, people of Kalash valley happen to be quite liberal. Theirs is not a patriarchal society. However, during childbirth and menstruation, the Kalasha women are secluded and confined to special places called ‘Bashali’.



There is no concept of arranged marriages in their culture and one can choose whoever one wants to marry. Kalashi women are independent in their decision when it comes to marriage. Indeed, marriage and



The Kalash people love music and dancing and celebrate three main festivals every year – the Chilam Joshi (spring festival), Uchal (summer festival) and Cohimus (winter festival).



Joshi (spring festival), Uchal (summer festival) and Cohimus (winter festival).

The Chilam Joshi festival is celebrated in May and marks the arrival of spring. Women of the Kalash valley dress up in their traditional black clothes, embroidered heavily with colourful threads and accessorise themselves. The celebrations include worshipping God and thanking the spring season, dancing and socialising. One of the most fascinating traditions is men and women choose their future spouses during the dances.

On the other hand, Uchal festival is held in August of every year, where cheese from the pastures is brought and celebrated. Singing and dancing to the folk songs makes it charming to the tourists. Choimus is a winter festival and holds great importance among the Kalasha. The event symbolises and forecasts prosperity of the village and its people in the coming year.



Time to promote our indigenous tourism industry:

Kalash is truly a tourist destination with its unique culture, festivals and scenic beauty, however, very little has been done to promote tourism in this region. This tourist destination lacks basic facilities and proper infrastructure; the roads are uneven and there is shortage of clean toilets on the highways.

The initiative recently taken by OPPO in collaboration with KP Culture & Tourism Authority is indeed a very encouraging and positive step towards the promotion of tourism in Kalash, but serious and persistent efforts are needed by the Government to develop tourism in this region.

Instead of lip service, concrete steps should be taken by the concerned authorities on an urgent basis. Countries like Nepal, Thailand, Maldives, Dubai, Srilanka and Turkey thrive on their tourism industry, we can also do the same if only we develop our infrastructure and provide basic facilities to tourists in far-fetched areas like Kalash.

STAY CONNECTED WITH COTHM



www.cothm.edu.pk

ADMISSIONS
OPEN

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM



DEPARTMENT OF
BAKING & PATISSERIE

1- Graduate Diploma in International Baking & Patisserie	(2-Year)	COTHM
2- Advanced Diploma in Professional Baking & Patisserie	(18-Month)	COTHM
3- Diploma in Professional Baking & Patisserie	(6-Month)	COTHM
4- Certificate in Professional Baking & Patisserie	(3-Month)	UK
5- Certificate in Fondant Art	(3-Month)	COTHM
6- Certificate in Cake Decoration & Fondant Art	(6-Month)	COTHM
7- Certificate in Barista Skills & Fast Food	(6-Month)	COTHM
8- Weekly Classes	(3-Month)	COTHM



(DUAL-INTERNATIONAL QUALIFICATION)
INTERMEDIATE IN BAKING & PATISSERIE

Entry Level: Matric

Program Duration:

2-Year (Theory /Practical + 3-Month Internship)



Pioneer in Professional Education

COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road, Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:
Mob: 0336-2226846

COTHM JOHAR TOWN:
Mob: 0309-8887111

COTHM ISLAMABAD:
Mob: 0309-3337775

COTHM MULTAN:
Mob: 0300-8639014

COTHM RAWALPINDI:
Mob: 0336-8851737

COTHM GWADAR:
Mob: 0306-7777011

COTHM SAHIWAL:
Mob: 0321-1110045

COTHM RAHIM YAR KHAN:
Mob: 0334-5877966

COTHM GUJRANWALA:
Mob: 0320-0004003

COTHM FAISALABAD:
Mob: 0321-8822640

COTHM BAHAWALPUR:
Mob: 0345-4219999

COTHM OKARA :
Mob: 0322-3090092

CORPORATE TRAINING GURU ARIF ANIS LAUNCHES 4TH BOOK *Subho Bakhair Zindagi*



Internationally renowned and recognized, personal development, management and corporate training Guru Arif Anis launched his new book *Subho Bakhair Zindagi* in the presence of his friends and fans at the auditorium room of College of Tourism & Hotel Management (COTHM) on October 9, 2021.

Arif Anis who is a famous writer and life coach, launched his fourth book *Subho Bakhair Zindagi* at COTHM where a good number of people attended the ceremony. Hospitality and tourism instructor and motivational speaker Ummara Khalid moderated the event.

Arif Anis who has a long list of top notch business enterprises as his clients has also won Brian Tracy International Award of Excellence in June 2017 in UK.

Subho Bakhair Zindagi is his fourth book and it deals with how to have positive attitude towards our day-to-day life. His other bestselling books are 'Habits of Success', 'IMPOSSIBLE', and 'Made In Crises'.



A STAR OF COTHM

Muttaal Tahir

SHINING IN GERMANY

An alumna of College of Tourism & Hotel Management (COTHM) Muttaal Tahir who is enrolled in a 3-year apprenticeship program in Germany has been selected for specialization in a healthcare program in Heidelberg.

According to the details, Muttaal Tahir who did her “Certificate in Professional Cookery” from COTHM was sent to Germany for a 3-year apprenticeship program “Cook Your Future in

Germany” by the college in September, 2019.

During her apprenticeship, she was selected for a specialized state-recognized healthcare program offering further specializations in different healthcare dimensions.

After completing the specialization, she might serve at some distinguished position at any related workplace all over Europe without visa complications.

It is important to mention here that during her specialization, Muttaal is enjoying a scholarship from the German government in the form of tuition fee and other academic facilities.

Talking to Hospitality Plus, she said that whatever she has achieved today that is all because of COTHM and its highly efficient team.

There is a huge scope and space for the hospitality students in Germany, she said adding that with proper guidance and relevant education anybody from Pakistan can avail amazing career opportunities in Germany.



HERE IS HOW YOU CAN BECOME A COMMERCIAL PILOT IN PAKISTAN



Unlike the recruitment process of other jobs, the process of becoming a commercial pilot in Pakistan is not only lengthy but extremely complicated.



Becoming a pilot is something that almost everyone dreams about because it is viewed as an attractive career as you get to travel around the world and meet new people.

Sadly, most people in Pakistan don't pursue this dream due to a number of reasons. Some give up due to academic ineligibility, others due to lack of physical inability, however, the majority don't go for it due to limited financial resources. Only a few end up pursuing this dream thanks to the right guidance.

Unlike the recruitment process of other jobs, the process of becoming a commercial pilot in Pakistan is not only lengthy but extremely complicated.

If you need guidance for pursuing your dream of becoming a commercial pilot in Pakistan, you are in the right place as this article will cover all the important aspects of the entire process.

Without further ado, here is all you need to

know about becoming a commercial pilot in Pakistan.

Academic Eligibility

First and foremost, you must possess the minimum required academic qualification. In this case, it is FSc or 12 years education with 2nd division.

Science subjects in matric and intermediate are recommended because they help to understand the technicalities of aviation in an effective way.

In case you have studied non-science subjects in matric and intermediate, it doesn't make you ineligible but it will certainly hamper your progress due to limited knowledge of science subjects.

Medical Eligibility

Once the academic eligibility is determined, you need to get yourself medically checked. But before that, you must go to a flying school that will refer you to a hospital for the physical and physiological tests.



and 2 will be of Instrument Rating (IR).

These subjects are:

- Aircraft general knowledge
- Principles of flight
- Meteorology
- Mass and balance
- Instrumentation
- General navigation
- Human performance and limitations
- Air laws
- Operational procedures
- Communication
- Radio navigation
- Instrument procedure
- Aircraft performance
- Aircraft system

While you are taking ground classes, Intelligence Bureau (IB), Special Branch, Police Department will conduct a joint security clearance to ensure you have no criminal record.

Practical Flying

The flying school will send your medical, academic, and security documents to the Civil Aviation Authority (CAA) that will issue a Student Pilot License (SPL), allowing you to start practical flying.

After receiving SPL, you must complete 40 flying hours to secure a Private Pilot License (PPL). After PPL, you must complete another 110 flying hours to get CPL. You must also complete another 40 flying hours for IR, meaning you must fly an aircraft for 190 hours during your practical training before receiving CPL.

Meanwhile, you must continue your ground training and pass all 14 exams as well.

After successful completion of ground training and practical flying, you will receive CPL that will allow you to apply for the position of a pilot with commercial airlines.

Cost

From medical tests to registration with the flying school, from ground training to practical flying and finally receiving CPL, the entire process is expected to cost you somewhere between Rs. 4-4.5 million.

Medical eligibility is determined to ensure that your physical and physiological health allows you to fly a plane. An authorized aviation medical examiner will conduct the following tests to find out your medical eligibility.

Psychiatric evaluation

- Weight (as per BMI)
- Eyesight (6/6 with or without glasses)
- ENT
- EEG
- ECG
- Chest x-ray
- Blood sugar test
- Urine test
- Audiometry

The results of all these tests will be forwarded to the medical center of the Civil Aviation Authority (CAA) that will issue you an official medical certificate after verifying the documents of test results.

Flying Schools

Once eligibility is determined, you must register with a flying school to start your training for a commercial pilot.

While there are a number of flying schools in Pakistan, here are some of the most renowned flying schools in the country.

- Schon Air
- Lahore Flying Club
- Hybrid Aviation Flying Club
- Pakistan Aviators
- Rawalpindi Flying Club
- Multan Flying Club
- Peshawar Flying Club
- Ground Training

After registering with the flying school, your training for the commercial pilot will start.

Initially, you will enroll in ground classes in which you will be taught 14 subjects. Out of the 14 subjects, 12 will be of Commercial Pilot License (CPL)

STAY CONNECTED WITH COTHM



www.cothm.edu.pk

ADMISSIONS
OPEN

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM



DEPARTMENT OF
**TRAVEL, TOURISM
& AIRLINE
MANAGEMENT**

1-Diploma in Professional Travel Management (DIPTM)

(3 Months) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification

2-Advance Diploma in

Professional Travel Management (ADPTM)

(6 Months) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification

3-Graduate Diploma in

Professional Travel Management (GDPTM)

(1 Year) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification

4-Graduate Diploma in

Professional Travel Advisor (GDPTA)

(1 Year) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification

5-Graduate Diploma in

Airport & Ground Operations (GDAGO)

(1 Year) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification

6-Post Graduate Diploma in

Travel Management Consultant (PGDTMC)

(6 Months) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification



(DUAL-INTERNATIONAL QUALIFICATION)
**INTERMEDIATE IN
TOURISM & AIRPORT
OPERATIONS**

Entry Level: Matric

Program Duration:

2-Year (Theory /Practical + 3-Month Internship)



Pioneer in Professional Education

COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden
Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road,
Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:
Mob: 0336-2226846

COTHM JOHAR TOWN:
Mob: 0309-8887111

COTHM ISLAMABAD:
Mob: 0309-3337775

COTHM MULTAN:
Mob: 0300-8639014

COTHM RAWALPINDI:
Mob: 0336-8851737

COTHM GWADAR:
Mob: 0306-7777011

COTHM SAHIWAL:
Mob: 0321-1110045

COTHM RAHIM YAR KHAN:
Mob: 0334-5877966

COTHM GUJRANWALA:
Mob: 0320-0004003

COTHM FAISALABAD:
Mob: 0321-8822640

COTHM BAHAWALPUR:
Mob: 0345-4219999

COTHM OKARA :
Mob: 0322-3090092

Hospitality

UNIFORMS & APPAREL



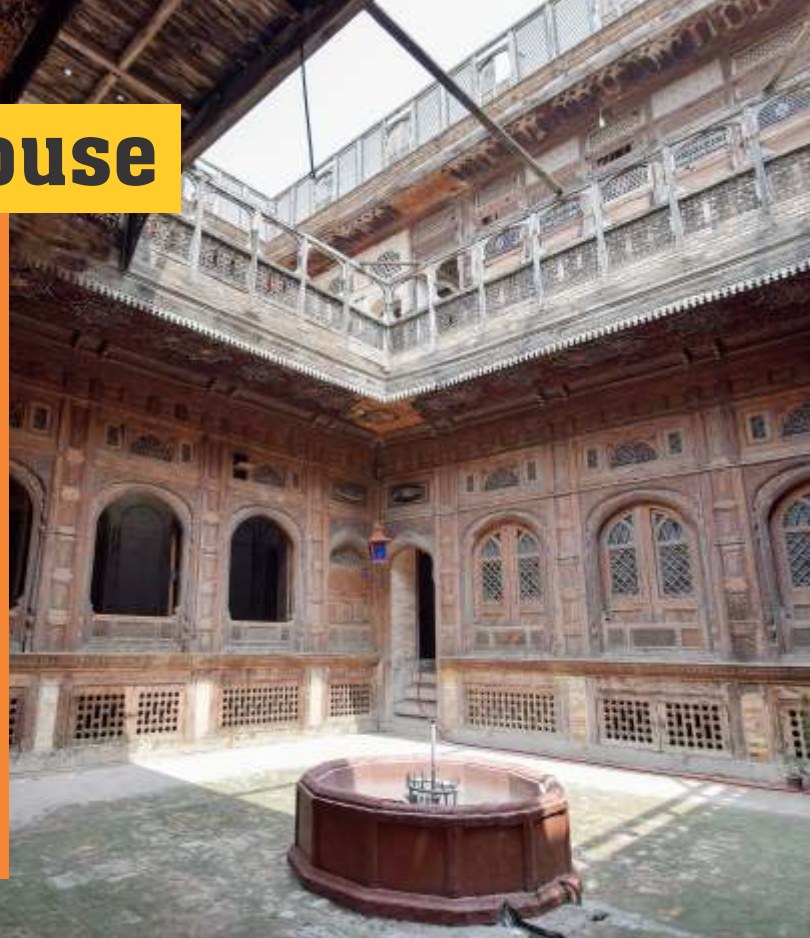
HOSPITALITANTS

12 Salik Street Old Muslim Town (behind Punjab Colleges) Lahore. Mob: 0300 4531090, 0304 4145538
hospitalitants@gmail.com (visit hospitalitants store at )

By Fakhar Alam

Sethi House

THE MUGHAL-CENTRAL ASIAN ARCHITECTURE TURNS INTO *Tourist* DESTINATION



“ Sethi House is the identity of Peshawar and its complete preservation was required to enhance its architectural outlook.



Sethi House Peshawar, a historical building of the British era had a unique architectural value and eye-catching wood craftsmanship has started attracting tourists following its conversion into a full fledged museum by the Khyber Pakhtunkhwa Government.

Located in a small alleyway, Sethi Mohalla near a historic Ghanta Ghar Peshawar is about ten minutes drive from the bustling Qissa Khawani bazaar. The Sethi Houses' rare woodwork along with architectural designs of Muslims art and Central Asia reminisce tourists of the past's glory after visiting this architectural masterpiece constructed by the wealthy Sethi family in 1886.

Inspired by Muslims and vernacular architecture of Bokhara Uzbekistan, the Sethi family associated with international trade had constructed the masterpiece after migrating from Jehlum Punjab to Peshawar in early 19th century at Mohallah Sethian where about seven havelis were built in almost the same style,

signifying an affluent Sethis estheticism passion.

Associated with wood and furniture business with their trade expanded up to Central Asia, Sethi family had brought new innovation in architecture of houses, mansions and buildings as evident in the Sethi House, showing their unmatched architectural intellect and immense love for Muslims art and architecture.

The fate took a negative turn on Sethis in the start of 20th century when they received severe economic jolts due to Bolshevik revolution and their businesses were adversely affected after adaptation of a new currency by Soviet Union. Resultantly, they sold their houses for the revival of their business and strengthening of their economy.

Built by Sethi Karim Bakhsh, Sethi House is spread on 33 marlas having three portions including basement, courtyard and first floor. Its construction was started in 1835, and finally completed after 49 years in 1884.



The mehrabs inside its rooms are filled with small pieces of glass shelves intended to place candles at night. The ceiling is designed with pure Islamic architecture and the visitors could look at the ceiling for hours at a stretch, which enhances its elegance.

Buildings like Sethi House are built in



“

Sethi House is a model for the modern-day green architecture because of its perfectly built ventilating structures and unique architectural airy designs.

”

centuries. It is the identity of Peshawar and its complete preservation was required to enhance its architectural outlook.

The visitors soon after entering Mohallah Sethian see its main wooden gate constructed on around five-feet height, leading them to a vast open

rooms face the courtyard, each from the same angle, having a colorful glasswork looking like a great aesthetic beauty.

The visitors cannot remain unimpressed while seeing red and green colours in the window glasses, which are reminiscent of the post-renaissance art in European churches. The glass cut-pieces are imported especially from Belgium to concoct mélange of architecture.

The intricate web of floral designs on its doors, windows and arches stands as a testament to the artistry of the era’s artisans. These embellishments add to accolades one has for the workers, who put unsurpassed effort into the intricacies of the unique design, making Sethi House an architectural wonder.

Upon entering its first floor and balconies, the visitors come across with cold breeze and have birds eye view of the surrounding areas of Peshawar being the home of over 3,000

perfectly built ventilating structures and unique architectural airy designs. Sethi House was purchased by the KP Government in 2006. Following the completion of renovation and repair works, it was converted into a museum by the Archeology and Museums Department in 2010 and remained opened for tourists.

Sethi House’s conservation was achieved under the Cultural Heritage Trail Project (CHTP) Peshawar and completed by the PTI Government. Under the CHTIP, about 500 meters long trail from ancient Ghanta Ghar to Gor Gathri had been renovated including centuries-old buildings and houses to restore the original grandeur of Peshawar being the oldest city of South Asia.

The trail starts from the historical Ghanta Ghar and passes through ancient Bazaar-e-Kalaan and primordial Mohallah Sethian famous for scores of beautifully designed architectural houses constructed by Sethi Family in 1880s.



courtyard with a water fountain in the middle, which reminds them of its glorious days when this stunning architectural masterpiece welcomed scores of people through its doors. Four spacious rooms in the surrounding of its courtyard which are connected through passageways attract visitors’ attention. The windows of the

years old civilization. Its basement has spacious living rooms for the accommodation of visitors and holes in wooden ventilators are angled at a unique angle, ensuring an ample lighting throughout the day.

Sethi House is a model for the modern-day green architecture because of its

“

Sethi House’s conservation was achieved under the Cultural Heritage Trail Project (CHTP) Peshawar and completed by the PTI Government.

”

Completed at a cost of about Rs 301.5 million, the trail had significantly improved the outer appearances of about 85 heritage buildings of the Mughal, British and Sikh eras. Ali Mardan Khan Valley in Peshawar Cantonment built during colonial era has also been renovated besides ancient inns of Mughal era at Gor Gathri, Peshawar City.

WHAT ARE THE BENEFITS OF EATING HEALTHY?

A healthful diet typically includes nutrient-dense foods from all major food groups, including lean proteins, whole grains, healthful fats, and fruits and vegetables of many colors.



Healthful eating also means replacing foods that contain trans fats, added salt, and sugar with more nutritious options.

Following a healthful diet has many health benefits, including building strong bones, protecting the heart, preventing disease, and boosting mood.

1. Heart health

According to the Centers for Disease Control and Prevention (CDC) Trusted Source, heart disease is the leading cause of death for adults in the United States.

The American Heart Association (AHA) Trusted Source state that almost half of U.S. adults live with some form of cardiovascular disease.

High blood pressure, or hypertension, is a growing concern in the U.S. The condition can lead to heart attack, heart failure, and stroke.

Some sources report that it is possible to prevent up to 80% of premature heart disease and stroke diagnoses with lifestyle changes, such as increasing physical activity and healthful eating.

The dietary approaches to stop hypertension diet, known as the DASH diet Trusted Source, includes plenty of healthful foods for the heart. The program recommends the following:
eating plenty of vegetables, fruits, and whole grains
choosing fat-free or low fat dairy products, fish,





poultry, beans, nuts, and vegetable oils limiting saturated and trans fat intake, such as fatty meats and full-fat dairy products limiting drinks and foods that contain added sugars restricting sodium intake to less than 2,300 milligrams per day — ideally 1,500 mg daily— and increasing consumption of potassium, magnesium, and calcium.

2. Reduced cancer risk

Eating foods that contain antioxidants can reduce a person's risk of developing cancer by protecting cells from damage. The presence of free radicals in the body increases the risk of cancer, but antioxidants help remove them to lower the likelihood of this disease. According to the National Cancer Institute Trusted Source, though humans trials are inconclusive, there are laboratory and animal studies that link certain antioxidants to a reduced incidence of free radical damage due to cancer.



Foods high in antioxidants include:

Berries such as blueberries and raspberries
Pumpkin and carrots

Dark leafy greens
Nuts and seeds

3. Better mood

Some evidence suggests a close relationship between diet and mood.

A diet with a high glycemic load includes many refined carbohydrates, such as those found in soft drinks, cakes, white bread, and biscuits. Vegetables, whole fruit, and whole grains have a lower glycemic load. If a person suspects they have symptoms of depression, talking to a doctor or mental health professional can help.



4. Improved gut health

The colon is full of naturally occurring bacteria, which play important roles in metabolism and digestion. Certain strains of bacteria also produce vitamins K and B, which benefit the colon. These strains also help fight harmful bacteria and viruses. A diet low in fiber and high in sugar and fat alters the gut microbiome, increasing inflammation in the area.

However, a diet rich in vegetables, fruits, legumes, and whole grains provides a combination of



prebiotics and probiotics that help good bacteria thrive in the colon.

These fermented foods are rich in probiotics:

Yogurt Kimchi Sauerkraut Miso Kefir

Fiber is an easily accessible prebiotic and is abundant in legumes, grains, fruits, and vegetables. It also promotes regular bowel movements, which can help prevent bowel cancer and diverticulitis.

5. Improved memory

A healthful diet may help maintain cognition and brain health.

vitamin D, vitamin C, and vitamin E, omega-3 fatty acids, flavonoids and polyphenols, fish

Among other diets, the Mediterranean diet incorporates many of these nutrients.

6. Weight loss

Maintaining a moderate weight can help reduce the risk of chronic health issues. Having overweight or obesity are risk factors for several conditions, including:

**Heart disease Type 2 diabetes
Poor bone density Some cancers**

Many healthful foods, including vegetables, fruits, and beans, are lower in calories than most processed foods. Maintaining a healthful diet free from processed foods can help a person stay within their daily limit without monitoring calorie intake.



7. Diabetes management

A healthful diet can help a person with diabetes in: managing blood glucose levels keeping blood pressure and cholesterol within target ranges preventing or delaying complications

of diabetes maintaining a moderate weight

8. Strong bones and teeth

A diet with adequate calcium and magnesium is important for strong bones and teeth. Keeping the bones healthy can minimize the risk of bone issues later in life, such as osteoporosis.



The following foods are rich in calcium:

**Low fat dairy products Broccoli Cauliflower tofu
cabbage Canned fish with bones legumes**

Food manufacturers often fortify cereals and plant-based milks with calcium. Magnesium is abundant in many foods, and some of the best sources include leafy green vegetables, nuts, seeds, and whole grains.

9. Getting a good night's sleep

A variety of factors, including sleep apnea, can disrupt sleep patterns.

Sleep apnea occurs when the airways repeatedly become blocked during sleep. Risk factors include obesity, drinking alcohol, and eating an unhealthy diet.

Reducing alcohol and caffeine intake can help a person gain restful sleep, whether they have sleep apnea or not.

10. The health of the next generation

Children learn most health-related behaviors from the adults around them, and parents who model healthful eating and exercise habits tend to pass these on.

Eating at home may also help. In 2018, researchers found that children who regularly ate meals with their families consumed more vegetables and fewer sugary foods than their peers who ate at home less frequently.

In addition, children who participate in gardening and cooking at home may be more likely to make healthful dietary and lifestyle choices.





**ADMISSIONS
OPEN**
INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM

STAY CONNECTED WITH COTHM



www.cothm.edu.pk

DEPARTMENT OF
**FOOD,
NUTRITION &
SAFETY SCIENCES**

INTERMEDIATE IN
**NUTRITION
SCIENCES
& HYGIENE**

▶ **ENTRY LEVEL** ▶ **DURATION**
MATRIC **2 YEARS**

 **DEGREE
With SKILLS**



(HIGHFIELD UK QUALIFICATIONS OFFICIALLY ENDORSED BY)

**UNIVERSITY OF
HEALTH SCIENCES (UHS)**
LAHORE



Pioneer in Professional Education
COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden
Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road,
Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:
Mob: 0336-2226846

COTHM JOHAR TOWN:
Mob: 0309-8887111

COTHM ISLAMABAD:
Mob: 0309-3337775

COTHM MULTAN:
Mob: 0300-8639014

COTHM RAWALPINDI:
Mob: 0336-8851737

COTHM GWADAR:
Mob: 0306-7777011

COTHM SAHIWAL:
Mob: 0321-1110045

COTHM RAHIM YAR KHAN:
Mob: 0334-5877966

COTHM GUJRANWALA:
Mob: 0320-0004003

COTHM FAISALABAD:
Mob: 0321-8822640

COTHM BAHAWALPUR:
Mob: 0345-4219999

COTHM OKARA :
Mob: 0322-3090092



INDUSTRY

FRENCH FIRMS EAGER TO DEVELOP SKI RESORTS IN G-B

1



French enterprises are keen to invest in the tourism sector of Pakistan and establish ski resorts in Gilgit-Baltistan, said French Honorary Investment Counsellor Federico Juan Tomas Espana. He made the revelation in a meeting with Board of Investment (BOI) Secretary Fareena Mazhar while heading a delegation of French businessmen. To facilitate the business group, the BOI, in coordination with the government of Gilgit-

Baltistan, has organised a tour of the delegation to five districts of the region including Ghizar, Phandar, Astore, Nagar and Skardu. Speaking on the occasion, Mazhar said that the recently launched Investment Strategy 2020-23 was aimed at attracting foreign investment to different sectors of Pakistan's economy. "The strategy provides a comprehensive investment cycle, consisting of policy advocacy, market research and investment facilitation," she said. "It offers protection to

foreign businessmen through investor tracking, sector scanning and aftercare services to investors and projects." The BOI secretary told the delegation that 22 Special Economic Zones (SEZs) were present in the country and invited French companies to either set up their business in the SEZs or establish an exclusive SEZ for French enterprises.

BELARUS ANNOUNCES VISA FREE TRAVEL FACILITY FOR PAKISTANIS

2



Belarus has announced a visa-free travel facility for the passport holders of 76 countries including Pakistan. India, Iran, Saudi Arabia, Germany, Bahrain, Kuwait, Oman, Egypt, Indonesia, Australia, Canada, Denmark, Singapore, Italy, Belgium, and Greece are also among the 76 countries. In an official statement, the Belarusian Ministry of Foreign Affairs said that citizens of 76 countries can now avail visa-free access to Belarus and they can stay in the country for

30 days, including the arrival and departure days. To enjoy visa-free travel, visitors must possess a valid passport, medical insurance with the minimum coverage of at least €10,000, and assets equal to at least two base amounts for each day of stay, with 29 Belarusian Ruble being the base amount. Visitors must also arrive and depart from Minsk National Airport, Brest Bretagne Airport, Vitebsk Vostochny Airport, Gomel

Airport, Grodno Airport, and Mogilev Airport to avail visa-free travel. This condition doesn't apply to visitors flying between Russia and Belarus. If they intend to stay in Belarus for more than 10 days, visitors must also register with the local office of the Citizenship and Migration Department or on the website of the unified portal of electronic services.

HIGHLIGHTS



K2 AIRWAYS SET TO START OPERATIONS IN PAKISTAN SOON

3



K2 Airways Chief Executive Officer (CEO) Tariq Raja has said that he is committed to launching the airline operations in Pakistan at the earliest. He made the remarks during a meeting with the Secretary Board of Investment (BOI) Pakistan, Fareena Mazhar, in Islamabad. Leading a delegation of K2 Airways, Raja apprised the secretary on the progress being

made by the airline to begin their services in Pakistan, starting with northern areas of the country. Secretary BOI assured them of all the possible support and highlighted the recently announced incentives in the tourism sector. K2 Airways is a proposed Pakistani airline to be based in Islamabad. The United Arab Emirates (UAE)-origin start-up plans to

operate air charter and cargo services followed by RPT operations domestically and internationally. The airline aims to start Pakistan operations with tourism flights to Skardu and other hilly areas of Pakistan. The initial launch was expected in May 2019, however, a pandemic crisis led to the delay of the launch. A specific launch date has not been given yet.

SINDH TO CELEBRATE CENTENARY OF MOHENJO-DARO DISCOVERY IN YEAR 2022

4



Sindh to celebrate the centenary of the Indus Civilization with the discovery of Mohenjo-daro in 1922 in the last century. A meeting with Sindh's Minister of Culture Sardar Ali Shah in chair held to chalk out the centennial celebrations of excavation of Mohenjo-daro in year 1922. Director of the Unesco and archaeologists from various parts of the world will attend the celebrations to mark the centenary of the discovery of the Harappan civilization at Mohenjo-daro.

Sindh's Culture Department will publish two books on Mohenjo-daro, while an animated film will also be released in centennial celebrations, the meeting decided. Centennial celebrations of Mohenjo-daro will also be held in Karachi, Lahore, Quetta, Peshawar and Islamabad. The concluding ceremony of the centenary will be organized in year 2022 in Paris, according to a meeting in the decision. Sir John Hubert Marshall, the Director-General of the Archaeological Survey of India, had

oversaw the excavations of Mohenjo-daro and Harappa, two of the main cities that comprise the Indus Valley Civilization. The family members of Sir John Marshall will be invited in the centenary programme in Paris and a letter to this respect will be sent to the British High Commission, the meeting decided. It is to be mentioned here that the discovery of Mohenjo-daro was one of the most important and characteristic findings in the world at that time.

MALYSIAN FIRM PRESENTS MASTER PLAN FOR UPLIFT OF TOURISM ZONES IN KP



A Malaysian firm of international repute has presented a master plan for the development of four tourism zones in Khyber Pakhtunkhwa to attract more tourists to the province.

Briefing the participants at a workshop, AJM Planning and Urban Design Group (APUDG) Managing Director Norliza Hashim said that her firm had prepared a master plan for the four tourism zones including Mankial in Swat, Thandiani in Abbottabad, Ganol in

Mansehra and Madaklasht in Lower Chitral. She said that map making, local planning, destination management plan, phase-wise infrastructure development and construction of roads leading to the tourist zones were part of the plan.

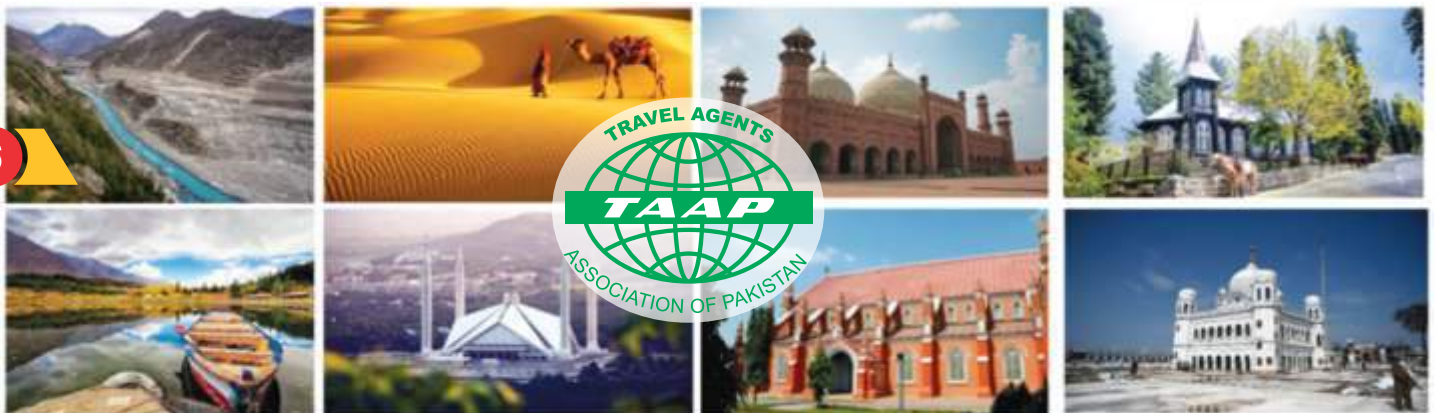
Besides Khyber Pakhtunkhwa Integrated Tourism (KITE) Project Director Tausif Khalid, officials of KP Sports, Tourism, Archaeology, Museums, Culture and Youth Affairs Department and APUDG and tourism

stakeholders attended the workshop.

KITE Project Director Tausif Khalid said that the consultant firm had presented a draft master plan for development of all the integrated tourism zones.

He said that the firm would present management and investment plans in the next phase. It would consist of various plans, including municipal, public sector investment and private sector businesses.

TAAP'S NEW ELECTED BODY ASSUMES CHARGE



The new elected body of Travel Agents Association of Pakistan (Taap), (an all-Pakistan based Trade Body registered and Licenced by the Directorate General of Trade Organizations, Ministry of Commerce, Govt. of Pakistan) has assumed charge. Chairman, Office Bearers & Executive Committee Members took the charge in the Annual General Body Meeting for the period 2021-2022.

Muhammad Nadeem Sharif is elected as the

Central Chairman (Pakistan), Muhammad Ilyas as Senior Vice Chairman, Muhammad Hanif Dossani, Vice Chairman South Zone (Sindh Balochistan) and Syed Yousuf Jamil Hussain Rizvi, Vice Chairman North Zone (Punjab, KPK, ICT, Gilgit-Baltistan & AJK).

Elected Executive Committee Members from South Zone (Sindh Balochistan) are Muhammad Yahya Polani, Fazal Mahmood, Muhammad Hanif Rinch, Iqbal Ahmed Sakrani, Hasan Sheikh Vohra, Arifuddin Ahmed,

Muhammad Khalil Raja, Muhammad Yousuf Sayani, Omair Omerson, Rafeeq Ali Khan and Shazia Hossain. Elected Executive Committee Members from North Zone (Punjab, KPK, Islamabad, Gilgit-Baltistan & AJK) are Amer Saeed Mian, Imtiaz-ur-Rehman Chaudhry, Qazi Sohail Amin, Rana Ali Zaighum, Dr. Muhammad Sharif Khan Baloch, Muhammad Hussain, Fayyaz Ahmad, Muhammad Zarrar Jalil and Alia Munawar Khan.

HIGHLIGHTS

'LAHORE — THE HEART OF PAKISTAN' BUSES GO LIVE IN LONDON



7

The beautiful city of Lahore has been projected globally with 150 iconic red London buses going live with the "Lahore — The Heart of Pakistan" branding adorned on the busy routes of London. The campaign has been launched to highlight the rich cultural heritage of Punjab's capital and also to project Pakistan's soft image — its beauty and culture — in a city like London, which is known as the capital of the world, as people from almost all nationalities reside

here. The buses pass through busy areas of Westminster outside the UK Parliament, 10 Downing Street, Oxford Street, Trafalgar Square, St John's Wood, Marble Arch, and Kensal Green. The 150 buses, carrying banners projecting Lahore's beauty, start their route from bus depots just outside of London's Zone 1 and Zone 2 and then enter central London, covering over 5,000 kilometres daily.

The initiative has been launched by a private housing company to attract investment in Lahore after the Punjab government introduced offers for people interested in investing in Pakistan. Zeeshan Shah, who is among the organisers of the campaign, said Lahore has undergone a \$10 billion urban transformation in recent years, cementing its place as the cultural and economic heart of Pakistan.

PAKISTAN INKS MOU TO BOOST TWO-WAY TOURISM IN SCO CITIES



8

Pakistan and China have signed an agreement to promote two-way tourism in Shanghai Cooperation Organization (SCO) countries, as per a statement. A Memorandum of Understanding (MoU) on Initiative on Establishing Cooperation Mechanisms among SCO Tourism Cities was inked online during China-Pakistan Two-way Tourism Promotion Conference organised by the Board of Investment (BoI) from Pakistan's side.

Fareena Mazhar, Secretary BOI, addressing the signing ceremony said signing of this MoU will prove to be a stepping stone in rejuvenating two-way tourism relations between Pakistan and China. "BoI strongly believes that now is the time to join hands and facilitate two-way tourism related business initiatives between China and Pakistan, as the aspiration to promote the tourism sector comes from the highest office," she said. Asim Ayub, Project Director BoI Islamabad,



on Industrial Cooperation under CPEC (China-Pakistan Economic Corridor), said Pakistan had immense investment potential in tourism sector and BOI was undertaking rigorous efforts to facilitate bilateral investment cooperation between Pakistan and China. Aftab-ur-Rehman Rana, MD PTDC said Pakistan was one of the few countries in the world which were blessed with diverse inventory of tourism attractions and unique endowments of national landscape features.



Rina's
KITCHENETTE

BREAKFAST & BRUNCH

NOW AVAILABLE

MON TO SAT | 09:00AM TO 01:00PM

Rina's Kitchenette started in 2010 with a simple 'cook from home' eatery and got all the Lahori love to grow to thousands of loyal patrons across the town.



www.rinas.pk

DHA: 03232222505-06

GULBERG: 03232222507-08



HABIB

Masala
ماہنامہ
مصالحہ
مشرق و اقصیٰ کا احساس
نومبر 2021 قیمت 125 روپے

چیکن ڈمی جونز



Estd.  1860

MURREE BREWERY
ISO 9001, 14001, 45001 & HACCP Certified Company

**MURREE
SPARKLETT'S**





Bottled Drinking Water

Water.
*the most Precious
Currency of all!*



For 19 Ltr Home Delivery Rawalpindi/Islamabad Only. Please Contact 051-111-389-389

 [murreebrewerycompany](https://www.facebook.com/murreebrewerycompany)

 www.murreebrewery.com

MONTHLY HOSPITALITY PLUS | NOVEMBER 2021 | 49





Pakistan's Favourite Mithai

Weddings,

CELEBRATIONS
& FESTIVITIES

ORDER ONLINE

www.chashni.pk

CPL # 236

SINCE 1965
Ambassador®
COMMERCIAL KITCHEN EQUIPMENTS

HOTEL . RESTAURANT . FAST FOOD . CAFE . BANQUET . BAKERY . SUPERMARKET



5-A FZAL ELAHI ROAD, REHMAN PURA LINK
FEROZEPUR ROAD, LAHORE, PAKISTAN.
TEL: +92 432 7595333-4
MOB: +92 332 4313104
EMAIL: acke.sales1@gmail.com

www.ambassador.pk
UAN: +92 42 111 313 106



Stainless steel is one of the most hygienic surfaces available, so any food that come into contact with the surface or material do not attract dirt or germs.