

HOSPITALITY PLUS

VOL# 19 | ISSUE# 07 | JULY 2024



WORLD YOUTH SKILLS DAY

EMPOWERING

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EXECUTIVE DIRECTOR,
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Vol#19/Issue#07 | July 2024 | Reg#1391/20040102

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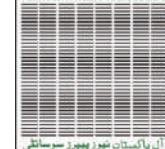
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Price: Rs.200

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Printed by

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EDITOR'S NOTE



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IMPORTANCE OF FOOD SAFETY & HYGIENE STANDARDS IN PROFESSIONAL & DOMESTIC KITCHENS IN PAKISTAN



In Pakistan, the significance of food safety and hygiene standards in both professional and domestic kitchens is paramount. With a rich culinary heritage and diverse food culture, ensuring the safety of the food we prepare and consume is essential in preventing foodborne illnesses, which can have severe health implications for individuals and businesses alike.

In professional settings such as restaurants and catering services, adhering to rigorous hygiene standards is not only a legal obligation but also a crucial component of maintaining customer trust and a sterling reputation. Effective food safety practices begin with proper handling, storage, and preparation of ingredients. This includes maintaining appropriate temperatures, ensuring cross-contamination is avoided, and regularly sanitizing surfaces and utensils. In professional kitchens, staff training is important; all employees must be knowledgeable about the latest food safety protocols and committed to implementing them consistently.

In domestic kitchens across Pakistan, the same level of diligence is required. Home cooks should be vigilant about washing hands before and during food preparation, using separate cutting boards for raw meats and vegetables, and thoroughly cooking foods to safe temperatures. Given the prevalence of open-air markets and the challenges of maintaining cold chains, it is even more critical to be cautious about food hygiene at home. By integrating these practices into daily routines, families can significantly reduce the risk of foodborne diseases.

Ultimately, the commitment to food safety and hygiene in all kitchen environments develops a culture of health and well-being. It ensures that meals are not only delicious but also safe, contributing to the overall public health landscape in Pakistan. As we continue to face new challenges in food production and consumption, maintaining high standards of hygiene and safety remains a critical priority.

World Youth Skills Day 2024



EMPOWERING PAKISTAN'S YOUTH FOR A SUSTAINABLE FUTURE

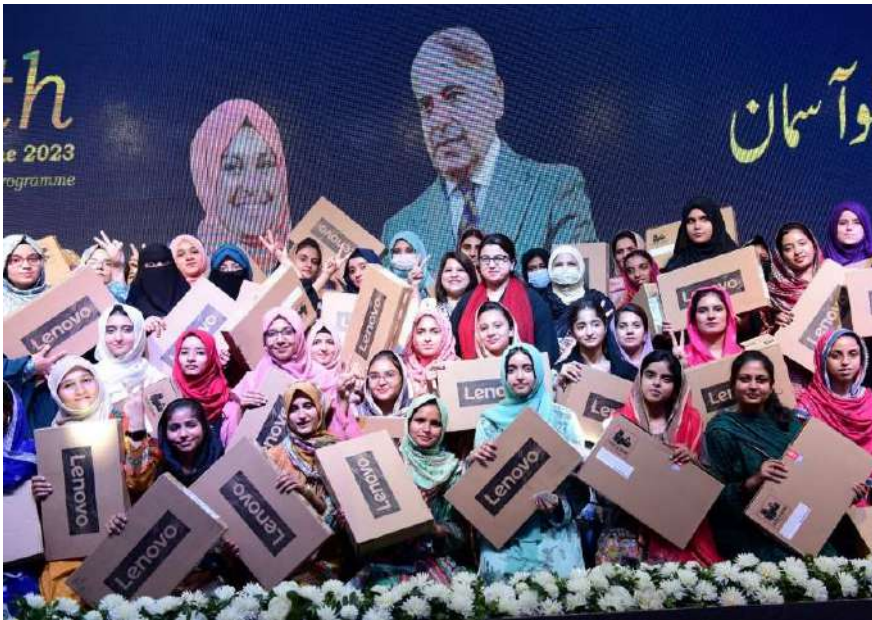
World Youth Skills Day, observed annually on July 15, is a global initiative designated by the United Nations General Assembly in 2014 to emphasize the importance of equipping young people with skills for employment, entrepreneurship, and fulfilling work. This year's theme, "Youth Skills for Peace and Development," emphasizes the critical role of youth in fostering peace and sustainable development. In Pakistan, where a significant portion of the

population is young, this day holds particular relevance and urgency.

Importance of Youth Skills in Pakistan

Pakistan ranks fifth among 195 countries in terms of its youthful population, with approximately 64% of its citizens under the age of 30. Young people aged 15 to 29 constitute 36% of the population, representing a vast reservoir of potential





that can drive the nation's progress. However, this potential remains largely untapped due to inadequate financial resources, lack of career counseling, and insufficient access to quality education. The current educational framework often fails to impart practical, market-driven skills, leading to high unemployment rates and perpetuating poverty.

Turning Youth Bulge into a Boon

The youth bulge in Pakistan, if managed effectively, can transform into a tremendous asset rather than a liability. By equipping young people with the latest



technological skills and vocational training, the standard of living can be significantly improved, and the country's economic development can be accelerated. The government has recognized this potential and is taking substantial steps to address these challenges and harness the power of its youth.

Skills for Hospitality and Tourism: A Key Sector

In addition to information technology and vocational training, the hospitality and tourism sector represents a crucial area for skill development in Pakistan. With its rich cultural heritage, diverse landscapes, and historical sites, Pakistan has immense potential as a tourist destination. Developing skills in hospitality and tourism can open up numerous employment opportunities for young people, boost the economy, and enhance the country's global image. Skills in this

sector include hotel management, culinary arts, tour guiding, and customer service, all of which are essential for providing exceptional experiences to tourists and fostering sustainable tourism development.

COTHM: Leading the Way in Skills Education

The College of Tourism and Hotel Management (COTHM) is already at the forefront of skills education in Pakistan, producing a skilled workforce that meets international standards. COTHM offers a range of programs in hospitality, culinary arts, travel and tourism, and event management. By providing quality education and practical training, COTHM plays a vital role in preparing young people for successful careers in the hospitality and tourism industry, contributing to the overall economic growth and development of Pakistan.



GOVERNMENT INITIATIVES TO EMPOWER YOUTH



Prime Minister Shehbaz Sharif has reaffirmed the government's commitment to providing modern education, equal development opportunities, and professional training to the youth. On the occasion of World Youth Skills Day, the Prime Minister highlighted several key initiatives:

Professional Training:

The government is sending 300,000 youth for professional training, including 1,000 for modern agriculture training in China. This initiative prioritizes women and youth from backward areas, ensuring inclusive development.

Information Technology Training:

National-level training programs in information technology are underway, with reforms being implemented in institutions under the National Vocational and Technical Training Commission (NAVTCC). These efforts aim to provide market-based skills and professional training to thousands of young people.



PUNJAB'S COMMITMENT TO YOUTH DEVELOPMENT

Punjab Chief Minister Maryam Nawaz Sharif also shared her vision for youth empowerment in her message on World Youth Skills Day. She emphasized the critical role of skilled youth in ensuring a sustainable future and highlighted several initiatives by the Punjab government:

Vocational Training:

The Punjab government is dedicated to providing vocational training opportunities to its youth. Under the Chief Minister's Skills Development Initiative, the number of students enrolled in Technical Education, Vocational and Entrepreneurship Training Authority (TEVTA) courses will be gradually increased to 40,000.

Information Technology:

Recognizing the importance of information and communication technology (ICT) in the global job market, the Punjab government is introducing Middle Tech, Matric Tech, and Intermediate Tech programs for students interested in IT. This initiative aims to ensure that every youth in Punjab acquires the necessary skills for economic empowerment.



MESSAGE FROM NAVTTTC EXECUTIVE DIRECTOR **AAMIR JAN**



fostering a culture of lifelong learning, we aim to empower the youth of Pakistan to become catalysts for positive change and sustainable development.

Our initiatives are designed to bridge the gap between education and employment, ensuring that our young workforce is not only competitive but also innovative and resilient. Through strategic partnerships, industry collaborations, and a focus on quality training, we are paving the way for a brighter and more prosperous future.

On this significant day, I urge all stakeholders to join hands with NAVTTC in our endeavor to build a skilled and empowered youth. Together, we can unlock the full potential of our young generation and drive Pakistan towards a path of sustainable growth and success.

A Path Forward

World Youth Skills Day serves as a reminder of the immense potential of Pakistan's youth. By investing in their skills and providing them with the necessary tools and training, the government aims to turn this potential into a driving force for national progress. The initiatives outlined by both Prime Minister Shehbaz Sharif and Punjab Chief Minister Maryam Nawaz Sharif reflect a strong commitment to youth empowerment and a vision for a prosperous and sustainable future for Pakistan.



As we commemorate World Youth Skills Day, it is imperative to acknowledge the vital role that skill development plays in shaping the future of our youth. At the National Vocational and Technical Training Commission (NAVTTTC), we are steadfast in our commitment to equipping young individuals with the skills they need to thrive in an ever-evolving global economy.

The theme for this year's World Youth Skills Day, "Empowering Youth for a Sustainable Future," resonates deeply with our mission at NAVTTC. By providing cutting-edge vocational training and



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COTHM & CHEEZIOUS CELEBRATE WORLD YOUTH SKILLS DAY WITH STARTUP MODEL COMPETITION



College of Tourism & Hotel Management (COTHM) in collaboration with Cheezious celebrated World Youth Skills Day by hosting a vibrant startup model competition, engaging a large number of students. This event provided a platform for aspiring entrepreneurs to showcase their innovative business ideas rooted in skill-based education.

Participants presented comprehensive business models and dynamic presentations, sharing their success stories attributed to the skills education received at COTHM. The event was further enriched by the support of Haier, the activity partner, enhancing the overall experience and impact.

In a gesture of encouragement, Cheezious rewarded all the participants with cheeziest meals, encouraging their efforts for the competition. The event concluded with COTHM awarding participation certificates and cash prizes to the winners, acknowledging their hard work and creativity.

This celebration of World Youth Skills Day not only highlighted the importance of skill development but also underscored the significant role of educational institutions like COTHM in empowering the youth to become successful entrepreneurs.





UNVEILING PAKISTAN'S GROWING APPEAL IN



MEETINGS



INCENTIVES



CONVENTIONS



EXHIBITIONS

TOURISM



In recent years, Pakistan has emerged as a dynamic destination for Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism, attracting corporate gatherings, international conferences, and high-profile events. This burgeoning sector reflects Pakistan's expanding infrastructure, diverse venues, and strategic positioning in the global market for business tourism.

Strategic Locations and Infrastructure

Pakistan's major cities, including Karachi, Lahore, Islamabad, and increasingly, cities like Faisalabad and Multan, offer a range of modern conference facilities and event venues. Karachi, the financial hub, boasts numerous upscale hotels with state-of-the-art conference rooms and ballrooms, ideal for large-scale conferences and exhibitions. Lahore, known for its rich cultural heritage,

provides a blend of historical venues and contemporary event spaces, appealing to both local and international event organizers. Islamabad, the capital city, offers purpose-built convention centers and hotels equipped with advanced amenities, catering to governmental and corporate gatherings alike. The strategic location of these cities, coupled with improved transportation links and expanding international flight connections, facilitates seamless access for MICE participants from around the globe.

Growth in Corporate Retreat Options

Corporate retreats are increasingly popular in Pakistan, offering organizations opportunities for team-building activities, strategic planning sessions, and networking in unique settings. Resorts nestled in the serene landscapes of northern Pakistan, such as in the



picturesque valleys of Swat, Hunza, and Murree, provide tranquil environments conducive to productive meetings amidst natural beauty.

These retreats not only offer modern meeting facilities but also outdoor activities such as hiking, mountaineering, and cultural experiences, enriching the overall retreat experience. The availability of luxury accommodations and personalized services further enhances the appeal of these destinations for corporate clientele seeking a blend of work and leisure.

Showcase of Premier Event Venues

Pakistan's MICE tourism sector benefits from a variety of premier event venues designed to accommodate diverse needs and preferences. The Pearl Continental Hotel in Karachi, for instance, is renowned for its expansive event spaces and comprehensive event planning services, catering to large-scale conferences and international exhibitions.

In Lahore, the Pearl Continental Hotel Lahore and the Faletti's Hotel offer historic charm combined with modern amenities, making them ideal choices for corporate events and social gatherings. Islamabad Serena Hotel and the Serena Shigar Fort in



Gilgit-Baltistan exemplify luxury and cultural authenticity, providing exclusive venues for high-profile meetings and incentive programs.

Government Support and Industry Collaboration

The Pakistani government has recognized the potential of MICE tourism in driving economic growth and fostering international relations. Initiatives to improve infrastructure, streamline visa processes for business travelers, and promote Pakistan as a safe and attractive destination for conferences and exhibitions are actively supported by governmental bodies and tourism authorities.

Collaborations between public and private sectors have led to the development of specialized event management companies, destination management organizations (DMOs), and professional conference organizers (PCOs). These entities play pivotal roles in ensuring seamless execution of MICE events, from logistics and venue selection to entertainment and post-event activities.



Future Outlook and Sustainability

Looking ahead, Pakistan's MICE tourism sector is poised for further growth with ongoing investments in hospitality infrastructure, technological advancements in event management, and sustainability initiatives. The integration of digital technologies for virtual and hybrid events expands the reach and accessibility of conferences, attracting a broader audience and enhancing participant engagement. Sustainable practices, including eco-friendly venue designs, waste reduction measures, and community engagement initiatives, are increasingly prioritized in the planning and execution of MICE events. This commitment to sustainability not only aligns with global trends but also ensures the long-term viability and appeal of Pakistan as a preferred MICE destination.

Conclusion

With world-class conference facilities, diverse event venues, and a commitment to excellence in hospitality, Pakistan offers a compelling proposition for organizations seeking impactful meetings and memorable experiences. As the country continues to invest in its MICE infrastructure and promote its unique offerings, the future holds promise for Pakistan to emerge as a leading destination in the global MICE tourism landscape.



As July rolls around in Pakistan, it marks the much-awaited arrival of mango season, a time when the nation's love affair with the 'King of Fruits' reaches its peak. Known for its succulent sweetness, vibrant colors, and rich cultural significance, mangoes hold a special place in Pakistani cuisine and hearts alike. Join us on a journey through the world of Pakistani mangoes, exploring their varieties, culinary uses, and the festive spirit they evoke across the country.

A Kaleidoscope of Varieties

Pakistan boasts a diverse array of mango varieties, each prized for its unique flavor profile and texture. Among the most celebrated are:

1. Chaunsa:

Renowned for its juicy flesh, sweet aroma, and minimal fiber, Chaunsa mangoes are a favorite among connoisseurs. Grown primarily in Multan and Rahim Yar Khan, these mangoes are





characterized by their golden-yellow hue and melt-in-your-mouth consistency.

2. Sindhri:

Originating from the province of Sindh, Sindhri mangoes are famous for their large size, smooth texture, and balanced sweetness. They are often enjoyed both fresh and in culinary creations due to their firm flesh and tangy undertones.



3. Anwar Ratol:

Hailing from Ratol in the Punjab region, Anwar Ratol mangoes are cherished for their petite size, aromatic fragrance, and intense sweetness. They are a popular choice for making mango desserts and preserves.

4. Langra:

Named for its 'lame' appearance (due to its irregular shape), Langra mangoes are prized for their distinct flavor, which is mildly sweet with a hint of tartness. They are primarily grown in Uttar Pradesh and parts of Punjab.



5. Dussehri:

Originating from the village of Dussehri near Lucknow, India, this variety has been cultivated for centuries and is appreciated for its fiber-free flesh and tangy-sweet flavor.



Culinary Delights and Mango Festivals

Mangoes in Pakistan are not merely fruits but an integral part of the culinary tapestry, inspiring a myriad of dishes and beverages that showcase their versatility and appeal. From traditional desserts to savory accompaniments, here are some delightful mango-infused creations:

1. Mango Lassi:

A refreshing yogurt-based drink blended with ripe mango pulp, sugar, and a hint of cardamom, Mango Lassi is a popular choice to



beat the summer heat.

2. Aamras:

A traditional dessert from Gujarat and Maharashtra, Aamras is a thick mango pulp served with puris (deep-fried Indian bread) or as a standalone sweet treat.



3. Mango Salad:

A vibrant mix of diced mangoes, cucumber, bell peppers, and fresh herbs, drizzled with a tangy dressing, Mango Salad offers a refreshing balance of flavors and textures.



4. Mango Chutney:

Aromatic and spicy, Mango Chutney combines ripe mangoes with ginger, garlic, vinegar, and spices, perfect as a condiment with grilled meats or as a spread on sandwiches.



5. Mango Ice Cream:

Creamy and indulgent, Mango Ice Cream captures the essence of fresh mangoes in a frozen delight that's a favorite among dessert enthusiasts.

Cultural Significance and Mango Festivities

Beyond its culinary uses, mangoes hold cultural significance in Pakistan, symbolizing abundance, hospitality, and the joys of summer. Mango festivals and fairs, such as the Sindh Mango Festival and the National Mango Festival in Multan, celebrate the fruit's diversity and heritage, offering a platform for farmers, chefs, and mango enthusiasts to come together.

The Business of Mangoes: Export and Economy

Pakistan is one of the world's leading producers of mangoes, with its mangoes prized internationally for their quality and taste. The country exports mangoes to various markets, including Europe, Middle East, and Asia, contributing significantly to its agricultural economy and global trade relations.

Embracing Mango Season

As mango season unfolds across Pakistan, it brings with it a flurry of activity, from bustling fruit markets to family gatherings centered around platters of ripe mangoes. Whether enjoyed fresh off the tree or incorporated into culinary creations, mangoes continue to captivate taste buds and hearts alike, embodying the essence of summer in Pakistan.

In short, the journey through Pakistan's mango season reveals not just a fruit, but a cultural icon that brings people together, inspires culinary creativity, and contributes to the nation's agricultural prosperity. As you savor the sweetness of each bite, let the mango remind you of the vibrant traditions and flavors that define Pakistani cuisine and hospitality.

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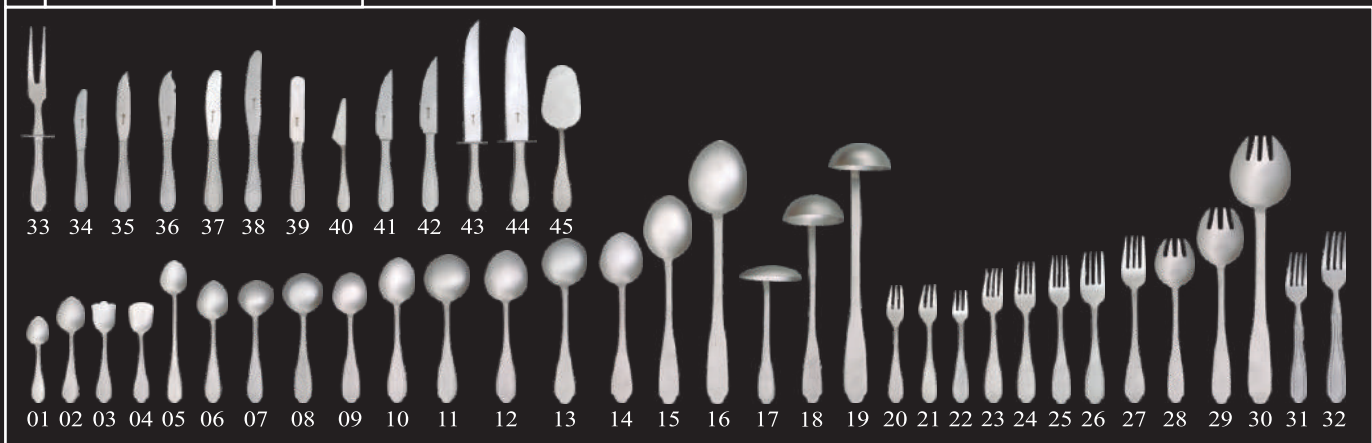


Spoons		Sizes
01	Demitasse Spoon	11.2cm
02	Tea/Coffee Spoon	13.5cm
03	Sugar Spoon	12.9cm
04	Ice Cream Spoon	13.1cm
05	Iced Tea Spoon	19.2cm
06	Tea Spoon Big	16.0cm
07	Soup Spoon Small	15.6cm
08	Soup Spoon Big	17.7cm
09	Dessert Spoon	18.2cm
10	Dinner Spoon	20.4cm
11	Service Curry Spoon 8"	20.3cm
12	Service Rice Spoon 8"	20.8cm
13	Service Curry Spoon 9"	22.8cm
14	Service Rice Spoon 9"	23.3cm
15	Chafing Dish Spoon 12"	29.0cm
16	Chafing Dish Spoon 15"	38.5cm
17	Soup Ladle 9"	20.3cm
18	Soup Ladle 12"	30.8cm
19	Soup Ladle 15"	37.0cm

Forks		Sizes
20	Cake Fork	16.3cm
21	Fruit Fork	16.3cm
22	Oyster Fork	14.9cm
23	Fish Fork	18.2cm
24	Dessert Fork	19.0cm
25	Dinner Fork	21.0cm
26	Service Fork 8"	21.3cm
27	Service Fork 9"	23.7cm
28	Salad Fork 9"	22.5cm
29	Chafing Dish Fork 12"	28.5cm
30	Chafing Dish Fork 15"	37.5cm
31	Steak Fork 8"	19.8cm
32	Steak Fork 9"	22.8cm
33	Carving Fork	27.2cm

Knives		Sizes
34	Cake Knife	17.8cm
35	Fruit Knife	20.4cm
36	Fish Knife	20.6cm
37	Dessert Knife	20.5cm
38	Dinner Knife	23.2cm
39	B & B Knife	20.5cm
40	Butter Knife	18.9cm
41	Steak Knife 8"	20.4cm
42	Steak Knife 9"	23.0cm
43	Carving Knife	31.0cm
44	Cake Cutter	21.1cm
45	Cake Lifter	28.8cm

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COTHM Celebrates
Father's Day
 with Heartwarming
Culinary Tribute

Activity Partners



College of Tourism & Hotel Management (COTHM) celebrated Father's Day with a special culinary tribute, where students showcased their love by preparing their fathers' favorite dishes. Held at the Executive Dining Lounge of COTHM, the event was a heartwarming affair that brought together fathers and their kids in a spirit of appreciation and joy.

Brands such as Cheezious, Agro Organic, Paola's Cosa Nostra, Pure Foods, Fa la la de Creme, and Haier joined as activity partners, contributing essential ingredients and equipment. Agro Asia provided high-quality rice, Haier's Microwave Ovens facilitated

cooking, Cheezious provided meals, Cosa Nostra contributed pastries, and Fala la de Creme supplied premium dairy ice cream to participants.

The event resonated with emotional significance as fathers were served dishes prepared by their children, creating memorable moments of gratitude and connection. COTHM recognized the culinary efforts with cash prizes for the winners, underscoring its commitment to nurturing culinary talent and fostering familial bonds.

The fathers expressed their heartfelt appreciation for COTHM's initiative, emphasizing the warmth and joy they experienced during the event.







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THE FUTURE FEAST EXPLORING 3D FOOD PRINTING TECHNOLOGY

In the realm of culinary innovation, 3D food printing stands at the forefront, transforming how we perceive and create food. What was once a concept straight out of science fiction is now becoming a reality, revolutionizing the food industry with its potential to customize, optimize, and revolutionize the way we eat. Let's explore the evolution of 3D food printing technology, its applications, and the tantalizing possibilities it holds for the future of food.

From Concept to Creation: **How 3D Food Printing Works**

At its core, 3D food printing utilizes similar principles to traditional 3D printing but with edible ingredients. The process typically involves creating food items layer by layer using specialized food-grade materials, such as pureed ingredients, doughs, or pastes. These



materials are loaded into cartridges and precisely deposited onto a build platform according to digital designs generated from computer models.

Printers are equipped with extrusion nozzles or syringes that control the flow of materials, allowing for intricate patterns, shapes, and textures to be formed. Advanced printers can even adjust parameters such as temperature and speed to achieve optimal results for different types of foods, from soft desserts to firm snacks.

Customization and Personalization: Tailoring Food to Preferences

One of the most compelling aspects of 3D food printing is its ability to customize food products according to individual preferences and dietary needs. Imagine being able to create personalized nutrition bars tailored to specific nutritional requirements or dietary restrictions. Athletes might benefit from bars optimized for energy and protein content, while those with allergies could enjoy snacks free from allergens.

Moreover, 3D food printing allows chefs and food designers to experiment with shapes, textures, and flavors that go beyond traditional culinary boundaries. Intricate designs that are difficult to achieve by hand can be effortlessly reproduced, offering a blend of artistic expression and gastronomic innovation.

Applications Across Culinary Domains

The versatility of 3D food printing extends across various culinary domains, from fine dining to healthcare and beyond:

- 1. Fine Dining and Gastronomy:** Renowned chefs are exploring 3D printing to create avant-garde dishes that challenge conventional presentation and texture. From elaborately designed desserts to intricately layered entrees, 3D printing opens new avenues for culinary creativity and presentation.
- 2. Healthcare and Nutrition:** In healthcare settings, 3D food printing has the potential to revolutionize patient nutrition. Hospitals can customize meals to meet specific dietary requirements or nutritional deficiencies, enhancing patient care and satisfaction.
- 3. Food Sustainability:** 3D food printing also holds promise in addressing food sustainability challenges by using ingredients efficiently and reducing food waste. By precisely controlling portion sizes and ingredient distribution, printers can optimize resources and minimize environmental impact.

Challenges and Future Prospects

Despite its potential, 3D food printing faces challenges such as scalability, cost-effectiveness, and regulatory considerations. Current printers are often expensive and require specialized expertise to operate effectively. Additionally, ensuring food safety and maintaining nutritional integrity are critical factors that require ongoing research and development.

Looking ahead, researchers and industry leaders are focusing on overcoming these challenges to unlock the full potential of 3D food printing. Advancements in printer technology, materials science, and software capabilities are expected to drive innovation, making 3D food printing more accessible and impactful across diverse sectors.



Paving the Way for a Culinary Revolution

As 3D food printing continues to evolve, it promises to redefine how we experience and interact with food. From personalized nutrition solutions to creative culinary expressions, the technology offers a tantalizing glimpse into the future of food innovation. While challenges remain, the ongoing research and experimentation in this field are paving the way for a culinary revolution that combines artistry, sustainability, and personalized dining experiences.



In short, 3D food printing represents a transformative force in the food industry, blending cutting-edge technology with culinary artistry to create a new era of gastronomic possibilities. As the technology advances and adoption grows, the future of food looks increasingly customized, sustainable, and deliciously innovative.



WORLD *Baking Day* CELEBRATIONS AT COTHM

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The event, sponsored by Nestle Professionals and held in association with Haier, featured a spectacular array of cakes, baked goods, and desserts crafted by the participating students.

College of Tourism & Hotel Management (COTHM) recently organized a vibrant celebration of World Baking Day, showcasing the culinary talents of over 100 enthusiastic students. The event, sponsored by Nestle Professionals and held in association with Haier, featured a spectacular array of cakes, baked goods, and desserts crafted by the participating students.

Nestle Professionals, represented by Brand Manager Food Raza Ahmed and Advisory Chef Hira Laique, played a pivotal role as the title sponsor of the event. Their support included providing Nestle Professional's Easy Whip Dairy Cream and Butter, which students





The competition was judged by a distinguished panel of judges, including Sweet Affairs Cafe CEO Saniya Waqar, Nestle Professionals' Hira Laique, Chef Faiza Iqbal, and Chef Muhammad Razzaq.



creatively incorporated into their bakery items. Haier, renowned for its innovative kitchen appliances, contributed to the event's success by providing microwave ovens for the students to use during the competition.

The competition was judged by a distinguished panel of judges, including Sweet Affairs Cafe CEO Saniya Waqar, Nestle Professionals' Hira Laique, Chef Faiza Iqbal, and Chef Muhammad Razzaq. Their expertise ensured that entries were evaluated not only on taste and presentation but also on creativity and adherence to baking principles. Throughout the event, the campus buzzed with excitement as students showcased their baking skills, from elaborate cake designs to perfectly executed pastries. The use of Nestle Professional's products allowed for a wide range of innovative creations, highlighting the versatility and quality of the ingredients provided.

Speaking at the event, Nestle Professionals' Raza Ahmed expressed appreciation for COTHM's initiative in promoting such healthy and skill-enhancing activities among students. He reaffirmed Nestle Professionals' commitment to supporting similar events that contribute to the professional growth of youth in Pakistan's culinary and hospitality industries.

World Baking Day at COTHM not only provided a platform for students to demonstrate their culinary prowess but also underscored the importance of industry partnerships and hands-on learning experiences. The event's success reflects COTHM's dedication to nurturing talent and preparing future leaders in the hospitality sector. As such initiatives continue to flourish, they contribute significantly to the development of a skilled workforce and the promotion of culinary excellence in Pakistan.





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UNITED NATIONS SUSTAINABLE DEVELOPMENT

GOALS SERIES

GOAL 3:

3 GOOD HEALTH AND WELL-BEING



Welcome to Hospitality Plus magazine's monthly feature on the United Nations Sustainable Development Goals (SDGs). This month, we explore Goal 3: Good Health and Well-Being, examining its relevance to the hospitality industry and outlining pathways for collective action.

Goal Overview:

Goal 3 aims to ensure healthy lives and promote well-being for all at all ages by 2030. It encompasses targets to reduce maternal and child mortality, combat



communicable diseases, address non-communicable diseases, and promote mental health and well-being. Achieving this goal is crucial for sustainable development, as health is fundamental to individual productivity, economic growth, and societal well-being.

Hospitality Industry's Role:

The hospitality industry plays a pivotal role in promoting health and well-being through its influence on guest experiences, employee

4 QUALITY EDUCATION

5 GENDER EQUALITY

6

Goal 6
Ensure availability and sustainable management of water and sanitation for all.

8 Targets	280 Events
36 Publications	1820 Actions

[More info](#)

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS

[See all](#)

design programs that cater to guests' physical, mental, and emotional well-being during their stay.

Employee Wellness Programs:

Investing in employee wellness programs is essential for fostering a healthy workforce. Hospitality businesses can provide access to health screenings, mental health support, ergonomic work environments, and opportunities for physical activity. These initiatives not only improve employee satisfaction and retention but also enhance productivity and morale.

Community Engagement:

Beyond their premises, hospitality businesses can engage with local communities to promote health education, disease prevention, and access to healthcare services. Collaborating with local health authorities and NGOs can facilitate initiatives such as health camps, vaccination drives, and awareness campaigns on prevalent health issues.

Challenges and Opportunities:

Challenges in achieving Goal 3 include disparities in healthcare access, rising healthcare costs, and the impact of global health crises. The COVID-19 pandemic has underscored the importance of resilient health systems and preparedness for future health emergencies.

Call to Action:

As stakeholders in the hospitality industry, we have a responsibility to integrate Goal 3 into our business practices and community initiatives. By prioritizing health and well-being, advocating for universal healthcare access, and promoting healthy lifestyles, we can contribute to building healthier societies and achieving sustainable development.

Achieving Goal 3:

Good Health and Well-Being requires collective action and commitment. By aligning our efforts with sustainable development principles, the hospitality industry can play a pivotal role in advancing global health agendas and ensuring that everyone can lead a healthy life.

Join us next month as we delve into another critical aspect of sustainable development in the hospitality industry. Together, let's make a positive impact and promote good health and well-being for all.

welfare, and community engagement. Hotels, resorts, restaurants, and wellness retreats can contribute significantly to enhancing health outcomes and fostering a culture of well-being.

Promoting Guest Health:

Hospitality establishments can promote guest health by offering wellness amenities, fitness facilities, and healthy dining options. By partnering with health professionals and wellness experts, they can

Deosai Plain

A Heaven on Earth

The name 'Deosai'; itself tells a fascinating story being a combination of 'Deo' (meaning giant) and 'Sai' (meaning shadow).

Embracing exceptional beauty and mesmerizing views lies down a vast patch of land amidst tall peaks and lush green valleys of Northern Areas offering ample soothing and entertainment facilities to tourists and nature lovers.

Known for its enchanting beauty and rich ecology, it enjoys a glaring contrast of landscape and narrow valleys between steep mountains for being in the western massif of the Himalayas, east of Nanga Parbat and in close proximity to Central Karakoram Range.

Yes, it is Deosai Plain, a jewel in the crown of Gilgit-Baltistan –

situated at an altitude of 3500 to 5200 meters with an area of 358,400 hectare of flat but undulating plains broken by gently rolling hills, it is surrounded by valleys of Skardu, Kharmang, Astore and Gultari and sky high mountains.

With extreme cold weather and low atmospheric pressure, this plateau receives annual precipitation from 350 to 550 mm as it also boasts of having high altitude wetlands characterized by Sheosar Lake at 4,250 meters and fed by snow melt from surrounding snow-clad peaks.

The name 'Deosai'; itself tells a fascinating story being a



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combination of 'Deo' (meaning giant) and 'Sai' (meaning shadow). For being translated as 'the Shadow of a Giant' or 'the Land of Giants,' this place had been fearful for people with many attributing to it mysterious and supernatural tales.

Another fitting name for this region can be 'Roof of the Earth' as it stands as the world's second-highest plateau, towering at approximately 4,114 meters (13,497 ft) above sea level. Eight months it remains covered with snow as remaining four months grace this plateau with pleasant weather and a vibrant array of flowers in multiple colors.





Deosai is accessible during June to September and from Skardu city, it takes one to two hour to Deosai National Park via Sadpara. Visitors can travel via Car, Jeep and other vehicles but mostly jeeps and four-wheelers are recommended for travelling.



“Nobody can deny its beauty. It is a source of inspiration for local and foreign tourists and nature lovers,” remarked a local tourist guide, Aaliya. “People in any region within the country and abroad, are equally mesmerized by grandeur and unmatched beauty of Deosai.”

Deeply attached to its beauty, Aaliya remarked, “It is not just simply a place to visit but an experience leaving



ineffaceable imprints on visitors’ minds. I take pride in showing them the wonders of Deosai.”

Equally conscious for protection its ecosystem, Aaliya says, “Any time I take them along and brief about incredible landscapes and unique flora and fauna of Deosai, I also urge them to protect and preserve its delicate and valuable ecosystem.”

Dotted with several other lakes of crystal-

clear waters and picturesque surroundings, other than the Sheosar lake, one can imagine the plausible feelings of nature lovers to sojourn at a breathtaking landscape in the lap of towering peaks with clouds so close to be easily touched with their hands.

Large tracts of alpine meadow along with dry stony areas and patches of dwarf willows along rivers systems and streams, Deosai also have Shatung, Bara Pani and Kala Pani rivers that form Shigar River – an

important tributary of Indus River.

“Those loving nature and adventure cannot help visiting this place as they take back memories that continue to spark in their mind for years,” said Asifa, a visitor from Lahore. “There is a unique symmetry of plain, wetland and mountains. It is really a



patch of heaven on earth.”

“The moment I set foot on the plateau, I was awestruck by feelings of being on top of the world,” she added. “The summer wildflowers painted the plateau in a riot of colors and the clarity of Sheosar Lake was unbelievable.”

Those who have visited this place take indelible imprints on their minds and those who did not, have an earnest desire to land here in their first moment of leisure.

“Nature and adventure are my passion. The tales I have heard would definitely make me embark on a long journey to Deosai,” remarked Rashid Mahmood, an Islamabad based tourist. “I visited many places in Sindh, KPK and Azad Kashmir. But, despite their beauty, none of them could satisfy my desire for mesmeric Deosai.”

Pakistan Government declared Deosai as National Park in 1993, primarily to protect endangered Himalayan Brown Bear although it is also home to Himalayan Ibex, Snow Cock, Snow Leopard, Ladakh Urial, Kashmir Musk Deer, Himalayan Wolf, Himalayan Marmot, vultures and over 124

resident and migratory bird species.

“The park offers a rare opportunity to connect with wildlife in a pristine setting,” remarked a wildlife photographer. “The chance to capture the elusive Himalayan Brown Bear and other unique species in their natural habitat is unparalleled. I spend weeks here to observe wildlife behavior and take a perfect shot. This unique experience leaves cherished memories in my mind.”

Deosai is accessible during June to September and from Skardu city, it takes one to two hour to Deosai National Park via Sadpara. Visitors can travel via Car, Jeep and other vehicles but mostly jeeps and four-wheelers are recommended for travelling.

Just to say, Deosai plateau is a gem of Pakistan’s tourism landscape. With its unparalleled beauty and ecological significance, the Land of Giant is always there to sway the nature loving people with its enchanting beauty.

Courtesy: APP

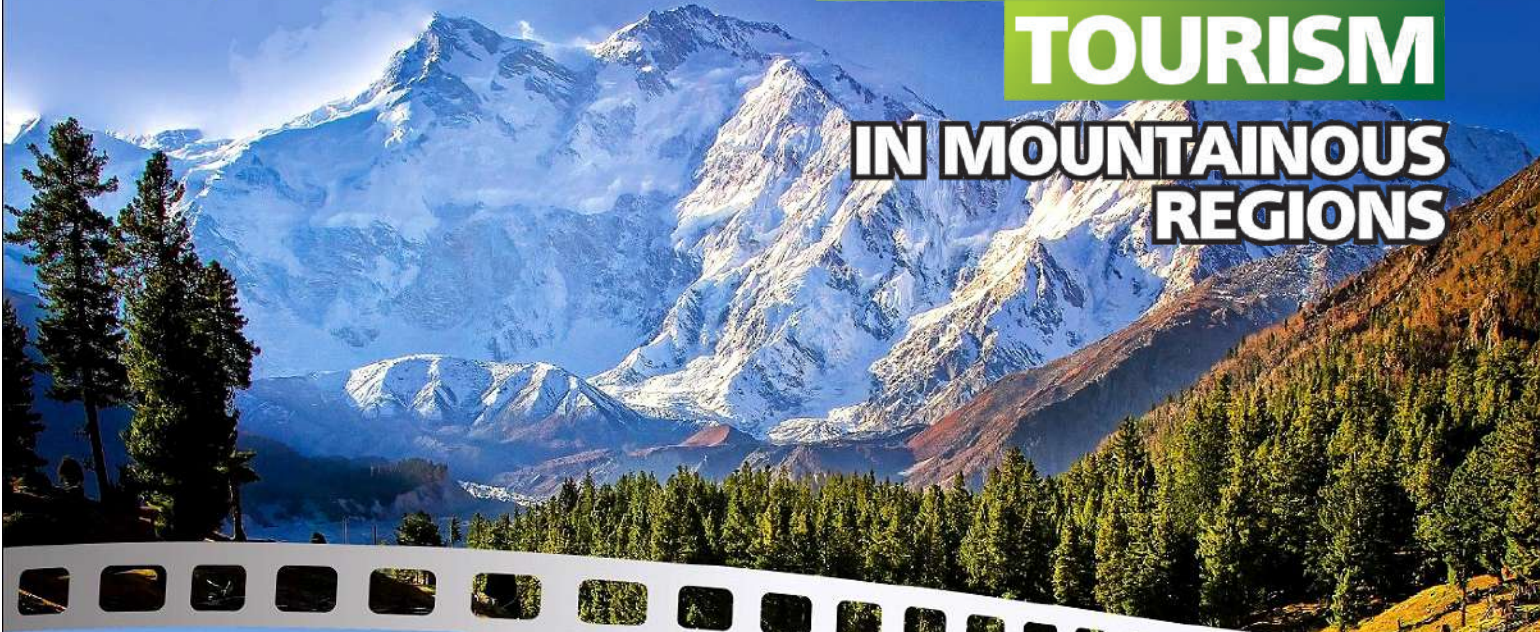




LET'S GREEN OUR SUMMER VACATIONS
PTDC PROMOTES

**RESPONSIBLE
TOURISM**

**IN MOUNTAINOUS
REGIONS**



Embracing responsible tourism is not just an environmental necessity; it is a commitment to safeguarding the heritage and livelihoods that make Pakistan's mountains truly unique.

The Pakistan Tourism Development Corporation (PTDC), in collaboration with the Sustainable Tourism Foundation Pakistan (STFP), has launched an extensive public awareness campaign aimed at promoting responsible tourism in Pakistan's mountainous regions. This initiative, titled 'Let's Green our Summer Vacations', seeks to educate tourists on eco-friendly practices and mitigate the negative impacts of tourism

on the environment and local communities.

PTDC Director Aftab ur Rehman Rana emphasized the urgency of this campaign highlighted the adverse effects of irresponsible tourist behavior, such as littering, which not only damages the pristine natural environment but also threatens local cultural heritage and traditions. "While tourism has brought

economic benefits to local communities, it has also led to environmental pollution, resource depletion, and overcrowding," Aftab Rana added.

Responsible tourism is especially crucial for Pakistan, a country blessed with diverse and stunning landscapes, from the towering peaks of the Himalayas and Karakoram to the verdant valleys of Swat and Hunza. These regions are not only



natural treasures but also cultural havens that have long been the bedrock of local traditions and lifestyles. As tourism continues to grow, it is imperative that we adopt sustainable practices to preserve these irreplaceable assets.

The campaign's primary objective is to raise awareness among tourists about the principles of Responsible Tourism. By following the guidelines and code of conduct set forth by PTDC and STFP, tourists can significantly reduce their environmental footprint and ensure that the socio-economic benefits of tourism are equitably shared with local residents. These guidelines include practical steps for visitors to



As tourism continues to grow in Pakistan, it is imperative that we adopt sustainable practices to preserve these irreplaceable assets.

preserve fragile natural ecosystems and respect local cultures.

The initiative leverages various media channels, including print, electronic, and social media platforms, to disseminate these guidelines widely. This multi-faceted approach ensures that the message reaches a broad audience, encouraging tourists to adopt sustainable practices during their travels.

Aftab ur Rehman Rana also called on provincial governments to support this campaign by implementing robust waste management systems at tourist sites. He proposed the enforcement of strict anti-littering measures, including fines, to prevent environmental degradation caused by tourism activities.



This proactive stance by PTDC and STFP represents a significant step towards preserving Pakistan's breathtaking mountainous regions. By promoting responsible tourism, the campaign aims to protect the natural beauty and cultural heritage of these areas for future generations, while also enhancing the quality of life for local communities. Embracing responsible tourism is not just an environmental necessity; it is a commitment to safeguarding the heritage and livelihoods that make Pakistan's mountains truly unique.



PIA IS STARTING DIRECT FLIGHTS TO SAUDI ARABIA FROM ANOTHER CITY



Pakistan International Airlines (PIA) has announced the commencement of direct flights from Quetta to Saudi Arabia, starting August 6. This new service aims to facilitate travel for Umrah pilgrims and other travelers from Quetta. PIA officials confirmed that the airline will

operate two flights per week between Quetta and Saudi Arabia, significantly enhancing travel convenience for residents. Previously, travelers from Quetta had to rely on connecting flights through Karachi, Lahore, or Islamabad, which often posed challenges and inconveniences. The introduction of direct flights is expected

to alleviate these difficulties, providing a more straightforward and efficient travel experience. PIA officials emphasized that this new service is part of the airline's ongoing efforts to enhance customer convenience and improve connectivity for the citizens of Quetta.

SPICE & WOK CHINESE WORKSHOP BY DIET STUDIO



Diet Studio organized a one-day Spice and Wok workshop on July 12, 2024, led by renowned Chef Muqarab Shah. The workshop featured the preparation of various delectable dishes, including beef chow mein, Chinese chop suey, Chinese hot noodle soup, and Chinese crispy fried dumplings. Participants also learned different new

techniques and had the opportunity to cook alongside him to gain valuable hands-on experience. The interactive nature of the workshop allowed students to enhance their culinary skills and learn the skills of preparing authentic Chinese cuisine. The event concluded with a tasting session where participants enjoyed the dishes they prepared. Certificates of completion were

also distributed, recognizing the students' efforts and newly acquired skills. It is worth mentioning here that Diet Studio is running meal services from where calorie-counted meals can be ordered and delivered at your door step.

HIGHLIGHTS



PLASTIC PACKAGING BANNED AT LAHORE & ISLAMABAD AIRPORTS



3

Due to the ban on single-use plastics in Punjab, officials have ordered a stop to plastic packaging at Lahore and Islamabad airports. Imran Hameed Sheikh, the Director General of Environment, informed airport authorities that using plastic wrapping sheets for packing

bags is now prohibited due to the high amount of plastic waste it generates. Sheikh added that the Punjab Environmental Protection Department is enforcing the plastic bag ban across the province. Special squads have carried out 29,757 inspections, seizing 12,849 kilograms of plastic bags less

than 75 microns thick. According to the department's spokesperson, last month, special teams conducted 29,757 raids. 2,195 raids were in provincial capitals, where 1,049 kilograms of plastic bags were confiscated.

GOVT OFFICIALS MUST TRAVEL IN ECONOMY CLASS: FEDERAL CABINET



4

The federal government has stated that all government officials must travel in economy class, following a cabinet decision. The Cabinet Division sent this clarification in a memo to all ministries and divisions because of questions from government

officials. The memo, sent by the deputy secretary of the Cabinet Division to the secretaries of all ministries and divisions, stated that ministers, state ministers, advisers, special assistants, and grade 22 officers would travel abroad in economy class.

This rule also applies to departments, corporations, regulatory bodies, and autonomous and semi-autonomous institutions linked to the ministries.



INDUSTRY

‘NIHAO! CHINA – 2024 SILK ROAD TOURISM OVERSEAS PROMOTION SEASON’ KICKS OFF IN PAKISTAN

5



The China Cultural Center in Pakistan and the Cultural Office of the Embassy of the Peoples Republic of China in Pakistan have officially launched ‘Nihao! China- 2024 Silk Road Tourism Overseas Promotion Online Season’ in Pakistan. Nihao! China – 2024 Silk Road Tourism

Overseas Promotion Season series of activities were organized by the Network of International Culturalink Entities (NICE), in collaboration with China Cultural Center, China National Tourist Offices overseas, International Tourism Alliance of Silk Road cities and the cultural and tourism departments (bureaus) of 13 provinces

(autonomous regions, and municipalities) from June to October 2024. These provinces included Shanghai, Jiangsu, Fujian, Henan, Guangdong, Guangxi, Hainan, Yunnan, Shaanxi, Gansu, Qinghai, Ningxia and Xinjiang.

UAE’S TOP BANK TO CLEAN TWO MOUNTAINS IN PAKISTAN

6



Mashreq, a leading financial institution in the MENA region, has launched a mountain clean-up mission in Pakistan as part of its global Climb2Change initiative. This mission aims to clean up K2 and Broad Peak (K3), along with the base camps at Goro2 and Concordia, according to a statement released by the

bank. Through the Climb2Change initiative, Mashreq aims to clean 14 of the world’s highest mountains, including summiting 7 peaks and cleaning the base camps of the remaining 7. The Pakistan expedition, running from June to August 2024, will feature renowned Portuguese climber Maria

Conceicao and Naila Kiani, the first Pakistani woman and third Pakistani overall to summit 11 of the world’s 14 highest peaks above 8,000 meters.



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Features:

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Channels:

Quick Service Restaurant,
On the Street

Preparation Method

METHOD 1 Recipe For Soft Serve:

-
-

*1 cone = 80 ml
*80ml serving = 21g product + 40ml water
*Total cones from 375g = 15 (approx.)

METHOD 2 Recipe For Milkshake:

-
-

Storage Instructions: Store in a cool, dry place at room temperature.



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