

Friday, March 08, 2019

THE NEWS

Women POWER 50



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RG-BLUE COMMUNICATIONS

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ARTS & LITERATURE



FATIMA BHUTTO is a Pakistani writer and is the grand daughter of Ex-President and Prime Minister of Pakistan Shaheed Zulfikar Ali Bhutto. She published a volume of poetry at the age of 15. The name of the book was "Whispers of the Desert". She also published a collection of survivor's accounts from the October 8, 2005 earthquake in Pakistan titled "8:50 am". She is also the author of Songs of Blood and Sword, The Shadow of the Crescent Moon, and Democracy.



MUNIBA MAZARI currently serves as the National Ambassador for UN Women Pakistan. She is an artist, model, activist, motivational speaker, singer, and television host. Along with philanthropic efforts, she believes in depicting the ethnic jewels of her region in an abstract way. Her paintings give the message of living life and represent the real personality of the artist. Currently, she is running her brand by the name 'Muniba's Canvas' with the slogan 'Let Your Walls Wear Colors' and her medium is Oil Pastels. She has also been featured in Forbes 30 under 30.



NEMRAH AHMED is an internationally acclaimed Pakistani author. She has 11 books on her credit; a few of them have already been taken for English, Hindi and Turkish translations. Her novel Mushaf was the bestselling Urdu book in New Delhi Book Fair 2017 and her novel Jannat Kay Pattay has been Pakistan's bestselling novel since 2013. Her recent novel Haalim, which is Pakistan's first political thriller, set new records for sale in its first two weeks of hitting the shelves. Her novels emphasize upon women empowerment and bringing Quranic teachings into use in practical life.



SALIMA HASHMI is a Pakistani painter artist, former college professor, anti-nuclear weapons activist and former caretaker minister in Sethi caretaker ministry. She has served for four years as a professor and the Dean of National College of Arts. She is the eldest daughter of the renowned poet Faiz Ahmed Faiz and his British-born wife Alys Faiz. She received the Pride of Performance Award in 1999 for her services to the nation.



SHEEMA KERMANI is a Pakistani social activist, theater director and exponent of Bharatnatyam dance. Kermani was born into a middle-class educated family in Rawalpindi, Pakistan. She went to the Convent of Jesus and Mary in Karachi. Later she went to London to earn a degree in arts and returned to Pakistan. She realized that women in the Pakistani society were not able to get equality in the society so she started a movement called 'Tehrik-e-Niswan' (Women's Movement) and raised her voice for their rights, health issues, education and equality.

BUSINESS



DR. ZEELAF B. MUNIR is the Managing Director & CEO – EBM, physician by training and Management Leader by profession. Zeelaf's twenty-year career is much like the woman herself; enterprising, dynamic and purposeful. With her many years of administrative and leadership expertise, she is leading Pakistan's largest biscuit manufacturer. She is a Board Member of the Pakistan Business Council and member of Pakistan Advertisers Society. An ardent advocate of women empowerment, she is past President of APPNA, an active member of the Asia Society, World Wildlife Fund, the Acumen Fund and various other NGOs.



FIZA FARHAN is a young women entrepreneur, featured in the US Magazine Forbes 30 under 30 List of Social Entrepreneurs for 2015 and again in Forbes Asia List of 30 under 30 Social Entrepreneurs in 2016. Furthermore, she represents Pakistan on the United Nation's Secretary General's first ever High Level Panel on Women Economic Empowerment along with global leadership in addition to advising the Government of Punjab, as Chairperson to Chief Minister Punjab's Task Force on Women Empowerment.



NABILA has salons in Karachi and Lahore and her clientele includes actresses, actors, singers, sports personalities and of course models. Nabila started her first salon venture in 1986. Through the course of 30 years she has redefined fashion, style, and imagery in Pakistan. She is a stylist, a beautician, an image consultant and a lot more. She loves experimenting and has won accolades for her innovative makeovers.



SHAZIA SYED serves as the Chief Executive Officer of Unilever Pakistan Limited. Prior to her role in Pakistan, Shazia was Chairperson of Unilever Sri Lanka Limited. In her 26 years with Unilever, she has worked across most Unilever categories and has led the Customer Development and Home & Personal Care teams at Unilever Pakistan and Unilever Vietnam. Shazia is an active advocate of diversity in the workplace and believes that enabling and facilitating working women from all backgrounds across all sectors should be every leader's top priority.



SIMA KAMIL is the President and Chief Executive Officer at United Bank Ltd., Chair of Board of Governors at Karachi Grammar School. She is on the Board of Directors at United Bank Ltd. and Notre dame Institute of Education. Ms. Kamil was previously employed as Head-Branch Banking by Habib Bank Ltd. and Non-Executive Director by PICIC Energy Fund. Her 30 plus years of overall experience in Banking has included assignments in Risk Management, Retail, Corporate and Investment Banking.

EDUCATION



AMEENA SAIYID is the former Managing Director of Oxford University Press Pakistan, founder of the Karachi and Islamabad Literature Festivals, and co-founder of both the Children's and the Teachers' Literature Festivals. She has been awarded the OBE by the Queen of England, and elected President of the 150-year-old Overseas Investors' Chamber of Commerce and Industry. The OBE recognized her services to women's rights, education, intellectual property rights, and Anglo-Pakistan relations. The government of France awarded her Knighthood (Chevalier de l'Ordre des Arts et des Lettres) for her contribution to Arts and Literature.



DR. FARHAT HASHMI is a renowned Islamic Scholar. Dr. Farhat Hashmi is seen as an iconic figure for helping Muslims develop a personal, one on one relationship with the Quran. She is considered as one of the most influential contemporary Muslim scholars (Ulema). Personally, she considers herself an "eternal student and servant of the Quran" and, more than an icon, orator or scholar, prefers to be simply called a "Muallim" (Teacher).



MRS. SADIA RASHID is the President of Hamdard Foundation. She is working tirelessly for the education of children as well as for Higher Education. The Hamdard Public School, The Hamdard University, The Hamdard Village School - a welfare school for the children of the villages and Hamdard College of Science and Commerce are some examples of her devotion to children's right to education. She is also concerned for the education of survivors of earth-quake stricken areas and has set up schools in the earthquake devastated areas.



RIFFAT MUSHTAQ 31 years ago a passionate Montessori teacher embarked on a journey with the aim of establishing a school which was to be the home of Love, Joy and Creativity. She was not just a teacher but a mentor, a counselor, an artist, an explorer and above all a mother to her beloved pupils as she discovered the potential of not just her students but countless teachers. With a humble beginning of 50 pupils Roots has grown into a lush tree --- an academic institution par excellence!



SUMEERA WAHID is the Principal of Modernage Public School & College, Abbottabad and Executive Director of EQUIP-Pakistan. She Co Founded Ms. Paula Bass Institute for Teachers Development which provides free training in urban as well as remote areas including FATA. She is the Director of International Conventions on Students Quality Circles and Juniors Joy which are for students to promote innovation and creativity. Students Quality Circles has been recognized by The United Nations-ESCAP as Best Practice for Youth Development & has been short-listed in the top 36 Best Practices of the World by The Global Organizational Excellence Congress.

ENTERTAINMENT



MAHIRA KHAN is a Pakistani actress. She appears in Pakistani films and television plays. She is Pakistan's one of the most popular and highest paid actresses, and the recipient of several awards including three Lux Style Awards. It is also to her credit, that she is the only Pakistani so far, to represent Pakistan at prestigious Cannes Film Festival in 2018. Beyond being an actress, model and a celebrity, she is a humanitarian and works for UN Refugee Agency UNHCR as its goodwill ambassador.



MAWRA HOCANE is a Pakistani model and actress. She performed as a theater artist before working as a VJ. Hocane has performed in Pakistani television drama serials Aahista Aahista, Ik Tamanna Lahasil Si and Nikhar Gaye Gulab Sare. She made her Hindi film debut in the Indian romance film, Sanam Teri Kasam, opposite Harshvardhan Rane. She made her debut in Pakistani film industry with Jawani Phir Nahi Ani 2. In 2018, she graduated from University of London in Law.



SAJAL ALI is a Pakistani actress noted for playing a variety of characters in a range of serials—from contemporary social to romantic dramas. Ali's first appearance on screen was a minor role in one episode of the 2009 Geo TV's comedy drama Nadaaniyaan. She rose to prominence for portraying leading roles in several of the successful television series, including the comedy Mohabbat Jaye Bhar Mein (2012), the romantics Sitamgar (2012), and Meri Ladli (2012), the family comedy Quddusi Sahab Ki Bewah (2013), and the drama Gul-e-Rana (2015).



SANA JAVED is a Pakistani actress. Javed played the leading role of Sanam Ali Khan alongside Feroze Khan in Blockbuster serial Khaani. She also made her film debut with the socio-comedy film Mehrunisa V Lub U opposite Danish Taimoor in 2017. She garnered wide recognition and public appreciation for portraying leading role as Khaani in the romantic drama Khaani in 2017-18.



SARWAT GILANI is a Pakistani model, film and television actress. Gilani made her movie debut in Jawani Phir Nahi Ani where she played a pregnant Pashtun woman opposite Vasay Chaudhary. She made stage directorial debut with Kiski Topi Kiskay Sir. She also starred in Jawani Phir Nahi Ani 2 and reprised her role as Gul opposite Vasay Chaudhry.

MEDIA



ABSA KOMAL is one of the leading news anchors at Geo News. She is always found updated and well-prepared on a wide range of issues during live broadcasting. She started her media and journalism career in 2011 as RJ from a FM Radio in Islamabad, from where she graduated herself to 24/7 live news television. Since 2014, she is associated with Geo News – the Pakistan’s biggest television news channel. Absa is young, hardworking, talented and passionate about her profession and can easily be said that a bright and illustrious future awaits her.



KIRAN NAZ is one of the most popular female anchors of Pakistan media industry. She has worked with different television channels as newscaster. Kiran belongs to Karachi and she resides the same city with her family. She did her schooling from Misali Zakaria Higher Secondary School, Punjab and went to pursue her graduation from SZABIST, Karachi. She got her break in journalism at Geo Television Network’s sports channel Geo Super, where she did sports news bulletin. Since then, for Kiran Naz, there is no looking back.



MARIA MEMON is a journalist, news anchor and prime time current affairs show host. A software engineer by profession, Memon took a giant leap of faith by sending her resume online for then upcoming channel Geo English. Looking at her educational credentials, she got short-listed, interviewed and hired for Najam Sethi’s show as coordinator. Unfortunately, project got shelved before it was even launched. As they say, everything happens for a reason; this opened the doors of field reporting for her at Geo News (Urdu). “You cannot afford to miss balls, you have to hit sixes,” she had said in an interview in 2014.



MEHER ABBASI is a journalist and a TV anchorperson/host. She was born in 1983 and during her early years, raised in Pakistan. She went abroad in pursuit of higher education, but later returned to pursue her professional career in Pakistan. During here television career, she has been associated with many of country’s top news channels and with hard work has earned the reputation of one of most influential media personalities in the country. She remains highly active and opinionated on twitter and has more than 1.3 million followers

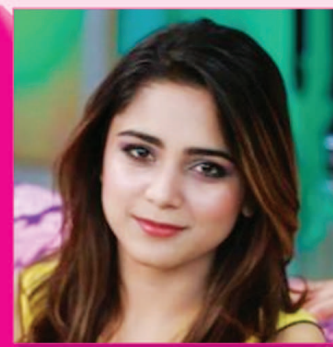


ZAINAB ABBAS has a degree in Marketing and Strategy from Warwick University. Zainab’s journey into sports journalism is what she calls a bit ‘accidental’. spellbound by the magic of sports broadcasting there has been no looking back for her since then. She has been the official PSL presenter and has presented the game with complete zeal and fervor. Her endless love for sports especially cricket takes her places and her knowledge of the game keeps her at par.

MUSIC



ABIDA PERVEEN is a renowned folk singer who is admired not only in Pakistan but all around the world. Her songs like Dhundoge Ager Mulko, Dil-e-Nadan, Main Naraye Mastaana, Gharoli, Raqs e Bismil are some of her amazing tunes. She is considered to be one of the finest Sufi vocalists of the modern era with a career spanning over four decades. She is also the recipient of the Hilal-e-Imtiaz.



AIMA BAIG is a singer and star who is lightening the name of Pakistan with her beauty and voice. Aima started her singing career in 2014, she has also bagged the prestigious Lux Style Award for Best Singer (Female). Aima Baig has also performed on TV in different shows. Aima has sung many hit songs which include Be Fikrian, Ehle Dil and Kalaabaaz Dil. She made her Lollywood debut in 2016 by singing songs for the blockbuster romantic Pakistani film Lahore Se Aagey.



GUL PANRA real name Mehnaz, is a Pakistani Pashto singer. She was born in Peshawar, Pakistan. She was already famous in the Pashtun regions but got more widespread fame in the Punjab and other regions after her duet with Atif Aslam in Coke Studio Pakistan (season 8). Gul Panra is one of the most popular female performers in Khyber Pakhtunkhwa and Afghanistan and has extensively toured across the world.



MOMINA MUSTEHSAN is a Pakistani singer and songwriter. She has a bachelor’s degree in engineering and mathematics from the Stony Brook University. She rose to prominence as a co-singer and writer in Farhan Saeed’s single Pee Jaun, and recorded her first studio song Sajna for Junoon’s album Junoon 20. Mustehsan’s claim to fame came later, where she performed a rendition of Nusrat Fateh Ali Khan’s Afreen Afreen, with Rahat Fateh Ali Khan and received critical applause.



QURATULAIN BALOUCH better known to people as QB, is a singer, composer and a song-writer who started her career in 2011 with a cover of one of Reshma’s superlative singles, Ankhian nu ren de which to her surprise made waves on it’s release and put Balouch in to the spot light. Her live performances are the real treat for the audiences who have witnessed the rockstar, belting out melodies with a strong presence on stage.

POLITICS



BAKHTAWAR BHUTTO ZARDARI is a Pakistani politician and socialite. From her compassion and commitment to well being of the society, emanates the support to the philanthropist initiatives in the areas of health and education. She engages with the workforce of different organizations, such as Dar-ul-Sukun and Markaz-e-Umeed to improve the lives of the underprivileged. Her efforts also include the collaboration with several other charity institutions to provide rehabilitation goods to those in need.



DR. SAMIA RAHEEL QAZI is a PhD in Family institution. She is the only female member of Council of Islamic Ideology Pakistan and former Member of the National Assembly. She is President, Asian Region, of International Muslim Women Union, an NGO Chartered by the United Nations Organization bearing Economic and Social Council (ECOSOC) status - the largest consortium representing Muslim Women from 70 Countries. She serves in various initiatives and organizations to serve women across the country and the world.



MARYAM NAWAZ is a Pakistani politician and the daughter of former Prime Minister Nawaz Sharif. She is a prominent figure in Pakistani politics, Maryam is involved in political advocacy and has an interest in raising the standard of education in Pakistan. She is also described as the new face of the PML-N political party.



SHAHIDA AKHTAR ALI is a Pakistani politician who had been a member of the National Assembly of Pakistan, from 2002 to 2007 and again from June 2013 to May 2018. She was elected to the National Assembly of Pakistan as a candidate of Jamiat Ulema-e-Islam (F) on a reserved seat for women from Khyber Pakhtunkhwa in Pakistani general election, 2002. She was re-elected to the National Assembly as a candidate of Jamiat Ulema-e-Islam (F) on a reserved seat for women from Khyber Pakhtunkhwa in Pakistani general election, 2013.



ZARTAJ GUL WAZIR is a Pakistani politician and is the current Minister of State for Climate Change, in office since 5 October 2018. She has been a member of the National Assembly of Pakistan since August 2018. Wazir hails from North Waziristan, Khyber Pakhtunkhwa and comes from a middle class Wazir family having no political background.

PUBLIC SERVICE



AYESHA FAROOQ is a female Pakistani fighter pilot. Flight Lieutenant Ayesha Farooq is the first of six female fighter pilots in the force to qualify for battle. She now participates in missions in a F7PG fighter jet alongside her 24 male colleagues in Squadron 20.



BUSHRA BIBI is the first veil-wearing First Lady of Pakistan, wife of the 22nd Prime Minister of Pakistan Imran Khan. Bushra is known for her connection to Sufi islam; prior to her marriage with Khan, she had been his spiritual mentor (murshid). Bushra was born to a conservative, politically influential family from central Punjab. She belongs to the Wattoo clan, of whom the Manekas are a sub-clan. She originates from the town of Pakpattan, located 250km southwest of Lahore.



DR. MALEEHA LODHI is the Permanent Representative of Pakistan to the United Nations and a former High Commissioner of Pakistan to the United Kingdom and Former Ambassador to the United States of America. She has also been a journalist and a member of the UN Secretary General's Advisory Board on Disarmament. Dr. Lodhi has a PhD in Political Science from the London School of Economics. She is a recipient of the prestigious Hilal-i-Imtiaz award.



DR. SEEMI JAMALI is the head of emergency at JPMC, and has been in service for the last 24 years. Dr. Jamali knew at the age of six that she wanted to be a doctor, it was her mother's wish and she wanted to make her dream come true. As she began work at the hospital, she became determined to turn around the emergency ward.



SUHAI AZIZ TALPUR is a Pakistani law enforcement officer, serving as Assistant Superintendent of Police (ASP) since 2013, the third Sindh woman to serve in the police force of the country. Talpur was praised for her leadership role in foiling the November 2018 terrorist attack against the Chinese consulate in Karachi.

SOCIAL WELFARE



BILQUIS EDHI is synonymous with philanthropy and humanitarian work. She is the wife of the late Abdul Sattar Edhi, the recipient of Hilal-e-Imtiaz. Bilquis Edhi is a professional nurse and runs the Bilquis Edhi Foundation, which helps the poor and needy. Her charity runs many services in Pakistan including a hospital and emergency service in Karachi. Their charity has saved over 16,000 unwanted babies. She, along with her husband received the 1986 Ramon Magsaysay Award for Public Service.



MASARRAT MISBAH is an entrepreneur and beautician of international fame turned philanthropist, and is one of the most successful business women in Pakistan. Her charismatic and promising personality reflects vividly in her love for beauty and more importantly her warmth and sensitivity towards those who have accidentally lost it. Masarrat Misbah has devoted her work to promoting independence of women and encouraging the empowerment of young women in Pakistan.



MEHREEN AFRIDI is a human rights activist, the first female from FATA who is working for Human Rights of Women and Children. She is also a Member Advisory Group Pakistan at UN Women Pakistan, Chairperson at Fata Youth Assembly and Vice President at FATA Olympic Association.



SAJIDA AHMAD LANGAH is the Chairperson of Istihkam-e-Pakistan Ittehad. She apart from standing up for women's rights works hard to stand up for the poor and needy people of Pakistan.



MAHNAZ RAHMAN is a feminist and activist whose work for women's rights spans decades. She has written extensively on women issues and other sociopolitical issues as a working journalist from 1973 to 1993. She got "Friendship Award" from the prime minister of People's Republic of China in 1991 for promoting Sino-Pak ties through her writings.

SPORTS



BISMALH MAROOF is an international cricketer from Pakistan and captain of Pakistan national women's cricket team for ODIs as well as T20 internationals. Bismah was part of the Pakistan squad at the 2009 Women's Cricket World Cup in Australia. She was part of the team that won a gold medal against Bangladesh at the 2010 Asian Games in China. She was named vice-captain of the Pakistan squad that won a second successive gold medal against Bangladesh at the 2014 Asian



KULSOOM HAZARA in a male dominated world of her sports field karate and living in Pakistan she has surprised us with big achievements and made Pakistan so proud. Her achievements are 3 times South Asian Gold Medalist, 2 Bronze Medals South Asian Games, 16 times National Champion Excellence Award Best Karate Player from Pakistan Army.



PALWASHA BASHIR is a badminton player. Bashir was crowned as the National Champion in 2009, winning the women's singles and doubles titles. She won the bronze medal at the 2010 South Asian Games held in Dhaka. Bashir has represented her country at the 2014 Asian Games, 2014 & 2018 Commonwealth Games. She is the only female badminton player from Pakistan to win the Maldives International League recently & bagged a gold medal, also won the silver medal in Bahrain international series. She also earned double crown in the ladies singles & ladies doubles in Pakistan Int'l Tournament.



SAMINA KHAYAL BAIG is the first Pakistani woman to climb Mount Everest. Samina is also the first Pakistani woman and the first Muslim to climb the seven summits. Baig comes from Shimshal village in Hunza Gojal, Gilgit- Baltistan, Pakistan, and was trained in mountaineering from the age of 15 by her brother, Mirza Ali. Baig has been employed as a mountain guide and expedition leader in the Hindu Kush and the peaks of Karakoram.



SANA MIR is a Pakistani cricketer. Sana is the former Captain of Pakistan Women Cricket team. She played her first One Day International Match against Sri Lanka in 2005 in Karachi. She is an all rounder. She is a right-handed batsman and leg-break bowler. She is also the only Pakistani to be in the top 10 female players.

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THE NOMINEES 2019
HONOURABLE MENTIONS

Aaisha Qadir
Abida Perveen
Absa Komal
Aima Baig
Aiman Khan
Ameena Saiyid
Atiqa Odho
Ayesha Bakhsh
Ayesha Farooq
Ayesha Omer
Ayeza Khan
Azra Gul
Bakhtawar Bhutto Zardari
Bilquis Edhi
Bismah Maroof
Bushra Ansari
Bushra Bibi
Bushra Saeed
Dr. Andleeb Khanum
Dr. Farhat Hashmi
Dr. Gul Shahnaz
Dr. Humeira Ashraf
Dr. Khadija Mushtaq
Dr. Maleeha Lodhi
Dr. Malika Rani
Dr. Noureen Adnan
Dr. Ruksana Jabeen
Dr. Saira Bano
Dr. Saira Riaz
Dr. Samia Raheel Qazi
Dr. Sania Nishtar
Dr. Seemi Jamali
Dr. Shaheena Najib Khosa

Dr. Sumera Shams
Dr. Yasmin Rashid
Dr. Zeelaf B. Munir
Fahmida Mirza
Farah Sadia
Farah Yousaf
Farhana Qamar
Farhat Ishtiaq
Farheen Raja
Fatima Anwar
Fatima Bhutto
Fatima Lodhi
Fehmida Bercha
Fiza Farhan
Gharidah Farooqi
Gul Panra
Gulnaz Mushtaq
Hadiqa Kiani
Hani Taha
Hania Amir
Hareem Farooq
Haseena Moin
Hiba Ali Gohar
Hina Altaf
Iqra Aziz
Jasmeen Manzoor
Khanum Tayyaba Bukhari
Kinza Iqtidar
Kiran Aftab
Kiran Ilyas Ghouri
Kiran Iqbal
Kiran Naz
Kiran Rizvi

Komal Rizvi
Krishna Kumari Kohli
Kulsoom Hazara
Madiha Abbas Naqvi
Maheen Kuryshi
Mahira Khan
Mahnaz Rahman
Maria Memon
Marvi Memon
Marriyum Aurangzeb
Maryam Nawaz
Masarrat Misbah
Mawra Hocane
Maya Ali
Meesha Shafi
Meher Abbasi
Mehreen Afridi
Mehwish Hayat
Momina Basit
Momina Mustehsan
Mrs. Durdana Siddiqui
Mrs. Sadia Rashid
Muneera Adil
Muniba Mazari
Nabeela Ayoub Khan
Nabila
Nadya Gabol
Naeema Kishwar
Namira Salim
Naseem Hameed
Naz Baloch
Neel Ahmed
Neelam Aslam

Neelam Munir
Nemrah Ahmed
Nida Mahmood
Palwasha Bashir
Paras Jahanzeb
Parveen Saeed
Professor Sana Ghori
Quratulain Balouch
Rabia Anum
Rabia S. Ahmed
Rabiya Javeri Agha
Rafia Qaseem Baig
Rameesha Shahid
Ramsha
Rashida Nisar
Riffat Mushtaq
RJ Fizzah Ahsan
Rubab Raza
Saba Akber
Saba Hameed
Saba Qamar
Sabiha Shah
Sabrina Dawood
Saima Kamila Khan
Sajal Aly
Sajida Ahmad Langah
Salima Hashmi
Salma Zeb
Samina Khayal Baig
Samina Shoaib
Samra Khan
Sana Javed
Sana Mir

Sanam Abbasi
Sanam Chauhdry
Sarah Peracha
Sarwat Gilani
Seema Jaffer
Senator Sehar Kamran
Shagufta Noreen Kazmi
Shaheen Kousar Dar
Shahida Akhtar Ali
Shaista Khosa
Shaista Lodhi
Sharmila Farooqi
Shazia Khushk
Shazia Perveen
Shazia Syed
Sheema Kermani
Shehzil Malik
Shireen Mazari
Sima Kamil
Suhai Aziz Talpur
Sultana Siddiqui
Sumaira Hameed
Sumeera Wahid
Syeda Shehla Raza
Tabassum Adnan
Tahira Raza
Umera Ahmed
Umm e Hassan
Urooj Nasir
Urwa Hocane
Ushna Shah
Zainab Abbas
Zartaj Gul
Zebunnisa Bangash
Zenith Irfan



Emp  werment of Women
Emp  werment of Society

International Women's Day

Women are the flowers of the paradise in the universe
that cherish the nation with their fragrance.

The Empowered Women not only build a strong nation
but also an evidence of a brave society.



Information Department Government of Sindh

THE STATE OF WOMEN'S PROGRESS IN THE WORLD

By Laura Liswood

I often invoke the words of United States abolitionist Frederick Douglass when asked about the state of women's progress globally: "there is no progress without struggle".

More than 110 diverse women, including the first Muslim woman and the first Native American, were elected to Congress in the 2018 US midterm elections. Several factors appeared to shape the results, including an increase in the number of women willing to run women of colour moving forward and President Donald Trump himself – his comments, policies and the allegations surrounding his treatment of women.

A record proportion of women – 20% – were elected on the national level that night. This election certainly represented progress, though not without struggle. And the US still lags behind other countries, many of which have elected bodies composed of 40% or more women.

The gender gap around the world

There are signs of hope. More and more countries have gender-balanced national cabinets. Rwanda's parliament is 60% female. Iceland continues its path toward complete gender parity, according to the World Economic Forum Gender Gap Report. Saudi women are at last able to drive legally and allowed into sports stadiums, though the Crown Prince has also jailed activists fighting for women's rights.

In Germany, it appears likely that Chancellor Angela Merkel will be succeeded by the new Christian Democratic Union party leader Annegret Kramp-Karrenbauer. Two female heads of state in a row that has only happened three times before: in Ireland, New Zealand and Bangladesh.

On the business side, countries are continuing to use affirmative mechanisms to ensure that women have seats on company boards. Even in the US, where quotas cause heated debate, California has mandated that publicly traded companies headquartered in the state must have at least one woman on their board. Many corporations now have boards of more than 50% women.

The #MeToo movement has

galvanized people across the world to think about harassment in the workplace. It has given women permission to share their most difficult experiences, and it has highlighted how disastrous, both personally and professionally, such experiences can be. It has shown us what happens when women have to rely on men who abuse their power.

between women's representation in leadership roles and positive outcomes in organizations. Catalyst, Credit Suisse and McKinsey Co. have all reported that companies with more women in leadership and on boards have a higher correlation of profitability and financial performance. They also have fewer instances of fraud, corruption and financial reporting mistakes.

deliberating bodies than men do, often related to family, education and healthcare. With a critical mass in parliament, women can change its hours of operation to reflect the needs of legislators with children. In Sweden, proceedings now end at 6pm instead of 10pm. And in a virtuous circle, more women in public office inspire younger women to follow in their footsteps.

When women are involved in post-conflict negotiations, peace is more likely to prevail. A peace agreement is 35% more likely to last for at least 15 years when women are involved in the process, according to statistical analysis.

The glass cliff phenomenon

But the arc of progress is not straightforward. The Global Gender Gap Report 2018 says it will take more than 200 years for the gender pay gap to disappear, at the current backsliding rate of progress. The world is leaving around \$12 trillion in GDP on the table because of this gender gap, according to McKinsey Co.

"Industries must proactively hardwire gender parity in the future of work through effective training, reskilling and upskilling interventions, and tangible job transition pathways, which will be key to narrowing these emerging gender gaps and reversing the trends we are seeing today", says Saadia Zahidi, Head of the Centre for the New Economy and Society and Member of the Executive Committee at the World Economic Forum.

While the number of women on boards is increasing, it's happening slowly, and often because of government action. In the 44 countries where companies have three or more women on their boards, 43 have government-mandated quotas. Those without affirmative mechanisms are seeing only incremental gains.

Then there is the scrutiny that comes from holding power. Women who make it to the top face a set of challenges unknown to their male peers. They are often perceived as less legitimate. They continue to face unconscious bias, sexual harassment, discrimination, higher expectations and micro-aggressions – small but steady erosions of their authority.

When women achieve high-level positions, they often face a precipice known as the "glass cliff" phenomenon. They have broken the glass ceiling by rising to leadership roles in dire times, such as financial crisis, controversy or conflict. Then they are pushed off the cliff if they can't find or create solutions – consider Theresa May and Brexit. As a result, women are often forced out sooner than their male counterparts because of the high-risk nature of their assignments, and the lack of support or authority to accomplish their difficult goals, according to Price Waterhouse Coopers.

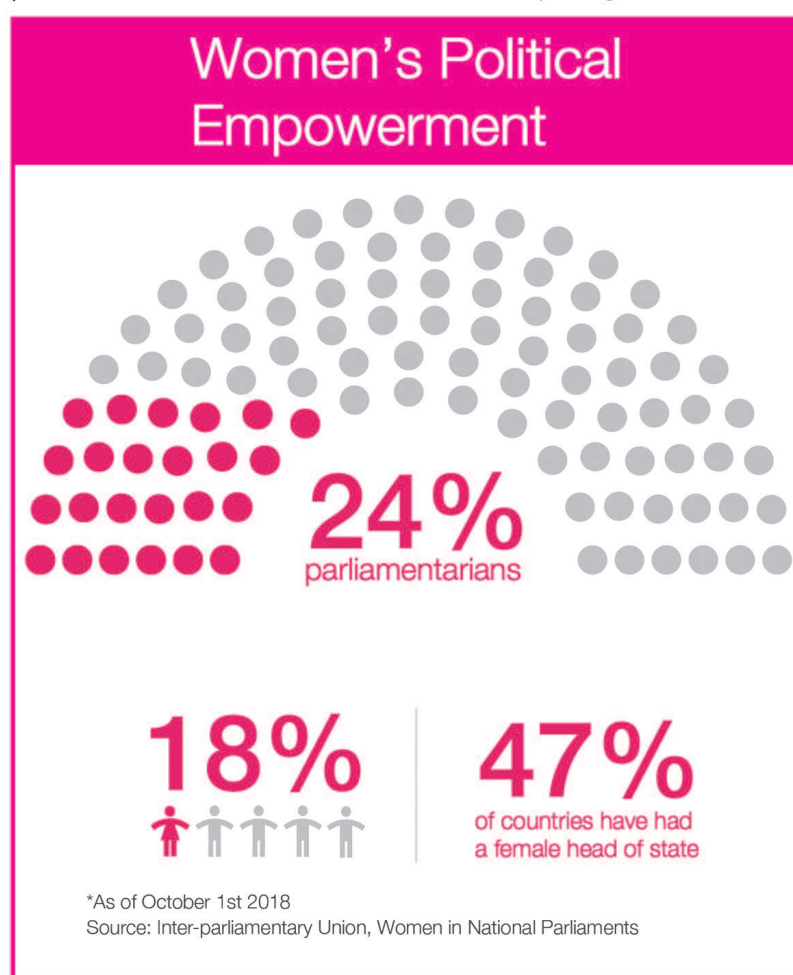
Action, reaction

The #MeToo movement, despite empowering women, has led to unintended consequences. US Vice President Mike Pence has a rule not to dine alone with a woman who is not his wife. The #MeToo movement has made this line of thinking more common, perpetuating the unequal treatment of women in the office.

Bloomberg recently published an article titled "Wall Street Rule for the #MeToo Era: Avoid Women at All Costs". Fearing they could be entangled in accusations of sexual misconduct, some men have simply avoided associating with women at all. They may stop hiring, coaching or mentoring women, ironically ensuring a continuation of inequality and the gender pay gap. With that attitude, a woman's career prospects suffer, just in an entirely different way. I am reminded of Newton's third law of physics: for every action there is an equal and opposite reaction.

Optimists say that much has changed. Societies no longer consider domestic violence a taboo subject, for example, but an illegal act. Pessimists say that change is too slow. Men may now do more household work than in previous generations, for instance, but women still continue to do far more care in the home than men, freeing up men's time to achieve.

When asked about women's progress, I think of the glass that is either half full or half empty. But one thing is certain: women need to use their victories to galvanize more victories. Failure must energize us to clamour more loudly for progress.



Corporations now understand that allegations and proof of sexual misconduct can harm them and pose ethical, reputational and financial risks which affect their bottom line, stock price and hiring ability. Larry Fink, CEO of global investment firm BlackRock, sent a letter to clients worldwide which highlighted the need to look beyond financial results. Every company must demonstrate how it "makes a positive contribution to society", he wrote, including in diversity and talent management.

Why giving women a seat at the table pays off

Women are good for business. Research conducted over three decades shows a correlation

Experience in Norway, which requires companies to reserve at least 40% of board seats for women, has shown that women are more likely to consider the long term, and include constituents other than shareholders in their board deliberations. Women encourage boards to focus more on communities, the environment and employees.

Have you read

The Global Gender Gap Report 2018

These 4 Nordic countries hold the secret to gender equality How to build a paradise for women. A lesson from Iceland

Women also introduce different legislation into parliaments and

Modernage is an Amalgamation of Quality Education & Social Service



Sumeera Wahid speaking at the International Convention at Modernage

They prepare a case study of their selected problem and share it with their school fellows. They not only improve their presentation skills but also ignite their creativity. Their language skills also develop. Most of all they realize their roles as responsible citizens. In Nov 2017, the United Nations-ESCAP Thailand recognized the Students Quality Circles initiative of Modernage as Best Practice for Youth Empowerment. Every year since 2008, EQUIP-Pakistan has been holding regional as well as national conventions in Pakistan. Each Convention has been a success owing to the enthusiasm of students, teachers, academicians, educationists and scholars whose participation from national and international arena made each event a truly memorable one.



Students Quality Circles: An Initiative of Modernage to Develop Quality Mindset

A unique initiative of Modernage is to empower students by teaching them problem solving by using scientific and statistical tools based on the principles of Total Quality Management under the auspices of its sister organization EQUIP-Pakistan. The students volunteer to work in groups called Quality Circles. They use the steps of problem solving to identify, analyze and ultimately solve the problems that they face in their immediate surroundings. The circle members choose their problems based on the data they collect, they think of its root causes and sub-causes, they suggest solutions to resolve the problem and then implement the solutions. Later they compare the data collected before and after the implementation of solutions and see whether their effort has brought a change in the problematic situation or not.

Awards & Recognition

The efforts of Modernage have been acclaimed both nationally and internationally. The performance of students in Matric and Intermediate speaks highly of the academic efforts being conducted in school. The Director of the school Mr. Abdul Wahid Mir has been awarded The Quality CEO Award by The Quality & Productivity Society of Pakistan, The Sir Sayyed Gold Medal for services in the field of education by Nazariya Pakistan Council, Islamabad and The Helen Keller Award by Mauritian Society of Disables, Mauritius. In 2017, Modernage won the International School Award conducted by the British Council UK.



Mr. Abdul Wahid Mir is a renowned educationist, scholar and literary personality. He speaks at various international conventions and conferences. Mr. Mir is the Principal of Modernage Colleges.

Sumeera Wahid-The Driving Force of Modernage

Established in 1986, Modernage Public School & College, Abbottabad is a K-12 institution that is not just imparting Quality Education since its inception, but is also known for Quality Management, Teacher Education and Community Service. It is considered as a place where students flourish, thrive and shine. It is committed to achieve excellence in student-centered learning without any physical or psychological stress with a concerted effort of dedicated and trained staff. Its friendly environment, in purpose built campuses, provides ample chances to students to explore their talents. Modernage aims to develop the whole person: cognitively, emotionally, physically, as well as spiritually. The efforts of the institution have remained focused on developing creative thinkers who do not depend on rote-learning. It is a place that values Pakistani culture and helps the students to understand the wider world. The institution is striving hard to become a champion in implementation of Japanese concepts of Quality Circles and 5-S at all levels. To elevate the middle income class of society, Modernage is providing fifty percent sibling concession in tuition fee across the board while not compromising on the provision of smart educational facilities in all campuses.

Modernage has a number of unique initiatives that make it the first choice for students as day-scholars as well as boarders. To develop a global outlook in Modernites, International Youth Exchange Programs with countries like UK, Japan, Sri Lanka, Mauritius, Nepal, etc. are a regular feature of the yearly schedule of activities. Since the year 2000, the sister organization of Modernage, Ms. Paula Bass Institute of Professional Development has been conducting free of cost Teacher Training Programs for teachers from rural areas and FATA both in the public as well as private sector. Through the forum of Bazm-e-Ilm-o-Fun Pakistan, for the past many years, Modernage has been the hub of literary activities in Abbottabad. Here the people of the city have met many famous writers and poets including Ashfaq Ahmed, Bano Qudsia, Ahmed Faraz, Amjad Islam Amjad, Mushtaq Ahmed Yousafi, Mukhtar Masood, Muneer Niazi, Mustanser Hussain Tarar, Atta ul Haq Qasmi, Muhammed Izhar ul Haq, and many more. The greatest social contribution of Modernage in community service is the establishment of Pak-Irish Rehabilitation Center; established initially to provide free orthotic and prosthetic support to the survivors of the earthquake of 2005 but now catering to the needs of people with congenital anomalies and victims of accidents.

Quality is not an act,
It's a habit!

Juniors Joy: An Initiative of Modernage to Promote Creativity

Another popular initiative of Modernage is the National Meet of Primary Level Students called the Juniors Joy being held every year since 2011. The main purpose of this event is to nurture creativity at grass root level in Montessori and Primary classes. Young children from across the country, participate in this event and showcase their talents in different competitions.

Sumeera Wahid is the Principal of Modernage Public School & College, Abbottabad and Executive Director of EQUIP-Pakistan. She is a Fulbright Scholar who had the privilege to attend South Asian Teacher Training Project at the prestigious George Washington University, United States. Her name also shines bright on the Roll of Honour of the Army Burn Hall College, Abbottabad. She has rendered invaluable services in Quality Management in Education. She Co-Founded Ms. Paula Bass Institute of Professional Development, which provides free training in urban as well as remote areas including FATA. She has widely represented Pakistan in International Youth Exchange Programs. She is the Director of International Conventions on Students Quality Circles and Juniors Joy which are fora for students to promote innovation and creativity. Owing to her efforts, the United Nations-ESCAP recognized the Students Quality Circles from Pakistan as Best Practice for Youth Development. She plays an instrumental role in the conceptualization and realization of the major initiatives of Modernage.

SQCs among 36 Best Practices of the world

The Students Quality Circles (SQCs), being introduced in Pakistan under the leadership of Abdul Wahid Mir & Sumeera Wahid, was placed among 36 best practices of the world in the 6th Best Practices Competition at the Global Organizational Excellence Conference held in Abu Dhabi, United Arab Emirates, last year.





WOMEN ENTREPRENEURS - Rising Above the Constraints

By Syeda Mahnoor Nizami

“A woman is the full circle. Within her is the power to create, nurture and transform.” **Diane Mariechild**

Gone are the days when female members of our society were deprived of their basic rights, however there are some countries, where this practice still prevails, and women are not given the equal status as men. But the women of this era have been able to liberate themselves from the fetters of the patriarchal society. They are now playing a significant role in every walk of life with men. Women of 21st century are now more independent, self-sufficient, and confident. They no more rely on their brothers, husbands, fathers, or sons to bear their expenses. In Pakistan people are abandoning this old tradition where a head of the family, usually a man, has to earn and bear the expenses of the whole family. But now, as women have realized what they are capable of, they are successfully working side by side with men and they have proven that they can contribute equally in any field and they are not lesser than their male counterparts.

The Impact of Women Entrepreneurship on the Economy

Around half of the total population of the world is comprised of women. Whereas in Pakistan women represent around 48% population and their participation is 19–20%, according to information given on NPO website. On the other hand, as per Pakistan Economist, The Global Entrepreneurship Monitor's (GEM) report (2016–2017) which states that women entrepreneurship has increased by ten per cent during the course of two decades. The gender gap between men and women, according to GEM report (2017–2018), has decreased by six per cent in 2016. According to many reports it has been proven that women are taking part in different spheres, be it business administration, politics, banking, media, social work, education, medicine, and the like. In contemporary society, women have begun to run their enterprises successfully as well.

The women-owned business

has been recognized as an imperative available source and their input in economic growth and development is indispensable. Zubair Tufail, Former President of the Federation of Pakistan Chambers of Commerce and Industry (FPCCI) elucidated that the ratio of women entrepreneurs is more or less negligible in Pakistan. In 2016 he said that women-led firms were only 11.8 per cent as compared to other countries such as Turkey, where it is 25.4 per cent, in Philippines it is around 62.9 per cent, 22.1 per cent

experience trouble when it comes to multi-tasking. Women leave no stone unturned to maintain a balance between their families and career effectively. They are deemed to have more patience and remain committed towards their responsibilities. A study by the Kauffman Foundation of 570 high-tech firms reveals that women-owned organizations are more probable to be organized as sole proprietorships.

women to take over all spheres of life as they had to earn money while the men were away from home. According to history.com, nearly 350,000 women served in the U.S. Armed forces during wartime. In the U.S. aircraft industry, more than 310,000 Females worked there. They provided their services in a number of different positions. Women had proven and realized that they could do the job better than men. Later on, this issue was further fueled by discriminated attitude towards working women who were being paid lower than inexperienced men doing the same job. When the World War II ended, men who were alive returned to their homes and were surprised at the sight of women doing all the things that were associated with only men. By then female labour force grew up to 6.5 million, according to msudenver.edu. Women in World War II played a significant role that they had never thought of. The whole feminist movement started when men tried to push away from the work. Women, of that time resisted and gradually, not to mention after making a great deal of efforts, gained their rights such as right to vote, right to own a property, obtain education, and so forth. Women now are taking over the entrepreneurship.

How to improve prospects of women entrepreneurship

Women-led firms are considered as major goal for the growth and development of economy. For that purpose education and economic uplift of female peers are two significant mediums to achieve this goal. Government's role to develop 'Women Entrepreneurship Development System (WEDS) is also inevitable in this respect. According to Forbes article 2017, we need to concentrate on all the constraints that are influencing the growth of women entrepreneurship. Other crucial factors involved in this regard are access to finance, confidence and access to network. Entrepreneurship is enormously becoming the backbone of economic growth since its one of the most effective ways of

eliminating poverty and empowering people by giving them the opportunity to make their vital life decisions. While an effective way of promoting female participation in the economic sphere is the appreciation of entrepreneurship among women. As we know from the history that women were going through suppression and were forced to stay at home as housewives, caretakers, and domestic workers. In the early male-controlled society many restrictions were imposed on women as they were not given equal status as compared to men. Even the countries who claim to be



in Indonesia, 29.2 per cent in Uzbekistan, and 32.7 per cent in Tajikistan.

Research reveals the benefits of female entrepreneurship

Researchers have revealed that there are many benefits of women entrepreneurial activities. Among countless benefits one of the advantages of women-owned businesses is that they help in expanding the economy of a country. Studies have proven that women are emotionally intelligent than their male counterparts. Females have good interpersonal skills which are necessary for entrepreneurs. Female entrepreneurs are also good at handling several tasks simultaneously while men

To improve human capital and facilitate self-fulfillment for individuals it is inevitable to promote women entrepreneurial activities. Feminine traits and endowments can eventually pave the way for better economic and social prospects in the country. A woman's entrepreneurship can make an unthinkable contribution to the economic stability of the family and communities, poverty reduction and women's empowerment.

The Rise of Female entrepreneurs

In U.S. 1940–1959, due to World War II, men had to leave in order to participate in the worldwide war across the Atlantic and the Pacific, and left their families behind. This situation led

“Capabilities are clearly manifested only when they have been realized.”

Simone de Beauvoir

modern and liberal now had austere and conservative history. Though it has been a bumpy ride for female-workers but they have been able to come along through obstacles and hurdles. And now women are successfully working and participating alongside men. So everything is achievable if we set our eyes upon the goals. Women should have more confidence and hard work as these are the two key components in achieving success and women should know that they have all the capacity to obtain what they want.

International Women's Day



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Hamdard

Celebrating
100 Years
of HAKIM
MOHAMMED
SAID

BRIEF HISTORY

Hamdard is among those successful enterprises in South Asia that have had modest beginnings but, within a short span of time, achieved the status of a renowned name. Established by an accomplished pharmacist and physician of Tibb-i-Unani, Hakim Hafiz Abdul Majeed, in a tiny shop in Delhi, India, in 1906. Then, in Karachi, after the creation of Pakistan, his younger son and a visionary physician, Hakim Mohammed Said, launched it in a two room rented clinic of Tibb-i-Unani (Eastern Medicine). Hamdard made rapid progress and soon its star products, especially Rooh Afza syrup and effective herbal medicines, became household words in the country and Hamdard became one of

the most famous and reliable names in Pakistan. Hakim Mohammed Said, in addition to being a physician par excellence, was a philanthropist and visionary in the real sense of the word. He made Hamdard Pakistan not only the biggest manufacturer of herbal products and medicines, but also branched out into the fields of health in general, education and social welfare. He established a comprehensive network of free Hamdard Clinics (matabs) across the country, initiated Hamdard Free Mobile Dispensaries, to provide the poor with health facilities at their doorsteps, and set up hospitals of both Eastern and Western Systems of Medicine. He founded schools, colleges and university and a City of Education, Science and Culture – Madinat al Hikmah – laying out his whole life's earnings on the project. He did all this for the promotion of health and education in the country, because he believed that no nation without good health and quality education would be able to progress in the world. Inheriting from his father a flair for formulation, good clinical judgment and the commitment to serve humanity, he invented and made changes in many tibbi medicines, saw at least 5 million patients during his career (all without charges) and devotedly served humanity. In fact, he converted Hamdard Laboratories into a Waqf – an Islamic trust where all the profits are used for God's work i.e. nation building and charity.

Hamdard Laboratories (Waqf) Pakistan

The central structure of Hamdard Laboratories is based in Pakistan's industrial hub and the port city of Karachi. It comprises of the headquarters and two manufacturing units, including a new large unit – Hamdard Industrial Complex (HIC) at the newly named Hakim Mohammed Said Road. Besides Karachi, two other Hamdard manufacturing units are working in Lahore and Peshawar. Apart from the Karachi headquarters, there are zonal offices in Lahore, Rawalpindi and Peshawar. All Hamdard manufacturing units are equipped with state-of-the-art

ROOH AFZA
Quality, Taste
and Unique
blend of
traditional
flavours and
aromas
'Lord of
the Red's'
and a drink
for all
seasons.

machinery and instruments, fulfilling modern day requirements of quality and high standard. Hamdard produces over 500 herbal products and medicines and their strength lies in their quality.

Hamdard Quality Policy Statement

Hamdard ensures the quality and standard of its products adhering to international standards and laws, prescribed by ISO and WHO.

To maintain these, it takes the following measures:

1. Procures best quality raw material.
2. Follows current Good Manufacturing Practices.
3. Conducts regular checking at all stages: raw material in-process/intermediate material, and finished products, in order to maintain quality control.
4. Gives importance to training of all personnel/employees involved in the production process, under the policy of quality control (TQC).

Rooh Afza: 'Lord of the Red's' and a drink for all seasons, Rooh Afza is the scarlet-hued syrup of the East. It is the star product of Hamdard Laboratories (Waqf) Pakistan. It is the top national brand, having the major share in local markets. At international level too, it enjoys a high reputation because of its quality, taste and unique blend of traditional flavours and aromas.

Certificates, License and Awards

Having Halal ingredients, Rooh Afza is certified by the committee of food experts and the most authentic religious scholars or 'ulema' of the country. It enjoys certifications of ISO 9001: 2008 and ISO 22000: 2005. It has been

winning awards a-plenty and on a regular basis, including FPCI Award, Brands Icon of Pakistan Award, Brands of the Year Award, and Consumer's Choice Award. US food magazine 'Saveur' in its publication of Feb 2007 – issue # 99, placed Rooh Afza at the 10th position in world's 100 most popular brands' list.

Hamdard Foundation Pakistan (HFP)

Hamdard Foundation Pakistan was established by Hakim Mohammed Said in order to control and regulate the funds being handed over to it by Hamdard Laboratories. These are used for the promotion of health, education and social uplift in line with his vision and mission – service to the nation and humanity. He was martyred on 17th October 1998 at the doorstep of his Karachi Clinic – the very same from where he started his journey of building 'Hamdard Pakistan'. We are told by the Quran to not speak of a shaheed as dead. Hence, martyred, he is immortal. And his legacy of service too goes on, with Allah's help, under the guidance of his daughter, Mrs Sadia Rashid, Chairperson, Hamdard Laboratories Pakistan, and President, Hamdard Foundation Pakistan.



Hashmi Kajal - Your Winning Confidence

Hashmi Kajal (HK) is one such product that has been a favourite among women since old times. Although many brands manufacturing their own line of eye make-up products including kajal have surfaced in the recent past but none could match the popularity HK enjoys, even after being available for over 20 decades. Most of the eye make-up products available in the market have chemicals in them. Due to chemicals, these cosmetic products have the tendency to do more harm than good in the long run. Hashmi Kajal, on the contrary, doesn't contain any such chemical. Thus, it is the safest option available for flaunting luscious and smoky eyes with aplomb.

From where it Began

Winning hearts since last 225 years, this kajal is part of the Hashmi Family that was established in 1794 by Hakeem Mohammad Hashim at Bareilly, India. Hashmi products, including the 'Kajal', gained instant popularity and became an important part of every home's dressing table. Since then, there has been no looking back for HK as it has continued to be the favourite eye make-up product for women even now.

Popularity of Hashmi Kajal

HK is found in almost every household as it has become an integral part of every woman's life. This beauty product is used by women belonging to every walk of life. The famous actress from the neighboring country, who has played a vital role in numerous successful movies i.e. 'Kahani', 'The Dirty Picture', and 'Paa', VidyaBalan, is a big fan of HK as well. In one of her interviews, she shared her fondness for using this product for enhancing the beauty of her eyes. This surely speaks volume of HK as celebrities from other countries are speaking about this product that too without any advertisement contract.

Kohl-Eyed Trend with Hashmi Kajal

Eyes are considered as the most

attractive feature of a person's face and for years women have been using kajal to increase the attraction of this attractive feature.

The Kohl-Eyed look has been in the trend since forever and it isn't going to fade away any soon.



Women, since many years, have been flaunting this look on numerous occasions. In ancient times, when cosmetics were not easily available, Kajal was the only make up product women used to beautify their eyes. Even now, this is one such product that every woman uses if she has a formal event to attend or a casual gathering at her friend's place.

A Good News for Hashmi Kajal Lovers

For all those Hashmi Kajal fans, you can rejoice as it is going to be re-introduced in the market with a new look and improved features. Yes, you have heard it right, after 225 years of popularity, your favourite eye makeup product, Hashmi Kajal is now going to have a brand new look.

Why Hashmi Kajal?

Hashmi Kajal is made from natural ingredients; thus, poses no harm to eyes. Most of the substandard kajal and other eye make-up products available in the market are made from chemicals; therefore, by using

them, you are prone to suffer from eye infection or other such problems. This is not the case with HK because of its natural composition.

HK is formed with a tried and tested formula for several years. It

purchased online. Thus, you do not have to go out to the market to buy your favourite kajal as you will be able to get it delivered to your doorsteps in a convenient manner. There is a simple procedure to follow at their website (www.hashmikajal.com.pk).

Furthermore, you can also keep a track of your order by using "Order Tracking" feature on their website.

For the tech savvy people, they can download Hashmi Kajal app on their smartphones. This will make purchasing HK and other products from the brand even more convenient and hassle-free for them.

Staying True to their Slogan "Your Winning Confidence"

If you feel something is amiss even if you have spent hours in front of the mirror and taken care of each minor and major detail of your look, use HK and intensify your look. It will complete your overall look and give you a rather attractive and eye-catching appearance. As HK claims this product to be "your winning confidence", you will get a new and profound feeling of self-awareness and poise, which will be reflected in your overall appearance.

There are times when women do not have enough time in hand to get ready for an event, let's say due to any quick meeting call up or in case of unannounced visitors. They can rely on this very handy HK that will take no more than few seconds to apply. Hence, instead of feeling anxious about their make-up less look, they will have a feeling of confidence and assurance.

Hashmi Kajal - An Essential Product in your Bag

HK is a must-have product that you must always keep in your bag along with other important belongings. While the cards and cash, smartphone and sanitizers are important but you shouldn't miss out on this very handy HK and take it along with you wherever you go. It will only take a few



seconds to apply this kajal to your eyes and have an edgy appearance.

Whether it is a formal event or a casual get-together, women can wear this kajal for every occasion to enhance their look. It instills confidence in them and gives them a standout appearance among the crowd. It has become every woman's go-to product for having an edgy and attractive appearance.

All in all, the trend of Kohl-Eyed look will never fade and neither will the use of HK to get this beautiful and attractive look. It doesn't matter whether you are a student, a housewife or a working woman, you can use this kajal to beautify your eyes on any occasion.

Watch out for the new look of your favourite Hashmi Kajal that you will find in your nearby stores soon. We are sure you are going to love this new look of Hashmi Kajal.

HASHMI
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Kajal never gets out of trend. Make your signature style with Hashmi Kajal, made of natural ingredients to protect your eyes from allergies and making them more fashionable than ever before.

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