

PAKISTAN'S PREMIER MAGAZINE FOR TOURISM, HOSPITALITY, RESTAURANTS, AIRLINES, TRAVEL & FOOD INDUSTRY

# HOSPITALITY PLUS

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Prof. Shuaib Raza

### Director Art & Design

Aamir Kashif

### IT Manager

Rizwan Hameed

### Chief Photographer

Waqas Ali

### Photographer

Zeeshan Ali

### Printed by

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394-Hunza Block, Allama Iqbal  
Town, Lahore

### For comments please write to us at:

### HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road,  
New Garden Town, Lahore .

Mob: 0302- 4090092

Tel: 042 35913580-81-82-83

E-mail: office@hospitalityplus.com.pk

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# EDITOR'S NOTE



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



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### Chief Editor:

•Hospitality Plus Magazine (ABC Certified Monthly Publication)

### Chief Executive Officer:

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## PAKISTAN BEING SEEN AT WORLD'S TOURISM MAP



Progress of a country's tourism sector is conditioned mainly with the influx of tourists coming from the outer world. And foreign tourists only come to a country that manages to showcase its beauty and attractions to the world on regular basis. No matter how beautiful and secure a country is; if it is not known to the world, it can never capitalize its tourism potential.

Pakistan, for quite some time now, is being seen at different international tourism expos and travel marts that is a very positive and encouraging approach for its tourism sector. Last year, Pakistan Tourism Development Corporation (PTDC) along with provincial tourism bodies and private sector participated in World Expo 2020 and the World Travel Market (WTM) London. This month, it is going to participate in Travel and Adventure Show New York on January 28 & 29. Travel and Adventure Show New York is one of the most popular travel marts in the United States. This famous show gathers over 250 top destinations, tour companies, cruise liners, and travel providers from around the world making it the largest trade show in North America.

In future, the world will see Pakistan at ITB Berlin and ATM Dubai as well. With the help of these participations, Pakistan's tourism sector is going global and foreign tourists are taking more interest in exploring different attractions located in Pakistan. The best of all is positive impression that we are creating in the hearts of the outer world for the beloved homeland.

I must appreciate the vision of Prime Minister Shehbaz Sharif who is facilitating the tourism departments in Pakistan to uplift the tourism sector globally. I would also like to congratulate Advisor to the Prime Minister of Pakistan on Tourism & Sports Aun Chaudhry and PTDC MD Aftab ur Rehman Rana for taking Pakistan to world's most prestigious tourism forums and that with a positive and constructive mindset.

I am sure the way Pakistan is being seen at the global tourism forums, it will soon get a permanent place in the world's tourism map and foreign tourists would start considering visiting Pakistan more often.

# LAHORE TO WITNESS PAKISTAN INTERNATIONAL CULINARY CHAMPIONSHIP 2023

SEASON  
**5**

*Pakistan's  
Biggest  
Culinary  
Battle!*



By Fraaz Mahmud Kasuri

*International Culinary Championship 2023 is the 5th culinary competition of local and foreign professional chefs which is approved and endorsed by the Worldchefs, Paris, France.*





Pakistan – Land of the Pure – is rich in heritage, weathers, and landscapes; an amalgamation of the richest flavors of life. Time and again, Pakistan's distinct beauty has been celebrated, highlighting its true place among the eminent nations of the world. Culinary aspects of Pakistan bear no meager reputations as abundant cultures and cuisines exist from the snow-capped mountains of the North, to the lush green fields of East, beaches and fresh sea produce of the South and vast dessert stretches of the West, filled with the untapped wealth of potential.

'Pakistan International Culinary Championship' is the brainchild of the similar thought – that the beauty of this nation's choicest flavors and unlimited potential of its youth in culinary arts, be depicted in a manner true to PAKISTAN.

International Culinary Championship is the 5th culinary competition of local and foreign professional chefs which is approved and endorsed by the Worldchefs, Paris, France. This year, culinary teams not only from local hotels, restaurants and catering companies will participate in the championship, but teams from the World Islamic Culinary Society (WICS), and other international teams of Worldchefs member associations, will also be competing. Young chefs from mainstream schools, colleges and universities will also be competing in different categories.

Professional yet healthy competitions in a country reflect the soft image of its nation. They depict the peacefulness, tolerance and resilience of a nation. In a peaceful and beautiful country like Pakistan, COTHM Pakistan and Dubai, in collaboration with Chefs' Association of Pakistan (CAP) and Lahore Restaurant Association (LRA) marked the beginning of a new era of professional cooking competitions in Pakistan and jointly organized one of its own kind of culinary championship under the title of 'Pakistan International Culinary Festival (PICF)' in 2016 at Al-Hamra Cultural Complex, Gaddafi



**The concept of Pakistan International Culinary Championship (PICF) can play a permanent role in exploring and developing the immense talent of Pakistan for promoting the soft image of country in the region and globally.**





Stadium, Lahore.

This year, Pakistan International Culinary Championship (PICC-2023) will take place on March 14, 15, 16, 2023 to showcase, highlight and celebrate the prevalent culinary trends in Pakistan. The PICC-2023 is being jointly organized by COTHM, CAP, and LRA. Teams from the World Islamic Culinary Society (WICS) and other international culinary forums will participate in the PICC-2023.

The three-day event will present various segments comprising: 'culinary championship' that will hunt culinary talent from Pakistan, 'Food and Beverage Companies Stalls' where different food companies will display their products, 'Artisan at Work' in which handicrafts of different regions of Pakistan will be displayed, 'Conferences & Seminars' to highlight the technical and academic side of the food in Pakistan, and a 'judging seminar' in which local chefs will be certified for international judging.

The spirit of PICC emanates from the idea of projecting a positive and soft image of Pakistan across the globe. The PICC-2023 will consist of three tiers of culinary competitions ranging from school children to college and university students and culminating into the competitions among the professional chefs from five star hotels, restaurants, cafes, catering companies and bakery sector.

The first Pakistan International Culinary Championship was held in 2016 initiating the journey of exploring the unmatched talent of the Pakistani chefs. The cuisine of Pakistan has its own idiosyncrasies and a depth beyond imagination. The culinary championship provides the chefs to showcase and demonstrate their unique talent and skills to prove that they

are no less than any other nation on the map of earth! The crosscutting theme of the championship is to promote the Pakistani cuisine internationally.

Besides the active participation of international culinary teams, National Culinary Team of Pakistan (NCTP), National Women Culinary Team of Pakistan (NWCTP) and Young Chefs Team of Pakistan (YCTP), the festival will feature the culinary competitions, cultural performances, fun eating competitions, seminars and a judging seminar.

Such event play a vital role in promoting tourism and bringing huge foreign exchange to the country. Festivals like Gulf-food Dubai, Carnival of Venice, International Istanbul Gastronomy Festival Turkey, Cannes Film Festival Paris and ITB Berlin have become major economic contributors to the national exchequer of their respective countries.

COTHM Pakistan & Dubai CEO Ahmad Shafiq has said that the key objectives of celebrating PICC are to promote food, culture and heritage of Pakistan and develop and project the soft and positive image of Pakistan internationally. Such events, he added, can play a vital role in creating a culture of tolerance and provide people with opportunities to explore the good things happening in Pakistan.

In short, the concept of the Pakistan International Culinary Championship can play a permanent role in exploring and developing the immense talent of Pakistan for promoting the soft image of the country in the region and globally.



**Dr. Arif Alvi**  
President - Islamic Republic  
of Pakistan

Organising a culinary battle by Chefs' Association of Pakistan (CAP) and COTHM is a good initiative. This will make our youth skilled and create in them the love of cooking. It will bring to light the young talent in our culinary industry and also make Lahori food famous all over the world. I hope that the guests at PICC after their visit to Pakistan will welcome Pakistani chefs to their countries and will never be able to forget the taste of Lahori food.

**Events like Gulf-food Dubai, Carnival of Venice, International Istanbul Gastronomy Festival Turkey, Cannes Film Festival Paris and ITB Berlin have become major economic contributors to the national exchequer of their respective countries.**





## MESSAGES



**Shehbaz Sharif**  
Prime Minister of Pakistan

I congratulate CAP & COTHM to arrange the 5th season of Pakistan International Culinary Championship (PICC). This will not only bring foreign tourists and food lovers to Pakistan but also create a positive image of Pakistan and introduce its cuisine all over the world. This event will also open new horizons of tourism and culinary industry between Pakistan and the world. This will also bring revenue to the country and open new avenues of love and brotherhood among the nations. It will also be an opportunity for Pakistani chefs and our skilled youth to showcase their abilities and broaden their exposure. Such kind of events must be held on routine basis.



**Awn Chaudhry**  
Advisor to PM on Sports and Tourism

Food has always been an important component of the tourist experience. PICC will bring tourists to Pakistan and create country's positive image at the international level. After the event, we will see an increase in tourists visiting Pakistan. Our youth now will be able to compete the world and show their culinary talent to international cuisiniers.



**Ahmad Shafiq**  
Secretary General, CAP & Founder/CEO, COTHM

COTHM has always been there to promote gastronomical tourism in Pakistan. Considering its tradition of promoting Pakistani cuisine all over the world, COTHM is once again going to organize the international culinary championship in Pakistan. Our aim is to encourage young culinarians and give them a chance to showcase their culinary skills at the international level. We shall give our youth a chance to interact with international chefs and culinary champions. This championship will bring to light the innovative dishes cooked by Pakistani and international cuisiniers. The event will make Pakistani cuisine famous all over the world and make Lahore famous as 'Food Capital of Pakistan'.





PAKISTAN TO  
**PARTICIPATE**  
IN  
**TRAVEL AND  
ADVENTURE SHOW**  
**NEW YORK 2023**

*Participation of Pakistan in the Travel and Adventure Show New York will greatly help Pakistan build its soft image at the international level and promote Pakistan as an attractive tourist destination especially in the market of North and South America.*



**T**ravel and Adventure Show New York is one of the most popular travel marts in the United States. This famous show gathers over 250 top destinations, tour companies, cruise liners, and travel providers from around the world making it the largest trade show in North America.

USA has been one of the top 10 tourists generating countries for Pakistan in the past and there is a lot of potential to work in this market to generate a good number of foreign tourists and expatriate Pakistanis for visiting Pakistan especially in the segments of culture, adventure, ecotourism and Sikh heritage tourism.

Participation of Pakistan in the Travel and Adventure Show New York will greatly help Pakistan build its soft image at the international level and promote Pakistan as an attractive tourist destination especially in the market of North and South America.

Pakistan Tourism Development Corporation (PTDC) along with its six provincial/regional tourism departments and twenty private tour operators and hospitality companies is going

to showcase Pakistan's rich tourism potential in Travel and Adventure Show New York on January 28, 29, 2023. From Pakistan, Advisor to the Prime Minister of Pakistan on Tourism & Sports Aun Chaudhry, PTDC MD Aftab ur Rehman Rana, PTDC Board of Directors Member Ahmad Shafiq and several other delegates will represent Pakistan the Travel and Adventure Show New York. Pakistani delegation will also participate in other side-line meetings to promote Pakistan as a tourist destination in the North America market.

PTDC Managing Director Aftab ur Rehman Rana informed Hospitality Plus that PTDC after the interval of almost 15 years is participating in this event by setting up an impressive Pakistan Pavilion in Travel and Adventure Show New York in collaboration with provincial tourism departments and private sector companies.

He said, the promotion of Pakistan as a

top tourist destination is the prime focus of the present government of Pakistan. Pakistan is blessed with breath-taking natural beauty, rich culture and heritage and great diversity of landscape offering an unmatched tourism potential, he added.

Government of Pakistan aims to enhance the influx of foreign tourists to explore the rich touristic potential of this country and contribute in the socio-economic development of its people through tourism, he further said adding that the highly impactful participation of Pakistan in this leading travel show in USA will provide our industry professionals with a great opportunity to develop G2G, B2B and G2B linkages with the leading players of tourism industry at global level and in the near future it will greatly help in attracting more foreign tourists to Pakistan.





# Green Housekeeping for Hotels

By Khalid Mukhtar

**H**ousekeeping staff members undergo regular training to ensure they are continuously delivering a clean, healthy environment for building occupants. North Carolina State's comprehensive approach to green cleaning includes:

- Saving energy and water
- Improving indoor air quality
- Furthering recycling efforts
- Increasing occupant productivity
- Purchasing environmentally-friendly products

## Housekeeping staff engage in practices such as:

- HEPA filtration vacuum systems that removes 99.9 percent of airborne particles and aids in relief from asthma and allergies
- Energy efficient light bulbs that are responsibly recycled when no longer of use
- A water-based cleaning system allows housekeepers to clean most campus surfaces with technology that converts water, electricity and a small amount of salt into an effective cleaning solution. This reduces the amount of packaged chemicals shipped to, stored and used on campus.
- Housekeeping now uses more Green Seal-certified cleaning products than ever.
- Dispensing stations pre-measure chemicals in order to reduce water usage and ensure accurate, safe dilution.
- Microfiber clothes reduce waste and water use while also cleaning more effectively than paper towels. Housekeeping even added a small laundry facility in Polk Hall so that microfiber clothes could be cleaned

effectively and with sustainable

- soaps.
- Floor cleaning pads are shipped to a nearby refurbishing facility after use. There, pads can be regenerated for reuse up to 8 times, saving money and reducing waste.
- Lights out walk through
- Microfiber mops that reduce water usage by up to 90 percent over traditional style mops
- Recycled content paper products
- Catch and release pest control

## Green Cleaning - The Path Forward for Hotel Housekeeping

Green Cleaning - The Path Forward for Hotel Housekeeping: In recent years the hospitality sector has confronted the ecological impact. The world is already jeopardized by many environmental issues like global climate change, ozone depletion, pollution, exploitation of resources and increasing amounts of solid wastes.

Brazen use of resources by the hotels at the cost of the environment is no longer an option in the time of climate change. Top hotels in India have been raising their standards of eco-friendliness to accommodate their duty to the





world around as much as to demanding guests.

These efforts to 'green up' have led the industry across the globe to move towards resource efficiency with the use of renewable energy, efficient water management and plans to reduce energy usage wherever possible.

This is what is green cleaning-the path forward for hotel housekeeping. Let us give a peek into the detailed concept of this green cleaning.

### What is Green Cleaning?

Green cleaning or say green housekeeping is an important aspect of sustainable practices, an evolving trend of today's times. This is a comparatively new concept and the term is used for employing cleaning methods and products which are environment-friendly i.e. which have ingredients and processes that inherently safeguard human health and environment quality.

Having a 'green cleaning policy' has now become a standard of sorts in the industry. A 'green cleaning policy' involves several aspects, most important among which is the revaluation of current cleaning products and methods.

LEED (Leadership in Energy and Environmental Design) the world's forerunner in the environmental certification of buildings has in fact made such a policy a mandatory part of its indoor environmental quality section for certification and recertification. Certain housekeeping practices like using certified equipment, microfiber cleaning, entryway matting and water saving devices also add credit to the green cleaning movement. Here are a few steps that hotels can take to make their housekeeping eco-friendly:

### 1. Keeping the Chemicals Out

The hotel industry is a sector where there is a far greater usage of chemicals than offices or households. While purchasing cleaning products, hotels must select cleaning products that are least harmful. This will ensure the guests and cleaning staff are safe from exposure to these chemicals. The water run-off from hotels can pollute water sources if toxic cleaning solutions are used. Even fertilizers and pesticides used within the hotel premises must be used safely and minimally.



Room fresheners can be another source of various toxins such as formaldehyde, benzene, styrene, and phthalates. Therefore, keeping an eye out for natural and safe options is essential.

### 2. Use Chemicals Safely

The chemicals used for cleaning must be handled with vigilance and care. Exposure to harmful chemicals can have a negative impact, mostly on the housekeeping staff, and therefore must be reduced as much as possible. Staff must be provided with adequate equipment such as safety goggles and gloves when working with strong chemicals. Cleaning products must be appropriately diluted. Accidents that cause leakage of chemicals can be quite dangerous; therefore, every chemical must be stored in a secure place.

### 3. Clean Green

A high standard of cleanliness has to be maintained by the hotel and hospitality sector; this means continuously making sure surfaces are clean and spotless. This pressure demands that effective cleaning options are chosen for the job. Plenty of the products that are used in everyday chores at a hotel can have a massive impact on the environment and people around them.

For instance, chemical-based fungicides can impact local insect populations, including bees, and certain cleaning liquids can release toxic fumes or harm cleaning staff if improperly handled. An example is the Leela Palace in Udaipur, that tests chemicals before approving them for use in the hotel premises.

Areas are cleaned with the sample chemical, following which the hygiene

department takes swabs from each area and tests the samples for any bacterial growth. Only if the chemicals are cleared by the hygiene department are they introduced in the hotel. Including these practices in the curriculum as well as while the formal training of students pursuing hospitality education, will benefit the sector and the awareness among the youth in the long run.

#### 4. Invest in Green Equipment

It is high time that hotels must go a step further and invest in green cleaning equipment to use the resources minimally. Sustainable products must be used for floor and carpet care. For example, Green Seal that provides environmental certification in the US recommends vacuum cleaners that comply with Carpet and Rug Institute's Green Label Program requirements and work at a sound level of less than 70 decibels. Energy efficient air conditioners must be used in the hotel including guest rooms.



#### 5. Have a Pest Management Plan

Pesticides and pest management methods used in a hotel must be sensitive to the environment. Every hotel must have a good indoor integrated pest management (IPM) plan that defines how pests will be managed in the hotel in a manner that is least harmful to humans and the environment. The pesticides picked must be least toxic, preferably natural and must be used minimally. The circumstances under which they are used must be defined in the plan. According to LEED guidelines, guests are to be intimated before and after usage of pesticides.

It states that IPM should include, "A communications strategy directed to building occupants that addresses universal notification, which requires advance notice of not less than 72 hours before a pesticide under normal conditions and 24 hours after application of a pesticide in emergencies, other than a least-toxic pesticide, is applied in a building or on surrounding grounds

that the building management maintains."

#### 6. Introduce Training Courses for Staff

Having eco-friendly processes and products in place will not make a difference if staff aren't utilizing them correctly. This is impacted by each staff member's personal beliefs in regards to environmentally friendly practices, which is why it's vital for hotels to offer training courses for their staff. This initiative will surely help hotels conserve water, which might otherwise be wasted due to unnecessary flushing of toilets or excessive use of certain cleaning processes.

The great thing about the training course is that it will carry over into other aspects of the staff's lives as well. There are several areas that hotels can focus on when it comes to training their staff, including rationalization, water management, energy efficiency, and water recycling, and as they say, every little step counts. Also the students aspiring for hospitality management courses will get a good reason to choose a career in hospitality.

#### Crucial Benefits of Green Cleaning

Green cleaning can have many different definitions, but the ultimate goal is to use techniques and ingredients that keep both your home and the environment healthy. Here are some reasons to consider going green:

- Better for the environment

- Better transparency of ingredients
- Safer to use
- Doesn't pollute water bodies
- Cleaner, fresher air quality
- Personal property lasts longer

#### Conclusion

The planet is quite rightly rising as conditions such as asthma and allergies are becoming more common in our children. Toxic chemicals in everyday products contribute to this and also to pollution of our water bodies. Since hotels are the larger industry where the usage of these chemicals is promoted, it could lead to harsh effects on the ecosystem. Therefore going back to basics and trying green cleaning for hotels is a benefit that will speak of itself.

#### About Author

*Khalid Mukhtar is a Facilities Management Consulting Specialist. Having 40 years of experience in the hospitality industry, both in operation & staff training & development, including, five star hotels, educational institutions, corporate offices, worship places & shopping malls in Pakistan & abroad. A graduate in French language, from National University of Modern Languages, Islamabad. Presently, working as a visiting faculty at COTHM, Garden Town Campus, for teaching "Managing Housekeeping Operations" to Associate Degree program students. He can be reached at [khalidmukhtar@live.com](mailto:khalidmukhtar@live.com).*







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# Nikon



By Muhammad Sharif

## HOLDS FOOD PHOTOGRAPHY WORKSHOP AT COTHM

College of Tourism and Hotel Management (COTHM) Lahore with the collaboration of Nikon Camtronx and Benediction Restaurant arranged a “Food Photography Workshop” on December 31, 2022 here at COTHM Garden Town Lahore.

The workshop attracted a large number of students and young chefs and lasted for four hours. Professional trainer and renowned photographer Agha Rizwan from Nikon Camtronx imparted photography skills to the students. While highlighting the importance of photography in hospitality and culinary industry, he said that by learning photography, students can start

their professional career and launch their own food brand. This skill will help them boost their career and enjoy reputable growth in the industry. He also gave students and chefs the tips for photography via mobile phone camera.

Nikon Camtronx CEO Nial Nasir and Nikon Camtronx Marketing Manager Zubair Qutab were also present at the event. Benediction restaurant was the food plating partner in the event. Later, a photography competition was also arranged among the participants. All the participants were given participation certificates while winners of the competition were awarded with different gifts from Nikon.











# HOTEL TRENDS TO WATCH IN 2023

By Pedro Colaco

76% of travelers will be more likely to sign up for loyalty programs focused on personal preferences or past behavior.

A number of the trends that emerged this year will continue in 2023, including a strong focus on sustainability and the need to invest in more automated solutions to ease the staffing pressures and provide an optimal service for guests.

**Below are the top 10 Hotel Trends to watch in 2023:**

## I. High levels of travel demand may continue

Despite rising costs, early market indicators show that pent-up travel demand will likely continue in 2023. Travel is still top of mind for people, particularly across Western Europe and the US. Most recent market data shows that nights booked from British and US guests are significantly above 2019 levels, and at a much higher price too. This





clearly indicates that travel is still an important part of people's budget.

## 2. Sustainable travel will be easier

Research by Skift shows that 83% of global travelers think sustainable travel is vital. In addition, according to Booking's Sustainability Report 2021, 73% of travelers would be more likely to choose an accommodation if it has implemented sustainability practices.



## 3. Increased automation to ease labor shortage

Skyrocketing levels of travel demand combined with the current staffing challenges have forced hotels to find new solutions to ease this pressure and optimize the guest experience at all stages of their journey. This trend is likely to continue in 2023, in tandem with a complete reinvention of guest service.

Over the years, manual admin processes have significantly removed the direct connection to and empathy with clients. Hotels will prioritize automating more administrative processes whilst striving to retrain existing staff on customer-focused skills, leveraging technology to improve guest service.



## 4. ADR will continue increasing to combat rising costs

According to Guestcentric's most recent market data generated from its portfolio of hotels, 2022 revenue is still exceeding 2019 numbers by

an average of between 25 to 30%. This has all been driven by a significant increase in average daily rates. Pricing has been very high throughout the year, and this was largely driven by the demand.

## 5. Business travel will change

Although many companies have significantly reduced their individual business travel budgets, group travel is on the rise to drive company culture, intra-company networking and learning opportunities. Networking will never die, because it provides both the human-to-human element for collaboration and content for learning. Thus, company meetings, big association meetings and conferences are definitely back on track to recovery in 2023.



## 6. Group bookings will continue growing

Since May 2022, market data shows a significant and consistent uptick in group bookings. After two years of Zoom calls and online events, group enquiries pipeline is now at 85% of 2019 levels of business and November is proving to be a good month in leads generated for our hotels.

Group bookings and MICE business is currently benefiting hotels, particularly those that have historically relied predominantly on the business travel segment. These bookings will continue growing in 2023.



## 7. Ancillary revenue strategies will help grow revenue

Airlines, particularly in the budget segment, have long led the way in implementing ancillary revenue strategies. When bookings plummeted during 2020 and 2021, many hotels rolled out more ancillary revenue strategies, offering a range of extra products such as vouchers and restaurant home deliveries.





## 8. Hotels will need to adapt to increasing demand for personalized experiences

More than ever, customers are expecting personalization. A recent report by Google and Phocuswright reveals that nearly six in 10 travelers said that brands should tailor the information based on their personal preferences or past behaviors.

The same study shows that 76% of travelers will be more likely to sign up for loyalty programs focused on personal preferences or past behavior. In addition, 36% would pay more in return for receiving more tailored information and experiences.

Thus, we expect that hotels will be ramping up personalization in 2023, by combining CRM and online behavior data to tailor offers and communication around guests' preferences.



## 9. Rise in alternative booking tools such as social media & video content

A recent poll by Morning Consult shows that more than half of Gen Z respondents said they would likely use social media to help plan their upcoming trips.

Thus, it is expected that hotels will focus strongly on optimizing their social media marketing strategies to tap into this rising travel market and drive more direct bookings.



## Conclusion

Summarizing the above, many trends that have emerged in the recent years are likely to continue in 2023 and beyond.



High levels of travel demand and persistent labor shortages will prioritize investing in automation whilst up skilling the existing workforce in more customer-focused attributes on the agenda for Hoteliers in 2023. Hotels that have historically relied heavily on business travel will need to pivot their communications and offerings towards this new demand. The rise in group bookings could also help in this regard.

*Courtesy: [hospitalitynet.org](https://hospitalitynet.org)*



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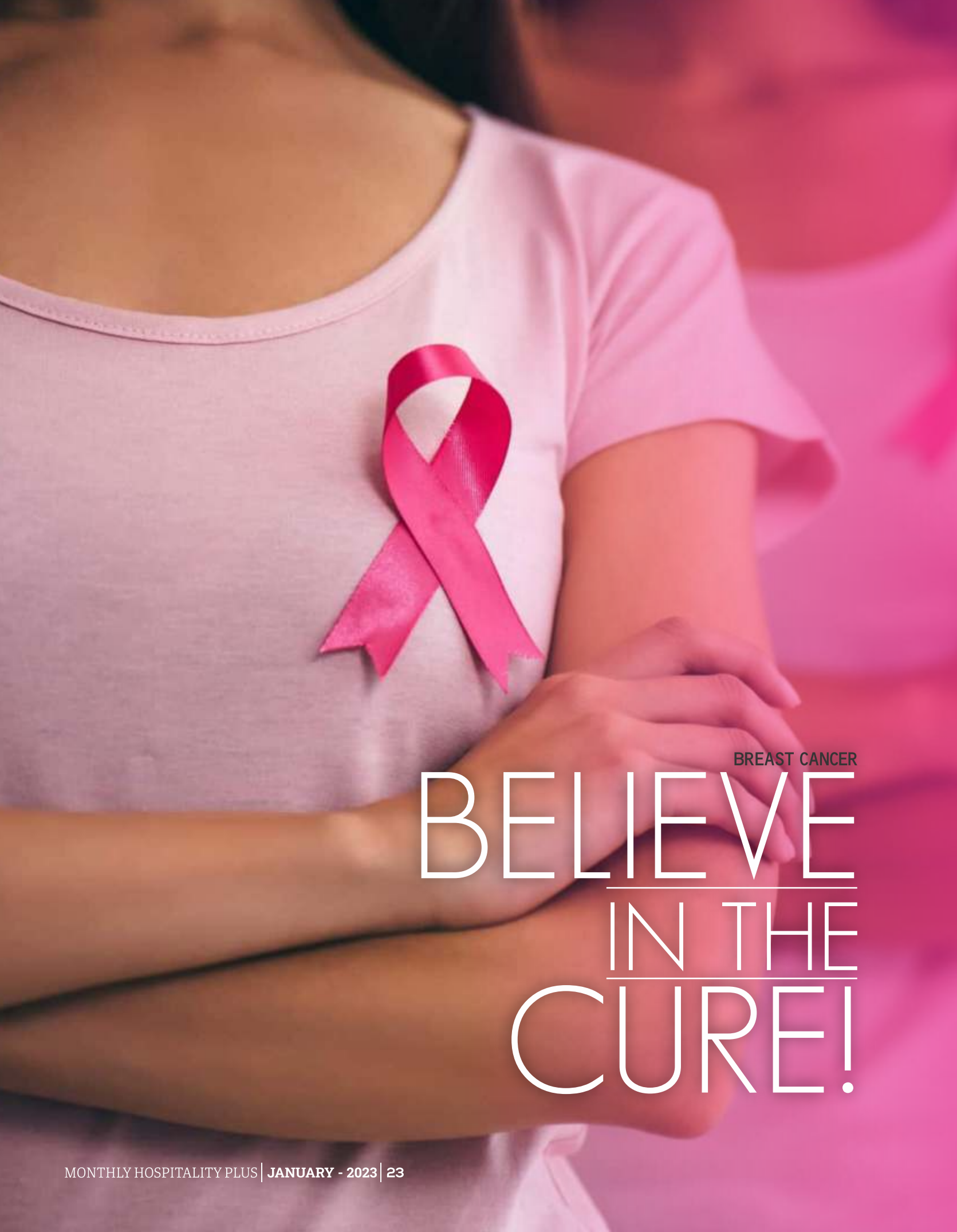
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BREAST CANCER

BELIEVE  
IN THE  
CURE!





**By Talia Sultan**  
Nutritionist

Talia sultan is a student of Human Nutrition & Dietetics at University of Veterinary & Animal Sciences (UVAS) Lahore. She is an expert in diet planning and developing dietary guidelines for weight loss, weight gain as well as demonstrating well on physical exercises to stay healthy. She loves to write articles on health, nutrition, fitness and beauty.

She can be reached at  
taliya.foodsafety@gmail.com



**A cancer that forms in the cells of the breast can occur in both genders but most common in women.**



### What is breast cancer?

Breast cancer occurs when some of the breast cells begin to grow abnormally. They divide more rapidly than healthy cells do and continue to accumulate inside breast, forming a lump or mass. These cells may spread through the breast to the lymph nodes



or to other parts of your body. Breast cancer most often begins with cells in the milk-producing ducts (invasive ductal carcinoma). Breast cancer may also begin in the glandular tissue called lobules (invasive lobular carcinoma) or in other cells or tissue within the breast.

The root causes we have examined till now is a combination of different factors either lifestyle, genetic or hormonal. It's not clear why some people who have no risk factors develop cancer, yet other people with risk factors never do. 5 to 10 % of breast cancer is linked to gene mutations passed through generations of a family. Most well-known inherited mutated genes in women; BRCA1 & BRCA2 can increase likelihood of breast cancer. Other reason to this cancer is hormonal imbalance too. Estrogen hormone leads to the development of breast cancer and few natural and synthetic chemicals called "xenoestrogens," act like estrogen in the body.



They are found in weed killers, pesticides, plastic additives, and spray paint, paint removers, polyvinyl chloride (PVC) used in the manufacturing of food packaging, medical products, appliances, cars, toys etc. There are forty two thousand unsafe chemicals in industrial areas. Non-industrialized countries are lucky that they have lower breast cancer rates than industrialized countries.

### Risk factors

- ☐ Taking birth control pills
- ☐ Absence of pregnancy
- ☐ Intake of drugs & alcohol
- ☐ Radiation therapy
- ☐ Taking hormones for more than 5 years
- ☐ Dense breast and not physically active

### Remedy to cure this

My preference of curing this cancer is changing your diet habits. Take anti-estrogen food because estrogen leads to cancer. It can reduce the risk of cancer but does not



completely prevent it. If not food, use drugs that lower estrogen level like anastrozole, exemestane, letrozole. The primary reason is that estrogen actually binds with receptors on the surface of cancerous cells so hormone therapy is also required. The major change that you need to adopt in your diet is taking some anti-estrogen food items and avoiding some food items that increase estrogen level. Things to add in diet

- ☐ Soy (tofu); Use it as a whole food not supplement. It reduces the estrogen binding with cancerous cells. And blocks enzymes that produce estrogen hormone.
- ☐ Citrus fruits (orange, lemon, grape fruits); act as anti-estrogens.
- ☐ Cruciferous vegetables (kale, broccoli, cauliflower, brussels, sprouts, arugula); phytochemicals)
- ☐ Flax seeds (lignin); they block estrogen receptor.
- ☐ Fiber; contains anti estrogen properties. It should be taken 25g daily.
- ☐ Spices; contain anti-inflammatory properties.
- ☐ Adopt Mediterranean diet, take fresh fruits & vegetables, take vitamin D rich foods, use green tea, add turmeric in your diet and do exercise daily.

### Foods to avoid

- ☐ Fat (processed fat and trans fat)
- ☐ Red meat (it contains high temperature and fat and releases toxins)
- ☐ Processed food
- ☐ Added sugar( it develops mammary gland tumor)
- ☐ Alcohol( it damages DNA and increases estrogen level)





By

Ali Anan Qamar



*People enjoying neat environment must know about this entire story and must pay respect to the services of concerned departments.*

# CLEANLINESS IS NEXT TO GODLINESS

Every one of us is found proudly pronouncing that cleanliness is the half of faith. Verbally we are highly supportive of this religious cliché and use it abundantly in our daily conversation to express our concern for the issue of personal hygiene and sanitation in the surrounding but do we really mean it when we

bring this word on our lips? Do our lives are practically reflective of our proclamations? Have a silent look over yourself and think.

As far as our personal hygiene is concerned, we can say to some extent that, we are extremely conscious of it. Highly conscious in the sense that







**miserable and pathetic conditions of sanitation right outside our homes; in the streets, squares, roads, markets and recreational places is evident of our actual belief in the noble message of cleanliness.**



it is a common practice of all of us to wash face again and again using variety of costly cleansers rubbing as many times as possible in a day. Beauty items are applied to clean and further enhance our state of freshness and prettiness. Cleaning dirt from face and body is truly our half faith.

We do the same thing with our own homes by taking care of its internal & external décor and white washing them every year or on special occasions. Every nook and corner of the house is cleansed either by our own hands or by keeping a maid with strict instructions and issuing them special operating procedures (SOPs). Everyone or head of the family makes sure cleaning & its maintenance politely or rudely whatever deems suitable for the members.

On the contrary, miserable and pathetic conditions of sanitation right outside our homes; in the streets, squares, roads, markets and recreational places is evident of our actual belief in the noble message of cleanliness. Once city is swept by sanitary staff early in the morning or as per schedule, every one of us starts contributing by littering everywhere across the city in all possible forms; throwing wrappers of candies and leftovers of eatables, spitting around on roads and showing carelessness while putting garbage into bins.

Ironically, in our society, waste or litter is supposed not to keep in our houses or possessions like vehicles. Anything such as

litter is believed to be thrown out of our possessions on the streets, roads or wherever we are moving. It is bad and highly condemnable to make our homes or places dirty because we own these places as ours. Waste disposal behavior of all of us shows that the surroundings do not belong to us. The major reason perhaps is that there is nobody to make citizens realize about it.

As a nation, we can't let this happen forever. Effective measures must be taken to make citizens realize that billions of rupees are being spent only to get our surroundings rid of millions and billions tons of waste generated on daily basis. All of us must know that the country isn't magically swept rather a force of thousands of sanitary staff along with customized machinery works in the mid night when everybody is taking rest after adding dirt to the state of cleanliness in the surroundings.

Have they ever thought where does the waste go which they produce and unkindly throw out of their homes daily? Have they ever wondered what would happen if waste had never been collected and removed from the city and we continue bucketing surrounding with filth? People enjoying neat environment must know about this entire story and must pay respect to the services of concerned departments by changing their practices in comply with the standard instructions.

If we talk about Lahore only, Lahore Waste Management Company's dedicated force of more than 9000 sanitary workers; well-equipped with gadgets and backed by modern machinery is rendering their untiring services to transform Lahore, once known as the city of garden, into world's one of the cleanest places. Around 6000 tons of waste is not only being managed in an environment friendly manner but also using waste for composting.

The belief that cleanliness is the half faith must be completed by taking care of the neat environment not only inside our homes but also in the nook and corner of the beloved country.



**The belief that cleanliness is the half faith must be completed by taking care of the neat environment not only inside our homes but also in the nook and corner of the beloved country.**



*Courtesy: The Nation*



# REVAMPING RAILWAYS

## A KEY TO BOOST ECONOMY

**Stretching from Torkham to Karachi, the state-run Pakistan Railways owns 7,791 kilometers (4,841 miles) of track across the country, offering freight and passenger services.**

**R**ailway transportation has a crucial role in the economic development of any nation, especially a country like Pakistan by providing a cheaper mode of traveling and boosting economic and industrial activities.

Besides promoting national integration and intra-development, cheaper railways transportation and its large-capacity haulage over long distances facilitate both routine travelers and ferrying industrial goods. Through this medium, millions of people and tons of freight can be transported from one city to another within the country and boost regional trade by extending its network to neighboring states.

Promotion of this sector also generates employment for technical hands, engineers, administrative officers, and the labor class besides providing middle and lower middle classes a cheaper source of the journey. According to the Pakistan Railways Headquarters record, stretching from Torkham to Karachi, the state-run Pakistan Railways owns 7,791 kilometers (4,841 miles) of track across the country, offering freight and passenger services.

“Economic rationale for rail communication enables transporting raw materials like metallic, mineral, grain, wood, chemicals and other products while moving millions of passengers from one destination to another,” said Pakistan Railways Chief Mechanical Engineer Ghulam Qasim.

Besides ferrying vehicles, agricultural and other important logistics, Railways also play a pivotal role in the transportation of defense equipment both during war and peacetime,” he added. Ghulam Qasim said after the addition of heavyweight 4000 horsepower locomotives to its fleet, the freight service of Pakistan Railways had considerably improved its revenue generation.

“Most of these digital locomotives were equipped with the latest technology that consumes less fuel and is environment-friendly. Each of these locomotives can haul up to 3,400 tons of load,” he informed. “Pakistan Railways’ freight/goods sector earnings had augmented only due to hard work and commitment of its present team headed by Khawaja Saad Rafiq, the Railways Minister.”

According to him, Rs 1000 million had been earmarked to boost

Pakistan Railway by replacing obsolete or old signal gear from Lodhran-Multan-Khanewal-Shahdara Bagh mainline section. During the 2018-19 financial year, Pakistan Railways carried around 70 million passengers across the country. But, the coming years witnessed its continued deterioration with passengers complaining of poor services and common delays.

The PML-N government in 2014 had launched Pakistan Railways Vision-2026 for building new locomotives, restructuring and improving current rail infrastructure, increase in average train speed, improving on-time arrival performance, and provision of best passenger services.

The present government has allocated Rs2300 million for the repair of 100 diesel-electric locomotives to improve the availability and reliability of running locomotives.

Director General Public Relations (DGPR), Pakistan Railways, Babar Ali Raza has also informed about several projects like upgrading infrastructure, retrieving railways land from encroachers, overcoming trains delay and meeting maximum punctuality, and improving revenue collection.

“Things are moving in the right direction. Pakistan Railways is doing its best with available resources and human capital,” Ali Raza said. “The day is not far off when Railways will once again become an earning hand for the state.”

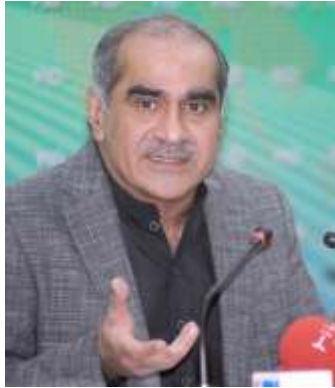
The government in the 2022-23 budget has also allocated a sufficient amount for the execution of 36 ongoing and new projects for Railways. An official document reveals that Rs26,648.036 million have been earmarked for 32 ongoing projects, out of which Rs15974.500 million





have been reserved for manufacturing and procurement of 820 High Capacity Bogie-Freight-Wagons and 230 passenger coaches.

“Revamping railway transportation can have multiplier effects on industrial activities,” said Senior Vice President, Lahore Chamber of Commerce and Industry (LCCI) Zafar Mehmood Chaudhry. “If operated systematically, Pakistan Railways can help accelerate



industrialization and boost the country’s economy.”

He said, in several Asian countries, the emergence of rail transportation has proven concomitant to an industrial take-off and accelerating prosperity. It is due to the concerted efforts of the present government that Pakistan railways has received first batch of around 46 of the total 230 high-speed modern coaches from China with a capacity to run at 160 kilometers per hour speed against the current 120 kilometers per hour speed.

“These modern coaches would offer an improved train travel experience to passengers as they comprise AC parlor, AC standard and economy classes for passengers, including luggage and brake vans,” said a Railways Ministry official.

After receiving 46 completely built units (CBUs) manufactured in China, Pakistan Railways would soon begin manufacturing 184 similar coaches at its carriage factory in Islamabad with the assistance of Chinese engineers under the technology transfer agreement.

“The passenger trains include 80 economy coaches and 80 air-conditioned standard trains, 30 lounge-type trains, and others,” he said and informed, for manufacturing 184 coaches in Pakistan, the Chinese firm will provide raw materials, spare parts, and expertise to the experts working on the project at Pakistan Railways Carriage Factory.

“We have signed another similar contract with a Chinese firm to manufacture 800 freight wagons and 20 brake wagons in Pakistan,” he said. “After receiving 200 modern freight wagons from China, the country would begin manufacturing 620 most modern wagons at its Mughalpura (Lahore) workshop and the carriage factory in Risalpur.”





## COTHM'S SPORTS GALA ENDS IN CHEERS & MEMORIES



To encourage the participation of its students in extracurricular activities, College of Tourism and Hotel Management (COTHM) with the sponsorship of a renowned food brand Cheezious arranged a sports gala on December 16, 2022 at Wahdat Road Cricket Ground Lahore.

A large number of COTHM students participated in different games including Cricket, Ludo, Badminton and others etc.

On the occasion, COTHM Chief Operating Officer Zaheer Ahmed said that a healthy body has a healthy mind in it. Not only mental health but physical health also matters. COTHM always supports healthy co-curricular and extracurricular activities. Healthy activities like sports gala not only keep students physically active but also attract students to participate in other activities besides studies. COTHM is always there to support such activities, he added. In the end, trophies were awarded to the winning teams and students.











# USE OF *Flowers* IN CULINARY ARTS

By Mohammad Salman Khalid



*Edible flowers intensify the flavors of the food. They provide texture and crunch to the food and also create a pleasing aroma.*

Flowers are the embodiment of nature and they play an important role in the field of culinary arts. Incorporating flowers in gastronomy is not a new technique. A long time ago, Ancient Romans, Greek, and Chinese used to include edible flowers in their daily appetite. The Romans were known to use violets and roses in their food. The Japanese used Sakura or Japanese cherry blossoms in their cuisines. The French used calendula, which is the most universally recognized edible flower.

The Victorians often used flowers in their food, associating them with elegance. Violets are the most used flowers in desserts. The Chinese often used chrysanthemum petals stirred into soup or included with tea and The

Indians used the papaya flowers in their cuisines, which were included in salads and also cooked with potatoes.

A variety of flowers or inflorescences like broccoli and artichoke were traditionally consumed in Asian countries like China, India, and Japan. Artichoke which originated from the Mediterranean has an edible large flower that is very appreciated as food.

Flowers have importance in cultural consumption, as Dandelion is cited in the Bible as one of the bitterest herbs consumed in salads. Saffron (*Crocus Sativus*) is mentioned in the song of Solomon. Some of the flowers were cultivated by the Greeks, such as artichoke, poppy, carnation, and lotus.

Edible flowers are used in many styles of cuisines and can be found on menus all around the world. These flowers provide a unique burst of flavor and color to many dishes, including salads, sauces, beverages, and entrees. Some of them may even offer health benefits.

Lavender is used to improve mental health,

helping to relieve anxiety, depression, and insomnia, and cure canker sores, and hair loss condition. Culinary Lavender is an incredible herb for cooking as it enhances the flavor and appearance of the food. It is best used with fennel, oregano, rosemary, thyme, sage, and savory. It has a sweet, floral flavor, with lemon and citrus notes.

Hibiscus is a flowering plant that is used to brew tea. It is mostly used in teas, relishes, jams and salads. It is believed to help reduce blood pressure and cholesterol levels. Hibiscus is well known for its culinary and medical applications.

Honeysuckle has been used in traditional Chinese medicine for years, the fragrant blossoms, typically light yellow or white, hold nectar that can be eaten straight from the flower. In the culinary world, honeysuckle is most often used to make tea or a fragrant flavorful syrup.

Nasturtium is a culinary favorite because of its bright color blossoms and unique, savory flavor. Both the leaves and flowers are edible. They feature a peppery, slightly spicy flavor





and the blossoms are milder than the leaves. They make a beautiful garnish for cakes, pastries, and salads.

Borage is an herb that produces delicate, star-shaped flowers. Borage is used to treat minor ailments such as sore throat or cough. Borage has a slightly sweet flavor which is wonderfully used to make punches, lemonade, gin and tonics, sorbets, chilled soups, cheese tortas, and dips. They are used in garnishing desserts, salads, and cocktails.

Roses are rich in antioxidants that are used to prevent cardiovascular disease. Rose petals are edible and have a very aromatic, floral, and slightly sweet flavor. They can be eaten raw, mixed into various fruits or green salads, or dried to mix herbs. They are also used to create rose-infused beverages, jams, and jellies.

Violets are sweet, perfumed flavor. They are in purple or yellow to apricot and pastel hues. They are used to embellish desserts and iced drinks. Calendula is also known as marigold. Its flavor ranged from spicy to bitter, tangy to peppery. Their taste resembles saffron and they are sprinkled on soup, pasta or rice dishes, herbs kinds of butter, and salads.

Herb flowers are the tastiest as they are foliage and very attractive when used in salads.

Chervil flowers are delicate white flowers with an anise flavor. Its taste is easily lost by drying the herb or by heating it too much. That's why it is added at the end of cooking or sprinkled on in its freshness.

Mint the flavor is minty and depends on the variety. Mint flowers and leaves are greatly used in Middle Eastern dishes.

Coriander, like the leaves and seeds, its flowers have a very strong flavor. They are used to sprinkle to taste on salads, bean dishes, and cold vegetable dishes.

Basil depending on the type, are either white, pale pink, or a delicate lavender. The flavor is milder. They are sprinkled on salad or pasta for a concentrated flavor and a spark of color that gives any dish a fresh look.

There are several reasons why we should use edible flowers in our menus. In today's time edible flowers, blossoms, and blooms are once again being served as the crowning touches to the culinary masterpieces, in cocktails and mocktails. Edible flowers intensify the flavors of the food. They also provide texture and crunch to the food and also create a pleasing aroma which is an important attribute, since smell attracts consumers, sparks curiosity, and stimulates consumption and flowers bring a peculiar flavor and aroma to the preparations.





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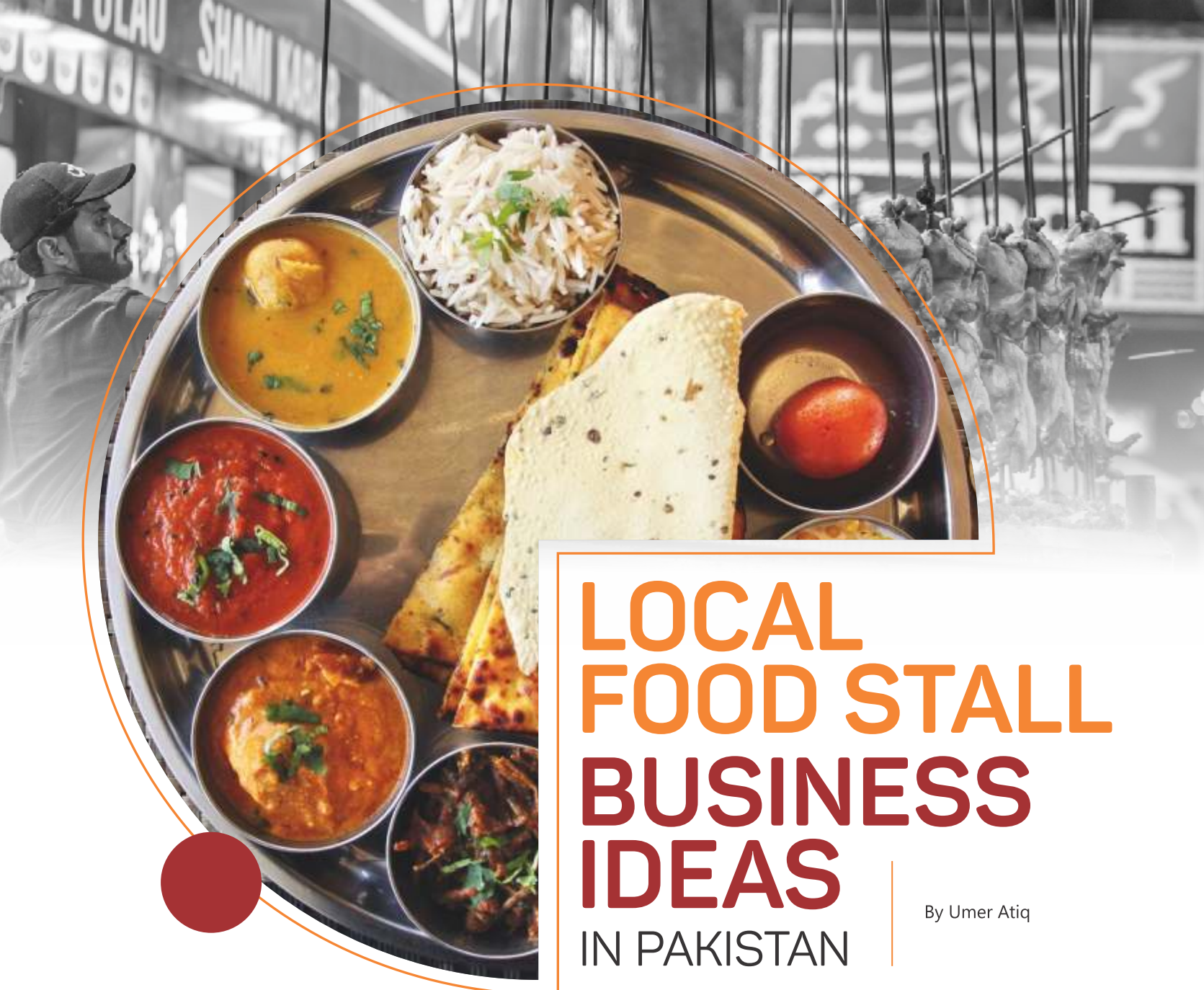
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# LOCAL FOOD STALL BUSINESS IDEAS IN PAKISTAN

By Umer Atiq

If you are a Pakistani citizen with 1 to 5 lac of investment in your pocket, you might not like the idea of having a food stall. Local Food Stall Business Ideas are usually rejected by the ones who have some sort of college education. The main reason I have heard and read from people is that this business does not have the fancy stuff that we usually expect. What now then? Well, the time is changing. More and more local food stalls are now being set up in the cities, that too with brighter and fancier food items.

In this article, you will find the most innovative local food stall business ideas for Pakistan. I am writing a few, you can figure out the best one for you, or can start brainstorming yourself.

## 1- Super Desi Breakfast Food Stall

Trust me, I have seen dozens of breakfast food stalls turning into proper food chains in Pakistan. If you have heard of Gogay Key Channay in Lahore, Cheema's and Chatha's in Islamabad, you will know what I am talking about.

All you need to do is present the people with something that is





more hygienic and tastier than the regular competition around you. Here are a few examples of a breakfast food stall.

**Anda Paratha and Tea.** This is the most common breakfast we get in Pakistan. This is also the easiest to manage. Why not try the same but add ANDA GHOTALA with it? It is super tasty and is not common at other breakfast corners.

**Halwa Puri,** a sweet delight. Another not very common item, we rarely see food stalls for Halwa Puri and a lot of people have to go a long way to get this breakfast.

I would also advise you to add dishes from the neighboring countries and even from the west. I mean, we know how our young generation has not started spending the night with cell phones, they usually head to a nearby food stall for breakfast, before they go to sleep. It would be nice to have cheaper food nearby, wouldn't it be?

## 2- Curled Potato Chips

If you are on social media, you will know that how well have some people used curled potato chips business idea and have earned their share from the market. It is still a very uncommon food stall that you can establish anywhere around a college or nearby a commercial/business hub. I see this among the untapped Local Food Stall Business Ideas in Pakistan.

Everyone loves French Fries, you will hardly come across people who don't. Why not add some thrill to the ongoing action and spice up the game with curled potato chips?

## 3- Desi Pizza Stall

Tell me one desi pizza stall around you, none right? Most Asian countries have that. You could be the first one in your city. You can easily get a gas-powered oven to bake stuff. All you need to do is visit an electronics market and enquire about it.

## 4- Tandoori Tea (Chai)

Multiple Tandoori Tea Stalls have already been set up in most commercial hubs in larger cities. Does your city have one? Do you see a major commercial zone where one could be successful? Go for it. People in Pakistan love tea, tandoori is just better.

All you need to do is master the art of making tea, it may not be an easy job but, who wants easy? Only losers go for the easier stuff. Be a winner and start earning. The only thing that this Local Food Stall Business Idea lacks is that it may be seasonal. Summers may not bring as many customers of tea as winters do.

## 5- The Might Daal Chawal

If I have to pick one food for a month, I will pick Daal Chawal. I mean, most people have their own choices. I see Daal Chawal as one of the most loved foods in Pakistan. Thus, I can say that this is among the best Local Food Stall Business Ideas for Pakistan.

I have seen multiple similar stalls that have a very loyal customer base, most of these stalls get out of stock in the mid-day. You just have to do justice with the taste, be hygienic and be polite with your customers.

## 6- Food From Your Area

Ok now, this one is very important among all the Local Food Stall Business Ideas that we have discussed previously. I think that most people living in the capital cities of Pakistan originate from a smaller city or a village. Try and find out what your people like to eat, bring that to the larger cities. People may fall in love, seriously.

## Some Important Things

I just need to tell you a few important things that would make your local food stall look better and will get you more sales.

- Hygiene is very important. This is a major concern of every person who rejects the idea of eating from local food stalls. You get them clean hygienic food, they bring you more customers.
- Be polite, try to greet every customer as if they have walked into a lavish cuisine. Trust me, one smile from the vendor can do wonders. Ever seen videos from the west, where that Icecream guy plays cat and mouse with the customers? Yeah, that may not work in Pakistan, but a smile will do the job.
- Accept criticism, do not get angry if a customer complains. Run campaigns that are otherwise offered by larger food chains. You won't regret it.





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# NUTRITIOUS SCHOOL LUNCH CAN HELP IMPROVE CHILDREN'S SCHOOL PERFORMANCE



By: Zoha Matin

Parents play a primary role in making sure that their children meet their daily requirements for vitamins, minerals and macronutrients. If children consume a poor diet, eating processed foods like biscuits, chips, soft drinks and junk food, they may be at risk for nutrient deficiencies. It is a parent's responsibility to prepare and offer healthy food choices to its child and model good eating behavior to encourage its child to consume more nutritious foods.

Children with nutritional deficiencies are especially vulnerable to changes in metabolism that negatively impact cognitive ability and performance of the brain; a child's diet directly affects its ability to learn, focus and concentrate. Parents genuinely desire their children to excel in academics and sports at school. They attempt to support their children by helping them study, enrolling them in after-school tuitions, and providing a healthy nurturing environment at home.

Mothers should give particular attention to their children's nutrition, especially at school. Having spoken to several parents and teachers, I find that focus in this area is lacking, as most children are generally receiving nutrient-poor food choices in their lunch boxes. This is why, I feel education in this area may help mothers improve their children's overall well-being.

## What mothers should include in their children's lunch boxes.



Young children today have very demanding schedules, with back-to-back classes as well as extra-curricular activities. Mid-morning school breaks are positioned between 10 and 11 am which is the perfect time for a nutritious snack to replenish children's mental and physical energy so they can perform at their best for the rest of the day.

Nutritious school snack examples include: sandwiches with a healthy protein source (chicken, hunter beef or eggs), fruit and milk.

In developed countries such as the USA, UK, China, EU, and Turkey, milk is



given to school children in their breaks by the government or through school programs.

Milk is an easy and complete food source that is rich in various nutrients and helps fulfill children's daily nutritional requirements.

## Milk is rich in protein, calcium and vitamin D

Calcium and vitamin D are essential in helping children maintain strong bones and teeth, and one of the best sources of calcium and vitamin D are dairy products.

In Pakistan, vitamin D deficiency in children is very high. Since this vitamin is an essential nutrient for the maintenance of skeletal muscle and bone health, it is essential to keep levels in check. Protein also helps children build and maintain lean muscle mass. Studies show that milk proteins help children grow taller. Regular milk intake may thus translate into better



performance in physical activities and sports in school.

#### **Milk contains vitamin A**

Essential for a healthy immune system in children, vitamin A ensures children's immune system remains strong which means fewer sick days and school absences.

#### **Milk is rich in B vitamins necessary for energy**

**Children with nutritional deficiencies are especially vulnerable to changes in metabolism that negatively impact cognitive ability and performance of the brain.**



Luckily, Pakistani supermarkets are often filled with various options that can be used to design a lunch box that is both nutritious and delicious at the same time. Various nutritious options could include sandwiches with a healthy protein source (chicken, hunter beef or eggs), vegetables, and seasonal fruits.

Amongst drinks, the most nutritious option is to include a pack of milk or if your child prefers, even flavoured milk.

As a nutritionist, I get asked why I would ever recommend flavoured milk for children. In my opinion, the pros of this choice greatly outweigh the cons. From my previous experience working in child nutrition clinics, I am aware that many children do not like plain milk. The advantage of including flavoured milk in children's diets is that, despite its added sugar content, flavoured milk has the same nutrient profile as that of plain milk, which makes it one of the best drink options available to children.

A systematic review of over 50 studies in the journal *Nutrition Reviews* by Flavia Fayet-Moore shows that overall it is essential to suggest the consumption of flavoured milk as a strategy to increase milk consumption in children.

In summary, a serving of milk is one of the best options mothers can add to their child's lunch box. Research in schools also suggests that regular milk consumption can help students perform better in their academic studies. Rich in nutrients such as protein, calcium, vitamins A, B6, B12, and D, daily milk intake helps children build and maintain healthy bones, teeth and lean muscle.

*Courtesy: Dawn*

#### **About Author**

*Zoha Matin is a nutrition expert and coach who holds a Master's Degree in Human Nutrition and Dietetics from McGill University. She frequently posts health and nutrition related content on Instagram as @zo.the.nutritionist.*



#### **production**

B vitamins are needed to help cells make energy. In particular, vitamin B12 plays an important role in brain development and brain function. This can translate to improved focus and concentration resulting in improved academic performance.

Various researches conducted amongst school children around the world support these facts. The National Institution of Nutrition in Vietnam conducted research on the impact of fortified milk consumption in primary school children. They found that those children who consumed fortified milk daily showed more improvements in short term memory, better learning indicators and improved weight and height compared to children who did not drink fortified milk regularly.

Another study by Rahmani et al. (2011) conducted on school children in Iran also found that having one serving of milk daily at school had beneficial effects on children's mental and physical function, as well as school performance.

#### **Are nutritious school snack options easily available?**



# DIET STUDIO CONDUCTS

## Soup MAKING WORKSHOP



**D**iet Studio arranged a workshop titled "Immunity Booster Appetizing Soups" on December 23, 2022 with the purpose to make participants know different methods of healthy soup making.

In the workshop, Chef Muqqarab developed five different recipes and made very delicious soups in different categories like Desi Chicken Yakhni, Immunity Booster Soups, Oats Vegetable Soup, Asian Noodle Soup with Shrimp, and Eight Treasure Soup and told the participants about all the ingredients used in the making of these soups. ODR foods sponsored the activity and their cereals and spices were used in soup making.

A large number of students and young chefs participated in the workshop and learned the art of healthy and calorie-counted soup making. Renowned food expert Saima Saif from ODR Foods highlighted the importance of calorie-counted diet in daily life and told how calorie counted soups could be useful for all. Later, the participants also made soups in these categories. After lasting for four hours, the workshop concluded with a certificate distribution ceremony among all the participants.







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# 10 MOUTHWATERING TRADITIONAL WINTER FOODS IN PAKISTAN

*Want a snack or something quick to eat? Want to keep warm in the cold weather? If so, here are some great choices for foodies in Pakistan. You can also consult a nutritionist to get your customized winter food plan.*

## 1- Soup

There's nothing like a warm bowl of soup to make you feel better. Soups are a great way to start your meal because they are the ultimate comfort food. Choose from a choice of proteins, such as chicken, shrimp, or prawns, then season with just the proper amount of spices, and you've got yourself a bowl of deliciousness. The possibilities are virtually unlimited, from classic chicken corn soup to hot and sour tomato, mushroom, basil, and even vegetarian soups. You can make a bowl at home or order it from one of your favorite eateries; the choice is yours!





## 2- Fried Fish



With the ingrained cultural idea that fish is one of the several foods that raise body temperature and should thus be consumed in the winter. According to the American Heart Association, eating fish two times a week reduces the risk of a heart stroke. Various booths and dhaabas begin serving this delicacy as soon as the first winter winds blow. Many of the places also provide grilled or steamed fish with various spice combinations for Pakistani foodies to try.

## 3- Dry Fruits



Winter brings a lot of food desires with it, but it also brings a lot of healthful snacks, particularly dry fruits. Snacking is no more a guilty pleasure when you have a bag of nuts and dried fruits with you. Pakistan is abundant in crunchy goodies such as peanuts, walnuts, dried figs, cashews, pistachios, almonds, and more. However, depending on the market rates and demand, the costs of some of these dry fruits may be sky-high, so it's best to get them before the season begins.

## 4- Halwa Puri



For many people, Halwa Puri is a year-round breakfast staple, but it becomes even more popular with the approach of winter. It's not uncommon to see foodies coming out in groups to enjoy this delicacy first thing in the morning. Pakistanis can't get enough of sitting at a dhaaba in the chilly air and eating hot puris with gravies prepared from potatoes and legumes. Families and friends alike are ready to get out and enjoy the winter weather with this traditional comfort food.

## 5- Sarson ka Saag



This Punjabi dish is best served with Makkai ki Roti or cornbread throughout the winter months. Because the recipe calls for a lot of work, it's best to make it at home using desi ghee instead of ordering it at a restaurant to get the real deal. Also, serve it with butter and consume it as soon as the cornbread is removed from the heat. It's better to eat this meal when it's still hot!

## 6- Paaye



While Paaye can be enjoyed all year, soaking up a hot gravy with naan, bread, or kulchas becomes even more appealing when dining in the winter. You can prepare your version of this dish at home or get it from a local restaurant.

## 7- Hareesa

Hareesa is the bland, watered-down form of Haleem but differs in taste and consistency. Warm yourself up for chilly winter nights ahead by eating it with a spoon or naan and khulchas.





### 8- Nihari

Nihari is wonderful in every way, whether made from camel meat, beef, or chicken, and it may be eaten for breakfast or dinner. This hot, saucy meal is usually served with fresh naan from the tandoor. Nihari is a fixture in many restaurants' menus, and several restaurants in Karachi also have made it their specialty throughout the years.



### 9- Halwa

Halwa, yes. Whether cooked with carrots, pulses, or pumpkins, this sweet and warming dish is a must-have at all winter weddings and parties. "Gajar ka Halwa" is also a popular dessert in many families across the country. While the basic recipe remains the same (carrots, milk, and sugar), some people add khoya to a fuller texture.



### 10- Kashmiri Chai



Kashmiri Chai is the perfect beverage to keep the winter chills at bay. It's warm, sweet, nutty, and wonderful. Kashmiri chai, also known as pink tea, is created with a specific blend of tea leaves, cream, salt, and a pinch of baking soda. Ground almonds and pistachios are commonly used to garnish tea. When winter arrives, Kashmiri chai is readily available at tea vendors all around the city. It's also a popular choice for winter weddings.





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# Vocational Education

## A SILVER BULLET FOR LABOR MARKET

By Dr. Saeed Ahmad Ali



In countries like Pakistan where school dropouts' number continues to rise in higher standards, capitalizing this potential by imparting technical and vocational education can mitigate the unemployment ratio as well as paving way for the students to produce a number of items indigenously.

\*\*\*\*\*

Technical and vocational education in different fields has been seen as a silver bullet for developing countries to resolve their unemployment and import issues by preparing more and more technical hands for vibrant contribution to the national economy.

In countries like Pakistan where school dropouts' number continues to rise in higher standards, capitalizing this potential by imparting technical and vocational education can mitigate the unemployment ratio as well as paving way for the students to produce a number of items indigenously.

Since we are a youth dominant society with majority of the young generation in rural areas lagging behind in quality education, therefore this bulge may become a demographic disaster if effective and urgent policies are not formulated to turn it into a bonus.





**Pakistan Labor Force Survey 2020-2021 reveals that out of 4.51 million unemployed people of working age, around 76 percent fall within the 15 to 35 years age bracket with 64 percent youth population under the age of 30 years.**



According to Youth Program data, the enrollment rates of primary versus middle schools are eye-opening with roughly 22.5 million children enrolling at primary schools drop to seven million at the middle-school level.

Similarly, Pakistan Labor Force Survey 2020-2021 reveals that out of 4.51 million unemployed people of working age, around 76 percent fall within the 15 to 35 years age bracket with 64 percent youth population under the age of 30 years. And if the present population growth rate continues, the country's population is estimated to reach approximately to 280 million with 100 million youth exclusively.

Although recent youth initiatives have succeeded in creating new jobs, this number is too low to accommodate 1.5 million workforces entering the market every year.

"We need to harness this potential on a priority basis through effective policymaking and urgent measures to turn things around," said Lahore Chamber of Commerce and Industry (LCCI), Senior Vice President, Chaudhry Zafar Mahmood.

"We also need to identify specific groups among youth; guide them to technical and vocational education and ensure specific resources allocation with a clear definition of its utilization mechanism only for skills development," he stated.

Punjab Government spokesperson Musarrat Jamshed Cheema said that cognizant of the prevailing situation, the provincial government is focusing on modern technology education and digital work opportunities for youth by ensuring internet connectivity in rural areas.

"The government is also working on various



entrepreneurship projects to create more jobs as well as help youth to become self-employed," she remarked.

Although the Technical Education and Vocational Training Authority is in place to harness the technical potential of youth and has launched its largest free-of-cost E-Learning Phase-I under 'The Hunarmand Nojawan Programme,' for 16,200 students, broadening its scope and making it more vibrant is direly needed.



"TEVTA has designed various technical courses to create jobs opportunities through entrepreneurship at local and international market," said Aman Khawaja, Public Relation Officer at TEVTA. "We have designed auto parts, stitching, plastic manufacturing and bakers' courses to meet local and international market demand."

TEVTA has also started a joint technical education program in collaboration with TANG (a Chinese International Education Group) and Zalmi Foundation in Diploma of Associate Engineering (DAE) discipline.

"This collaboration will help develop a technical force for absorption in China Pakistan Economic Corridor (CPEC) and international exposure for students to demand-driven major technologies," Aman Khawaja said. "Under this program, we have started three years Dual-Diploma wherein students will study two years at TEVTA colleges and one year at China's technical or vocational college."

He said, at present, students are studying construction and IT skills at the Advanced Construction Technology discipline at the Guangdong Institute of Architecture and



**Since we are a youth dominant society with majority of the young generation in rural areas lagging behind in quality education, therefore this bulge may become a demographic disaster if effective and urgent policies are not formulated to turn it into a bonus.**



Construction Engineering (China) and Shenzhen Institute of Information Technology.

As the government moves forward with its agenda of imparting technical education to as much students, the education experts underline well-planned initiatives and proper funding for the sector.

"We need a more focused and result-oriented approach for the technology sector to produce skilled workforce as per international requirements," said Muhammad Zubair Khan, Principal, Govt. College of Technology Railway Road.

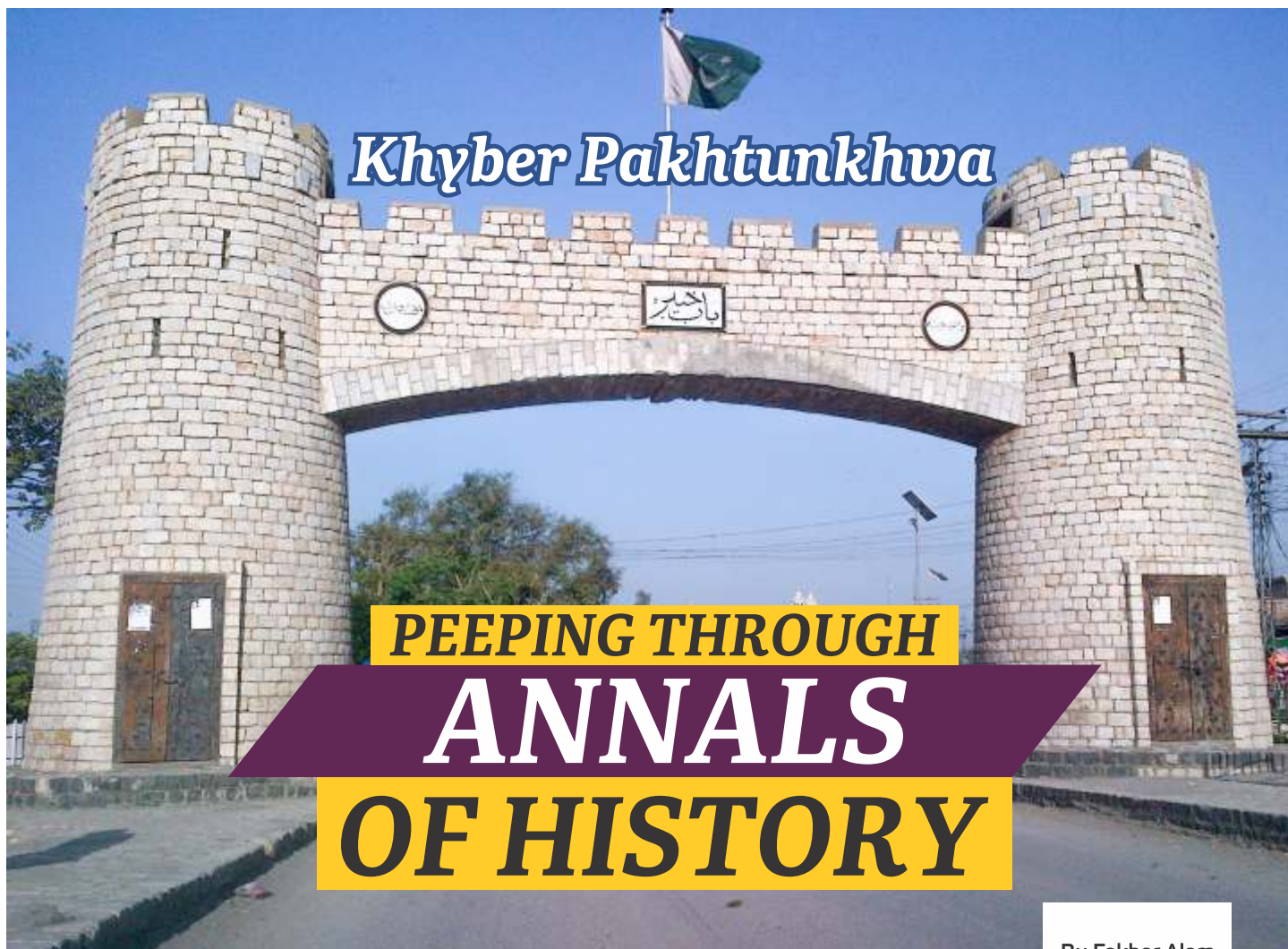
"Information Technology (IT) and short certificate courses should be made mandatory at all institutions and technical colleges and other related forums should organize 'Job-Fairs' for skilled people across the country," he suggested.

He recommended to amend the technical education curriculum as per the national qualification framework and international needs. "We need a proactive approach to strengthen linkages between industry and academia to produce world quality workforce."

Also advocating technical courses and job opportunities for special children who form 10 percent of the child population, Muhammad Zubair proposed to raise a squad of well-trained teachers to train all kinds of students.

"Congenial teaching modes, interesting syllabi, extensive scholarships and financial aid programs can also help attract more students to study at vocational institutes," he pleaded.

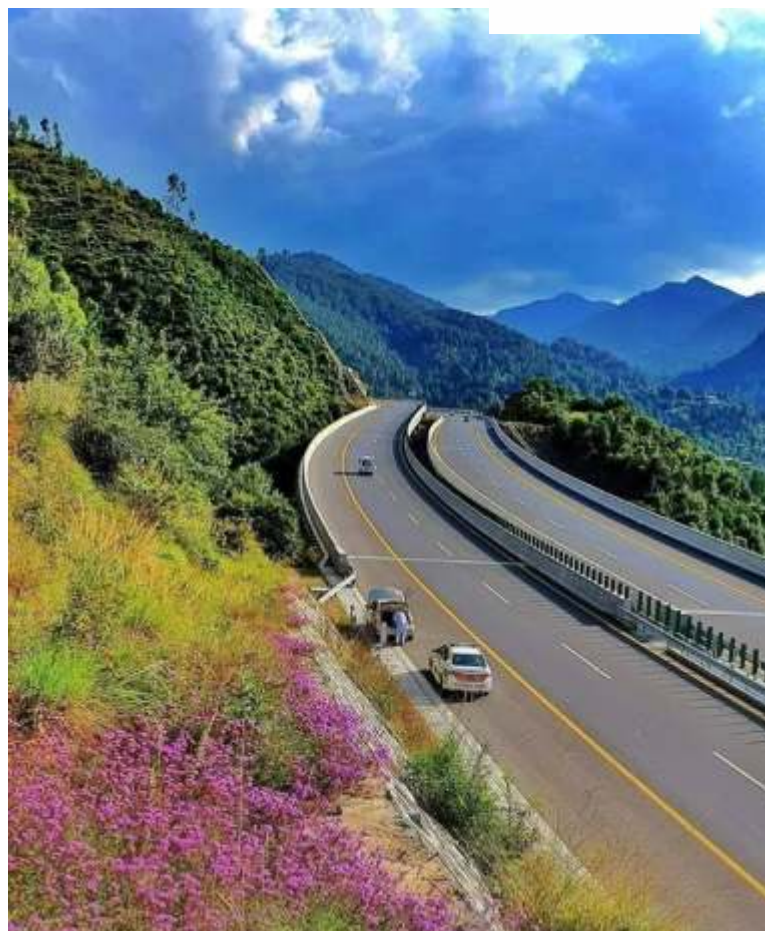




*Khyber Pakhtunkhwa is known for its rich history in the Subcontinent where followers of almost all the religions came and stayed for accomplishment of their political, trade and business objectives.*

**A**s a gateway to the Indo-Pakistan Subcontinent, Khyber Pakhtunkhwa carried a unique geographical location, archaeological heritage and primitive history that witnessed the oldest civilizations including Gandhara and onslaught of invaders that marched to India through historic Khyber Pass.

“Khyber Pakhtunkhwa is known for its rich history in the Subcontinent where followers of almost all the religions came and stayed for accomplishment of their political, trade and business objectives. As a result of which different religions including Buddhism, Hindusim, Sikhism and Christianity gained roots for many years in the region of present-day Pakhtunkhwa before Islam,” said Bakhtzada Khan, Research Officer, Department of Archeology and Museums while talking to APP.





*“The discovery of human remains in Soan Valley in Pakistani Punjab as evidence of the stones and bones’ tools dating from around (2 million to 90,000 years before present) the Early Paleolithic period signified that people were living here.”*

He said, “Sangaro cave’s excavations, Mian Khan, Mardan conducted by the renowned archeologist Ahmad Hasan Dhani and Farid Khan in 1963 had revealed the presence of people’s remains in the Middle Paleolithic period (9,000 to 27,000 years before present) in Khyber Pakhtunkhwa.”

He said these people were living in stones-made caves, who fulfilled their foods mostly from hunting of birds and animals. The discoveries of primitive rocks, bones and hunting tools dating back of Mesolithic or Middle Stone Age (10,000 to 8,600 years before



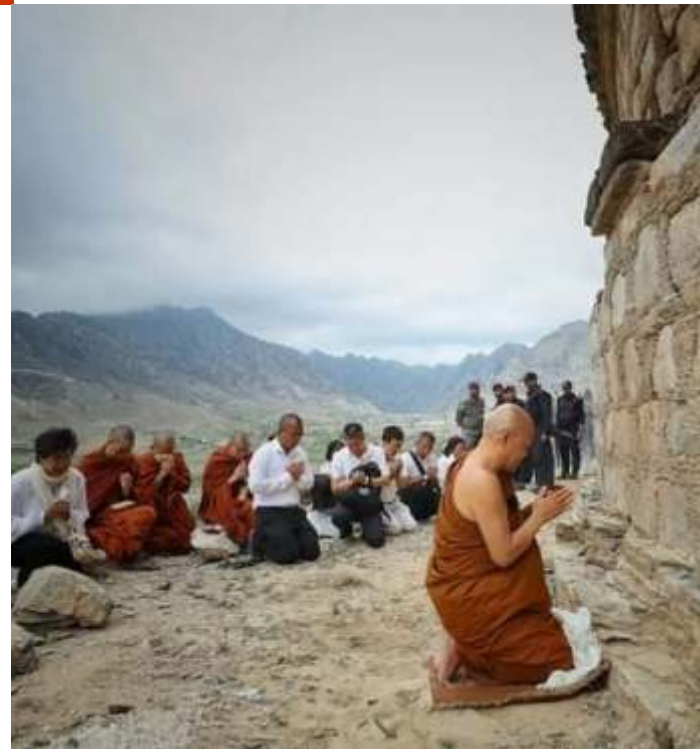
present) during excavations at Khanpur in Haripur district and Sangaro Cave signified the presence of humans’ life in Swat and Dir where every stone speaks about their lifestyle, culture, livelihood and civilizations, he informed.

He said it was found that people started making clay and stones made pots, crockery and others related utensils for kitchen during the Neolithic period or commonly known as new stone-age dating back some 8,000 years before as evident from excavations of historic Mehar Gharh in Balochistan of the Indus Civilization, Rehman Dheri DI Khan and Sheri Khan Tarkai Swabi.

The evidence had magnified that people were living in the stone and mud houses in those primordial eras. He said the graves of Aryans invaders were also discovered at Aligram Swat, Sangota Chitral and Timergara Dir Lower dating back of the Dark Ages period of around 2,000 BC.

He said semi-nomadic Aryans entered KP from the Afghanistan side and settled along rivers Swat, Gomal, Kurram, and Kabul before migrating to India. “The Gandhara civilization gained roots in the province after Persians conquered it in 6th century BC and made it one of the provinces of the Achaemenid Empire.”





He said reading and writing in Swat, Dir, Mardan, Charsadda, Peshawar and Malakand, famous for Gandhara civilization, were started as evidence of the inscriptions mostly made on stones by Iranians. In 327 BC, he said Alexander the Great invaded the subcontinent through Khyber Pass and faced tough resistance while trying to subdue Youafzai tribesmen at Swat and Kunar valleys.

Alexander also resided in Taxila where he met a bold young man named





Chandragupta Maurya, who was an exiled prince of Magadha in eastern India and Maurya decided to forge an empire in Alexander's footsteps. However, his dream remained unfulfilled after the death of Alexander.

Later, Alexander's General Seleucus established rule in India's territories. The Indo-Greeks, a group of about 39 kings and queens laid the foundation of its own culture and introduced Greek art style which still existed in Khyber Pakhtunkhwa besides promoting Bhuddism.

In 1001 AD, he said Mahmud Ghaznavi defeated Jayapala, the last Hindu Shahi King and subsequently Islam was spread in the subcontinent including KP. In 1505, he said Zaheeruddin Babar, the founder of the Mughal Empire had entered the subcontinent through Khyber Pass and took today's Kohat, Bannu districts before defeating the last Lodhi King and becoming Emperor of Delhi.

Ahmad Shah Abdali had launched several campaigns from Peshawar into many places across India. However,

Muhammad Younas Khan, Chairman Pakistan Studies Department while talking to APP.

The people of KP had accorded warmest welcome to Quaid-i-Azam Muhammad Ali Jinnah and voted in favour of All India Muslim League when he came here in 1946, he added. "The Muslim League secured maximum seats in 1946 election and after that historic victory nobody could stop independence movement of Pakistan from this province," he added.

In July 1947 Referendum, he said Muslim League achieved landslide victory in Khyber Pakhtunkhwa by securing over 200,000 votes and people announced to become part of Pakistan.

Abdul Ghaffar Khan and his brother Khan Sahib (first Chief Minister of KP) had urged the government to give the province a name that reflects the Pashtun identity. However, the province was given the name of North West Frontier Province (NWFP) after rejecting Pashtunistan's name as being too controversial.



Abdali's reign (1747 – 1772) was temporarily interrupted when the Marathas invaded in early 1750s, but he succeeded to regain control over KP in 1761. Later the province came under control of Sikhs in 1818 under the command of Maharaja Ranjit Singh after he took over Peshawar in 1923.

Another popular freedom movement also called non-violent movement was launched by freedom fighter Abdul Ghaffar Khan and his brother Dr. Khan Sahib and later Khyber Pakhtunkhwa was granted self-government in 1937.

"The history of Pakistan would not be completed without mentioning the outstanding role of Khyber Pakhtunkhwa's people and students of Islamia College Peshawar during the Pakistan Movement," said

Later, the province was renamed as Khyber Pakhtunkhwa in 2010 during PPP-ANP's coalition government under the 18th Constitutional Amendment. The process of KP-FATA merger has been completed and the process of economic development was expedited after completion of a network of highways and motorways besides other mega education, health, communication, agriculture and other development projects.





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# INDUSTRY

## DIET STUDIO ORGANIZES ONE DAY “WINTER EVE WORKSHOP”

1



With the aim to let people know about different healthy & calorie counted recipes by using healthy ingredients, Diet Studio, the sister organization of College of Tourism and Hotel Management (COTHM) Lahore organized a one day workshop titled “Winter Eve Workshop” on Jan 07, 2023 here at COTHM Garden Town Lahore. The workshop

attracted a large number of young chefs and culinary students. Students from Lahore College for Women University, University of Home Economics and many other universities also participated. In the workshop, Chef Muqarab made healthy Pizza muffins, Tacos, Oats cutlets, Spaghettis Bolognese & Chicken Fajita Wrap and educated the participants about each

ingredient in detail. The participants also tried these recipes and tasted the dishes made by them. The workshop was full of hands-on learning experience. At the end, a certificate distribution ceremony was held in which participation certificates were distributed among all the participants.

## KP GOVT PROMOTING RESPONSIBLE TOURISM THROUGH KITE PROJECT



KHYBER PAKHTUNKHWA  
INTEGRATED  
TOURISM  
DEVELOPMENT  
PROJECT



2



The government of Khyber Pakhtunkhwa under the KP Integrated Tourism Development Project (KITE) funded by the World Bank is promoting responsible tourism in the province, reported WealthPK. The KP Department of Tourism has launched Destination Investment and Management Plans (DIMPs) and Visitor Management Plans (VMPs) for three tourist destinations including Kalam, Kumrat, and

Chitral. In addition to guiding tourist planning and destination management, the DIMPs and VMPs support responsible tourism by suggesting diversity and quality in the tourism offer of these destinations. With the assistance of foreign specialists and the KITE project, the DIMPs and VMPs were created by the KP Tourism Department in a year. However, tailored strategies have been created for each destination to direct the public and private

sectors' investment. Destination management would enhance tourist experiences, better regulation, and resource mobilisation. According to Kiran Afzal, a senior private sector specialist at the World Bank, the plans could aid the administration in managing the heavily frequented locations by offering mitigating measures to protect the attractions and ready the places for unforeseeable emergencies.





# HIGHLIGHTS

## PIA ANNOUNCES HUGE DISCOUNT ON BEIJING-ISLAMABAD ROUTE

3



Pakistan International Airlines (PIA) has announced a huge discount for passengers flying between Beijing and Islamabad. According to a senior official, the new price for a ticket from Beijing to Islamabad is RMB 4,681 (Rs. 152,285) inclusive of taxes. This will significantly

reduce the cost for people who want to go to Pakistan for the Chinese New Year holiday to visit their relatives.

PIA now offers weekly flights on the Islamabad-Beijing-Islamabad and Islamabad-Chengdu-Islamabad routes. Additionally, PIA has received permission

from China's Civil Aviation Administration (CAAC) to start weekly flights on the Islamabad-Xian-Islamabad route, and the airline is getting ready to start service on this route as well.

## GOVT NEEDS TO REFRAME TOURISM SECTOR TO ATTRACT FOREIGNERS

4



The government needs to devise an effective policy and reframe the entire setup to explore the tourism potential of Pakistan and attract the maximum number of foreign tourists to the country. "Despite all magnetism and opportunities in the tourism sector, the inflow of foreign tourists is far less

than the real potential. It is very important to devise and enforce a proper policy to remove the bottlenecks and make Pakistan a hub of tourism," Mubarak Hussain, Chief Executive Officer of Karakorum Explorers (Pvt) Ltd, told WealthPK. He said that the hospitality and tourism segments of the economy are

rapidly becoming the hot agenda of countries around the globe to earn foreign exchange. "Many international organisations and hotel chains are also offering attractive packages, training, and opportunities to become a part of this chapter of the economy," he added.





## 10.9 MILLION TOURISTS VISIT THAILAND IN 2022

5



As tourism returns, Thailand welcomed 10.9 million tourist arrivals between January and Dec 2022, as stated by Yuthasak Supasor, the Governor of Tourism Authority of Thailand. The major markets, according to him, were Malaysia, India, and Laos. For Southeast

Asia's second-largest economy, which contributed for around 12% of GDP prior to the epidemic, the tourism industry's revival is essential. Instead than just focusing on numbers, Yuthasak stated, "We are also focusing on high-spending tourists." Finance Minister Arkhom Termpitayapaisith

said that a weaker baht would help the country's post-pandemic tourism recovery, which is the key to boosting economic growth. The recovery of the tourism sector, which accounted for around 12% of GDP prior to the pandemic, is key for South-east Asia's second-largest economy.

## MOU SIGNED FOR TOURISM PROMOTION BETWEEN PAKISTAN AND KAZAKHSTAN

6



A memorandum of understanding (MoU) has been negotiated and authorised by the federal cabinet in order to foster the growth of contacts in the tourism sector, the deepening of mutual understanding, and the expression of

goodwill for the economic, cultural, and social life between Pakistan and Kazakhstan. The MoU also aims to foster contacts between institutions engaged in the training of professionals in the tourism industry and to encourage mutual participation in

exhibitions, fairs, tourism events, seminars, and the sharing of information, data, and experience for enhancing the quality and regulating the work of tourism entities.



# HIGHLIGHTS

## PCL COMPETITION ARRANGED AT UVAS

7



Under the umbrella of Pakistan Culinary League (PCL), another culinary competition was arranged on December 19, 2022 here at the University of Veterinary and Animal Science (UVAS) Lahore. A large number of students from

Human Nutrition & Dietetics and other many other departments participated in the competition and cooked different dishes. The students cooked dishes in different categories. These were divided into Fast Food, Pakistani Cuisine, Food and Beverages

etc. All the participants were awarded participation certificates and gift vouchers from the renowned fast food brand Cheezious.

## PIA EARN MASSIVE REVENUE AFTER PARTNERSHIP WITH TURKISH AIRLINES

8



As a result of its partnership with Turkish Airlines, Pakistan International Airlines (PIA) has been able to increase its revenue by Rs. 2 billion. According to the details, PIA made Rs. 2 billion from its flight operations from Lahore and Islamabad to Istanbul. For the aforementioned routes, it allegedly sold more than 38,000 tickets in a single month.

It's important to point out that PIA began operating six flights from Islamabad and Lahore to Istanbul on November 15 of this year. In order to increase tourism during the current winter season, PIA previously declared that it will introduce a discount package for the nation's northern regions. The Federal Aviation Minister, Khawaja Saad Rafique, presided over a high-level meeting

of the national flag carrier during which the decision on the discount programme was made. PIA's top management was given instructions by the Aviation Minister to develop specific discount plans for Skardu, Gilgit, and Chitral. Additionally, he instructed the PIA staff to optimise the aircraft schedules between Lahore, Karachi, and Skardu.





# INDUSTRY HIGHLIGHTS

## PAKISTAN LAUNCHES FIRST EVER ANIMAL RIGHTS CURRICULUM

9



**D**iet Studio on the occasion of International Cake Day arranged an amazing one-day workshop on 'Diet Cheese Cake'. A large number of participants including professional chefs and bakers attended the workshop and learned the art of creating a diet cheese cake. The workshop

was sponsored by a cheese making company 'Farmers Cheese Making' which provided the handcrafted diet cheese and pure skimmed milk. Chef Abdul Razzaq who was the trainer of the workshop made the participants learn the art of creating a diet cheese cake and also gave

some important tips to handle a diet cheese cake in a professional way. Farmer Cheese Making CEO Imran Saleh also visited the workshop and talked to the students about the benefits of healthy cheese making.

## PAKISTAN ANNOUNCES TRAVEL ADVISORY FOR MRP PASSPORT HOLDERS IN UAE

10



**P**akistan Embassy in the United Arab Emirates (UAE) has issued a statement and declared that the validity of machine-readable passports (MRPs) can only be extended up to 20 days for those traveling to Pakistan due to an emergency. In this regard, Pakistan Embassy tweeted that

the validity term of the MRP can only be extended in the event of an emergency, following the instructions from the Federal Ministry of the Interior. Separately, during a virtual open house discussion on Thursday, Pakistan's Ambassador to the UAE Faisal Niaz Tirmizi

outlined the issues experienced by Pakistani expatriates and also discussed possible solutions. It is worth noting that approximately 1.6 million Pakistanis live in the UAE, making them the second-largest foreign national group in the country after India.



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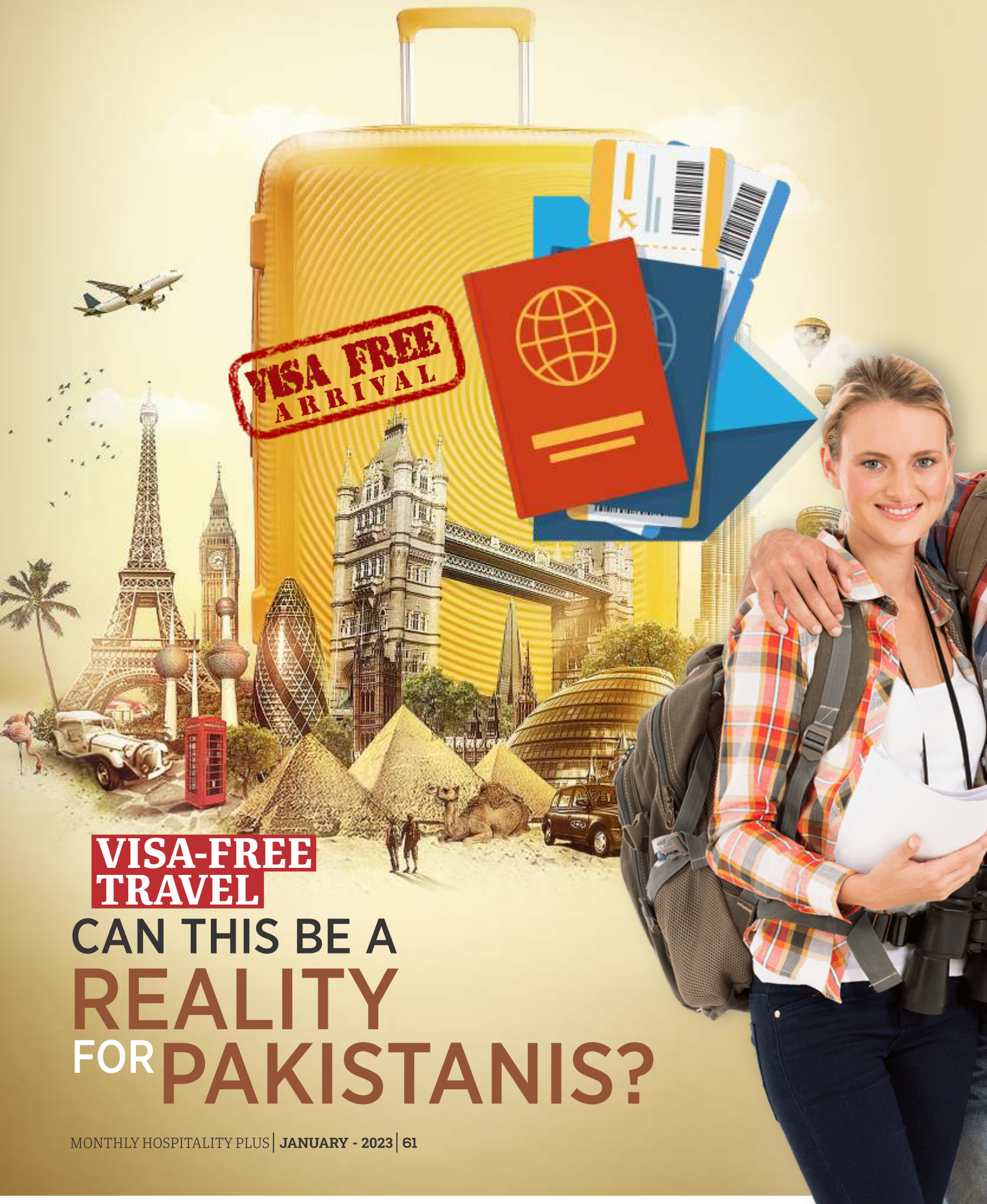
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## Applying for a visa online is still easier and faster than going down the traditional route where you need to visit an embassy to apply for a tourist visa physically.

Pakistan's name has been included in a list based on 75 countries that can now enjoy visa-free travel to Belarus for up to 30 days (including the days of arrival and departure). Pakistani citizens will be provided with an on-arrival visa once they reach the country only if they fulfil the set criteria and standards.

### Following are the requirements to obtain Belarus Visa on arrival:

- Foreign citizens to Belarus should have a valid multiple-entry visa of one of the member countries of the European Union and/or Schengen Area.
- Their passports should bear an entry stamp for European Union and/or Schengen Area
- Medical insurance with a minimum coverage of €10,000.
- Assets equivalent to a minimum of two base amounts for each day of stay. A base amount in Belarus is worth 29 Belarusian Ruble, which is around PKR 2,100.
- Foreigners who are planning to stay in Belarus for more than 10 days should get themselves registered with the country's Citizenship and Migration Department.

As a Pakistani passport holder, visa-free travel seems like a dream. Having wanderlust and being bitten by the travel bug can also be an ordeal in itself. This is mainly because no matter how extensively and thoroughly you plan your trip, the whole thing can fall through if the relevant embassies and authorities reject your request for a visit visa. Plans can also fall apart if the visa approval is delayed or not granted for the number of days that you wish to stay in a particular country.

Being globally ranked at 104 on the Henley Passport Index (as of January 2020) and tied with Somalia on the same spot, Pakistan's passport is one of the weakest in the world, with Syria, Iraq, and Afghanistan being the only countries having their passports further down the list. In comparison, residents of Japan and Singapore now hold the world's most powerful passports with South Korea following suit along with numerous EU and non-EU countries, like the UK, the US, and Canada.

### Visa-free travel for Pakistani citizens



While travelling domestically within Pakistan is obviously always an option, the other 7 countries that you can simply buy a ticket to are:

### Travel duration: up to 180 days

#### • Dominica



### Travel duration: up to 90 days

- Haiti
- Trinidad and Tobago

### Travel duration: up to 30 days

- Micronesia
- Qatar
- St Vincent and the Grenadines
- Vanuatu

### Visa on arrival for a Pakistani passport holder

While the above countries allow you to travel visa-free from Pakistan, there are 18 other countries that offer you a visa on arrival at their airport.

### Travel duration: up to 90 days

- Guinea-Bissau
- Madagascar
- Mauritania
- Nepal
- Seychelles [after tourist registration is done at the airport]





**Travel duration: up to 60 days**

- Samoa



**Travel duration: up to 45 days**

- Comoros

Travel duration: up to 30 days

- |               |              |
|---------------|--------------|
| • Cambodia    | • Cape Verde |
| • Maldives    |              |
| • Mozambique  | • Palau      |
| • Rwanda      | • Somalia    |
| • Timor-Leste | • Tuvalu     |
| • Uganda      |              |

**Travel duration: up to 7 days**

- Togo

## Countries offering quick E-visa facilities for Pakistani travellers

An E-Visa is an entry permit that can be applied for online, via an official web-based portal of the country you plan to visit. While it is not as convenient as simply buying a ticket and travelling to the destination of your choosing, applying for a visa online is still easier and faster than going down the traditional route where you need to visit an embassy to apply for a tourist visa physically. The 11 countries where you can apply for an E-Visa as a Pakistani are:

**Travel duration: up to 90 days**

- Azerbaijan
- Cote d'Ivoire (Ivory Coast) [after pre-enrolment is done online]
- Ethiopia
- Kenya
- Suriname
- Turkey



**Travel duration: up to 30 days**

- |            |         |
|------------|---------|
| • Djibouti | • Gabon |
| • Malaysia |         |

**Travel duration: up to 28 days**

- Myanmar

**Travel duration: up to 14 days**

- Lesotho



## Travelling to the rest of the world

Aside from the countries mentioned above, Pakistani passport holders are required to submit a visa application that needs to be approved before they can travel to any particular country. The application process includes submitting forms, travel documents, as well as hotel and airline bookings in some cases. The time duration that the application process takes can also vary based on the destination you have applied for.

It is important to note here that while most countries do not allow entry to Pakistanis without a visit visa, you might be exempt from the lengthy visit visa process if you have a valid UK, US or Schengen visa. In such scenarios, you might simply need to apply for a quick and immediate eVisa to your destination without facing any inconveniences. For this, you will need to check the visa requirements for each country individually before making your travel plans.

On the whole, as per the Passport Index, while the Pakistani passport has gotten stronger over the last year with a few more countries joining the visa-free list, there is still a lot to be done to make travelling entirely visa-free for Pakistanis. In the meantime, people with wanderlust can make the most of the beautiful 36 locations that offer them easy access to their land. Here's to hoping that more countries will open up their borders for Pakistani travellers as time goes by.

*Courtesy: Zameen.com*





# WHY SHOULD I EAT DRY FRUITS & NUTS IN WINTER?

**A**s the name suggests, dry fruits are the dehydrated version of certain fruits like figs, apricots and grapes (raisins). Dry fruits also include all kinds of nuts like almonds, walnuts, cashews, pistachios, etc.

Reasons why you should include dry fruits in your winter diet

## 1. Immunity Builder

Dry fruits are some of the best immunity building foods for your body. They are filled with immunity building components like Vitamin C and antioxidants. Dry fruits like figs, raisins and apricots are great sources of Vitamin C, which helps boost the immunity level of your body. Thus, adding dry fruits to your winter diet can be a sure-shot way of building your body's resistance to diseases.

## 2. Keeps your skin nourished

Dry fruits are packed with natural oils which help your skin naturally retain moisture. This

leads to your skin staying supple. Dry fruits like almonds, walnuts, prunes and raisins help your body flush toxins and let your skin glow naturally. One of the best dry fruits for your skin are walnuts as they not only contain healthy oils but they are also rich in Vitamin B and Omega-3.

## 3. Keeps your body warm - Vitamin E natural body warmer

Keep your body warm this winter with the help of dry fruits. Dry fruits generate heat within the body naturally since they are packed with fat. Dry fruits also help control the levels of bad cholesterol in your body. This natural body warmer is easy to add to your diet and help you reduce the layers of clothes on your body during the winter.

## 4. Helps control weight

Dry fruits are a very healthy snacking option that helps you feel full and even lose weight. Dry fruits have very high fibre content and it keeps your digestive system functioning

optimally, which is an important aspect of weight loss. Dry fruits also keep your hunger pangs at bay so that you do not end up overeating and bloating yourself.

## 5. Keeps energy levels high

Kickstarting your day on a chilly winter morning is one of the toughest winter experiences. Dry fruits can help you give yourself an energy boost for the day and beat the lethargy out of your system. Make sure to consume a small bowl of mixed dry fruits every morning to energise yourself throughout the day. Nuts are full of protein and antioxidants which help you stay energised.

## 6. Daily dose of nutrition

Dry fruits contain 3.5 times more fibre, minerals and nutrients than their fresh fruit counterparts and it is easier to consume on the go. Including a small quantity of dry fruits to your diet can be immensely beneficial to you during the winter. A mixture of dry fruits can provide you with a considerable amount of your daily nutrient requirements.





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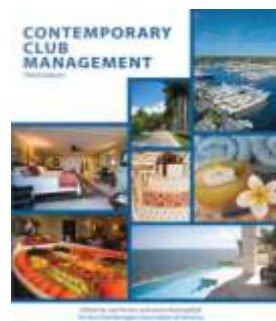
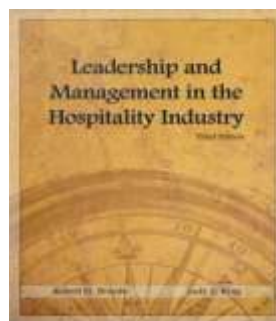
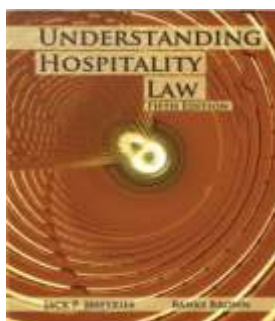
Distance Learning is a method of studying in which lectures are broadcast or lessons are conducted by correspondence, without the student needing to attend a school or college.

### IMPORTANCE



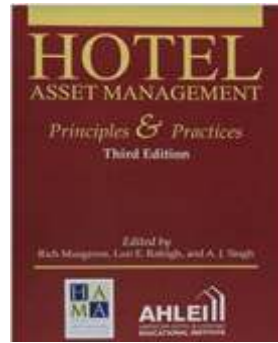
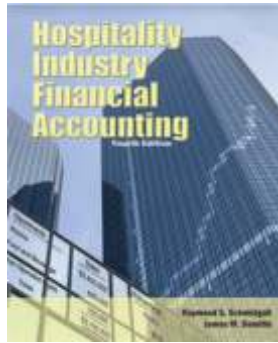
Distance learning has become an established part of the educational world, with trends pointing to ongoing growth. In u.s. Higher education alone, more than 5.6 million university students were enrolled in at least one online course in the autumn of 2009, up from 1.6 million in 2002.

## GENERAL MANAGEMENT





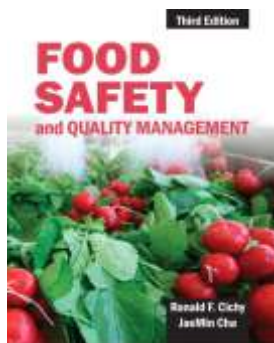
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# DEFORESTATION

## A MAJOR CHALLENGE TO COMBAT CLIMATE CHANGE



By Fakhar Alam

Smile is back on the face of 70 years-old Amanullah Khan after his ‘wood taals’ started roaring business in the wake of a significant decline in mercury level during the ongoing harsh cold weather that gripped the Peshawar valley.

Amanullah’s sons were seen helping his father in preparing bundles of endangered Shisham, Phulai, Ber, Kikar, Poplar, Neem, Amaltas, Saru and Jaman in his wood taal spread on nearly two acres with trees’ trunks spread everywhere on his business place.

“The price of one mound (50kg) of firewood starts from Rs 600 to Rs 700 depending on the quality of the timber,” said Amanullah, adding that firewood demand increases manifolds in December-January due to shortage of natural gas and high prices of LPG cylinder.

“We prefer customers from tandoors, hotels, and marriage halls due to high purchase and profit margin because of wedding season,” he said, adding these timbers were being transported from far-flung areas of Nowshera, Charsadda,







Peshawar, and Mardan districts after its purchase from farmers on relatively less price than the government's timber markets. A visitor can see a large number of cut timbers and even uprooted trunks of trees at wood taals while moving on the main GT Road between Tarnab Peshawar to Azakhel Nowshera depicting the high rate of deforestation in Pakistan, especially in Khyber Pakhtunkhwa.

According to National Forest Policy 2015, Pakistan's total forest-covered area was five percent and the country was losing about 27,000 hectares of forests per year mainly occurring in private and community-owned natural forests. The policy revealed that forest resources in all provinces, especially in KP and Gilgit Baltistan were under tremendous pressure, particularly in the communal lands, shamalats, guzara, and privately owned forests.

It said that deforestation in watershed areas has adversely impacted agriculture yield and quantity of water at outlets besides triggering land degradation, and loss of biodiversity, and wildlife in Khyber Pakhtunkhwa. In riparian and coastal areas, especially in Sindh and Balochistan, deforestation amplified floods and facilitated sea water intrusion thus inflicting huge economic losses due to the government kitty as evidenced by the devastating 2010 and 2022 floods.

Comparing Pakistan's deforestation rate with the world, Dr. Mumtaz Malik, former Chief Conservator of Wildlife KP said

**As per National Forest Policy 2015, forest resources in all provinces, especially in KP and Gilgit Baltistan have been under tremendous pressure, particularly in the communal lands, shamalats, guzara, and privately owned forests.**



**Deforestation in watershed areas adversely impact agriculture yield and quantity of water at outlets besides triggering land degradation, and loss of biodiversity, and wildlife in Khyber Pakhtunkhwa**



that globally around 10 million hectares of forest were deforested every year – equal to the area of Portugal, adding that around half of this deforestation was counterbalanced by re-growing of forests, which means that an overall around five million hectares of the green gold was lost per year worldwide.

Dr. Mumtaz said deforestation was a national challenge and there was a need to impose a 'green emergency' to conserve and protect the green gold by looking above the party politics. He also suggested an agreement between Pakistan and Afghanistan to control the smuggling of timber.

Wajid Ali Khan, former Minister for Environment and Forests said that thousands of trees planted under the billions tree afforestation project were prematurely cut in Khyber Pakhtunkhwa which was a violation of the agreement signed between the KP forest department and farmers. Gulzar Rehman, Conservator Forests said that under KP Forest Ordinance 2002, Forest Force has been raised in KP with powers like the police to protect forest resources and conduct operations against the timber mafia.

Gulzar Rehman said the forest force's jurisdiction has been extended to merged areas where check-posts were also established on national and regional highways and roads to curb timber smuggling. He suggested special forest courts for speedy trial of the accused, an increase in lockups, modern wireless systems, and mobility vehicles imperative to curb timber smuggling.

Muhammad Ibrahim Khan, Deputy Project Director of, the 10 billion tree afforestation project said that deforestation was a major reason for climate change, and about 650.17 million saplings were planted till September 30, 2022, in KP under the project to offset its impact. He underscored the need for early operationalization of the COP 29 UN fund to help climate change and deforested-induced countries including Pakistan.



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