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EMPOWERING PAKISTAN'S YOUTH A COMMENDABLE STEP BY Prime Minister Shahbaz Sharif



In a country where the youth represent a significant portion of the population, investing in their development and empowering them with modern education and skills is crucial for a prosperous future. Prime Minister Shahbaz Sharif's launch of the Prime Minister's Youth Skills Development Programme (PMYSDP) at the National University of Technology (NUTECH) on 14 July 2023 is indeed a commendable step towards realizing this vision.

The Prime Minister's focus on Youth Development Initiatives demonstrates a commitment to nurturing the country's most valuable asset - its youth - and helping them become future leaders, entrepreneurs, and innovators.

The PMYSDP is more than just a platform; it is a catalyst for change. By offering access to hi-tech skills, the program not only equips the youth with cutting-edge knowledge but also fosters a culture of innovation and technological advancement. One of the most significant aspects of the PMYSDP is its emphasis on encouraging young minds to become job creators rather than just job seekers. By imparting entrepreneurial skills and providing support to start their own businesses, the program empowers them to be self-reliant and contribute to the growth of the national economy.

It is also worth noting that the Prime Minister's commitment to the PMYSDP signifies a broader recognition of the importance of investing in education and skills development. Such initiatives send a clear message that the government is actively working to bridge the gap between theoretical learning and practical application. By partnering with academic institutions like NUTECH, the government demonstrates its commitment to collaboration between academia and industry, ensuring that the skills being taught align with the demands of the job market.

As citizens, we must support and celebrate this transformative endeavor, recognizing that an empowered youth today paves the way for a stronger, more prosperous Pakistan tomorrow.



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PAKISTAN INTERNATIONAL CULINARY CHAMPIONSHIP

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*Let's celebrate the art of cooking and
showcase the world the vibrant
culinary heritage of Pakistan.*

The gastronomic world of Pakistan is about to witness a culinary extravaganza like no other as the Chefs Association of Pakistan (CAP) and the College of Tourism & Hotel Management (COTHM) with the endorsement of Worldchefs, Paris gear up for the much-awaited sixth season of the Pakistan International Culinary Championship (PICC) in January 2024. This prestigious event has grown to become the largest culinary battle in the country, attracting not only talented chefs from Pakistan but also culinary maestros from around the globe. As we prepare to celebrate the artistry of culinary geniuses, we extend an earnest invitation to corporate companies, restaurants, and allied businesses to join hands with us in making the PICC 2024 a resounding success.

The Pakistan International Culinary Championship (PICC) embodies the spirit of culinary excellence, innovation, and collaboration. It serves as a platform where the finest culinary minds converge, showcasing their creativity and skill to a captivated audience. The event fosters camaraderie, knowledge exchange, and a celebration of cultural diversity through food. Participants from diverse backgrounds bring a kaleidoscope of flavors, techniques, and traditions, making the PICC a true gastronomic melting pot.

The success of PICC has been made possible by the unwavering support of the corporate sector. We acknowledge the invaluable contributions of food companies, restaurants, and other stakeholders in the previous editions. Corporate sponsorship plays a crucial role in ensuring the seamless organization of this grand event, providing a platform for chefs to exhibit their talents, and promoting Pakistan's culinary prowess on the global stage.

By partnering with CAP and COTHM for PICC 2024, corporations gain access to a myriad of opportunities for brand exposure, networking, and community engagement. This event attracts prominent media coverage, including TV channels, newspapers, and digital platforms, ensuring

extensive visibility for sponsors. Additionally, PICC 2024 will present corporations with the chance to interact with a diverse and discerning audience, including food enthusiasts, professionals, and potential customers.

To cater to the diverse needs and interests of potential sponsors, CAP and COTHM have meticulously curated customized sponsorship packages. These packages offer a range of benefits, including brand visibility at the event venue, logo placement in promotional materials, acknowledgment in press releases, and exclusive opportunities to collaborate with celebrity chefs and judges. Furthermore, sponsors will have the chance to display their products on stage, as at PICC 2024, the collaborators will be invited on stage to talk about the positives of their products.

We invite the corporate sector, food companies, restaurants, and allied businesses to come forward and join hands with CAP and COTHM for the PICC 2024. Your support will not only enrich the culinary landscape of Pakistan but also contribute to the growth of the country's hospitality and tourism industries. Together, let's celebrate the art of cooking and showcase the world the vibrant culinary heritage of Pakistan.

As we embark on the journey towards PICC 2024, we extend a warm invitation to corporate companies and allied businesses to be a part of this remarkable event. Your sponsorship will not only contribute to the success of the championship but also provide a platform to showcase your brand to a diverse audience. Together, let's elevate Pakistan's culinary scene to new heights and create lasting memories of culinary brilliance.

“
To cater to the diverse needs and interests of potential sponsors, CAP and COTHM have meticulously curated customized sponsorship packages. These packages offer a range of benefits, including brand visibility at the event venue, logo placement in promotional materials, acknowledgment in press releases, and exclusive opportunities to collaborate with celebrity chefs and judges.
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GLIMPSES FROM PAKISTAN INTERNATIONAL CULINARY CHAMPIONSHIP (PICC) 2023





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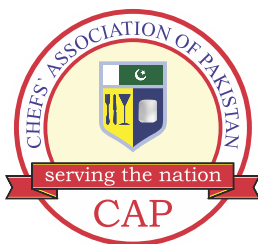
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Gandhara

CIVILISATION AND TOURISM IN PAKISTAN

Three-day Gandhara Symposium 2023, titled “Cultural Diplomacy: Reviving Gandhara Civilization and Buddhist Heritage in Pakistan”, was held in Islamabad from July 11 to July 13, 2023.

Pakistan is a country widely known for its multiculturalism and forms a multi-religious society. This country comprises religious architecture of Buddhist and Sikh origin. There are numerous historical sites in Pakistan, which hold spiritual significance for Buddhists, Sikhs and Muslims. The government of Pakistan has been making efforts for a long time to promote religious tourism in Pakistan. In this context, the three-day Gandhara Symposium 2023, titled “Cultural Diplomacy: Reviving Gandhara Civilization and Buddhist Heritage in Pakistan”, was held in Islamabad from July 11 to July 13, 2023. In this mega-event, the religious leaders of the Buddhist faith from Sri Lanka, Nepal, Thailand, China, South Korea and Malaysia were present and shared their thoughts and viewpoints about this great historical legacy and the glorious past of Pakistan when Buddhism was at its peak in the region.

During this brief visit, this delegation of Buddhist scholars and leaders visited Mardan, Peshawar and Taxila, which are considered the centre points of the origin of Buddhism in Pakistan. The Inaugural Session was addressed by President of Pakistan, Dr Arif Alvi, as Chief Guest. Dr Ramesh Kumar Vankwani, Minister of State, Chairman of





The key objective behind organizing the symposium was to shed more light on the Gandhara civilization and create global awareness about the Buddhist heritage of Pakistan.



immense significance for Pakistan. It is not only the Gandhara civilization but also many sacred sites of Sikhism, Jainism and Hinduism that represent the rich cultural heritage of Pakistan. President Arif Alvi in his remarks said that in a world, where hatred is on the rise and increasing polarization is fuelling conflicts, “it is time to rediscover the role of cultural diplomacy to promote dialogue among civilizations.” He stressed that cultural diplomacy holds enormous potential to strengthen global ties.

He urged to revive the glorious Gandhara civilization and Buddhist heritage in Pakistan.

The modern-day city of Taxila in Pakistan was once a



the PM Task Force on Gandhara Tourism, was the Guest of Honour. The Concluding Session was addressed by Senator Talha Mahmood, Federal Minister for Religious Affairs & Inter-Faith Harmony. Dr Talat Shabbir, Director of the China-Pakistan Study Center, whose efforts should be commended in organizing Gandhara Symposium.

The key objective behind organizing this symposium on behalf of the Government of Pakistan was to shed more light on the Gandhara civilization and create global awareness about the Buddhist heritage of Pakistan. There is no doubt that the Gandhara civilization holds

renowned centre of learning in the ancient region of Gandhara, located in northwest Pakistan. “Pakistan offers the world a valuable window to Gandhara civilization with its unique blend of ancient history and the Buddha’s message of peace and compassion, Dr Alvi said.

Dr Ramesh Kumar Vankwani, Minister of State and Chairman of the PM Task Force on Gandhara Tourism said that Pakistan has the potential to attract thousands of tourists and earn billions of dollars by promoting Gandhara tourism. Sharing the details of the plans to promote tourism, he said that Buddhist tourists from



Pakistan's Buddhist heritage offers a path of peace, harmony and tranquility. The best way to preserve cultural heritage is to share it with the world and let them be a part of this world and promote religious tourism in the country.



different countries are expected to arrive in July and August via two charter flights. He also said that a web portal has been developed to facilitate religious tourism and assured that tourists will get visas within seven days through this portal.

He emphasized that the promotion of the Gandhara heritage of Pakistan is a 'dream' for him which requires the support of all concerned departments and institutions. He said that there is a need to take advantage of the soft power of cultures.

Allah Almighty has blessed Pakistan with a rich culture and it is the center of civilizations. The provinces of Punjab and Sindh have historical sites with excellent opportunities for archaeological research and spiritual tourism. Pakistan's Buddhist

heritage offers a path of peace, harmony and tranquility. The best way to preserve cultural heritage is to share it with the world and let them be a part of this world and promote religious tourism in the country.

When tourists from different countries will visit Pakistan, the tourism sector will be revitalized and more revenue will be generated. That day is not far when the world will finally acknowledge that Pakistan is a country safe for tourists and it owns and celebrates its rich multicultural and multi-religious history.\

Courtesy: Daily Times

COTHM STUDENTS SERVE AS 'CONDUCTING OFFICERS' AT GANDHARA SYMPOSIUM



International Gandhara Symposium 2023 was held in Islamabad from 11th July to 13th July 2023. International delegations including monks and scholars from Thailand, Sri Lanka, Nepal, Myanmar, Malaysia, Vietnam and UK attended the symposium.

Dr. Arif Alvi, President of Pakistan, was the Chief Guest for the inauguration session. Dr Ramesh Kumar Vankwani, Minister of State, Chairman of the PM Task Force on Gandhara Tourism, was the Guest of Honour. Amongst

the audience were ambassadors and diplomats and people associated with the Archeology field.

The students from COTHM were assigned the task of 'conducting officers' with international delegates and accompanied them throughout the event providing them with the necessary information while guiding them to different venues of the conference. Besides this, the students were also assigned the duties to register guests and some other

administrative tasks. The event was organised by the Institute of Strategic Studies Islamabad (ISSI), Directorate of Archeology, KPK Government and Pakistan Tourism Development Corporation (PTDC).

The members of international delegates and organizers lauded the services performed by the COTHM students who proactively participated in the event.



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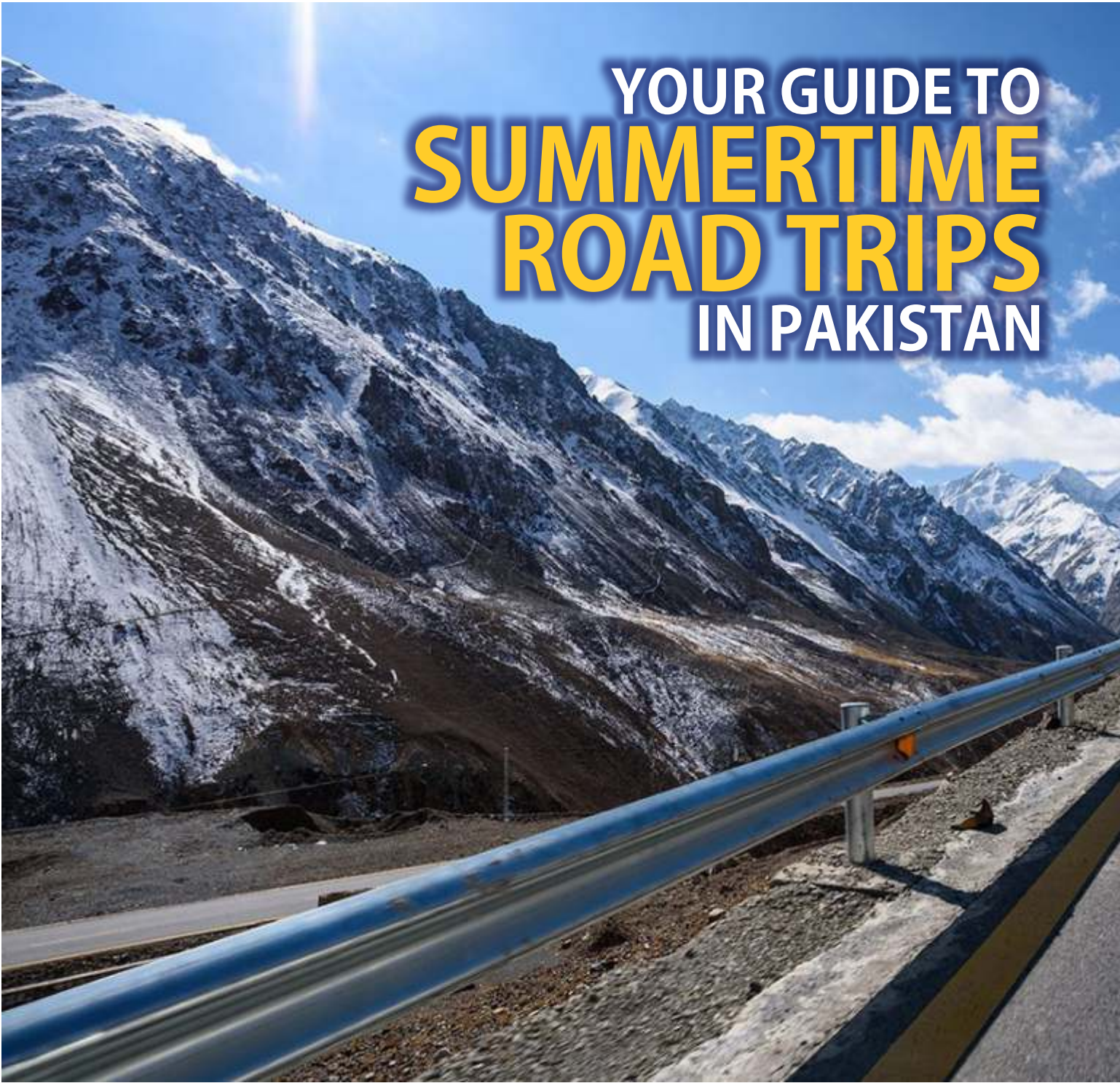
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YOUR GUIDE TO SUMMERTIME ROAD TRIPS IN PAKISTAN

Pakistan is a land of diverse landscapes, from the snow-capped mountains of the north to the sandy beaches of the south. This makes it a perfect destination for a summertime road trip. Here are a few ideas for itineraries:

The Karakoram Highway:

This famous road winds its way through the Karakoram Mountains, connecting Pakistan with China. Along the way, you'll pass through stunning scenery, including glaciers, valleys, and high-altitude lakes. Some of the places you can visit on the Karakoram Highway are:

Hunza Valley: This lush valley is home to charming villages, apple





The Indus Highway:

This highway runs along the Indus River, the longest river in Pakistan. Along the way, you'll pass through a variety of landscapes, from deserts to fertile plains. Some of the places you can visit on the Indus Highway are:

Multan: This ancient city is home to the Multan Fort, a UNESCO World Heritage Site.

Lahore: This historic city is known for its Mughal architecture, including the Lahore Fort and the Badshahi Mosque.

Taxila: This ancient city was once a major center of learning and culture.

Swat Valley: This lush valley is known for its apple orchards, pine forests, and terraced fields.



orchards, and the Balti people.

Naltar Valley: This valley is known for its turquoise lakes and pine forests.

Passu Cones: These towering rock formations are a popular hiking destination.

Fairy Meadows: This meadow is located at the base of the Nanga Parbat mountain, the second-highest mountain in Pakistan.



The Makran Coastal Highway:

This highway runs along the Makran Coast, which is known for its beautiful beaches, coral reefs, and mangrove forests. Some of the places you can visit on the Makran Coastal Highway are:

Karachi: This bustling metropolis is the largest city in Pakistan.

Hyderabad: This historic city is known for its forts, mosques, and tombs.

Gwadar: This port city is located on the Arabian Sea.

Chaman: This town is located on the border with Afghanistan. These are just a few ideas for summertime road trips in Pakistan. No matter where you go, you're sure to experience the beauty and diversity of this amazing country.



Here are some tips for planning a successful summertime road trip in Pakistan:

Start planning early. This will give you time to book your flights and accommodation, as well as research the best routes and places to visit. Be flexible with your itinerary. Things don't always go according to plan, so be prepared to change your route if necessary.

Pack light. You'll be doing a lot of walking, so you don't want to be weighed down by heavy luggage.

Bring plenty of water. The weather can be hot and dry in Pakistan, so it's important to stay hydrated.

Wear comfortable shoes. You'll be doing a lot of walking, so it's important to wear shoes that are comfortable and supportive.

Be aware of your surroundings. Pakistan is a safe country, but it's always important to be aware of your surroundings, especially when traveling in rural areas.

Don't be afraid to ask for help. The people of Pakistan are generally friendly and helpful, so don't be afraid to ask for directions or recommendations.

With a little planning, you can have a safe and enjoyable summertime road trip in Pakistan.



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• THE RISE OF *Bleisure* TRAVEL

“

The concept of 'bleisure' travel offers professionals a unique opportunity to combine work and leisure, transforming business trips into unforgettable experiences.

”

COMBINING
**BUSINESS
AND LEISURE**
FOR A MEMORABLE
EXPERIENCE

In today's fast-paced and interconnected world, professionals are increasingly seeking ways to strike a balance between work and personal life. The concept of combining business and leisure, often referred to as "bleisure" travel, has gained significant traction as a means to enhance work-life integration and create memorable experiences. By blurring the lines between business obligations and leisure activities, individuals can transform ordinary business trips into opportunities for exploration and rejuvenation. In this article, we delve into the essence of 'bleisure' travel, its benefits, and practical tips for maximizing these experiences.

Embracing Work-Life Harmony

'Bleisure' travel represents a paradigm shift in the way professionals view business trips. Instead of considering them solely as work obligations, individuals now recognize the importance of incorporating leisure activities into their itineraries. By embracing 'bleisure', they can achieve a healthier work-life balance and make the most of their time away from home.

Seamlessly Blending Business and Leisure

The success of 'bleisure' travel lies in the seamless blending of business and leisure activities. Professionals can plan their schedules to allow for leisure time before or after work commitments, or even during breaks between meetings. This approach enables them to explore the destination, engage in local culture, and rejuvenate themselves, all while fulfilling work responsibilities.

Choosing the Right Destination

Selecting an ideal destination is crucial for a successful 'bleisure' trip. Consider locations that offer a combination of business opportunities and leisure attractions. Cities with thriving cultural scenes, historical landmarks, scenic beauty, and recreational activities are particularly appealing. By carefully selecting the destination, professionals can ensure a well-rounded 'bleisure' experience.

Planning Ahead

Efficient planning is essential for optimizing a 'bleisure' trip. Professionals should research the destination in advance,





identifying key attractions, local events, and dining options. By creating a flexible itinerary that accommodates both work and leisure, individuals can make the most of their time and avoid missing out on unique experiences.

Making Use of Technology

Technology plays a pivotal role in enhancing 'bleisure' experiences. With the convenience of smartphones and travel apps, professionals can effortlessly navigate unfamiliar destinations, discover hidden gems, and access real-time information. Additionally, tools like remote working applications and video conferencing platforms enable



seamless collaboration with colleagues while on the move.

Networking Opportunities

One of the significant advantages of 'bleisure' travel is the potential for networking beyond the confines of formal business meetings. Professionals can explore networking events, industry conferences, or engage in social activities to connect with local professionals, gain insights into regional business practices, and build meaningful relationships.

Balancing Work Priorities

Achieving a balance between work and leisure is essential during 'bleisure' trips. Professionals should establish clear boundaries and allocate specific time for work-related tasks. By setting realistic goals and managing time effectively, individuals can fulfill their work responsibilities while still having ample time for relaxation and exploration.



Immersive Cultural Experiences

To truly make the most of 'bleisure' travel, professionals should immerse themselves in the local culture. This can include visiting historical sites, exploring local markets, sampling regional cuisine, or participating in cultural events. These immersive experiences not only enhance personal growth but also deepen the connection with the destination.

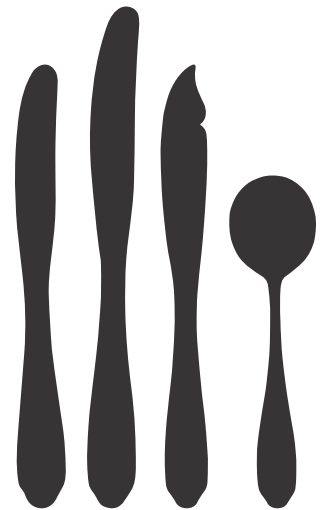
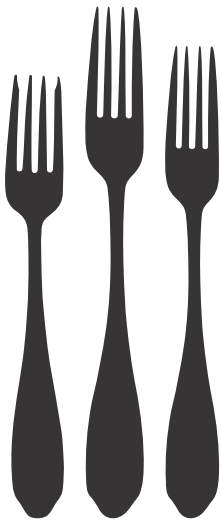
The concept of 'bleisure' travel offers professionals a unique opportunity to combine work and leisure, transforming business trips into unforgettable experiences. By seamlessly integrating leisure activities into their itineraries, individuals can strike a harmonious balance between their professional obligations and personal rejuvenation.



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Want to be a Modern Dessert Expert?

Join International Dessert Workshops at Chocolate Academy



From August 1st to August 15th, 2023, be prepared to be inspired as one of the world's top ten chocolatiers, Chef Aravinda Leelarathna, takes center stage to share his mastery and knowledge in Lahore, Islamabad, and Rawalpindi.

Calling all dessert enthusiasts, aspiring artisans, and professional pastry chefs! The Chocolate Academy presents an unparalleled opportunity to indulge your passion for creating delectable desserts and pastries. With a series of exclusive workshops, led by the renowned Chef Aravinda Leelarathna, this immersive experience promises to be a feast for the



senses. From August 1st to August 15th, 2023, Lahore, Islamabad, and Rawalpindi will become the epicenter of desserts excellence as the International Dessert Workshops sweep through these vibrant cities.

Chocolate Academy is Pakistan's first learning and teaching academy working



Besides dessert workshops, the Chocolate Academy goes above and beyond by offering dedicated Café Consultancy sessions, where Chef Rathna will personally visit local cafés to upgrade their dessert menus.



specifically on the chocolate art and dessert specialties. The students are invited to unlock their culinary potential through a wide array of short and long courses, summer camps, and training workshops. Whether you are a seasoned professional or a budding enthusiast, Chocolate Academy offers a platform to hone your skills, discover new trends, techniques, and recipes, and keep pace with the ever-evolving world of modern desserts and pastries.



Whether you dream of starting your own pastry business, seek to refine your existing skills, or simply want to immerse yourself in the enchanting world of chocolate and pastries, international dessert workshops are the perfect platform to fulfill your aspirations.



Now, in August, be prepared to be inspired as one of the world's top ten chocolatiers, Chef Aravinda Leelarathna, takes center stage to share his mastery and knowledge. With a wealth of experience and an artistic touch, Chef Rathna will guide participants through two-day and one-day workshops, unveiling the secrets behind his acclaimed creations. This exclusive opportunity to learn from a true maestro promises to elevate your dessert-making skills to new heights. During these workshops, participants will



embark on a tantalizing journey into the world of modern desserts and pastry. Immerse yourself in the art of flavor pairing, texture play, and innovative presentation techniques. From intricate chocolate sculptures to exquisite pastries, each creation will reflect the perfect harmony between taste, aesthetics, and culinary craftsmanship. Besides dessert workshops, the Chocolate Academy goes above and beyond by offering dedicated Café Consultancy sessions, where Chef Rathna will personally visit local cafés to upgrade their dessert menus. Café owners and chefs will have the rare opportunity to tap into the expertise of a globally acclaimed chocolatier, gaining insights into menu development, flavor profiles, and the creation of signature desserts that will delight their customers.

In short, the International Dessert Workshops offer an unmissable chance to expand your horizons and you may learn from a world-class chocolatier, and become a part of a global community of culinary artisans. Whether you dream of starting your own pastry business, seek to refine your existing skills, or simply want to immerse yourself in the enchanting world of chocolate and pastries, these workshops are the perfect platform to fulfill your aspirations. You may join the sessions in Lahore, Islamabad, or Rawalpindi from August 1st to August 15th, 2023, and let the Chocolate Academy redefine your dessert-making journey.





Chocolate

A THERAPY, HEALTH PILL, OR DOPAMINE BOOSTER



Chocolates contain a higher amount of Magnesium which stimulates the production of Progesterone hormone which is responsible to deal with suppressing the stress in your body.

The history of 4000 years of chocolate consumption holds the truth that chocolate was first consumed as a bitter drink brewed from Cocoa beans which was considered the food of the divine and used by the royals. It was believed that cocoa drink has magical properties. The oldest civilization of Latin America named the Chocolate drink as the gift of Gods. In Mayans era after the Aztecs, chocolate became a form of



By: Amna Munir

currency because of the fame it was given as being consumed by the royals.

Chocolate as a Therapy

Chocolates contain a higher amount of Magnesium which stimulates the production of Progesterone hormone which is responsible to deal with suppressing the stress in your body.



There are some emerging trends in self-care, chocolate routine, and chocolate spa – treatments. Several trends are Chocolate masks, Chocolate scrubs and hair treatments. They leave your skin moisturized and hydrated.

Dark Chocolate – The next superfood

Chocolates possess high nutritional properties enriched with flavonoids, antioxidants, flavanols, and polyphenols with neutralized effects of free radicals in the body. Moreover, they contain higher fat content than the fruits.

Dark Chocolate is enriched with a lot of minerals including zinc, magnesium, iron, phosphorus, and copper. It helps in better brain functioning as it contains higher amount of antioxidants like



Epicatechin, Catechin, Anthocyanins and phenolic acids. All of the above compounds prevent you from cell inflammation and also from cardiac diseases.

Flavanols are helpful in decreasing blood pressure levels and improving blood flow. Flavanols can also protect your skin from sun-damage and increase skin density.

Antioxidants in chocolate lower the bad cholesterol in the body, keep you away from cardiovascular diseases and lower the risk of heart stroke.

Theobromine is a compound in chocolate having a similar effect as Caffeine in coffee which has rapid effects on energy cognition. So it helps the brain to function better and improves memory, reducing the chance of Dementia in older adults.



Dopamine is one of the mood enchanters, phenylethylamine is the one that increases the dopamine level and is present in chocolates. Dark chocolate also wonders as an antidepressant. According to a survey in the US, people who consume dark chocolate have less ratio of being depressed, milk chocolate has a lesser impact. On average, it requires only 12 grams of chocolate per day to achieve this target. Almost 45% of the patients in depressed episodes express a craving of chocolate.

About Author

Amna Munir works as a Product Design Manager at Chocolate Academy Pakistan. She has earned a BS degree in Food Science and Technology with major in product development. She is currently doing a Post Graduate Diploma in Hospitality Management from COTHM. She is expert in developing new flavors with chocolate, designing colored chocolate bonbons, and customising desserts for different cafes and coffee shops.

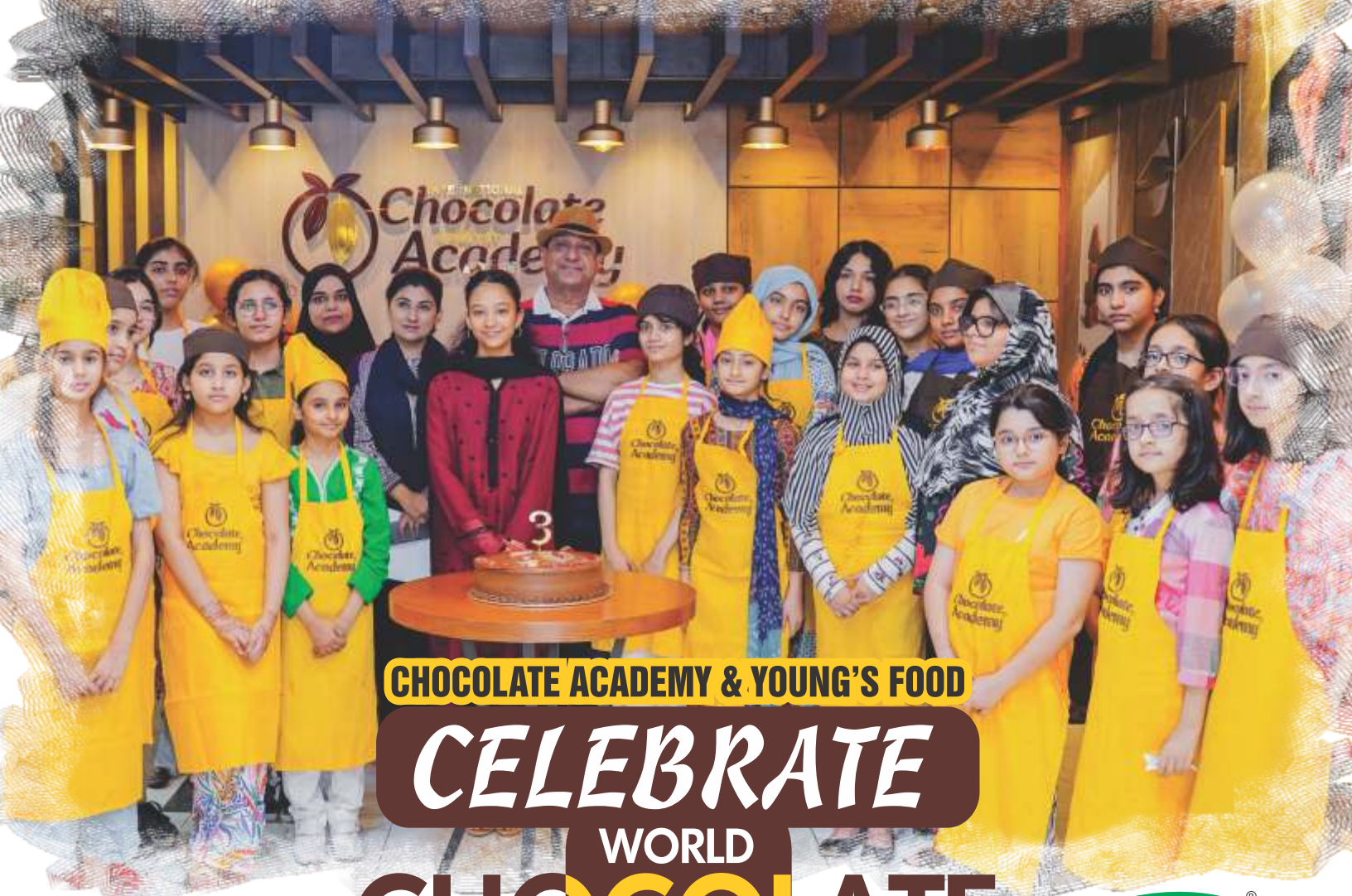




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CHOCOLATE ACADEMY & YOUNG'S FOOD

CELEBRATE

WORLD

CHOCOLATE
DAY



Chocolate Academy, a leading institute specializing in the art of chocolate, hosted a mesmerizing celebration in honor of World Chocolate Day. The event featured a cake-cutting ceremony to celebrate the 3rd anniversary of Chocolate Academy, a Chocolate Delight Workshop, Chocolate Making Competitions, and a captivating Chocolate Art Display that left the attendees in awe. The entire event was generously sponsored by Young's Foods, a renowned name in the food industry.

The Chocolate Academy was founded on July 7, which also marks World Chocolate Day, three years back. The event started with the cake-cutting ceremony to celebrate the 3rd anniversary of the Chocolate Academy followed by the Chocolate Delight Workshop bringing together chocolate enthusiasts, professionals, and aspiring chocolatiers to indulge in a hands-on experience of crafting delectable chocolate delights. Participants had the opportunity to learn from Chef Razzaq, uncovering the secrets behind creating exquisite chocolate masterpieces. The event's highlight was the intense



The event's highlight was the intense Chocolate Making Competition, where many participants showcased their talent, creativity, & skills in crafting unique and flavorful chocolates.



Chocolate Making Competition, where many participants showcased their talent, creativity, and skills in crafting unique and flavorful chocolates. The fierce competition was a testament to the passion and dedication of the participants.

To further enchant the attendees, a marvelous Chocolate Art Display was organized, showcasing intricate sculptures, delicate chocolate carvings, and visually stunning chocolate installations. The display served as a tribute to the versatility and artistry of the chocolate.

At the end of the event, Professor Dr. Yasmeen Khan addressed the participants on the healthy consumption of chocolate. She also talked about the health benefits of chocolate in reducing the effects of multiple diseases.

The success of the event was made possible by the generous support of Young's Food, which sponsored the entire activity. Their commitment to promoting the culinary arts and encouraging creativity in the chocolate industry is commendable.

Certificates and cash prizes were awarded to the participants and winners of the Chocolate Making Competitions, recognizing their outstanding talent and craftsmanship. The event also provided an invaluable platform for the participants to network, learn from industry experts, and showcase their skills to a wider audience.

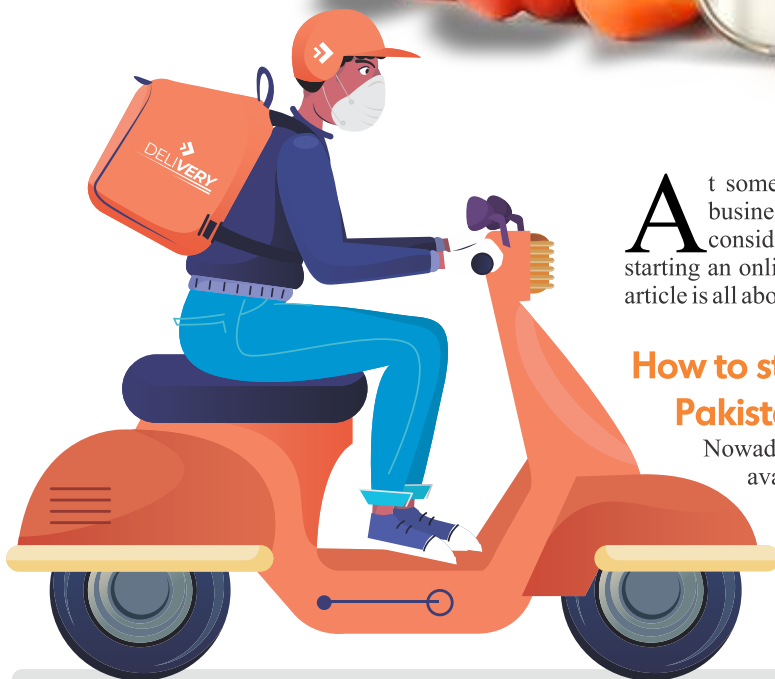
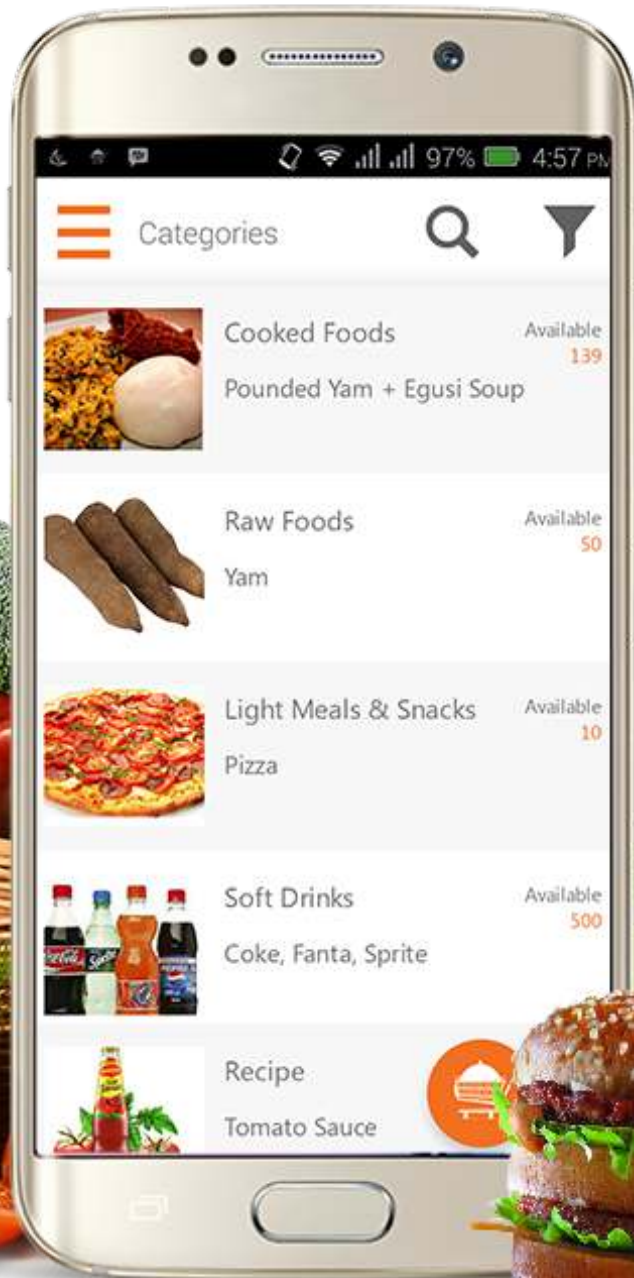
The event garnered significant attention from the media, with City 42, Public News, GTV, and Discover Pakistan HD TV among the prominent channels that covered the event. Their coverage showcased the splendor of the Chocolate Academy's World Chocolate Day celebration and brought it to viewers across the nation.



HOW TO START AN ONLINE FOOD BUSINESS

FROM HOME IN
PAKISTAN?

By Umer Zahid



At some point in life, many people may think about starting their own business. Many gravitate towards the food business. Because all other considerations aside, people need to eat. So, if you're thinking about starting an online food business then read on to know what you need to do. This article is all about How to Start an Online Food Business from Home in Pakistan.

How to start an online food business from home in Pakistan | Guidelines

Nowadays, starting an online food business is not that difficult. The availability of the internet has made it easier for people to start their business from home. However, making your food business profitable should be your ultimate goal. Of course, profitability is hard to predict in any business as there are many factors involved. Here are a few things that can help you to start an online food business and most likely to make it profitable.

Choose your niche

Firstly, you need to decide what kind of food you want to sell and how you want to sell it. There are different food-related business options available such as food delivery services, baked goods and catering etc. You can focus on the particular niche markets that will help you in starting your food business.

Determine your target audience

After choosing a niche for your online food business, you need to research your target audience. Determine the needs of your target audience and know what kind of food service they want. If your target audience is employees of a nearby office building then you have to offer healthy lunch meals. When you're able to determine the needs of your target audience then you'll be able to adjust your food business accordingly.



Conduct market research

As the food industry is quite competitive, conducting market research is the right thing to do. Look what other players in your niche are doing and what they are offering. Go to their social media pages and check their offers and prices. Also, look at reviews from their clients. This way you will be able to exploit the gaps in the market and will help you to make your brand affordable for the target audience as well.



Creating business and meal plan

Just like other businesses, you need to create a business plan before starting your food business. A business plan can help you determine your budget and predict if your food business will be a profitable one or if you will merely be getting a break-even amount. Following are the things you need to include while creating your business plan.

- **Cost of selling food, per meal and per location**
- **Grocery list**
- **Cost of each ingredient**
- **Cost of key utilities such as gas, electricity, and internet**
- **The expense of your staff if you need one, for delivery, cooking, etc.**

Along with the business plan, create a meal plan as well. Most of the things you need for a food business are already in your home so you don't need to purchase new things like utensils or equipment. You may need:

- **Plastic or cardboard meal boxes if you are starting a food delivery business.**
- **Big storage containers where you will store your food after cooking or baking them.**

You need to make purchases according to the type of your food business. Add the things and amount in your weekly meal plan and compare your returns each day to know if there is an opportunity for growth or not.

Develop your marketing strategy

Nowadays, every business needs a marketing strategy and your online food business should be no exception. The marketing strategy determines how to reach to your target audience effectively. You can make a



marketing strategy by focusing on the following.

- **Social media marketing, such as Facebook and Instagram pages**
- **Word of mouth by relatives and friends**
- **Leaving flyers and posters in nearby offices, schools, or residential areas**

You can also use food bloggers to market your business. Send them PR packages and ask them for their reviews. With the amount of following they have, you will get a lot of customers through them.

Choose a name

After developing a marketing strategy, you need to choose the name of your food business. The name should be unique, related to your business and easy to remember. A unique and a simple business name matters a lot because it has a critical impact on marketing, branding and internet presence of your online food business.

Branding

Once you're done with selecting the name of your business, you need to create a professional image of your business by creating a logo, website and social media pages. If you cannot know how to create one then get someone to make it for you. You can hire a professional to do it for you.

You can use Wix, WordPress, and Shopify etc. to make your e-commerce website which allows the customers to give an order with just a few clicks. If you don't have that kind of budget then you can make Facebook and Instagram pages to get online food orders.

FoodPanda and other such food delivery services are also great options to start your online food business. You can register your business with such services to be able to drive your sales.



By: Jannat Ghaffar

IS A CALORIE-DEFICIT DIET A HEALTHY WAY TO LOSE EXTRA FAT?

*Calorie deficit should only be followed
when one needs to lose weight only.*

Most of us have heard that a calorie deficit is a crucial step to losing weight. But why is it required and is it a healthy thing to do? These are the questions that would usually pop up in one's mind after hearing this phrase. Since weight loss is not an easy task to achieve or stay committed to, we've jotted down some ideas to help you lose weight through a calorie-deficit diet.

What is a calorie-deficit diet?

It is as the phrase suggests, less intake of calories than usual but enough to fuel daily

activities. Calorie-deficit is the intake of 500 calories per day or to burn more calories with the help of physical activity for a consistent time period to experience visible differences.

Smart calorie intake

In order to take fewer calories you can follow these smart tips:

1. Eliminate sugar

Sugar in most forms is usually your enemy for health, so either completely eliminate sugar intake, especially in the form of processed goods like sodas and candies. These have no nutritional value but a lot of

free calories.

2. Avoid processed food

Fast food, packaged and machine-run food is known to have more cons than pros. Since these foods are inorganic, they tend to put in a lot of calories in comparison to their nutritional benefits.

3. Small portions

One way to trick your mind is by eating home-cooked, minimally processed meals in smaller portions, this will ultimately control your calorie intake too.

Is this a healthy way to lose weight?

A calorie-deficit is a substantial and smart way to lose weight if done properly. One has to take minimum calories without starving himself by consuming food with rich nutritional value for greater energy. Losing weight is not an easy task, but one must stay committed to achieving one's goal.



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- 1- Hospitality Industry
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MEAT WITHOUT SLAUGHTER

HERE'S EVERYTHING YOU NEED TO KNOW ABOUT LAB-GROWN MEAT



For one thing, growing meat from cells means that people can eat meat without having to slaughter animals.

Americans are soon to experience the taste and flavour of lab-grown chicken meat as the US Department of Agriculture has granted permission to the two companies — Upside Foods and Good Meat — to start the production of cultivated meat.

It does not come from the animal itself but from its cells. It will take some time to reach the stores, however, it may be first tasted in some select restaurants.



What is lab-grown meat?

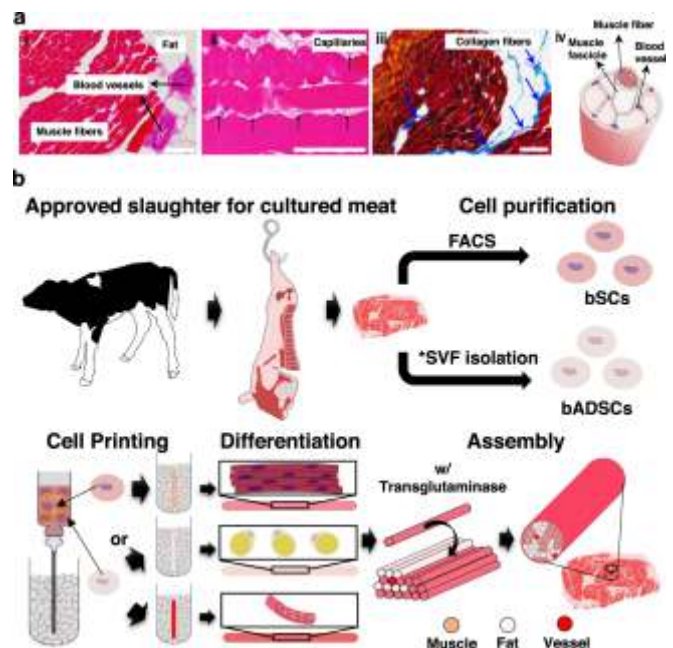
The lab-grown meat, also called cultivated meat, is created using animal cells while putting nutrients in it like amino acids in large-size bioreactors.

When ready, companies collect the meat and is moved to the processing line. When the meat is ready, companies collect it from the bioreactors and move it along the processing line.

According to Andrew Noyes, head of global communications and public affairs at Good Meat, "the company's protein looks a lot like a minced chicken when extracted."

What is great about lab-grown meat?

For one thing, growing meat from cells means that



traditional meat, and the flavour was “full and savoury.”

“We would need to go through another regulatory process for beef, [or] any other kind of animal protein,” Noyes said, noting that Good Meat is in the early stages of developing



people can eat meat without having to slaughter animals. Upside Foods explains that cells “it gathers from a fertilised chicken egg are stored in its cell bank and can be used for at least ten years.”

Noyes said: “Animal cells can come from animal biopsies or even feathers, among other sources.”

While growing meat, environmental concerns are also in place as animal agriculture particularly contributes to greenhouse gases.

“To make cultivated meat, energy use needs are high,” said Bruce Friedrich, president and founder of the Good Food Institute, a nonprofit group that promotes alternative proteins.

“Still, those energy needs will be offset by the reduction in land and water use and other benefits,” he said, adding that “renewable energy is how we reap the maximum climate benefit.”

What does lab-grown meat taste like?

It tastes similar to natural meat. According to CNN, it tastes like

cultivated beef.

What is the cost of lab-grown meat?

According to a CNN report, the British company Ivy Farm said last year that it could produce a lab-grown meat burger for less than \$50. However, it’s more than a traditional burger costs.

Noyes noted that “getting to price parity for us, from a cost of goods standpoint and cost of production standpoint, is a major challenge,” adding that “the company has a path to get there.”

“Good Meat’s cultivated chicken will be priced at a slight premium or comparable to other chicken items at a José Andrés restaurant,” Noyes said.

“To be clear, our company is not making money on these sales, we’re taking a loss,” Noyes said.

KnN's & McDonald's Pakistan join COTHM in

Celebrating World Fried Chicken Day



The one-day activity brought together over 50 talented students who showcased their culinary prowess by preparing a variety of mouthwatering fried chicken dishes at the state-of-the-art COTHM kitchens.



College of Tourism & Hotel Management (COTHM) celebrated World Fried Chicken Day on July 6, 2023 initiating the tradition for the first time in Pakistan. In collaboration with KnN's, a prominent food company, and McDonald's Pakistan, world-famous fast food brand, COTHM organized a sizzling cooking competition among its

students, creating a truly memorable celebration.

The one-day activity brought together over 50 talented students who showcased their culinary prowess by preparing a variety of mouthwatering fried chicken dishes live at the state-of-the-art COTHM kitchens. The





tantalizing aroma of fried chicken filled the air as these aspiring chefs unleashed their creativity and skills to whip up delightful creations. As a valued partner in this event, KnN's played a significant role by providing high-quality raw chicken for the competition. Their support added an extra layer of authenticity and ensured that the participants had access to premium ingredients, setting the stage for a truly scrumptious affair.

Additionally, renowned fast-food chain McDonald's Pakistan extended their generosity by gifting meals to all the participants. This thoughtful gesture from McDonald's not only added to the excitement of the event but also served as an inspiration for the budding chefs, reaffirming the impact of their culinary aspirations.

The competition showcased the diverse talent and innovative spirit of the students as they experimented with a myriad of flavors, techniques, and seasonings. From classic recipes with a twist to unique fusion creations, each participant put their own stamp on the beloved dish, elevating the fried chicken experience to new heights.





How to Cook on a Budget?

By: Zoha Jabbar

When it comes to budgeting food, lots of people struggle with that. The first thought that comes in their minds is to tightly control their spending at the supermarket while buying groceries. But the real food budgeting begins elsewhere. We'll be listing easy and essential tips to follow which will guide you on how to plan a hearty meal when on a tight budget.

It's easy! Have a look.

The importance of planning

This is the most important step before you begin. List everything you need in order to prepare your dish and then plan accordingly. Remember, the key is to act and play smart. This will ultimately help you choose the right meal for the right situation and later, you

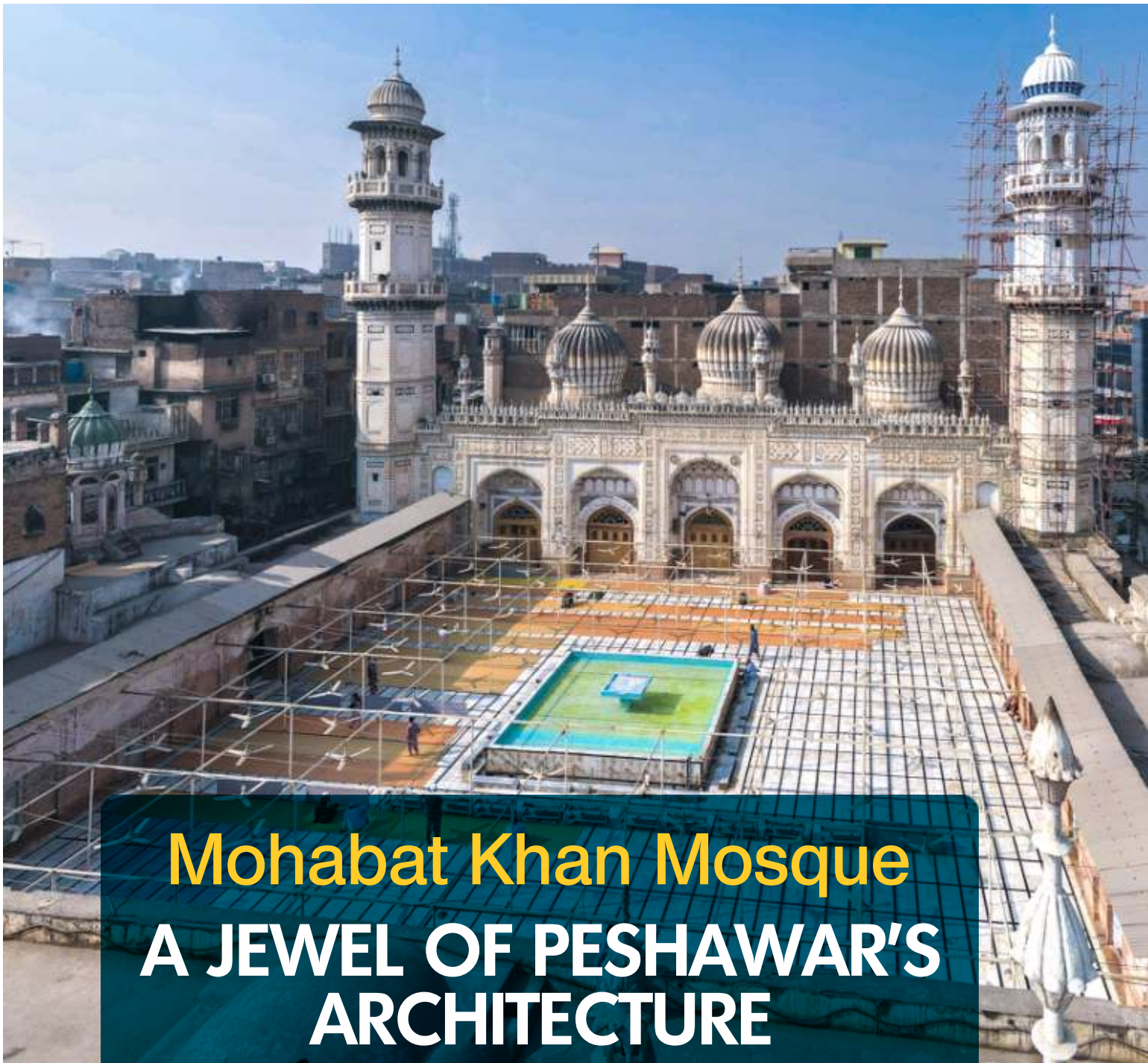
won't stress over what to cook and what not to cook.

Take out a little time every first day of the week to plan out what exactly you are going to cook for the week. Write down the list of groceries you require and buy it all in a one-time visit. This can be a useful tip because then you wouldn't need to step into the supermarket every time and this can save you a lot of your money.

Pro tip: When on a tight budget, taking the weekend to plan out the menu for the rest of the week is the best thing that one can do. This will not only prevent you from eating out but is also a great way of saving money. That way, you'd know that you don't need to eat out as there is already a healthy meal waiting at home for you.

Utilize all the leftovers

A lot of people don't understand this but when you're on a budget, leftovers are your savior. It's true! Rather than dumping leftovers, save and store them. Be a chef for a day and make your own creations by using last night's leftovers. This is going to make your life easier and more



Mohabat Khan Mosque

A JEWEL OF PESHAWAR'S ARCHITECTURE



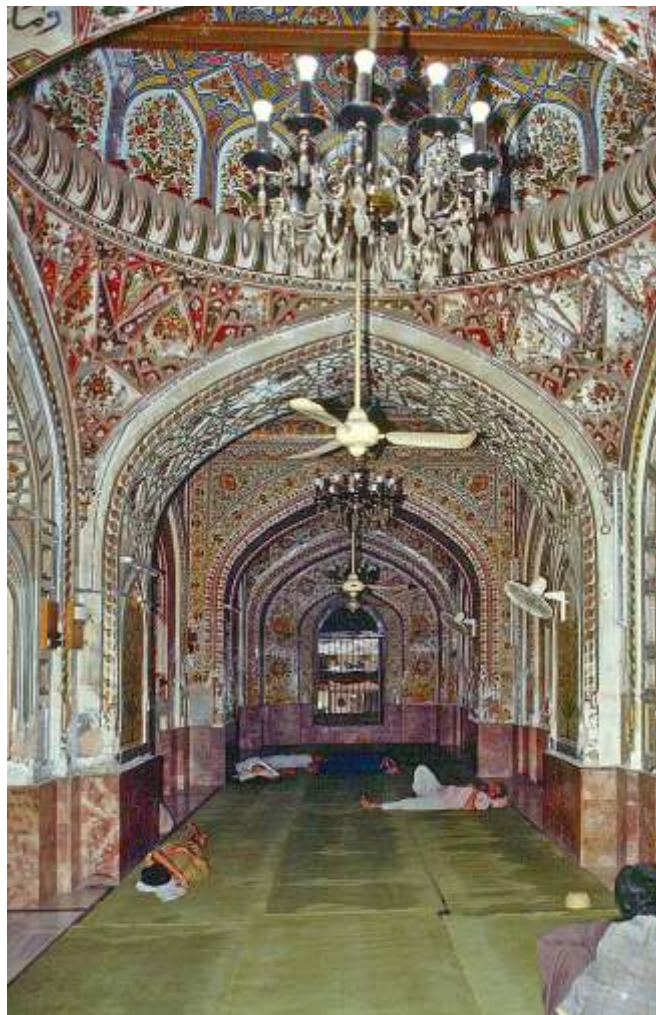
An amalgamation of Islamic and Mughal architecture, Mohabat Khan's small portion was constructed by Mughal emperor, Shah Jehan and a major portion by King Aurangzeb Alamgir with beautiful white marble.

Being a gateway to the subcontinent, Peshawar was always a strategic city where kings, warriors and invaders constructed mosques, churches and gurdwaras at prime locations to perform their religious practices freely.

After passing through the historic Khyber
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Pass from Central Asian Republics (CARs) and Afghanistan, the kings, warlords and Muslim commanders had first stayed at Peshawar where they had constructed scores of mosques and worship places for minorities to promote interfaith harmony and bring people of all faith closer before marching to India.

"The recent GorKathri excavations revealed that Islam had first spread in the border areas of Khyber Pakhtunkhwa and Afghanistan after Sabuktigin, a Turkic slave commander laid the foundations of Ghaznavi dynasty at Ghazi in 977 AD in Central Afghanistan," said Bakht Zada Khan, senior research officer of the Archaeology and Museums



Built on a high mound at Andar Sher Bazaar near historic Chowkyadgar at Peshawar City, the worshipers enter Mohabat Khan Mosque's 30,155 square feet vast open courtyard with the capacity to accommodate 20,000 to 30,000 worshipers at a time.



and big mosques including the historic Yakagund mosque in Mohmand district, Sheikh Habib Mosque in 1650 at Bala Manari and Gunj gate mosque alais Khawja Maroof mosque some 600 years ago were established at Peshawar by the Muslim rulers of various dynasties.

“The Mughal rulers later came to Peshawar and started construction work on the iconic Mohabat Khan mosque in 1660-70 by the then Peshawar’s Governor Nawab Mohabat Khan,” he said.

An amalgamation of Islamic and Mughal architecture, Mohabat Khan’s small portion was constructed by Mughal emperor, Shah Jehan and a major portion by King Aurangzeb Alamgir with beautiful white marble. The mosque was completed in 1680 and was later renovated in 1898 after the vandalism of the Sikh rulers,” he said.

“The mosque saw many ups and downs. During Sikh reign (1834-1849), Mohabat Khan’s minarets were used for hanging of prisoners and about two to five people per day were hanged from the minarets as a substitute for the gallows besides terrorization of people,” he said. When the British took over Peshawar in 1949, the mosque was renovated and handed over to the people of Peshawar for worship.

In 1982, the Auqaf department declared it a historical site and took control of its administration. After the Soviet invasion of Afghanistan in 1979, the refugee tribal elders congregated in the mosque in order to forge unity amongst Afghans against the Soviets invaders.

Department while talking to the Associated Press of Pakistan (APP).

After the death of Sabuktigin and revolt against his son Ismail, he said Mehmud Ghaznavi had gained control over the Ghaznavi kingdom and extended his influence to Punjab after defeating Raja of Jaypala of the Kabul Shahis at the battle of Peshawar in 1001 AD.

Resultantly, Islam had made deep inroads in Bannu, Waziristan, Khyber and other border areas of Khyber Pakhtunkhwa and construction of large and small mosques started there,” he said.

In 1984, he said an inscription in Arabic engraved on a black marble was found on the slopes of the hill below the castle of Raja Gira, which authenticated the foundation of the historic Odigram Mosque in Swat (also known as Sultan Mahmood Ghaznavi mosque constructed in 1048 CE on the order of General Amir Nustagin of Ghaznavi, which attracted a large number of worshipers in Ramazan besides promoting religious tourism.

Later, he said the construction of small





Ramazanul Mubarak and its spiritual environment take the worshipers to a new world,” said Professor Ehtisham Qaiser, a resident of Wapda Town Nowshera.

“The mosque had gone through manmade vandalism in the past because of which some serious damage had been made but fortunately through timely intervention and the use of scientific techniques and original material, it was made reversible and the building was saved from collapse,” said Bakhtzada.

“The mosque recently underwent heavy conservation work after approval of Rs87.70 million Mohabat Khan Mosque’s conservation project. We have completed sixty per cent rehabilitation and conservation work on its minarets, domes, ablution area and other portions without compromising on its Mughal era architecture designs.”

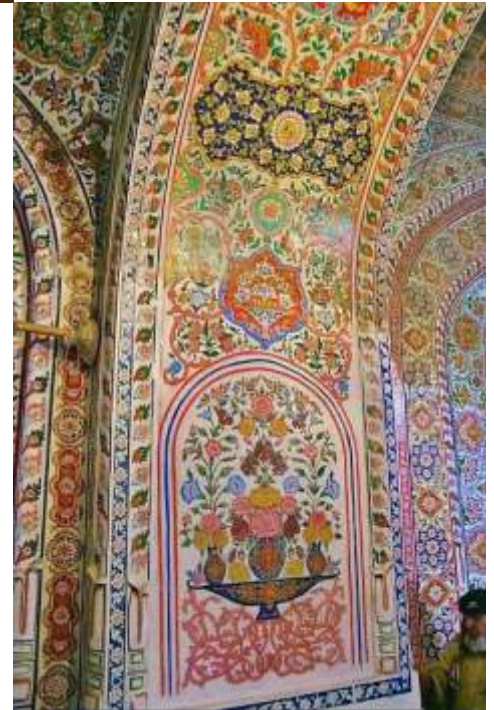
He said former Chief Minister Mahmood Khan during his visit to Mohabat Khan mosque last year had increased the

Built on a high mound at Andar Sher bazaar near historic Chowkyadgar at Peshawar City, the worshipers enter its 30,155 square feet vast open courtyard with the capacity to accommodate 20,000 to 30,000 worshipers at a time besides a centrally located ablution pool and a single row of rooms lining the exterior walls with two tall minarets that magnified its look.

The facade of the prayer hall is also capped by six smaller decorative minarets that flank the mosque’s five arched entryways, with an additional two minarets and its prayer hall capped by three awesome domes that draw visitors’ attention.

The mosque’s ceiling was embellished with elegant red frescoes in geometrics and floral motifs while its exterior was decorated with Mughal frescoes that amplify its beauty.

“Mohabat Khan Mosque is the identity of Peshawar due to its unique architecture and glorious ancient history. For the last 10 years, I regularly came to this historic mosque of Peshawar for Mahfil-e-Shabina and Khatam-e-Quran in the last three days of



allocation of the project to Rs160 million with direction for expansion of work and the amount would be used on its beautification, decoration and lighting system to magnify its look at night on the pattern of Peshawar Museum to promote religious tourism.

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INDUSTRY

LAHORE RESTAURANTS ASSOCIATION EXECUTIVE BODY MEETS TO DISCUSS KEY CHALLENGES



The Lahore Restaurants Association (LRA) held a highly significant meeting at its head office, where multiple key challenges faced by the restaurant industry were discussed. The meeting brought together prominent members of the association, including President Nisaar Chaudhary, Secretary General Ahmad Shafiq, Head of Legal Affairs Raza Ahmad, and esteemed Executive

Members Ammar Mohsin, Amina Khalid, Fawaz Sheikh, Muhamamd Yaseen, and Mr. Haroon.

During the productive gathering, several critical issues were thoroughly deliberated upon, and the participants reaffirmed their unwavering commitment to tackle them head-on, ensuring the progress and success of the restaurant sector in Lahore.

President Nisaar Chaudhary, and Secretary

General Ahmad Shafiq, expressed their gratitude to all the participants for their active engagement and invaluable contributions to the discussion. They acknowledged the passion and dedication displayed by restaurant owners in Lahore, emphasizing the association's commitment to support their aspirations and protect their interests.

FLY JINNAH LAUNCHES ANOTHER DOMESTIC ROUTE WITH 5 WEEKLY FLIGHTS



Fly Jinnah, Pakistan's leading low-cost airline, has announced the launch of a new route between Quetta and Islamabad starting from July 23, 2023, connecting both cities with five weekly flights.

The new route will offer Fly Jinnah's customers a new option to travel between both cities while benefiting from the carrier's

affordable and value-driven travel deals allowing more passengers to travel more conveniently.

At present, Fly Jinnah connects five major cities of Pakistan including Karachi, Lahore, Islamabad, Peshawar, and Quetta.

The carrier currently operates a fleet of three modern Airbus A320 aircraft. The aircraft is also equipped with "SkyTime", a free in-

flight streaming service that allows passengers to stream a wide selection of entertainment directly to their devices. On top of that, passengers can enjoy a wide variety of delicacies between snacks, sandwiches, and meals from the onboard "SkyCafe" menu at affordable prices.

HIGHLIGHTS



KP'S THANDIANI RESORT SET TO BECOME TOP ECO-TOURISM DESTINATION

3



The Khyber Pakhtunkhwa (KP) government has announced its ambitious plan to develop Thandiani resort in Abbottabad district into an Integrated Tourist Zone (ITZ). This transformation aims to position Thandiani as a premier eco-adventure tourism destination while focusing on sustainable development and conservation of the natural ecosystem.

The Thandiani ITZ project, to be implemented through a public-private partnership, will cover an expansive area of 49 acres. According to sources, it will feature a wide range of modern facilities and amenities, including contemporary hotels, condo hotels, serviced apartments, recreational areas, shopping malls, commercial complexes, leisure parks, wellness centers, and family-

oriented recreational spaces.

Once fully developed, it will become the region's first well-planned tourism hotspot, adhering to international standards for sustainable development and implementing a comprehensive destination management system.

RELIGIOUS TOURISM CAN GENERATE MILLIONS OF FOREIGN EXCHANGE: RCCI

4



The Rawalpindi Chamber of Commerce and Industry (RCCI) and Evacuee Trust Property Board (ETPB) Punjab have agreed to put joint efforts to promote religious tourism to earn foreign exchange. These views were expressed by RCCI Acting President Faisal Shahzad in a meeting with Secretary Evacuee Trust Property Board (ETPB) Punjab Rana Muhammad Arif at the

chamber house. Faisal said that Pakistan has a largely unexplored avenue of tourism in the religious sector primarily Sikh and Buddhist tourism which can potentially generate millions of dollars for Pakistan, and create over 100,000 jobs. Pakistan contains numerous sacred sites of different religions like Islam, Hinduism, Buddhism, and Sikhism that can easily be

transformed into tourist destinations, he added. Secretary ETPB Punjab Rana Muhammad Arif informed that the ETPB was working to develop international competitive religious tourism sector to fully realize its diverse potential and making religious tourism a leading economic sector for the country through public-private partnership.



INDUSTRY

ECO HIKE 2023 ORGANIZED TO PROMOTE ECO-FRIENDLY TOURISM

5



With an aim to explore the untouched beauty of Kashmir and promote Eco-friendly tourism, the Bagh Alpine Club, in collaboration with MTBC successfully organized the Eco Hike 2023, with an aim to explore the untouched beauty of Kashmir and promoting Eco-friendly tourism.

The event which was held under the supervision of Alpine Club of Pakistan

witnessed the participation of approximately 70 individuals from all the four provinces of Pakistan and various districts of Azad Kashmir, said a press release.

The breathtaking Eco Hike took place along a challenging 40-kilometre trail in the Pir Panjal Range of Bagh District. Participants embarked on an exhilarating journey from Ganga Choti to Noor Gala, traversing through picturesque villages and rugged terrain.

Overnight camping amidst the enchanting surroundings of Mastan Dhok added a unique cultural experience to the adventure.

Abu Zafar Sadique, President of the Alpine Club of Pakistan, joined the event, along with prominent social influencers, further amplifying the message of sustainable tourism.

NAILA KIANI BECOMES FIRST PAKISTANI WOMAN TO SCALE NANGA PARBAT

6



Renowned mountaineer Naila Kiani achieved a new milestone after she became the first Pakistani woman to scale the ninth-highest mountain on Earth — Nanga Parbat.

Known as the 'Killer Mountain' due to its high fatality rate, the 8,126-metre peak has a daunting ascent — made more treacherous by the risk of unstable glaciers, avalanches

and storms.

Alpine Club of Pakistan Secretary Karrar Haidri confirmed Kiani's summit on his Facebook account.

"Today on July 2, 2023, at 10:18am, Naila Kiani scaled the majestic Nanga Parbat, standing tall at an inspirational height of 8,126 metres," Haidri said.

"She did this to become the first Pakistani woman to climb Nanga Parbat. Naila has

now ascended seven of the enormous 8,000-metre peaks on the planet, establishing her as one of the most talented climbers of our time. The legendary Everest, the difficult K2, the commanding Lhotse, the perilous Annapurna, the elusive G1 and the G2 are just a few of the mountains she has conquered before.

HIGHLIGHTS

JAZEERA AIRWAYS INTRODUCES DIRECT FLIGHTS TO ISLAMABAD

7



Jazeera Airways, Kuwait's leading low-cost airline has now started direct flights to Pakistan's capital Islamabad. The first flight landed on Islamabad airport on July 13. By adding Islamabad to its growing list of destinations, Jazeera now flies to three cities in the country, including Karachi and Lahore. There are close to 130,000 Pakistani nationals living in Kuwait. By connecting directly to

Islamabad, Karachi and Lahore, Jazeera Airways offers these expats convenient and affordable flights to visit their home country, the airline said.

Rohit Ramachandran, Chief Executive Officer of Jazeera Airways, said: "Islamabad is the third city in Pakistan that Jazeera Airways connects with direct flights. While staying focused on growing our network, we

continue to offer more cost effective options for both tourists and expats from Kuwait to reach different cities. By making travel more accessible, we hope to encourage tourism to Pakistan while also giving Pakistani nationals the opportunity to visit their home country more often."

DIET STUDIO COMMEMORATES WORLD FOOD SAFETY DAY WITH INFORMATIVE SEMINAR

8



Diet Studio, a leading health and wellness organization, marked the significance of World Food Safety Day with an engaging seminar aimed at promoting awareness and knowledge about food safety practices. The event featured esteemed food safety expert Mubeen Arshad Awan, currently serving as the Head of Quality Assurance at Yum Group of

Restaurants, as the resource person, shedding light on the crucial topic of "Food standards save lives".

The informative and interactive seminar, organized by the Diet Studio, provided a platform for participants to delve into the intricacies of food safety and understand its profound impact on public health. With Mubeen Arshad Awan at the helm, attendees

gained valuable insights into the best practices and standards that contribute to the prevention of foodborne illnesses and ensure the delivery of safe and wholesome food.

The event was attended by a diverse audience, including nutritionists, dieticians, culinary professionals, and individuals passionate about health and wellness.



INDUSTRY HIGHLIGHTS

COTHM HOSTS EXCLUSIVE SUSHI-MAKING WORKSHOP CELEBRATING INTERNATIONAL SUSHI DAY

9



The art of sushi-making took center stage at the College of Tourism & Hotel Management (COTHM) as they celebrated International Sushi Day with a captivating and educational workshop. Participants had the unique opportunity to learn the intricacies of sushi preparation from the esteemed Sushi expert, Chef Irshad, in an exclusive event held at COTHM.

Chef Irshad, renowned for his mastery of sushi-making, guided the participants through the step-by-step process, sharing invaluable techniques and insights gathered from his years of experience. Under the guidance of Chef Irshad, the attendees embarked on an immersive journey into the world of sushi, learning about the selection and handling of the freshest

ingredients, mastering the art of rice preparation, and exploring the various sushi rolling and cutting techniques. The workshop fostered a hands-on approach, allowing participants to try their hand at creating their own sushi rolls with the guidance and expertise of the Sushi expert.

'EID UL AZHA TREAT THE MEAT WORKSHOP' HELD AT COTHM

10



In the spirit of Eid ul Azha, the College of Tourism & Hotel Management (COTHM) organized a one-day 'Eid ul Azha Treat the Meat Workshop,' offering participants the opportunity to learn traditional Pakistani dishes prepared during this festive occasion. Renowned Chef Tauseef Butt led the workshop, guiding attendees in the art of cooking indigenous

delicacies. The workshop focused on four iconic dishes commonly found in Pakistani kitchens during Eid ul Azha: Raan Roast, Nihari, Paya, and Pasanda Curry. Chef Tauseef Butt, recognized for his culinary expertise, imparted his knowledge and skills to the eager participants, sharing the authentic recipes and techniques behind these flavorful creations.

As a proud 'Product Partner' for the event, National Foods extended its support and collaborated with COTHM to ensure the success of the workshop. National Foods demonstrated their commitment to culinary excellence by providing its products for cooking and gifts to all the participants, adding an extra touch of joy and appreciation to the learning experience.

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
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