

NPO, PERIRA join hands to promote educational sector productivity

ISLAMABAD: National Productivity Organization (NPO) on Wednesday has signed Memorandum of Understanding (MOU) with Private Educational Institutions Regulatory Authority (ICT-PEIRA) to promote sustainable productivity movement in educational institutes.

The signing ceremony was attended by Chief Executive Officer (CEO), NPO Muhammad Alamgir Chaudhry and Chairperson ICT-PEIRA Ms. Zia Batool along with senior officials from both organizations, said a NPO press release issued here. The MOU was focused on the fact that both organizations know the importance of productivity and its awareness campaign to provide useful and relevant best practices to the persons/organizations, through Asian Productivity Organization (APO), NPO and ICT-PEIRA that would ultimately contribute to the economic growth of the country. The MOU is based on the understanding of both parties to share the strength of each institution with each other for the good cause of promoting productivity culture in the country.

Both the organizations would join hands in the implementation of relevant components of National Productivity Master Plan aligning with Sustainable National Productivity (Productivity Movement in Pakistan) such as awareness sessions, training programs on productivity for the students and teachers, capacity building of ICT-PEIRA staff/teachers of the private educational institutions for imparting training to the students of private schools, and dissemination of curriculum and booklets on productivity to the students of institutions under its domain. Speaking on the occasion, Muhammad Alamgir Chaudhry shared that productivity, competitiveness and innovation are the key driving factors to compete globally. Pakistan seems low on productivity and there is a strong need to create awareness on importance of productivity to general public, industry and academia.

Countries like Singapore, Korea, Japan, China and Malaysia are few examples who transformed their economies based on improved productivity, competitiveness and innovative strategies, he said.

Among other key success factors, top leadership commitment and massive campaign are the basic requirements in bringing productivity culture. Similarly, the role of key stakeholders namely government, industry, academia and employer federation is very important, he expressed. He said that government of Pakistan is very keen to focus on improving competitiveness and productivity and the only viable solution to overcome the economic challenges (low exports and higher imports through influx by the countries having higher productivity levels) is the way to higher productivity. In this regard, government has approved the PSDP funded project of NPO "Improving Competitiveness through Sustainable National Productivity (SNP) - Launching Productivity Movement in Pakistan".



LAHORE: A worker shows 'vermicelli' (sevaian) for upcoming Eid-ul-Fitr. —Online

Commissioner orders action against profiteering, overcharging

By Our Staff Reporter

LAHORE: Commissioner Lahore Division Muhammad Usman Younis on Wednesday paid a surprise visit to Utility Store outlet in Ichhra and carried out inspection of various food items besides checking availability of various edible items.

He also checked availability of subsidies ghee, sugar and flour, etc. and directed the store management for provision of all essential commodities on time and to maintain the cleanliness condition as well.

The commissioner also inspected the rate list at the counter and prices of flour, sugar, ghee and other edibles in the store.

He issued instructions to all district officers and price control magistrates to stay in the field and monitor the prices of edibles.

He also ordered action against profiteering and overcharging.

Inspects availability of subsidised items at utility stores; district officers Price Control Magistrates to stay in field and monitor prices of edibles

Rotterdam to host inaugural the Netherlands-Pakistan ODI cricket series

By Our Staff Reporter

LAHORE: Pakistan and Netherlands will play their inaugural bilateral one day international cricket series in August when Rotterdam will host the three ICC Men's Cricket World Cup Super League matches on 16, 18 and 21.

The two sides have previously met in the ICC Men's Cricket World Cups 1996 and 2003, and the ICC Champions Trophy 2002 with Pakistan winning the three matches. The three Super League ODIs were earlier planned in July 2020, but had to be postponed following the COVID-19 outbreak. Hosts Netherlands have won two of their 10 ICC Men's Cricket World Cup Super League matches, while Pakistan have a 50 per cent record in the 12 matches.

Institute of Urology to give Eid gift to Rawalpindi residents; Commissioner

RAWALPINDI: Commissioner

Rawalpindi Noorul Amin Mengal Wednesday directed the Punjab Building Department to complete the remaining work within ten days at the Rawalpindi Institute of Urology (RIU) and handed over it to the Health Department.

He said the completion of RIU was in the final stages and it would be an Eid gift for the residents of the Rawalpindi and adjoining areas by the Punjab government.

Noor said that the provincial government was determined to upgrade the existing health facilities in Rawalpindi and use all available resources to bring a visible change in the delivery of health services. He said that 95 per cent of the construction work had been completed at the RIU and asked the hospital's administration that if there were any hurdles in the purchase of the machinery, inform him, it would be removed immediately, he remarked. "The hospital will have a discipline wise sign-board and an emergency ward as per international standards," he added. He directed the Municipal Corporation administration to remove the encroachment along with the hospital's site so that there would be no difficulty in the movement of patients. —APP

Regional Director AIOU University Vehari Campus visits Govt Boys High School

From Our Staff Correspondent

VEHARI: Regional Director AIOU University Vehari Campus Dr. Nighat Shakir visited Govt. Boys High School Azeem Abad Burewala and awarded the principal, Staff and Students for admission Spring 2022 Phase 2.



She also awarded the students about admission process of AIOU University and give guideline for the process of admission procedure and fees procedure and also tell them about the message of Vice Chancellor Dr. Zia ul Qayyum and Director General Dr. Malik Toqeer Ahmad Khan and Director admission that admission fees schedule with late fees extend to 09-05-2022 and for continue students late fees date is 16-05-2022.

She also further visited worship of M.A/M.Ed and discuss about it and further give guide to them.



LAHORE: Driver and conductors sleep on the top of the passengers bus at Lari Ada. —Online

Coca-Cola and Rizq work to create a hunger-free Pakistan



LAHORE: In an ongoing partnership, Coca-Cola Pakistan & Afghanistan and Rizq, a local non-profit, aims to distribute over 3 million meals to those in need across the country. 80 million people in Pakistan are estimated to go hungry according to World Food Program. This became more evident during the pandemic as a huge number of our people suffered from acute hunger. The partnership works to remedy the staggering food security crisis in a humble effort to donate meals in the month of Ramadan. This year, this partnership has been scaled to reach out to communities in multiple cities across Pakistan, as well as in terms of the number of people they aim to reach with a target set for 3 million meals to make citizens more food secure. Coca-Cola has lent its marketing prowess to Rizq enabling this grassroots organization to expand its giving footprint.

The goal was to make the call to action available at all the touchpoints and amplify the message encouraging consumers to join the cause. Billboards across the country and Coca-Cola family-size bottles now come with the QR code which can be scanned with the phone app, making it easier for the consumers.

SF providing clean drinking water in across Pakistan: Begum Perveen

In collaboration with Islamic Aid, Sarwar Foundation starts distributing more than 6,500 packs of rations to Imams and other staff of mosques across Punjab

By Our Staff Reporter

LAHORE: In collaboration with Islamic Aid, Sarwar Foundation has started distributing more than 6500 packs of rations to Imams and other staff of mosques in different districts of Punjab. While the distribution of rations to imams and other staff of mosques will continue in more urban and rural areas. According to details, Sarwar Foundation has distributed Ramadan rations to Imams and other staff of mosques of various urban and rural mosques including Nankana, Sahiwal, Chichawatni, Shahkot, Sangla Hill under the supervision of former Governor Punjab Chaudhry Mohammad Sarwar led



by Chairperson Sarwar Foundation Begum Perveen Sarwar.

The rations include flour, ghee, sugar, pulses, and other items and they are also being given suits for Eid.

During the discussion regarding this matter, Chairperson Sarwar Foundation Begum Perveen Sarwar told the media that in the first phase, rations are being distributed among the Imams and other staff working in more than 6500 mosques and the clothes are also been given for Eid.

We would also like to thank the head of Islamic Aid, a charitable organization, Mahmoud Al-Hassan, who has always supported us in the distribution of rations during Ramadan, as well as clean drinking water and other charitable activities.

Begum Perveen Sarwar said that Sarwar Founda-

tion has become the largest welfare organization in Pakistan by providing clean drinking water in Pakistan.

In Punjab, our two free hospitals and schools are also working for the poor. Besides Punjab, the Sarwar Foundation is also working on various projects to provide clean drinking water and health facilities in different areas of Balochistan and Sindh. Sarwar foundation is also providing free health care to the poor through weekly free medical camps in different urban and rural areas of the province including Lahore. Chairperson Sarwar Foundation Begum Perveen Sarwar said that the philanthropists should also remember the poor families on the occasion of Ramadan and Eid and no matter how much help is given, everyone should go ahead and participate in this good work.

FrieslandCampina Engro announces financial results

By Our Special Correspondent

LAHORE: FrieslandCampina Engro Pakistan Limited (FCEPL) announced its financial results for Q1 on April 20, 2022. The Company reported revenue of PKR 14 billion in the first quarter, showcasing 20.7% growth versus last year.

The growth was led by improvement in the portfolio mix, coupled with an increase in volumes of both, the Dairy & Beverages and the Frozen Desserts segments. Riddled with sharp increases in commodity costs due to continued inflation and the devaluation of the Pakistani Rupee, the business environment remained fraught with challenges. Consequently, the Gross Margins declined by 140bps. However, the Company continued to drive cost-efficiencies through multiple cost-saving initiatives, which resulted in FCEPL registering a post-tax profit of PKR 664 million in Q1 vs PKR 547 million in the same period last year - an improvement of 10bps.

Committed to improving standards and nourishing Pakistan, FCEPL established the Pakistan-Netherlands Dairy Development Centre, in collaboration with the University of Veterinary and Animal Sciences (UVAS). By leveraging Netherlands' rich dairy expertise, the Centre aims to improve Pakistan's dairy development capacity and quality by increasing production, improving food security, enhancing food-safety, and integrating sustain-

ability in Pakistan's dairy value chains and food landscape. Dairy and beverages The Dairy and Beverages segment reported a revenue of PKR 12.8 billion, registering a 19.5% growth year-over-year. The segment's growth was led by Olper's as it continued to strengthen its position as the market leader with ongoing brand and trade investments. The segment witnessed significant expansion in the retail footprint and E-Commerce channel during the quarter and will continue to explore new channels and route to markets to serve its customers effectively and efficiently. To simultaneously diversify and strengthen its portfolio, and solidify its association with mornings, the Company launched Olper's Cheese, which offers the nutritional equivalent of one glass of Olper's milk (200g) in every slice of Olper's cheese (20g). Additional recent launches including Olper's flavoured milk, Olper's full cream milk powder (FCMP), Olper's pro-cal, Olper's cream and Tarang Elaichi, continued to accumulate market share. Frozen desserts With revenue of PKR 1.2 billion, the frozen desserts segment reported a growth of 34.1% vs the same period last year. Offering a value-added product at an affordable price, the Company launched the O'more Double Choco Chips Cone in 2022 at a price point of PKR 50, which was well-received in the market and is expected to grow.

The business environment remains fragile as rising inflation and currency

devaluation continue to pressure profitability. However, several optimisation initiatives are being taken to improve efficiencies and manage inflation.

At FCEPL, our purpose is to transform the health and well-being of Pakistanis, now and for generations to come.

We will continue to partner with the Pakistan Dairy Association (PDA) and the Government on various initiatives to educate the consumers on the potential health hazards of loose milk consumption and reinforce the positive characteristics of safe packaged milk.

Our business will continue to invest in our people, processes, and projects to deliver unparalleled value and superlative quality, driven by innovation and technology. This will strengthen our brand equity and enable us to be the preferred choice for consumers' dairy needs and expand our profit accretive portfolio to leverage margins.

The Company remains committed to the highest standards of hygiene, food safety and sustainability and providing safe, affordable, and nourishing dairy products to millions of Pakistanis, every day.

The Company's Annual General Meeting was held on April 20, 2022 at the Royal Rodale in Karachi. Shareholders and the Board of Directors discussed the Company's performance in 2021 and the MD/CEO gave a short presentation on the Company's performance.

No place for religious extremism in Islam: Senator Mumtaz Zehri

QUETTA: Senator Mumtaz Zehri of Balochistan Awami Party on Wednesday said that Islam is a religion of love and tolerance and Islam does not bar followers of any religion from their religious practices nor does it interfere in their religious affairs.

She said the desecration of the Holy Quran by extremists in the Netherlands and Sweden is once again an unbearable act which has hurt the hearts of Muslims all over the world including Pakistan and we strongly condemn these incidents.

Senator Samina Mumtaz Zehri expressed her grief and anger over the incidents of desecration of Holy Quran in the Netherlands and Sweden.

She strongly condemned the incidents in the Netherlands and Sweden, saying that such incidents were a heinous act of some religious extremists and mentally ill

people against the pacifist religion of Islam which was strongly condemned by all Muslims in the world.

The international community should also condemn these heinous acts and take steps to curb such hateful attitudes, she noted saying that we urged the Netherlands and Sweden to take stern action against those involved in this act.

Senator Samina Mumtaz Zehri said that Islam is a peace loving religion and Islam teaches to promote religious tolerance and to live on the principles of mutual peace and harmony. Provocative events are a moment of reflection for the whole world. Strict laws need to be enacted in European countries to prevent such incidents from happening again and again so that anyone would refrain from committing such heinous acts against any religion, she added. —APP