

Levi's taps Hailey Bieber to revive the World's First Jeans Line: 501



LAHORE: Next year, Levi's® will celebrate the 150th anniversary of the iconic 501®, one of the world's most enduring style items and a global icon with an unparalleled and illustrious history. Whereas a button fly, straight leg, and Red Tab on the back right-hand pocket are the foundational blueprint of its design, the 501® continually evolves based on the current cultural and stylistic moment. This Spring, to tap into the comfort so many are taking from all things late '90s, it's the Levi's® 501® '90s Jeans for women and Levi's® 501® '90s Shorts for women that are right on trend. With a more relaxed fit through the seat and leg, they perfectly capture that late '90s vibe, when looser – and even a little slouchy – meant just the right amount of attitude.

To celebrate 149 years of this epic denim icon, Levi's® has partnered with five visionaries whose stories truly embody the spirit of the 501®, and who all help pay homage through a stylish new campaign to the jean that started it all. Featured in the campaign – and showing off the versatile style and longevity of this iconic jean through the 501® Original, the 501® '90s Jeans and Shorts, and vintage 501®s from Levi's® Secondhand – is actor Barbie Ferreira from Euphoria and the upcoming Jordan Peele directed Nope; designer, artist, model, and founding member of the legendary ASAP Mob, ASAP Nast; model, business owner, and YouTube host Hailey Bieber; Berlin-based, Korean-born DJ, artist, producer, and cultural icon Peggy Gou; and athlete, England star, philanthropist, and children's activist Marcus Rashford.

Throughout the campaign, we celebrate these five incredible talents who each possess true authenticity, and bring a unique perspective to everything they do. Featuring intimate conversations that touch upon moments that – like the 501® Original did for Levi's® – forever changed their own trajectory, as well as a range of arresting images that help bring to life their rich personal histories and show why change is so essential for stepping into your creative power and true self. —PR



LAHORE: People buy traditional 'Imli Aloo Bukharay' beverage from a street vendor to drink and beat heat. —Online

Technology important for economic growth: Murtaza
— Says employment opportunities to be created

By our Staff Reporter

LAHORE: Federal Minister for Industries and Production Syed Murtaza Mahmud said on Monday that technology had great importance in economic growth of any country.

The government is focused on incentivising local manufacturing for creating employment opportunities and promoting exports, he said during his visit to Airlink Communication Limited, a smartphone manufacturing facility, here at Quaid-i-Azam Industrial Estate Kot Lakhpat. Engineering and Development Board (EDB) General Manager Asim Ayaz also accompanied him. Airlink Communication Limited Chairman Aslam Hayat Piracha and CEO Muzaffar Hayat Piracha welcomed the federal minister. The objective of the visit was to promote local assembly of mobile phones in Pakistan and to observe the state-of-the-art facility, established by Airlink.

Murtaza Mahmud said, "We want to take the country forward by ensuring sustainable economic growth and companies like AirLink are playing their part in bringing innovation and global leading brands to Pakistan. This is exactly the kind of growth we want to see in future."

Muzaffar H. Piracha said, "We are focused on strengthening local manufacturing in Pakistan. Our main goal is to export smartphones from Pakistan which will change the game all together on a bigger scale."

Airlink's manufacturing facility has created thousands of jobs and encouraged R&D (research and development) culture and innovation in the industry, he added.

Airlink is a manufacturer, distributor and retailer of smartphones in Pakistan with a market share of 25 per cent in the distribution sector, he mentioned.

Minister promises to resolve tractor industry's issues
Federal Minister for Industries and

Production Syed Murtaza Mahmud Monday promised to discuss the issues being faced by the tractor industry with relevant ministries so as to resolve them at the earliest.

He held a meeting with Millat Group Chairman Sikander Mustafa Khan, Chief Executive Officer Irfan Aqueel and senior directors at the offices of Millat Tractors Limited (MLT).

The minister was informed about the issues being faced by the tractor industry, especially the latest SRO 563, which was feared to force closure of the industry.

Syed Murtaza was apprised that the MTL had a market share of more than 60 per cent which represents its customers' satisfaction and trust in its quality, while the company has also expanded its products range.

The minister appreciated the MLT efforts for achieving more than 90 per cent deletion level in tractors, resulting in saving of precious foreign exchange reserves.

MDs of various depts appointed by previous govt to be removed

By Basit Ali

LAHORE: Possibility of removal Managing Directors of various departments in the previous government who were appointed at the political level.

According to sources, in the previous government PTI had appointed Managing Directors on contract basis in various departments who had no Concerned with the related Departments including Sui Northern Gas Company. In the previous government cabinet meeting on December 15 2020 Approved the Appointment Of sui Northran Gas Managing Director Ali Javed Hamdani has been appointed Managing Director of Sui Northern Gas company three-year contract by a formal notification issued the Ministry of Petroleum December 23, 2020. And the salary of Managing Director Sui Northern has been fixed at more than five millions rupees.

Now The Contract Managing Director Who were Appointed By Previous government at political level According to sources there removal is being Revealed.



Shahid Hanif one of the most capable, honest officers of Police Service

By Our Staff Reporter

LAHORE: Punjab Inspector General of Police Rao Sardar Ali Khan has said that Shahid Hanif is one of the most capable, dutiful and honest officers of Pakistan Police Service who has fulfilled every responsibility assigned to him during his professional career. Rao Sardar Ali Khan said that Shahid Hanif with his leadership skills played a significant role in modernizing the elite force, training and PHP but also took all possible steps for the welfare of ordinary citizens and police personnel. He said that Shahid Hanif has proved his mettle by performing his duties as Supervisory Officer in various capacities with utmost responsibility and played an important role in timely solution of public issues and provision of justice to them. He expressed these views while addressing a farewell ceremony in honor of Additional IG Shahid Hanif. Additional IGs, DIGs, CCPO Lahore and other officers attended the ceremony held at Central Police Office. Additional IGP PHP Shahid Hanif has retired from the police service after completing his tenure. He was holding the post of Additional IGP PHP in the Central Police Office these days. Additional IG Establishment Malik Ali Amir, Additional IG Operations Sahibzada Shehzad Sultan, Additional IG Welfare and Finance Muhammad Farooq Mazhar, Additional IG Elite Kanwar Shahrukh.



LAHORE: Women hold bunches of woods on their way towards their houses. —Online

Role of mothers highlighted at Mother's Day

ISLAMABAD: "Mothers are the most precious asset in our lives and should be given utmost respect, regard and special care by everyone as they play very important role in our lives and in grooming our personality."

This was said by Muhammad Shakeel Munir, President, Islamabad Chamber of Commerce and Industry (ICCI) while speaking as a Chief Guest at International Mother's Day celebrated by Islamabad Founder Lions Club.

Baser Daud, President, Islamabad Founder Lions Club presided over the ceremony, said a press release.

Muhammad Shakeel Munir said "this day provides us an opportunity to express love and gratitude towards mothers for everything they do for their children and families, selflessly." He also said that this day was also an occasion to tell our mothers that we love them from the core of our hearts and we cannot compensate them for their love, support and importance in our lives. Jamshaid Akhtar Sheikh Senior Vice President, Muhammad Faheem Khan Vice President ICCI, Baser Daud President Islamabad Founder Lions Club, Sheikh Aamir Waheed, Muhammad Naveed Malik and others also spoke on the occasion and paid rich tribute to mothers for their devotion towards their children. —APP

Govt taking measures to deal with bad effects of heat wave

— Meeting discusses heatwave, its responses across Punjab

By Our Staff Reporter

LAHORE: Primary & Secondary Healthcare Department (P&SHD) Special Secretary Saleha Saeed Monday presided over a meeting regarding the current heatwave and its response in the province.

According to a spokesperson, Director General Health Services Dr Haroon Jahangir, Dr Shahid Magasi, Salman Ghani and Dr Jamshed

from WHO were present. During the meeting, the heatwave in the country, especially in Punjab was discussed.

Project Director Dr Shahid Magasi gave briefing on the heatwave and steps being taken to avoid its effects. Saleha Saeed said, "The government was taking appropriate measures to deal with bad effects of the heatwave, as instructed by National Disaster Management Authority (NDMA)." She said that an awareness

campaign would be launched as well to keep people well informed of the dangers of heatwave, adding that the standard operating procedures (SOPs) were also being issued for workplaces and workers of different departments. She said that deputy commissioners had been instructed to conduct meetings with CEOs on the matter and report back. "We will also monitor data of heatstroke patients coming to hospitals," she added.

Court acquits Saba Qamar, Bilal Saeed in music video case

By Our Staff Reporter

LAHORE: A Sessions Court Monday acquitted actors - Saba Qamar and Bilal Saeed - in a case of shooting a music video at Wazir Khan Masjid.

Additional District and Sessions Judge Malik Muhammad Mushtaq passed the orders while allowing acquittal applications, filed by the actors. In an eight-page detailed verdict, released here on Monday, the court noted that as per Section 295 of Pakistan Penal Code (PPC), it was mandatory that the accused must have intention for the crime. However, both actors claimed that they did not have any intention of desecrating the mosque whereas the investigation officer also did not submit any evidence to suggest that the actors intentionally disrespected the mosque, it added. The court observed that the actors joined the shooting which was conducted after permission and payment of requisite fee to the Auqaf Department.

The court observed that no music



player was taken into custody during the investigation of the case whereas all the witnesses were not present at the place of occurrence. The court held that all the charges against the petitioners were baseless as nothing came to surface that the petitioners played any song at the mosque. Since the charges were baseless, there was no need for trial, it added. The actors had approached the sessions court after dismissal of their

acquittal applications by a judicial magistrate in March. They had pleaded with the court to set aside the orders of the judicial magistrate and acquit them. Qamar and Saeed became the center of criticism in August 2020 after it emerged that they had made footage inside the historic mosque while working on the video of a song. Akbari Gate police had registered a case against the duo under Section 295 of the PPC.

Commissioner shows dissatisfaction over slow pace of work at Trauma centre

RAWALPINDI: Commissioner Rawalpindi Noorul Amin Mengal paid a surprise visit to Kahuta Tehsil and inspected the Trauma centre and Tehsil Headquarters Hospital (THQ) here.

He expressed dissatisfaction over the slow pace of work at the Trauma centre and directed the building department to complete the work at the earliest.

Noor said that launching public welfare projects was to provide relief to the people while undue delay causes inconvenience. —APP

Commissioner visits Bahawalpur-Hasilpur road, directs removing encroachments

BAHAWALPUR: Commissioner Bahawalpur Division Capt (retd) Zafar Iqbal paid a surprise visit to Bahawalpur-Hasilpur Doule Road today.

He directed concerned officers to remove encroachments along the road. He said that highways must be made safe and secure for traveling. He said that practical steps must be taken to improve green belts on road sides and do more plantations near roads.

Additional Commissioner Consolidation Tariq Bukhari, Additional Deputy Commissioner Revenue

Shahid Imran Marth, Assistant Commissioner Bahawalpur City Naeem Sadiq Cheema, and Assistant Commissioner Khairpur Tamewali Rana Shoaib were present at the occasion.

IUB establishes academy to prepare students for competitive exams Vice-Chancellor the Islamia University of Bahawalpur Engr. Prof. Dr. Athar Mahboob has said that a special academy has been set up in the university for the preparation and coaching of students of the Bahawalpur division for the competitive examinations.

In this academy, experts in related subjects provide special lectures and preparatory help to students. This is the best facility for preparation of competitive examinations in South Punjab and students to benefit and brighten their future. The Vice Chancellor said that there was no such academy in the area at public and private level. Students had to travel to big cities to prepare for competitive exams, which put a financial burden on parents, and students also had to deal with housing and travel problems and could not prepare properly. —APP