

### Chilam Joshi Festival to start from coming month

**ISLAMABAD:** A four-day Chilam Joshi festival, will kick off from May 13 in Kalash Valley, the festival commemorates the arrival of summer and celebrates the abundance of dairy products during the season. The people of Kalash love music and dance to the beat of drums. Both men and women partake in dancing festivities, where they make circles and enjoy the sound of music. This festival gives an excellent opportunity to celebrate the beginning of summer and to give a message of peace to the world.

During this festival, the people of Kalash pray for the safety of their fields and animals. The people of Kalash adore the music and dance to the beat of drums. Both men and woman share these moments of dancing together during the festivities. The Kalash are for their music and dance festivals. —APP

### US national shot dead over property row in Hafizabad

**HAFIZABAD:** A Pakistani-origin US national Dr Ali Shahbaz was shot dead over a property dispute in Hafizabad on Sunday. According to details, US national Dr Ali Shahbaz and Umar Hyat were involved in a property row in Risalpur Tarar, Hafizabad. Today, Umar Hyat along with his gunman intercepted Dr Shahbaz. His guard opened fire on the doctor, killing him on the spot. Another person also got injured in the incident. After killing Dr Shahbaz, the accused fled the scene. Hafizabad police took the dead body in their custody and shifted it to the city morgue. The DPO said that the police had registered a case against the accused and were searching for them. —APP

### Foolproof security to be provided to tourists in Murree: DC

**RAWALPINDI:** Deputy Commissioner (DC) Rawalpindi Tahir Farooq has said that foolproof security would be provided to the tourists in Murree particularly during Eid ul Fitr holidays. He said, all the security and traffic arrangements had been finalized to facilitate the tourists. The holidays of all the departments concerned including Murree administration have been canceled to make the arrangements foolproof. The DC said that the tourists could come to Murree during Eid-ul-Fitr holidays to relax and enjoy the holidays.

Indecent treatment with the tourists visiting Murree would not be tolerated under any circumstances, the DC said adding, best possible arrangements were being finalized to facilitate the tourists in Murree. —APP



LAHORE: An overloaded motorcycle.

### Call to avoid one-wheeling on occasion of Eid-ul-Fitr

From Our Staff Correspondent



**VEHARI:** Prove to be a conscious citizen on the occasion of Eid-ul-Fitr. Avoid one-wheeling fireworks and aerial firing. One-wheeling is not a sport but death. A few moments of mischief can become a lifelong disease. Superintendent of Patrolling Police Huma Naseeb. According to details: Punjab Highway Patrolling Police while releasing its duty plan regarding Eid-ul-Fitr, Superintendent of Patrolling Police Huma Naseeb said that Eid is a happy festival. Don't do one wheeling because every time on the occasion of Eid there are a large number of accidents which happen due to high speed of motorcycle and one wheeling and the victims of these accidents are mostly the youth. It is better to take precautionary measures to ensure the safety of your children than to regret it. Assistant sub inspector Rauf Hussain asked to make. At a seminar held at a local private courier company, a large number of motorcyclists said that they should drive their cars and motorbikes carefully while going home before the Eid holidays with their duty and their family.

### 117,796 students to appear in SSC annual exams

**RAWALPINDI:** As many as 117,796 students will appear in Secondary School Certificate (SSC) annual examinations 2022 which will commence in Rawalpindi division on May 10, (Tuesday) in accordance with the schedule announced earlier. According to spokesman of Rawalpindi Board of Intermediate and Secondary Education (RBISE), all the arrangements had been completed. 388 exam centers including 142 for boys and 139 for girls had also been set up besides 107 combined centers, he added. The board had made foolproof arrangements for transparent and smooth holding of SSC exams which would start on May 10, he said. —APP

### Old enmity claims life in Sargodha

**SARGODHA:** A man was killed over old enmity near Sillanwali lorry adda here on Sunday. Police said that three unidentified armed persons traveling on a motorcycle opened fire at Iftikhar (35), killing him on the spot. The accused managed to escape while the police shifted the body for autopsy. —APP

## Commissioner directs to improve sanitation arrangements in city

-Reviews overall cleanliness condition of provincial capital

**LAHORE:** Commissioner Lahore Division Muhammad Usman Younis on Sunday reviewed the overall cleanliness condition of the provincial capital and directed the departments concerned to ensure zero waste operation during Eid holidays. He directed Lahore Waste Management Company (LWMC) for further improving sanitation arrangements in the provincial capital.

He was chairing a review meeting on arrangements regarding Eid-ul-Fitr at his office here which was attended by Deputy Commissioner (DC) Lahore Umar Chattha, Lahore Waste Management Company (LWMC) Chief Executive Officers Rafia Haider and all assistant com-

missioners (ACs) of the city. Addressing the meeting, the commissioner instructed the LWMC to launch its zero waste operation following by the washing and sweeping of mosques, graveyards and Eidgahs across the city. The meeting was briefed that special duties of staff and operational officers have been assigned in order to ensure exemplary cleanliness services on Eid and to facilitate the public. All town managers and fleet in charges will ensure the presence of machinery and workers on emergency basis for complete implementation of Waste Management Plan on Eid-ul-Fitr. The washing process of mosques is being carried out in full pace to achieve timely target. The commissioner directed the ACs to remain active in the field during the Eid. He warned that no negligence would be tolerated over cleanliness of the city. The complaints of citizens would be resolved on priority basis. —APP

## The war rages on — II

Imtiaz Rafi Butt



If the demands are not met, Ukraine will be obliterated, taken over, and Kiev will be in rubble till a Government is placed there with the assistance of Pro-Russian elements or, the area will descend into a larger war where other nations may or may not become a direct part of the conflict. Putin has already clarified that if any nation, large or small, Superpower or not engages Russian troops, it will be considered a direct act of war and may even receive a nuclear response. A threat that has tied the hands of nuclear powers and massive powers alike.

This conflict can turn nuclear and destroy the world as it is. There is no room for mistakes here, a point realized by Joe Biden.

There has been wide condemnation of Russia. Social media, new channels, bloggers, vloggers and activists have flooded the world with negative information about Russian forces, there have been massive outpour of emotions and sentiments.

But there is a disarray, none of these stakeholders raise their voice when even worse human rights violations take place in Palestine and Kashmir at the hands of Israeli or Indian army.

There is not even a mention of atrocities faced by the Muslim populations of these regions, any in media channel, especially not in Europe, but it is only when the fire has reached the doors of Europe, that a Pandora box sanctions, rebuke and censure have been opened.

The world seems eschewed, with the worst sense of justice and morality. The so called pro-democratic

countries and the developed world seem to be complicit in the act. As a contrast, China seems to be keeping a cautious path as it too has been subjected to immense criticism and condemnation for Taiwan and Hong Kong. It appears International law is subjective after all.

The invasion of Ukraine is creating a global shockwave. As much as we hate to admit it, we are all dependent on each other.

The covid-19 pandemic proved this point. The argument now is, when will the heads of governments realize and plan accordingly.

With the influx of Ukrainian refugees into Europe, the doors for refugees from the Middle East and Africa have been closed. Numerous philanthropic projects being funded by European governments are now being shut and the funds are being redirected towards raising defense budgets and security arrangements against Russia. Weapon supplies and production supply chains for guns, anti-air artillery and anti-tank equipment have increased manifolds. Everyone will feel the pinch of the Russian war.

On the other hand, Russia and

Ukraine war is hurting the food and fuel supply chain of the world. 34% of the world's grain production comes from Russia and Ukraine which will disrupt prices all over the world and more so in poor nations.

Shortage in food supply are directly correlated with rise in depression, violence, chaos and public unrest. All will be revealed in the coming months. Price-push inflation and fuel supply will give a rise to energy crisis.

Countries that are depending on import of fuel will see rising trade deficits, leading to multiplier inflation, which will hurt the poorest sections of society.

Food shortage, commodity prices and energy costs will be the greatest challenge faced by government after the pandemic. It seems the recovery from the covid-19 disaster will be slower than what researchers thought.

Every day the war rages on, it creates a void of poverty, suffering, chaos and deprivation, not only in Ukraine but across the world. Children in African and Middle East are poorer today than they were in two months ago, the food aid and medical supplies being provided to orphans in Central Asia is lesser than it was before the Ukraine invasion, and all of it is spiraling towards the worst.

Failure of political forces is creating an economic storm which will need decades of fixing, long after the fires of the Ukraine invasion have been put out.

(Concluded)

The writer is Chairman of Jinnah Rafi Foundation

## How NGOs become influential in society? — I

Faisal Shahzad

Have you ever wondered that what are those various tactics that are adopted by NGOs in order to persuade people and engage them in their fund raisers and projects? Firstly, let's have an overview of what an NGO is and how do these NGOs helps in building our society. Later on, in this article we will be questioning the prominent members of some NGOs in order to gather their take on this note.

To start off, non-profit organization or NGOs have been long in existence. The term NGO was first coined by United Nations in 1950.

Talking about the importance of NGOs in today's world, as much as we appreciate the efforts of non-government and non-profit organizations their work in the developed sector is truly commendable.

Other than those few government sectors which are working more or less there are non-government organizations who are putting their resources, time, and tireless efforts to fight social issues and with the injustice embedded in our society. Non-profit organizations are playing a pivotal role in construction of healthy and secure communities by providing them with assistance and services which roads to economic stability and mobility.

Every organization is playing a part of its own. Based on its strong community links and vast knowledge of the situation, NGOs can understand and cater to the needs of the community and fulfill them using the best ways as possible. NGOs that are robust and well-resourced can boost growth and opportunity in the community based on their connections along with decision making authorities.

Considering this importance of NGOs, we asked many prominent members who were associated in this non-profit sector and we came across with these points.

Firstly, I interviewed Khawaja Abdul Muqet who is 19 years old student in university of South Florida (USF) studying business analytics and information system as well as accounting.

He completed his A-Levels from Lahore Grammar School Defence, phase 5 and have been living from past 18 years in Pakistan, until he arrived in US for his bachelor's degree in fall 2021.

His journey of association with the NGOs started when he was enrolled in LGS Defence in 2019

and he joined NGOs named as Imdad and Bunyad which are one of the biggest student organized NGOs. When he was asked that what motivated him to join the NGOs? His take on this was that he mentioned that he has this firm motto which is somehow now becoming the purpose of his life as well that is to serve the humanity, because at the end of the day he believes that all humans are made to help and take care of each other staying in a united way.

This belief of him leads him to start his own project which was a virtual project, an online support group which was a E-therapy group which is called the depression project.

This virtual platform is still making many lives happier and stress free. Further, looking to these achievements LGS awarded him as he became community service president over there.

When he was asked that what are those various techniques which are adopted by NGOs in order to incline people and make their projects successful.

In answer to this he mentioned that foremost thing is your marketing that how are you engaging with the community.

This is a footsteps which lays down edifice of your NGO. He stated that best thing which you can do in the world of today is to use social media marketing tactics through Facebook, Instagram, snapchat, twitter and etc. to establish your presence in society. This is so because if you have to work with all the teenagers of today's world and engage them, this can be done effectively via social media. Furthermore, reaching a certain publicity level you should try to official these designated platforms.

Another aspect in tactics mentioned by him is under the heading of the word of mouth.

He stated that if I am a part of an NGO or a leader of project does I have a social circle? Does I have enough contacts to spread my working? Am I capable of reaching certain level of politicians or government sectors so that I can initiate different welfare programs on government level so that a larger community can get benefited through them? In this order to launch a project, word of mouth plays a key role in it as I educate my friends and they take this mission further by telling about my project to their friends and circle hence in this way your project grows and it

spreads this is referred as a slow ball method in which your saying is continuously maneuvered from one person to other.

Another one is the establishment of your website, do you have an E-commerce establishment? This connects you to other people in fact the whole world

indeed. In this way, you can collect online donations and talk to the people about your future projects as well as develop virtual connections and communicate.

Besides these steps to be followed to engage community with you there are some difficulties which are faced by NGOs as he highlighted that in order to start projects as to start up an NGO you have to treat it as your baby, as it requires nourishment, time and care, through these requirements you can build your NGO.

Relatively talking about to start up an NGO he states that a startup NGO does requires a capital.

People believe that to startup an NGO it doesn't requires a capital and the NGOs are relied on the funding made by public but this is not the case.

To start an NGO or any project from scratch you might require some amount to invest in it.

Yes, you can hire the workers on voluntarily basis and yep the social media is free of cost to use but to publicize your publications and advertisement you do require money. Secondly, the issue arise is of recruitment as at start you don't have enough capital to pay workers so you hire them on voluntarily basis, are you able to access them on voluntarily basis it's very difficult to do so according to him in voluntarily basis especially in Pakistan majority don't do work free of cost. These were difficulties which he faced while raising the NGOs and managing the projects under his leadership.

I also interviewed another person named Ahmed Unas, who had done his MS in media and mass communication from university of management and technology. He has been associated with world wide fund for nature (WWF) from past 8 years in communications department. It is a multi-national organization, an NGO who works for environment and it has a head office in Switzerland and a head office in Pakistan is situated in Lahore.

According to him this communication department where he served

To Be Continued

The writer is a student of Second



LAHORE: Passengers wait of train at Shahdrah Railway Station to leave for their native villages for celebrating Eid-ul-Fitr with their beloved ones.