

Quarterly Newsletter

October-December, 2022

Volume - 1 Edition -1



Islamabad Chamber of Small Traders and Small Industries (ICSTSI)





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Editor's Note

Islamabad Chamber of Small Traders & Small Industries (ICSTSI) welcomes you to the Volume-I, Edition-I of our quarterly newsletter. The purpose and spirit of this quarterly newsletter is to keep you all abreast of (ICSTSI) activities that encompass trainings, workshops, help desk of business and industry experts, events and activities and informative material. We request our readers to stay in close contact with (ICSTSI) and send constructive feedback for further improvement of the newsletter.

SYEDA WAJIDA SALEEM-Editor

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OFFICE BEARERS (ICSTSI)

SAJJAD SARWAR President

Dear Friends, Fellow Traders & Community,

I am honoured to have address you as President of Islamabad Chamber of Small Traders & Small Industries (ICSTSI) after being elected second time for this position of high responsibility. (ICSTSI) being a little younger chamber in its age has covered number of milestones in past 9 years since its inception but the road is long and demands much more for shelving its achievements.

We currently have a pool of about 2000 members from various segments of trader's community and we intend on increasing our memberships as an ongoing practice InshAllah. I would like to urge you to opt for (ICSTSI) membership on merit as this membership offers an endless list of advantages and prestige to its members. (ICSTSI) grants Visa-Recommendation Letters via NADRA portal to its members for a very nominal fee for countries across the world. Additionally (ICSTSI) offers 20% to 50% discounts on medical tests in renowned and trustworthy laboratories of the federal capital. In today's times of inflation saving on health facilities is nothing less than a blessing. On top of that (ICSTSI) offers considerable discounts on patient services in renowned hospitals of Islamabad yet again helping its members save. Enjoying food with friends and family at popular restaurants of Islamabad would add quality to (ICSTSI)

members.

The list is long and I could go on and on as (ICSTSI) members get to save on vehicle parts & service at major car service centres of auto industry and all this for one time annual fee of Rs.2,000. My vision is to provide a platform to the traders community where they feel motivated, driven and connected to the government & administration institutions to be heard as one voice. Together we can explore new markets locally and globally as well as hunt opportunities that flourish our businesses and strengthen our beloved country's economy.

As it's evident that we are representative of Small & Medium Enterprises SME sector therefore we support traders, start-ups and entrepreneurs by holding a free Help-Desk at our office premises as well as free trainings and seminars.

I am strong supporter of fruitful linkages with the foreign missions trade sections in particular and we can play a vital role in B2B bilateral trade opportunities and sharing of relevant business leads. Our newsletter would serve as a great tool of information sharing as well as providing insight in to efforts we make as a team to be able to serve the business community. We are a great support for the minorities and women by promoting them via specifically dedicated seats in our team of Executive members.



I wish you all well for your future endeavours and take the pledge that team (ICSTSI) serves you all to the best of its abilities.

God Bless & Best Regards,

Sajjad Sarwar
President

Islamabad Chamber of Small Traders & Small Industries (ICSTSI)



TARIQ MEHMOOD KHOKHAR
Senior Vice President



SHEIKH DAWOOD
Vice President



IRAM MALIK
Honorary Vice President



SYEDA WAJIDA SALEEM
Honorary Vice President

EXECUTIVE MEMBERS 2021-23



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Akeel Ahmed Abbasi



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Rashid Aziz



Ahmed Osama Tahir



M. Zaheer Awan



Sajid Iqbal



Javed Akhtar



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Muhammad Shafi



Mrs. Iram Malik

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Tariq Mehmood Khokhar



Muhammad Daud



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Tahir Arain



Amjad Abasi



Sher Muhammad



Ejaz Ahmed Waraich



Raja Nazakat



Muhammad Jamil Qureshi



Nadeem Younis Satti



Rizwan ur Rehman



Imran Sukhera



Syeda Wajida Saleem



ANNUAL GENERAL MEETING (AGM) 2021-22

Annual General Meetings are part of tradition as well as well as mandatory for Chambers of Commerce & Industries and have been a formal way of saying farewell to the former office bearers and welcoming the new office bearers on board. Islamabad Chamber of Small Traders & Small Industries (ICSTSI) held its annual general meeting on 30th September, 2022.

AGM started with recitation of Holy Quran and Naat-e-Rasool-e-Maqbool (pbuh) Shields of (ICSTSI) were presented to former office bearers Mr.Zahid Qureshi-Former President, Mr. Ehsaan Abbasi - Former Senior Vice President, Mr. Aqeel Abbasi Former Vice President. Additionally committee's chairpersons with outstanding performance were acknowledged with (ICSTSI) shields. Mr. Zahid Qureshi in his speech gave an overview of the (ICSTSI) performance during his tenure and wished newly elected team of (ICSTSI) office bearers well for the coming year.

Oath was taken from Executive Members by Mr. Rana Ayaz who is former President (ICSTSI). Mr. Sajjad Sarwar gave a brief speech and enlightened the (ICSTSI) members about his



future goals as newly elected president of (ICSTSI) and emphasized the importance of teamwork for bright future of (ICSTSI).AGM concluded with dinner served in honor of the members.



ANNUAL GENERAL MEETING (AGM) 2021-22



(ICSTSI) Team congratulating newly elected office bearers

DIPLOMATIC NETWORKING EVENT



A Networking Hi-Tea in honor of the Diplomats was held at Serena Hotel on 8th December, 2022 by Islamabad Chamber of Small Traders & Small Industries (ICSTSI). Event was graced by the kind participation of the Embassies of the Republic of Viet Nam, Republic of Azerbaijan, Republic of Indonesia, Islamic Emirate of Afghanistan, Republic of Belarus, Republic of Kenya, Russian Federation, Kingdom of Spain, Federal Republic of Brazil, Kingdom of Jordan, Islamic Republic of Iran, The Commonwealth of Australia and Republic of Philippines and Romania. All the guests were greeted on arrival by (ICSTSI) office bearers and members of Executive team.



All the professionals from various areas of businesses openly discussed the prospects of bilateral trade with diplomats and provided fruitful suggestions for areas of improvement. The honorable diplomats assured of full cooperation for boosting of business across borders.

Networking session was attended by office bearers and executive members' team of (ICSTSI). A group photo was taken before concluding the event.

President Islamabad chamber of Small Traders & Small Industries (ICSTSI), Mr. Sajjad Sarwar gave vote of thanks towards the end of the event whereas welcome address was given by Syeda Wajida Saleem, Chairperson Diplomatic Affairs Committee (ICSTSI).



His Excellency Mr. Khazar Farhadov Embassy of Republic of Azerbaijan and His Excellency Mr. Nguyen Tien Phong Republic of Viet Nam highlighted the underutilized potential of bilateral trade with Pakistan and made it a point to take the meetings, seminars and MOUs to the level of implementation.



DIPLOMATIC NETWORKING EVENT





BLUE-AREA ISLAMABAD HISTORY & INTERESTING FACTS

Blue Area is the central business district of Islamabad, Pakistan along the Jinnah Avenue. The area is a 2-kilometer (1.2 mi)-long corridor along Islamabad's Khayaban-e-Quaid-e-Azam (also known as Jinnah Avenue), Islamabad's primary arterial road which leads up to the main government buildings and almost all company's head offices in service centers. It's also a good market for electronics and many other equipment, it has more offices but still there are many shopping centers for various items.

Blue Area and Muave area were part of history of the federal capital. Those who witnessed the master plan development of Islamabad share that Islamabad's Master Plan was made by architects and different areas were color coded by different colors.

The area assigned for public offices, courts and other buildings of such nature, the color was mauve and for the area that was going to be a commercial hub around Jinnah Avenue, the color was blue. Thus occurred the names MauveArea and BlueArea.

Talking about real estate investments of the vicinity, Blue Area has a direct foreign investment. It means, even the foreign investors know the potential of the neighborhood. All the projects (current and would-be) developed there are relatively expensive compared to

projects located in other parts of the city. Blue Area is the capital's best business zone since it has access to Islamabad's transportation network and is home to renowned businesses, stores, and eateries.

Besides all its strengths, parking space seems to be of biggest challenges of Blue Area and this problem is on an acceleration due to increasing number of cars in the federal capital. The in-process construction of parking plaza is the only light at the end of the tunnel but the project is slow in development. In December 2021 CDA had awarded a contract to National Logistics Cell (NLC) for the construction of a multi-story parking plaza in the area. The parking plaza will have a capacity to accommodate 1,300 vehicles at a time. Shops will be constructed on the ground floor of this parking plaza which will also increase revenue for the CDA. Open-air restaurants will be set up on the fifth floor of the parking plaza.

The citizens of Islamabad desperately await the completion of the Blue Area parking plaza which is supposed to be finished by March, 2023 but at the same time it's important to mention the failure of underground parking plaza built at Jinnah Super, F-7 market. Citizens need to get used to the idea of parking their cars at parking plazas which is a culture that might take time to develop.

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THE TRADEOFF

Syeda Wajida Saleem



Traffic was bad at Srinagar Highway, Islamabad and then the icing on the cake was when this slow moving traffic came to complete halt that too on account of a observing protocol route for VIP movement. Citizens of Islamabad have learned to live with it now and have fairly gotten used to the idea. I was in process

of cursing the system engaged in self-talk as always that suddenly a white crane took a very low flight and passed right in front of my car disappearing in side green belt. I got frozen by the beauty and awe of this moment and my eyes started searching for it and it came to my surprise there were numbers of them basking in the sun going completely unnoticed and unheard.

My state of mind had completely shifted from chaos and cribbing to peace and gratefulness. A moment to reflect and ponder what beauties of nature still surround us and we don't have a moment to stop and absorb them. These are nature's provided anti-depressants that are engulfing us so that we keep getting the spiritual fuels to get going with our lives but do we even have fraction of a moment to hold, stay and receive the gift. Do we? So much so that now I was wishing the traffic to be not moving for a little longer period of time because I had found my refuge camp in the mid of traffic honking and noise.

And then finally the traffic starts moving and I have this deep smile on my face and I whisper, "Shukar-Alhamdullillah." And the rest of the journey all I saw was cranes, birds, sunlight, greenery and the journey of painful work commute turned it to small scattered moments with nature. By profession, I am a trader and I had been making very unprofitable trade transactions for my soul and I assume we all do. For every transaction

and choice there's a tradeoff and we must very very carefully weigh the options whether they are worth letting go the peace and inner work that is landing more and more people in depression and stress.



I by no means am recommending not to fulfill our livelihood needs and ignore our responsibilities towards ourselves, our families and society but I urge all of us to dig deep within ourselves and figure out what it is for each of us that can be our moment of refuge from this busy and hectic life. For me, its nature and it's different for every individual. Just like the rest of the transactions that we aim to make profitable and lucrative we must learn to make such fruitful transactions for our souls and acknowledge how much is out there that goes unappreciated and unnoticed and how carelessly we deny all that has been created for nurturing our minds and souls.

Let's have that one moment that can become our shield against so much that everyday life throws at us in one form or another, let's make few transactions for non-monetary purposes and I assure you these very little in amount moments will fetch much better results for monetary transactions too. Khalil Jibran has summed it up beautifully, "Forget not that earth delights to feel your bare feet and the winds long to play with your hair."

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For Booking Contact

Mr. Akeel Abbasi 0333 5169287

(ICSTSI) Standing Committees Details

S.NO	STANDING COMMITTEES	CHAIRMAN
01	Membership / Public Relation	Muhammad Tahir Arain
02	Civil Administration Affairs	Talha Hassan
03	Capital Development Authority Affairs	Muhammad Tahir Arain
04	Diplomatic Affairs	Syeda Wajida Saleem
05	Chamber's Magazine	Syeda Wajida Saleem
06	Tax Reforms	Abid Ali
07	Ministries and other Government Offices	Nadeem Akhtar
08	Exhibitions	Akeel Ahmed Abbasi
09	Travel and Tourism	Imran Sukhera
10	Mobile Phones, Repair and Aecessories	Ch Muhammad Imran
11	General Order Suppliers	Aziz ur Rehman
12	Pharmaceuticals and Chemists	Tayyab Sheikh
13	Garments and General Trade	Muhammad Sher Dil
14	Health and Medical	Abdul Waheed Babi
15	HR, R&D and Academia	Saqib Taj Abbasi
16	Real Estate	Qazi Shakir
17	Schools and Colleges	Nadeem Younas Satti
18	Women Entrepreneurs	Mrs. Farhat Asif Noor
19	Yong Entrepreneurs	Awais Satti
20	Culture and Heritage	Malik Muhammad Arif
21	Rent A Car	Naeem Sarwar Chaudhry
22	Chamber's Welfare Committee	Muhammad Tahir
23	Kashmir Affairs	Muhammad Ashraf Janjua
24	Sports	Jangraiz Khan
25	Small & Medium Enterprises (SME)	Latif Kiyani
26	Minority Affairs	Dr. Robin Amjid
27	Police Reforms	Ch Sajid Iqbal
28	International Business Relations	Jamil Qureshi
29	Regional Markets Associations	Imran Sukhera
30	FPCCI Coordination Committee	Rana Ayaz Ahmed
31	Market Coordinator	Ch Saeed Ahmad Gujar
32	Religious Affairs	Tayyab Sheikh
33	Energetic Activities	Raja Muhammad Altaf
34	Builders & Developers	Ch Nouman
35	Car Dealers	Zahid Khan
36	Networking and Communication	Altaf ur Rehman
37	Lighting and Components	Abdul Ghaffar
38	Foreign Trade & Fairs	Rashid Hamayoun
39	Printing & Publication	Asif Bhatti
40	Digital Technologies & Artificial Inteielligence	Asad Haider Shah
41	Police	Saqib Taj Abbasi
42	Youth Affairs	Ahmed Osama Tahir
43	Traders Action Committee	Imran Sukhera



Saqib Taj Abbasi-Police Committee



Chaudhry Nauman-Builders & Developers Committee



Mrs. Farhat Noor-Women Entrepreneurs Committee



Imran Sukera Domestic & International Travel & Tourism & Regional Markets Association Committees



Chaudhry Jangraiz-Sports Committee



Muhammad Sherdil-Garments & General Trade Committee



M. Tahir Arain-Capital Development Authority Committee



Akeel Ahmed Abbasi-Membership Committee



Muhammad Tariq Naseer - Printing & Publication Committee



Syeda Wajida Saleem-Diplomatic Affairs & Chamber Magazine Committees



Jamil Qureshi-International Business Liaison Committee



Abdul Ghafar - Lighting & Components



Latif Kiyani-SME Committee



Syed Altaf-Networking Committee



Muhammad Asif Bhatti-Printing and Publication Committee



Abdul Waheed Babi Health & Medical Committee



Asad Shah-Artificial Intelligence & Digital Technologies Committees



Ch. Naeem Sarwar -Rent A Car Committee



Asad Haider - Computers Committee



Chaudhry Jangraiz-Sports Committee

CONGRATULATORY VISITS TO OFFICE BEARERS

PICTURE GALLERY



Abdul Waheed Babi with team of healthcare professionals



Ch.Zafar President Market G-10/4 along with Usman Sawati Secretary General G-10/4 Market



Global Business Alliance-Asif Noor



Asad Aziz-President F-7 Market & Abdul Rehman Siddiqui-Secretary General



Dr.Saeed and team from I-10 Market



Ex-MNA Hanif Abbasi



M. Amjad Abbasi Former SVP (ICSTSI)



Jamiat-e-Quresh Meat Association President Khurshid Qureshi & Secretary General Sardar Waheed



Malik Mehboob Ahsan-Senior Member (ICSTSI)



M. Tahir Abbasi Group Leader F-10 Market

PICTURE GALLERY

CONGRATULATORY VISITS TO OFFICE BEARERS



Mian M. Aslam Vice President Jamat-e-Islami, Pakistan



Malik Sohail Hussain-Coordinator (UBG)



Muhammad Asghar Director (SMEDA)



Mirza Abdul Rehman Coordinator (FPCCI) Capital Office



President Abpara Market Ajmal Baloch with his team



*Printing Press Association Islamabad
President Muhammad Waseem*



Sheikh Waheed- Islamabad Estate Agents



Rana Abdul Qadeer-Catering Association Representative



Tariq Fazal Chaudhry-Former Federal Minister



Global Business Alliance-Asif Noor

CONGRATULATORY VISITS TO OFFICE BEARERS

PICTURE GALLERY



Tariq Jadoon-President, Abdul Ghafoor Paracha-Group Chairman & Nadeem Sheikh & Sajid Butt Former Presidents (RCSTSI)



Aajmal Baloch President Abpara Market



Blue Area Association Vice President Mr. Aziz and team



Blue Area Team paying congratulatory visit



Islamabad Computers Association



Islamabad Opticians Association



Ashar Hafeez CEO Tandoori Restaurant



Jameel Abbasi President Tiger Group Blue Area



Milk and Dairy Association



Malik Sohail Hussain from (ICCI)

PICTURE GALLERY

CONGRATULATORY VISITS TO OFFICE BEARERS



Raja Zulfiqar Karachi Company G-9 Team



Rashid Humayun Chairman CIBEO & Senior Member (ICSTSI)



Shahid Shinwari with his team



Rayan Airline CEO Mr.Fateh Ather Bhatti



Zafar Iqbal Gujjar President G-10/4 Association



Hanif Abbasi-Advisor to PM & Chairman Metrobus Service



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PICTURE GALLERY

ELECTION CAMPAIGN



Blue Area Market



Aabpara Market



G-9 Market



Blue Area Market



Super Market



Jinnah Super Market



I-10 Market



Election Office



MOU Signing Ceremony with GM Corporate Affairs, Shifa International Hospitals, Mr. Muhammad Aslam



Shifa International Hospital MOU Signing by President (ICSTSI) Sajjad Sarwar



MOU Signing between (ICSTSI) and Terrace Grill



Health Care Professionals visiting (ICSTSI) office for signing of MOUs



Health Net Lab Signing MOU with (ICSTSI)



MOU between (ICSTSI) and Excel Lab



MOU signing between (ICSTSI) and Mr. Asif Noor



MOU Signing between (ICSTSI) and Premium Diagnostic



Team (ICSTSI) at (FPCCI) during visit of Ambassador of Turkmenistan



Team (ICSTSI) at (FPCCI) during visit of Ambassador of Turkey



Team (ICSTSI) at FPCCI during visit of Ambassador of Turkey



Sale & Purchase of Commercial Residential Property



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(ICCI) Team visited (ICSTSI) to congratulate newly elected office bearers (ICSTSI)



(ICCI) Team visited (ICSTSI) to congratulate newly elected office bearers (ICSTSI)



Team (ICSTSI) congratulating newly elected president (ICCI)



President (ICSTSI) Sajjad Sarwar & team visited (ICCI) to congratulate newly elected President (ICCI) Ahsan Bakhtawri



President (ICSTSI) Sajjad Sarwar at (ICCI) Property Expo with President (ICCI) Ahsan Bakhtawri & Former President (ICCI) Sardar Yasir Khan



President (ICSTSI) Sajjad Sarwar at (ICCI) Property Expo with President (ICCI) Ahsan Bakhtawri & Former President (ICCI) Sardar Yasir Khan



President (ICSTSI) Sajjad Sarwar receiving Flowers at (ICCI) Property Expo



Teams (ICCI) and (ICSTSI) in group photo

PARTICIPATION AT SAARC



Team (ICSTSI) at 38th SAARC Charter Day



President (ICSTSI) Sajjad Sarwar with team and Governor KP Haji Ghulam Malik



Blood Donation camp held by collaboration of Daawat-e-Islami and Computer Association of Islamabad



(ICSTSI) Participation at Blood Donation Camp



Inauguration of Al-Baik with Ahsan Bakhtawari President (ICCI) & Sajjad Sarwar President (ICSTSI) at Giga Mall



Vice Presiden Muhammad Daud Met with Federal Interior Minister Rana Sana Ullah

MUNCHIES

Snack Bar



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A TRIBUTE TO

Raja Jahangir Akhtar (Late)

Founder of All Pakistan

**Chambers of Small Traders &
Small Industries (ICSTSI)**

کون کہتا ہے کہ موت آئی تو مر جاؤں گا
میں تو دریا ہوں سمندر میں اتر جاؤں گا

For such confrontations he was sent behind the bars many times, he observed many hunger strikes for the legislation of a Balanced Rent Restriction Act. He fought for the rights of the tenants though he himself was an owner and not a tenant. He also observed hunger strikes for the rights of neglected and deprived areas and people. He was an ironman with steel nerves. Words like fear, desperation and disappointments had no room in his dictionary. Once in my presence, the SHO Police told

Death is for body, not for soul. Baba-e-Tajir Jahangir Akhtar's body diapered from our sight but his memories and his soul will remain in our hearts and memories for an indefinite period of time. His everlasting services for humanity in general and for traders in particular have made him immortal.

He was an ordinary laborer in a textile mill and was sacked because he used to raise his voice for the rights of his fraternity. He started business from a scratch and rose to well to do stature which he used to admit he was a multidimensional personality. Academically he was simply primary pass but used to write articles for esteemed national newspapers. He had vast knowledge and observations along with experience.

He was most unanimous trader's leader in and outside Islamabad. He was quite selfless and fearless person. He never had a lust for any seat or position, he was founder and father of chambers of small traders and small industries but never was president or chairman of any group. He averted many ejections of tenants and resolved disputes between owners and tenants amicably.





His motive was “Fauj Ghatao, Mulk Bachao” he proclaimed it at loud speakers in very every street, market and nook and corner of Islamabad. At the time when nobody else could dare Raja Jahangir Akhtar was more than a patriot. He was very much particular in paying all due taxes. He never concealed his income and he always persuaded not only traders but also all Pakistanis to pay all taxes, he disliked tax evasions. A big book is required to cover his biography.

It is my privilege of having had forty one years of long association of his. At the end from Raja Jahangir Akhtar

ورق تمام ہوا لیکن مداح باقی ہے
سفنہ چاہیے اس بحر بیقراں کے لئے

that people are afraid of police but police was afraid of Raja Jahangir Akhtar. No challenge or calamity ever shattered his determination. Perhaps only few people including myself know that he was a great philanthropist.

I know of many destitute families, widows and orphans he used to manage their bread and butter. There are many unprivileged intelligent students who became doctors, engineers, lawyer and accounts with his full monetary support earning their and their families living.

خیر الناس من یتق الناس

لوگوں میں سب سے اچھا وہ ہے جو لوگوں کے لیے فائدہ مند ہے



بلھا شاہ اسماں مرنا نہیں
گور پیا کوئی ہور

BBQ AND PICNIC EVENT



Islamabad Chamber of Small Traders & Small Industries (ICSTSI) welcomed winters by arranging a BBQ/Picnic event for its members on 11th December, 2022. The venue was scenic Garden Club located at the riverbank of Rawal Dam. Event was supervised by the Head of Events & Exhibition Committee, Mr. Aqeel Abbasi.

Event was heavily participated by the members of (ICSTSI) from all across the markets of federal capital. Few members of (ICCI) were also present in the event. Various markets presidents and secretary generals participated in the event enjoying each other's company in cordial environment. Traditional food was hosted and enjoyed by the entire team.



Boating and group photos were an active part of activities. The idea was to arrange a team gathering and to celebrate the arrival of winters and to take some quality time off from work.

All the honorable guests were greeted by flower bouquets by the office bearers of (ICSTSI). Various sports activities were planned and enjoyed by large numbers of guests. Boating proved to be the most enjoyed activity of the event.



QUAID-E-AZAM DAY CELEBRATIONS



Islamabad Chamber of Small Traders & Small Industries (ICSTSI) paid tribute to Quaid-e-Azam Muhammad Ali Jinnah on his 146 birthday on 25th December, 2022. A brief speech was delivered by the President (ICSTSI) Sajjad Sarwar highlighting the personality traits of the founder of Pakistan. He mentioned the sacrifices made by Jinnah and encouraged the traders to follow the

footsteps of the great leader in daily life activities and business. Entire team of (ICSTSI) was present at the event. Ceremony concluded with cake cutting.



(ICSTSI) CELEBRATES CHRISTMAS DAY

Islamabad Chamber of Small Traders & Small Industries (ICSTSI) is a strong supporter of minority rights whether its religious minorities or women entrepreneurship, (ICSTSI) is there to back them up. So much so that (ICSTSI) has dedicated seats for minorities in its team of Executive Members. In order to live up to same vision a cake-cutting ceremony was arranged in its



office at the eve of Christmas on 25th December, 2022. Entire team of (ICSTSI) Executives participated in the ceremony and wished well to the minority members who also joined the ceremony on special invitation. President Sajjad Sarwar thanked the participants towards the end of the ceremony and appreciated the role of minorities in economic development of Pakistan.



Meeting of (ICSTSI) Delegation with DC Islamabad

A delegation of Islamabad Chamber of Small Traders & Small Industries (ICSTSI) headed by President (ICSTSI) Sajjad Sarwar met Deputy Commissioner Islamabad Irfan Nawaz Memon on 22 November, 2022. President (ICSTSI) Sajjad Sarwar emphasized upon the need for cooperation between Chamber and administration of federal capital. He also highlighted the challenges generally faced by trader's community and hoped for resolution of such issues with mutual cooperation.

Deputy Commissioner assured the (ICSTSI) delegation of the full cooperation from administration side and proposed visit of each market with (ICSTSI) team so that each market leadership and trade association may become part of problem solving. He further said that name of Mr. Sajjad Sarwar shall be nominated for member food authority. Meeting was arranged by Raja Abdul Majeed, Chairman Administration Committee (ICSTSI). Meeting concluded with firm commitment of mutual cooperation for resolution of trader's problems on priority.



(ICSTSI) Team in meeting with Deputy Commissioner Islamabad Irfan Nawaz Memon

Meeting Islamabad Traffic Superintendent Police

A delegation of Islamabad Chamber of Small Traders & Small Industries (ICSTSI) held a meeting with SP Islamabad Traffic Police Syed Mustafa Tanveer at his office. The delegation consisted of (ICSTSI) office bearers and members of executive team. Need for close cooperation between traders community and Islamabad Capital Traffic Police (ICTP) was reiterated by President (ICSTSI) Sajjad Sarwar. He further added need of more parking plazas to resolve the parking issues. He ensured full cooperation from (ICSTSI) being business leader

wherever and whenever needed by (ICTP) team.

SP Traffic Syed Tanveer Mustafa extended special cooperation for the (ICSTSI) members by offering fast-track processing of the driving license. He showed keen interest to work in close collaboration with traders of various markets to solve the traffic related issues. Meeting was arranged by Chairman Police Committee (ICSTSI) Raja Abdul Majeed.



(ICSTSI) Team visited office of SP Traffic Syed Mustafa Tanveer



President (ICSTSI) Sajjad Sarwar in meeting with SP Traffic Islamabad Syed Mustafa Tanveer

(ICSTSI) DESERVES A PLOT OR OFFICE IN FEDERAL CAPITAL

Islamabad is divided into 5 zones and 9 CDA sectors for administration purposes. Unlike numerous development authorities all over the world, Capital Development Authority has a better reputation with respect to planning and development.

- Zone I: Designated for urban development and federal government institutions.
- Zone II: Designated for urban development.
- Zone III: Designated for rural development.
- Zone IV: Designated for rural development.
- Zone V: Designated for rural development.

Islamabad is a well-planned city by Capital Development Authority (CDA) as it has proper layout of major sectors and sub-sectors within a major sector. Each sector is divided in to 4 sub-sectors, for instance F-10 happens to be the major sector and then it's subdivided in to F-10/1, F-10/2, F-10/3 and F-10/4. Each sector has a major market such as F-10 Markaz, F-7 Markaz (Jinah Super) and F-6 Markaz (Super Market) and a number of small markets that fit in C-category of shops for basic necessities of life.

Its matter of great appreciation for the citizens of Islamabad that we find teams of CDA cleaners early morning cleaning our streets and roads and keep the city's beauty intact. Though number of changes have been made in the major master plan of the city over the years yet the city still maintains its beauty and cleanliness.

Another admirable aspect of the city is allocation of special sectors and places for official buildings and commercial centers. As we drive along the signal-free Srinagar Highway we get to see tall beautiful buildings of Federation of Pakistan Chamber of Commerce and Industry (FPCCI) and

Islamabad Chamber of Commerce and Industry (ICCI) something that raises a question to have a building of Islamabad Chamber of Small Traders & Small Industries (ICSTSI) it being representative of all markets of Islamabad and SME sector.

It is pertinent to mention here that Capital Development Authority doing such a commendable job in Islamabad from decades realizes this need of the Islamabad Chamber of Small Traders & Small Industries and allocates it the requested space either in the shape of a dedicated plot or a building that could be used to carry out its daily activities and operations.

Larger and presentable space is the need of the hour for the (ICSTSI) especially to entertain the business delegations from abroad and holding of seminars and conferences at large scale. It is appreciated that such need has been acknowledged for the (ICCI) and must be realized for the smaller chamber as well. SMEs are representatives of more than 90% businesses in Pakistan and 40% contributors to the GDP. They also represent more than 70% of the labor force from the manufacturing sector. Therefore, a chamber that represents such large volumes of business of the federal capital deserves a respectable portrayal via Islamabad Chamber of Small Traders & Small Industries dedicated office.



Muhammad Tahir Arain
Chairman Capital Development Authority Committee

SMEDA TRAINING COURSES REVIEW

NBDP - SMEDA Training Program On
Small Business Startup & Management for Young Entrepreneurs

26 December 2022
10:00 AM - 04:00 PM

Trainer:
Islamabad Chamber of Small Traders and Small Industry (ICSTSI), Islamabad

Content:

- Goal Setting
- Investment on Team
- Organizing Sales & Marketing Systems & Strategies
- Reputation Management and Product or Service Positioning
- Continuity and sustainability
- Professional Networking
- Direct Marketing

Mr. Tahir Chaudhry
Building on more than a decade of experience as the President & CEO of a Consulting Group, he founded The Pakistan Institute of Entrepreneurship in 2002 with a clear mission to help individuals build on their own start-ups. He helps budding entrepreneurs to attain the power of diversity, deep learning, and leadership. He has been a speaker and workshop facilitator at various forums, seminars, and conferences. He is also a member of various professional associations, including the Chamber of Small Traders and Small Industry (ICSTSI), Islamabad, and the Pakistan Society of Entrepreneurs.

For Registration Please Visit:
http://nbdp.gov.pk/learn_new_trainings.php

For Further Details Contact:
Mr. Asghar Hameed - Regional Business Coordinator | Islamabad
Cell No: 0342-832 3899
Email: asgharhameed@nbdp.gov.pk
SMEDA and Medium Enterprise Development Authority

NBDP - SMEDA Training Program On
Digital Marketing For SMEs

Wednesday 16th November 2022
10:00 AM - 04:00 PM

Trainer:
Islamabad Chamber of Small Traders and Small Industry (ICSTSI), Islamabad

WHO SHOULD ATTEND:

- Owners of SMEs
- Entrepreneurial and Existing Entrepreneurs
- Professionals in Marketing, Sales and Advertising
- All those interested in improving knowledge on the subject

CONTACT FOR FURTHER DETAILS:
Mr. Asghar Hameed
Regional Business Coordinator | Islamabad
Cell No: 0342-832 3899
Email: asgharhameed@nbdp.gov.pk

Mr. Muhammad Usman
Regional Business Coordinator | Islamabad
Cell No: 0342-832 3899
Email: usman@nbdp.gov.pk

CONTENTS:

- Digital Marketing Strategy
- Digital Marketing Channels
- Search Engine Optimization (SEO)
- Content Marketing
- Social Media Marketing
- Email Marketing
- Analytics and Reporting
- Case Study - Success of Small Business

Free of Cost

NBDP - SMEDA Thematic Help Desk On
Income Tax Returns and Filing

19 October 2022
10:00 AM - 04:00 PM

Trainer:
Islamabad Chamber of Small Traders & Small Industries (ICSTSI)

Content:

- Process stipulated in the Income Tax Return
- Income Tax Return - Understanding Heads of Income
- Required Information for Income Tax Filing
- Filing Income Tax Return - Important provisions
- Understanding components of Income Tax Return
- Introduction to Tax Evasion and its Consequences
- Filing Income Tax Return - Important provisions

ABOUT THE TRAINER:
Muhammad Zeeshan Razaq
Muhammad Zeeshan Razaq is a Chartered Accountant (CA) and a member of the Institute of Chartered Accountants of Pakistan (ICAP). He has been practicing as a Chartered Accountant since 2008. He is also a member of the Islamabad Chamber of Small Traders & Small Industries (ICSTSI). He has been a speaker and workshop facilitator at various forums, seminars, and conferences. He is also a member of various professional associations, including the Chamber of Small Traders and Small Industry (ICSTSI), Islamabad, and the Pakistan Society of Entrepreneurs.

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PAKISTAN TOURISM POTENTIAL AND CHALLENGES

By Imran Sukera

Pakistan a land of unique terrain, archeological sites and picturesque northern beauty offers challenging peaks to conquer and historical sites to explore has great tourism potential. The country has options to offer for religious tourism as well as for adventurous tourists who seek thrill and zeal. The documentary proof of the same is proven by publication of World Tourism Index 2021 where Pakistan moved 6 notches up. Pakistan made a big jump on International Travel and Tourism Development Index by moving up six places, the latest report released by the World Economic Forum (WEF) said so. The 2021 edition of the Travel and Tourism Development Index covers 117 countries. The index ranks the countries based on the set of factors and policies that allow the workable and robust development of the travel and tourism industry of each country.

According to The Pakistan Tourism Development Corporation (PTDC) the latest edition of the international travel and tourism competitive index titled "Rebuilding for a Sustainable and Resilient Future," ranked Pakistan at 83rd position, which was up from 89th place in the index's previous edition of 2019. Six points increase in the ranking of Pakistan on global travel and tourism index is quite a major development and now Pakistan is among the countries in the Asia Pacific Region that have improved its ranking the best since 2019.

During the last two years, the federal and provincial governments had made substantial progress in refining the performance of tourism sector in Pakistan by taking number of steps to upgrade tourism services infrastructure, business atmosphere, safety and security, health and hygiene, and socio-economic spirit.

Although Pakistan have made good progress, we still need to do a lot more to improve the performance of tourism sector in Pakistan in years to come, which has enormous potential to play main role in the whole socio-economic growth of Pakistan.

Japan has occupied the top spot on the latest edition of the index. Japan is followed by the USA, Spain, France, Germany, Switzerland, Austria, Singapore and Italy which have been ranked in top 10 on the Travel and Tourism Development index.

Having said all the positive about the tourism industry of Pakistan it's pertinent to mention few of the challenges that are faced by the industry to paint a realistic picture as well as help point out areas of improvement. Major steps to improve tourism in Pakistan need to be taken in following areas.

- Depleted infrastructure needs to be rebuilt and developed
- Underdeveloped hospitality sector needs to

equip itself with modern tourism practices

- Lack of Human Resource Development must be overcome by international staff trainings and skills exchange programs
- Unexplored religious tourist sites must be marketed to the rest of the world as well as to the local population to promote tourism at local level as well
- Insufficient private sector investment should be increased by introduction of tourism and business friendly policies
- Formulation and implementation of policies that are friendly yet secure
- Develop modern infrastructure and innovate current ones with modern ideas
- IT usage for promotion of tourism locally and globally



Imran Shukhera

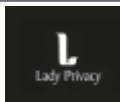
Chairman Domestic & International Tourism Committee

On the northern side Pakistan has Naran-Kaghan, Neelum Valley-Azad Kashmir, Banjosa-Toli Peer, Ratti Gali Lake, Fairy Meadows Hunza, Naran Shogran, Neelum Valley, Hunza Valley, Skardu Valley, Chitral Valley, Kalam & Swat Valley, Fairy Meadows, Shogran, Swat Valley and so on. On the historical sites and archeological sites front Pakistan has Archaeological Ruins at Moenjodaro, Buddhist Ruins of Takht-i-Bahi, Neighboring City Remains at Sahr-i-Bahlol, Fort and Shalamar Gardens in Lahore, Historical Monuments at Makli, Thatta, Rohtas Fort Taxila and more. When it comes to religious tourism even here Pakistan has a long list to offer such as Gurdwara, Nankana Sahib, Takht-i-Bahi, Katas Raj Mandir, Kartar Pur, Hinglaj Goddess at Hinglaj Mata Mandir and many more.

To conclude, with a country of such high tourism potential and God-gifted sites it will be very unfortunate not to turn it in to a proper tourism industry and not establish it as a major GDP contributor to the economy of Pakistan. It's high time to promote green-tourism keeping the challenges faced by climate change in Pakistan. A lot has improved in past few years yet a lot more still is on the plate that needs to be done to turn challenges to opportunities.

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25% on Lab Test
 For (ICSTSI) Members



Abid Hospital Blue Area Islamabad

Flat **10%** Discount For
 (ICSTSI) Members



Shafi Medical And Rehabilitation Complex Islamabad

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