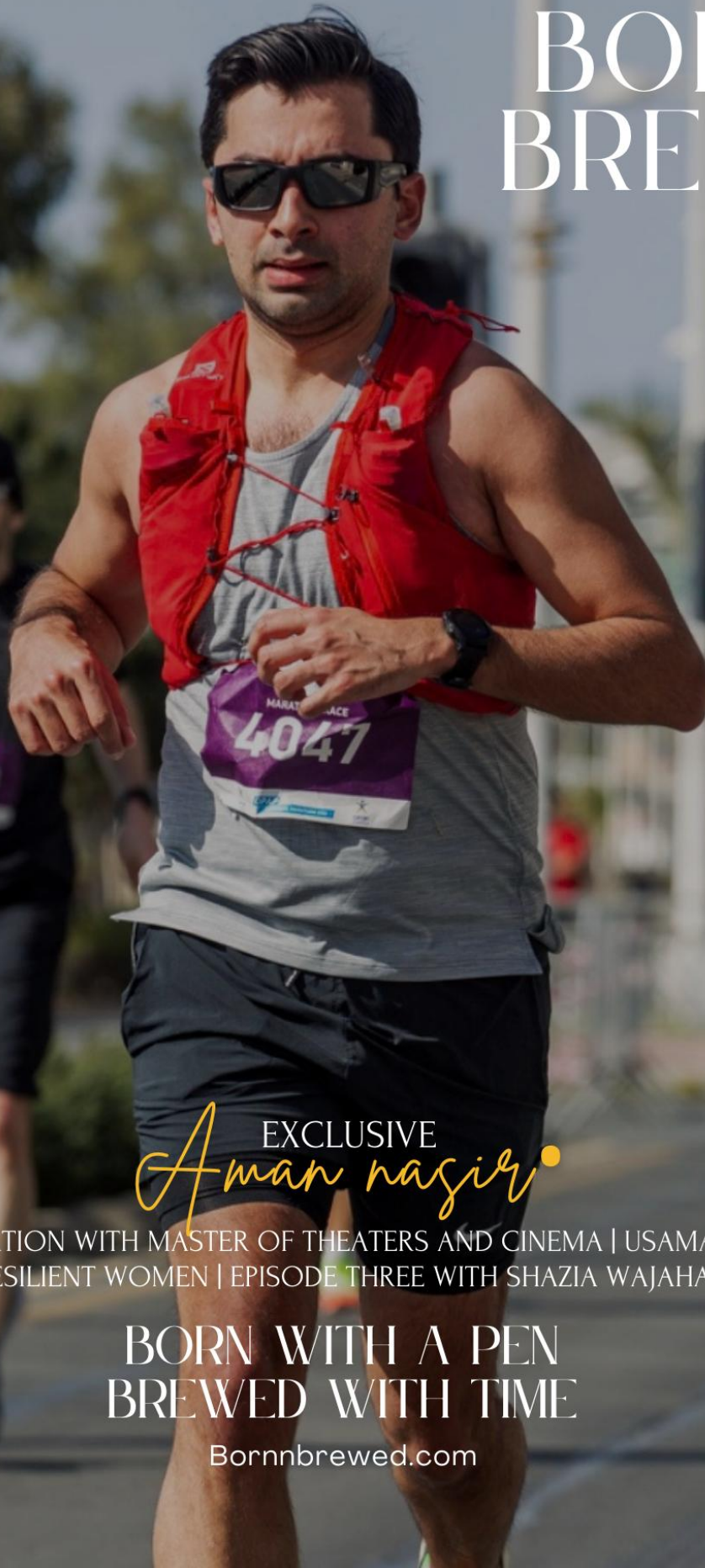


11TH ISSUE

A ROOM FOR
UNTETHERED
PENMAN

EDITION ELEVENTH
JULY 2023

BORN N' BREWED



EXCLUSIVE
Aman nasir

IN CONVERSATION WITH MASTER OF THEATERS AND CINEMA | USAMA JAVAID HAIDER
RESILIENT WOMEN | EPISODE THREE WITH SHAZIA WAJAHAT

BORN WITH A PEN
BREWED WITH TIME

Bornnbrewed.com

POWERED BY INDARAJ
JULY 2023



BORN WITH A PEN BREWED WITH TIME

ABOUT US

BORNN'BREWED is an attempt to bring different writers on a single platform, be it a social/political writer or an inspiration which can inspire authenticity, integrity and can motivate youth back on track.

We are committed to open this space up for a diversification of issues, experiences, and understandings through the dignified medium. Readers will find multiplicity, where they will enjoy a combination of entertainment, knowledge and development.

We admit the world is facing serious issues and the solution to it is yet to be figured out. BORNN'BREWED is an escape while we all struggle through the situation. WORD is truth and it must have a proper form. We have tried to give it a shape.

We will try to bring the best for our readers



Write stories, articles, poems, growth stories and send it out into the world of readers, constantly awaiting good writing.

If you think you can be an inspiration, compile your best work with a theme and we could publish it as a photo-story.

Born n' Brewed

BORN N' BREWED

EDITOR'S NOTE

My great hope is that you'll enjoy every issue out of here and will be a part of our little journey. It really needs no introduction, but it does need engaged readers through which to come alive. And hopefully when you're reading, you'll forget the stressful routine of yours, which means I've done my job.

The issue will spark your interest and give you the drive to explore those curiosities. A little treat to literary, creative and for those who are passionate about their goals. What matters most is that we continue to passionately share with others what makes each of us different. Let's get to work.

we welcome all readers to the platform for untethered penman.



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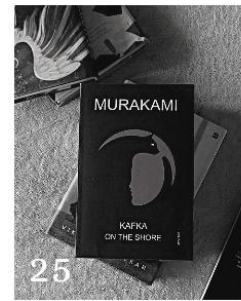
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EDITOR'S BREW TIME
DISCUSSION ON TRAGEDY AT THE SEA



Faraz Hassan is a highly respected social analyst and tech house expert based in Australia. His work focuses on integrating technology into eco-friendly living spaces, demonstrating a unique blend of innovation and sustainability. Despite being miles away from his homeland, Faraz maintains an insightful understanding of Pakistan's social and political complexities. His expertise spans across the tech world and socio-political issues, making him a well-rounded professional and a significant voice in both realms.

TRAGEDY AT SEA: PAKISTANI NATIONALS MALTREATED AND DENIED RESCUE IN GREEK BOAT DISASTER

A recent boat tragedy off the coast of Greece has left hundreds of Pakistanis feared dead. Shocking reports from a UK newspaper have shed light on the harrowing conditions endured by Pakistani nationals on board the ill-fated vessel. The Guardian's account reveals a distressing narrative of maltreatment and neglect, suggesting that the crew forced Pakistani passengers to stay below deck, condemning them to the most dangerous area of the trawler.

Mistreatment and Dangerous Conditions

According to testimonies, women and children were confined to the hold of the overcrowded vessel, supposedly for their protection, while men on board faced the perils of the treacherous journey. Pakistani nationals who ventured out in search of freshwater or attempted to escape from the hold were subjected to further maltreatment by the crew. Tragically, even before the boat sank, six deaths had already occurred due to a lack of fresh water, contradicting official Greek reports that denied any deaths prior to the incident.

Calls for Help Ignored

Disturbingly, witnesses have claimed that passengers pleaded for help from authorities, including coastguards, a day before the boat sank. Despite the desperate pleas, it is alleged that rescue efforts were intentionally delayed, resulting in a catastrophic loss of life. This delay in rescue operations has raised serious questions about the role and actions of the Greek coastguards, as well as the approach of European Union (EU) countries towards migrant boats.

EU's Strategic Neglect and Abandonment

Maurice Stierl, an expert from Osnabrück University in Germany, accuses several EU countries of intentionally slowing down rescue efforts, thus weaponizing time and endangering lives.

Stierl asserts that a strategy is being employed to actively avoid engaging with migrant boats and evade rescue operations. This deliberate delay in assistance creates a phase of strategic neglect and abandonment, ultimately jeopardizing the lives of those in distress at sea.

Escalating Death Toll

As details continue to emerge, the death toll from the tragedy is expected to rise significantly. Witness accounts suggest that between 400 and 750 people were crammed onto the fishing boat that sank off the coast of Pylos. Greek authorities have confirmed the recovery of 78 bodies, with hopes of finding further survivors diminishing rapidly.

The boat tragedy off the coast of Greece involving Pakistani nationals has brought to light the horrifying mistreatment and neglect endured by those on board. Reports of Pakistani passengers being confined to dangerous areas of the vessel and denied access to basic necessities are deeply disturbing. The alleged delay in rescue efforts by Greek coastguards and the wider EU's approach to migrant boats raises serious concerns about the preservation of human life and the prioritization of political strategies over humanitarian principles.

As the death toll continues to climb, it is imperative that a thorough investigation takes place to hold those responsible accountable and to prevent similar tragedies in the future. The international community must address the need for swift and humane responses to such humanitarian crises at sea, ensuring the protection of all human lives, regardless of their nationality or migratory status.

FROM ROTI TO TRAGEDY AT SEA: UNPACKING PAKISTAN'S SOCIO-ECONOMIC CRISIS AND THE DIRE CONSEQUENCES OF FORCED MIGRATION

23RD JUNE 2023

Khunsha Tariq:

Good evening, Mr. Faraz Hassan. We're here to discuss the unfortunate incident at sea involving Pakistani nationals. Given your expertise as a social analyst, how do you see this tragedy in the broader context of social and economic issues in Pakistan?

Faraz Hassan:

Good evening, yes, This incident is undeniably tragic, and it highlights the broader issues of poverty, hunger, and economic instability in Pakistan. The fact that these individuals were willing to endure such dangerous and degrading conditions speaks volumes about the desperation many Pakistanis are facing due to a lack of basic necessities, including food or 'roti,' as it's commonly referred to.

Khunsha Tariq:

Indeed, 'roti' or food scarcity in Pakistan is a major crisis. It's horrifying to think that people would risk such a perilous journey due to the circumstances at home. But how does this crisis correlate to the socio-economic conditions in Pakistan?

Faraz Hassan:

The food crisis in Pakistan, symbolized by the struggle for 'roti,' is a significant push factor for migration. With inflation soaring, unemployment on the rise, and increasing food insecurity, many feel compelled to leave in search of better opportunities. Regrettably, they often end up in perilous situations, like this recent tragedy, due to the lack of safe and legal migration pathways.

Khunsha Tariq:

It's indeed disheartening. What, in your opinion, could be the immediate steps to address the food crisis in Pakistan and potentially curb such perilous migration?

Faraz Hassan:

Pakistan needs to invest in its agricultural sector, create job opportunities, and develop social safety nets to ensure food security.

The international community can play a role by providing development aid targeted towards these sectors. Concurrently, countries such as Greece and the wider EU must ensure the humane treatment of migrants and refugees who are often fleeing desperate conditions.

Khunsha Tariq:

A dual strategy, indeed. But moving back to the maritime tragedy, the allegations of the delayed rescue and maltreatment onboard are gravely concerning. How should the international community respond?

Faraz Hassan:

A thorough and independent investigation must be conducted immediately to uncover the truth. If the allegations are true, those responsible must be held accountable. Further, this incident highlights the necessity for stringent international maritime laws and rescue protocols to safeguard the lives of migrants. Ultimately, the fight against the root causes of such migration, including food insecurity in countries like Pakistan, needs to be intensified.

Khunsha Tariq:

Absolutely. The preservation of human lives and dignity should be prioritized above all. Thank you, Mr. Hassan, for shedding light on these complex and interconnected issues.

Faraz Hassan:

Thank you, Ms. Khunsha, for hosting this crucial conversation. It's high time we acknowledge that these incidents are not isolated but part of a larger global crisis. Addressing economic instability, food insecurity, and the lack of safe migration routes can prevent such tragedies in the future. I hope our discussion sparks broader debates and concerted action.

Khunsha Tariq:

Indeed, Mr. Hassan, these discussions are not just important, they are necessary. The tragedies at sea, the hunger crisis in Pakistan, and the lack of safe migration pathways are interconnected issues that require our collective attention and action. I appreciate your insights and hope that our conversation today resonates with policy makers and leads to meaningful changes. Thank you Faraz.

SHAZIA WAJAHAT

resilient women



EPISODE THREE

Discover the creative genius behind Showcase Productions as we delve into the remarkable journey of Pakistani television and film producer, Shazia Wajahat. From her exceptional vision to her unwavering commitment to quality, Shazia has established herself as a driving force in the entertainment industry. Prepare to be inspired by Shazia's dedication, talent, and unwavering pursuit of excellence, as we celebrate her groundbreaking narratives and memorable viewing experiences. An in-depth conversation that showcases the remarkable achievements of Shazia Wajahat and her unwavering commitment to bringing compelling stories to life.

BNB: HELLO SHAZIA. LET'S START WITH A BIT ABOUT YOURSELF?

SHAZIA WAJAHAT

I am Shazia Wajahat, an Executive Producer at Showcase Production and Showcase Films. The company was established by my husband, Wajahat Rauf, in 2003, and I joined the team around 2011 due to my prior commitments with raising our children.

BNB: HOW HAS BEEN YOUR JOURNEY TO BECOMING A RESPECTED FIGURE IN THE TELEVISION AND FILM INDUSTRY?

SHAZIA WAJAHAT

The journey hasn't been very difficult for me because Wajahat was already involved in it, and through him, people also knew me. He is the one who encouraged and supported me in this endeavor. As our children grew up, they became helpful partners, and I also learned the ropes of the industry by regularly attending shoots, which I found highly interesting.

In addition to my work in the film industry, I have been a teacher for 13 years. I inherited the qualities from my self-made father, who raised me exceptionally well. I have always excelled in management, and during that time, there were very few women in this field. I strongly believe that females make excellent producers because they effectively balance their professional and domestic responsibilities. Therefore, my journey was not challenging, and I did not face any significant struggles.

BNB: AS A WOMAN IN THE PREDOMINANTLY MALE INDUSTRY, HAVE YOU FACED UNIQUE CHALLENGES? IF SO, HOW DID THESE EXPERIENCES TEST AND BUILD YOUR RESILIENCE?

SHAZIA WAJAHAT

It is like a man taking orders from a woman, but if they understand and comprehend what I am saying, then it becomes really easy. The team I work with knows this, and they reach out to me for various tasks. At this point, I handle everything, including calls and meetings, to ensure smooth coordination. When discussing perceptions from outside the production, people may assume that as a woman, I may not be as serious or capable, or that I may face more challenges. However, this is incorrect because every individual has their own unique approach, and I am prepared to tackle any kind of challenge. At one point, I was simultaneously working on two or three productions, and currently, I am involved in two productions. I am often present on two sets, demonstrating my competence and knowledge. You only need to prove that you know what you're doing, and I believe that individuals can establish their own place based on their abilities.

BNB: HOW DO YOU BALANCE YOUR PROFESSIONAL AND PERSONAL LIVES, PARTICULARLY BEING IN THE SAME INDUSTRY AS YOUR HUSBAND, DIRECTOR WAJAHAT RAUF?

SHAZIA WAJAHAT

If you have support from your family, especially from your husband, many things become easier for you. In my case, both my boys are now old enough and are also involved in the media industry. I don't have any major responsibilities, so now I am able to work for both the household and production. I am effectively balancing both tasks by supervising both sets and taking care of home responsibilities.

BNB: HOW HAS BEING A WOMAN IN A LEADERSHIP POSITION INFLUENCED YOUR APPROACH TO YOUR WORK AND YOUR RESPONSIBILITY TOWARDS ASPIRING FEMALE FILM AND TV PRODUCERS?

In production, the role of women is to make informed decisions and manage various aspects. I believe production is a platform where women can excel, and if they feel capable of handling responsibilities, they should take on challenging roles. I strongly feel that women should be encouraged to enter this field because their presence brings a different perspective and unique ideas. Their approach and style add a certain flavor, and having females on the set creates a more comfortable environment. There is a prevailing mindset that women face significant challenges because they also have to take care of their homes and children, and it is believed that they may not be able to handle a heavy workload. However, I believe it is important not to be judgmental as every person is different. If you have the motivation to accomplish something, you can embrace any kind of challenge.

BNB: CAN YOU RECALL A PARTICULAR MOMENT IN YOUR CAREER THAT DEMANDED EXTRAORDINARY RESILIENCE? HOW DID THIS SHAPE YOUR APPROACH TO FUTURE CHALLENGES?

SHAZIA WAJAHAT

There was a particular shoot that proved to be extremely challenging as I had to be on set 24/7, which meant working late into the night. Due to this demanding schedule, I often had to miss out on various occasions. However, it was necessary as leaving would result in wasted efforts. This is a challenge that requires sacrifices, and it's important for children to understand that sometimes Mom will come home late. Thankfully, our family and friends have developed a great level of understanding about my work commitments. It has become more manageable now, but it still requires a careful balance between work and home. Prioritizing home often means sacrificing a lot, especially considering the deadlines we often face.

BNB: LOOKING FORWARD, WHAT CAN WE EXPECT NEXT FROM SHAZIA WAJAHAT AND SHOWCASE PRODUCTIONS AND CONGRATULATIONS FOR SUCCESS OF GURU.

SHAZIA WAJAHAT

"Guru" is a project that we willingly took on, and I'm extremely happy to see that credit goes to everyone involved, including the cast, crew, director, and actors.

It has been an immensely challenging project, considering the demanding locations, intricate costumes, and extensive hard work required. The set designs, costumes, and locations made it a tough undertaking. In addition, we have another drama serial in progress, directed by Wajahat Rauf, featuring talented cast members such as Hadiqa Kiyani, Romaiissa, Ali Khan, and many others. The shoot for this serial is currently underway. Furthermore, we are planning to film by November, which is an exciting endeavor on the horizon.



BNB: WHAT ADVICE WOULD YOU GIVE TO OTHER WOMEN SEEKING TO MAKE THEIR MARK IN THE TELEVISION AND FILM PRODUCTION INDUSTRY?

SHAZIA WAJAHAT

My advice is to follow your heart and pursue what it desires, as there is ample scope for women in various fields. Despite the misconception that certain jobs are not suitable for women, it is important to recognize that gender should not limit one's potential. What matters most are skills and talent. Once you become familiar with the work and gain experience, it becomes easier for you to navigate and excel. The current situation is different, as women today are accomplishing great things in diverse domains. If you have the ability to balance multiple responsibilities, I encourage you to step out and give your best. Embrace the opportunities that come your way and make the most of them.

COMING SOON

indaraj 2.0



NEWSLETTER

LEVEL UP YOUR LIFE WITH AI CHATBOTS: ACHIEVE GOALS LIKE NEVER BEFORE

Are you ready for a game-changing secret weapon to conquer your goals and organize your life? Enter the world of AI chatbots! Brace yourself as we unveil the extraordinary power of chatbots like ChatGPT and Bard. These digital dynamos are here to transform your life into a masterpiece of success and organization. Get ready to level up your game! Imagine this: you've devoured an enlightening self-help book called "Slow AF Run Club: The Ultimate Guide for Anyone Who Wants to Run," and you're itching to tackle a marathon. But where do you begin? Cue the AI chatbots!

Meet ChatGPT, the genius brainchild of OpenAI. It's not just your ordinary chatbot; it's a multitasking marvel. From answering complex questions to generating code and planning vacations, ChatGPT can do it all. With its web browsing capabilities, it's your go-to guru for marathon mastery.

To unlock ChatGPT's life coach abilities, simply ask, "I need your help! My fall goal is to run a marathon. Can you create a three-month plan inspired by 'Slow AF Run Club?'" And voila! ChatGPT springs into action, armed with book knowledge and ready to guide you.

Month by month, ChatGPT will craft a personalized plan just for you. It might suggest starting with manageable 30-minute walks in Month 1 to ease you in. By Month 2, jogging enters the picture while maintaining the previous frequency. Come Month 3, the focus is on jogging, gradually increasing session duration to 45 minutes. You'll be marathon-ready in no time.

But that's not all. ChatGPT doesn't stop at planning; it's an integration maestro. Say goodbye to manual calendar updates! With Zapier, the automation wizard, you can connect ChatGPT to your Google Calendar. Simply type "add each workout to my calendar" after the chatbot outlines your plan, and watch as your workouts magically appear. Stay organized effortlessly and crush those goals!

Prefer a trusty to-do list? No problem! ChatGPT understands your style. Let it know you'll share your list regularly, and it'll seamlessly add your workouts according to the proposed schedule. Your dreams and tasks will align like never before. The power of AI chatbots extends far beyond marathons. From saving for a house to chasing that dream promotion, ChatGPT will be your guide, turning aspirations into concrete plans. Let these digital wizards elevate your success!

Now, it's time to unleash the potential within you. Embrace the future, seize the power of AI, and march towards greatness. With AI chatbots by your side, your goals are within reach. Get ready to conquer, organize, and transform your life like never before. The adventure begins now!

Umer F. is a Fintech Consultant and Startup Evangelist, known for scaling startups and SMEs. He is the founder of Indaraj LLC, Pakistan's first on-demand tax, accounting and financial management platform offering tailored solutions.





BOOK OF THE MONTH
BY SAMAN TARIQ

BOOK OF THE MONTH





POINTS OF ENTRY

ENCOUNTERS AT THE ORIGIN-SITES OF PAKISTAN

Points of Entry: Encounters at the Origin-sites of Pakistan by Nadeem F. Paracha is a captivating exploration of Pakistan's diverse reality, challenging simplistic narratives and delving into history, politics, and society. It offers a nuanced perspective on the country's complexity and the constant struggle between contrasting civic-nationalistic tendencies.



TAKES YOU BACK TO REALITY



SAMAN TARIQ HAS AN EXCEPTIONAL SIGHT ON QUALITY BOOKS AND LOOKS FOR HISTORICS YET CLASSIC READ DURING HER LEISURE TIME. AS AN EDITORIAL ASSOCIATE, SHE MAKES SURE TO HAVE A KEEN EYE ON EDUCATING PIECE OF ART.

EXCLUSIVE
Aman Nasir



Aman Nasir, a partner at Sarmayacar, a venture capital fund that focuses on early-stage technology investments in Pakistan. Born and raised in Karachi, he completed his school education there from KGS before relocating to London to study Economics at the London School of Economics (LSE). Subsequently, he began his professional journey at KPMG in their Transaction Advisory Services division where he qualified as a Chartered Accountant (ACA). Seeking new challenges, he moved into the realm of investment banking, focusing on mergers and acquisitions in financial services. This demanding role, spanning over seven years, involved long hours, advising a variety of financial service firms, including wealth management, challenger banks, and insurance companies. He then spent two years at Royal Bank of Scotland, in their in-house M&A function, buying fintech and consumer businesses and selling their banks in the Republic of Ireland. Beyond his professional life, he is an avid outdoors enthusiast with a passion for running, hiking, reading, and exploring nature. He's done four marathons and has had the opportunity to travel to around 40 countries, which has further stoked his adventurous spirit. He returned to Pakistan in July last year, ready to apply his expertise and experiences to the burgeoning venture capital scene in his homeland. He's excited about what the future holds, and he'll continue to refine his path as he moves forward.

EXCLUSIVE

BNB: WHAT ATTRACTED YOU TO THE FIELD OF VENTURE CAPITAL AFTER YEARS OF WORKING IN INVESTMENT BANKING. AND WHY DID YOU CHOOSE TO FOCUS ON PAKISTAN'S TECH-ENABLED STARTUPS AT SARMAACAR?

AMAN NASIR

During my time in the UK, I worked in investment banking at prominent institutions like Morgan Stanley and the Royal Bank of Canada. Our focus was primarily on large-scale deals, often surpassing a billion dollars, involving IPOs, private placements and both buy and sell sides. Despite the demanding hours, the experience was invaluable. I had the privilege of working with some of the brightest minds in the industry, which instilled in me a robust work discipline and offered immense learning opportunities. However, after several years, I began to feel a certain monotony and the need for a greater purpose to align with my work. This realization led me to explore the venture capital scene, particularly in a nascent market like Pakistan, where there seemed to be ample opportunities for meaningful contributions. The prospect of leveraging my financial expertise and network acquired in the UK, in a country ripe with potential, was enticing. Besides, I believe that as humans, we inherently seek change and growth. Given that my parents and grandfather reside in Pakistan, I always harbored a desire to return at some point. I felt that if I didn't seize the moment, I might miss the opportunity altogether. Going against the tide, I traded a lucrative career in London for uncharted territory back home. This might make me an outlier, considering the general trend of human capital migration out of the country. However, I am optimistic about the future, especially as the younger generation take over the reigns. I see tremendous opportunities here, despite the challenges. Looking at the next 10 to 20 years, I believe there is a significant potential for growth and transformation. Venture capital supports innovation and encourages entrepreneurs to disrupt existing industries. This makes it all the more thrilling to be here, in Pakistan, at the crux of these changes.

BNB: HOW HAS YOUR EXTENSIVE EXPERIENCE AT INSTITUTIONS LIKE ROYAL BANK OF SCOTLAND, MORGAN STANLEY, AND ROYAL BANK OF CANADA SHAPED YOUR INVESTING STRATEGY IN THE VENTURE CAPITAL SPACE?

AMAN NASIR

Having worked at prestigious blue-chip institutions served as an invaluable training ground for me, not just as a professional, but also as an investor. Looking back at my journey, I can trace the development of my analytical skills to my time at KPMG. This phase instilled in me a keen focus on numbers and a thorough understanding of the intricate workings of businesses. Working in investment banking at institutions such as Morgan Stanley and RBC (often involving 18 hour days) really honed my strategic lens, and I developed wide transaction experience, including some of the hallmark deals in the UK. I amassed a deep sector-specific knowledge, particularly in fintech. During the 2015-16 period, a wave of digital banks and fintech startups were obtaining licenses in the UK. Having closely been involved with this wave then allows me to draw insightful parallels to the current fintech landscape in Pakistan, discerning which business models were successful, and which were not. Beyond pattern recognition, my experiences also cultivated an ethos of disciplined investing. Instead of succumbing to market trends or hype, I learned to develop conviction around specific business models, ensuring a consistent and disciplined approach to investment decisions. Although the economies, countries, and industries differ greatly, the skills I honed over the years remain pertinent. I believe these transferrable skills can be effectively applied here in Pakistan, serving as a valuable toolkit in my new role.

BNB: ABSOLUTELY. GIVEN THE DYNAMIC NATURE OF FINTECH AND THE UNIQUE CHALLENGES OF THE PAKISTANI MARKET, WHAT ARE THE KEY INDICATORS YOU LOOK FOR WHEN CONSIDERING AN INVESTMENT IN THIS SECTOR?

AMAN NASIR

Fintech is indeed a vast domain encompassing various segments including payments, banking, lending, asset and wealth management, and insurance. Like any other emerging market, the fintech revolution often starts with payments, before the other verticals gradually develop. In evaluating fintech opportunities, I tend to prefer more capital-light business models. Balance-sheet heavy businesses can sometimes struggle with scalability, a crucial component for the success of a venture capital model.

EXCLUSIVE

When I consider scalability, there are three elements that I typically evaluate. Firstly, the technology being employed. Often, startups in Pakistan might not have technology that is at par with global standards. This can be a significant limiting factor in their growth and scalability. Secondly, the unit economics are crucial. This involves scrutinizing the profitability of a business on a per-unit basis. It's important to understand what a customer is willing to pay and whether the business model is sustainable beyond the support of venture capital funds. Lastly, I assess network effects. As a business grows, it should ideally see a reduction in its customer acquisition costs due to the network effects. These effects, which make a product or service more valuable as more people use it, can significantly drive scalability. While the fintech sector is ripe with opportunities across all its sub-sectors, I am personally more inclined towards models that aren't heavy on balance sheet. In my view, these businesses offer the best balance of risk and scalability.

BNB: YES. AGREED. WHAT DO YOU THINK ARE THE BIGGEST OPPORTUNITIES AND CHALLENGES FOR THE PAKISTANI STARTUP ECOSYSTEM IN THE COMING YEARS?

AMAN NASIR

Indeed, the opportunity landscape in Pakistan is immense. Due to limited competition across sectors, there's an abundance of issues to address ranging from the low penetration of insurance and lending to improving access to education, reducing wastage in agriculture, and enhancing the delivery of healthcare services including telemedicine and authenticated medicines. The relatively low bar for creating businesses that service consumers better than existing incumbents is a unique advantage not often available in other markets. However, there are two significant challenges to consider: the availability of capital and talent. Local capital is not as abundant in Pakistan compared to other markets. While there was a surge in foreign capital in 2020 and 2021, it doesn't quite provide the same room to experiment with different business models as one might find elsewhere.

As for talent availability, there is no shortage of engineering and other graduates. The issue, however, lies in retaining the A+ talent. High-quality talent often tends to seek opportunities abroad or turns to freelancing roles where they can earn in dollars.

Despite these challenges, the immense potential of the market cannot be overlooked. Given the array of problems prevalent in daily life, there's a vast canvas for entrepreneurs to create impactful solutions. It's about harnessing these opportunities effectively and navigating the challenges along the way.

BNB: I COMPLETELY AGREE WITH YOU HERE. CAN YOU SHARE A STORY OF A STARTUP YOU'VE INVESTED IN THAT PARTICULARLY ALIGNS WITH YOUR VISION FOR HOW VENTURE CAPITAL CAN MAKE A LASTING IMPACT?

AMAN NASIR

Indeed, one of our investments that stands out is BYKEA, a transportation solution addressing a real pain point for the public: the lack of efficient mass transit. In major Pakistani cities, we don't have the kind of effective metro systems found in many other countries. BYKEA solves this issue, enabling a student, for instance, to commute from home to university by hopping on a bike for less than a dollar per ride. The unit economics of bike rides are more favorable than car rides, which is evident in the scaling back of Uber and Careem after substantial investments. A bike, costing roughly \$150, can offer a dollar ride, whereas a car, costing over \$5000, still amounts to a \$3 or \$4 ride. BYKEA is not just improving consumers' lives and becoming a household brand, but it's also exploring innovative avenues like electric vehicles. This advancement could potentially be a game changer by providing a more environmentally friendly transport option and significantly reducing fuel costs for drivers. Recently, BYKEA has expanded to Faisalabad and has provided employment opportunities for about 70,000 drivers across Pakistan. This business model has proven successful in other markets, and there are multiple adjacent areas that it can explore further, adding to its potential.

BNB: YES, BUT JUST ADDING UP AND RECENTLY WE HEARD A CONTROVERSY ABOUT BIKE HERE AS WELL THAT THE SYSTEM GOT HACKED AND DIFFERENT MESSAGES WERE SENT OUT TO CUSTOMERS. DO YOU THINK THAT THESE CHALLENGES ARE STILL THERE THAT WE ARE LACKING BEHIND IN STARTUP ECOSYSTEM?

AMAN NASIR

Indeed, cybersecurity breaches can happen in any organization, even those in more developed markets.

EXCLUSIVE

It was unfortunate that BYKEA experienced such an incident. However, it was promptly addressed, and it's important to note that the issue originated from one of their integration partners. While BYKEA continues to enhance its technology, it's crucial to ensure that potential vulnerabilities are more effectively addressed in the future. However, I believe this incident was an isolated case, and such threats can impact any company, both within and outside Pakistan. Therefore, I wouldn't necessarily attribute this to a deficiency in BYKEA's tech infrastructure.

BNB: NOTED, THANK YOU FOR SHARING THAT. AS A PARTNER AT SARMA YACAR, WHAT ARE THE PRIMARY QUALITIES YOU LOOK FOR IN A STARTUP BEFORE MAKING AN INVESTMENT DECISION?

AMAN NASIR

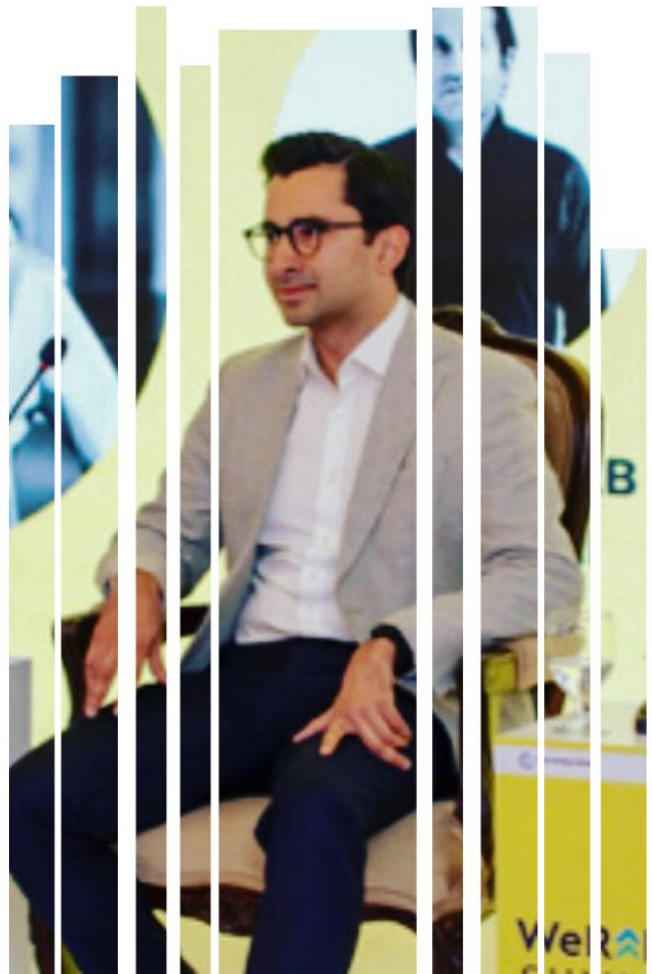
When assessing technology and broader product-market fit, I place significant importance on identifying the pain point that a venture is attempting to solve and determining what consumers are willing to pay to have that pain point addressed. The concept of product-market fit can be subdivided into two parts: product-problem fit and motion-market fit. In other words, it's about how effectively a product addresses a customer's problem and how well it adapts based on market feedback. For me, the key factor is whether these aspects are being addressed while maintaining scalability. It involves scrutinizing how the product and technology are being built, the existence of network effects in the operating market, and the unit economics of the business. In a market like Pakistan, it's also crucial to conduct thorough background checks on founders, investigating their motivation for becoming entrepreneurs, their understanding of the pain points they are tackling, and their suitability for the entrepreneurial journey. Given the limited scope for experimentation here, we require evidence of traction before a pitch, especially since we typically engage in later-stage investments compared to other local VC funds.

BNB: THANK YOU FOR SHARING THAT. YOU'VE BEEN INVOLVED WITH DEVELOPMENTS IN LITERACY (DIL), AN ORGANIZATION THAT RUNS 140+ SCHOOLS IN PAKISTAN. HOW DOES THIS PASSION FOR EDUCATION INFORM YOUR INVESTMENT STRATEGY AND DECISIONS?

AMAN NASIR

I see striking similarities between the work of developmental literacy organizations and the venture capital industry. I was previously part of DIL London and have now transitioned to the Pakistan chapter, headed by Shehzad Dada, former president of UBL. Both sectors have a multiplier impact on society. While many philanthropic efforts concentrate on hospitals and providing rations – which is certainly necessary – I believe sustainable change primarily comes through education. Education not only transforms the lives of students but also influences future generations and the communities around them. Venture capital also has a multiplier impact, empowering people to start businesses that improve consumers' lives, create jobs, and bring about changes in longstanding practices.

Both also have outliers. For instance, with Development in Literacy (DIL), there have been remarkable success stories like Areeba, an alumna from Orangi Town – Asia's largest charity town. Areeba secured a scholarship at a university and now works as a trader at Cargill. Such extraordinary outlier stories underscore the importance of education in transforming generations.



BNB

For budding entrepreneurs looking to secure venture capital, what advice would you give them about pitching their ideas to investors like Sarmayacar?

AMAN NASIR

Yes, there's been a significant shift in recent years, with many university graduates now interested in launching their own startups or joining existing ones. This is a refreshing change from traditional roles in sectors like banking and FMCG. However, one thing to keep in mind is that not every university dropout or school leaver becomes a successful founder of a unicorn startup. My advice to aspiring entrepreneurs would be to focus on the challenges they encounter in their daily lives and think about how to address them. Sometimes, it might be beneficial to gain experience in a corporate setting, like an FMCG company, a bank, or another industry. This allows for the development of maturity, experience, and a network. It also helps you understand where the real pain points are before venturing into entrepreneurship. Most of our successful founders have been slightly more mature individuals who gained experience in other industries before embarking on their entrepreneurial journeys. This isn't to discourage early-stage entrepreneurship but given that we focus more on Series A and later stages, founders would typically need to raise initial funding from friends, family, or seed investors and have at least a minimum viable product before approaching us. We expect a certain level of business model maturity and integrity from the founders when they pitch us, especially regarding their assumptions around the numbers and the market. We often also get warm referrals from our existing founders and others within our network to find some of the best startups.

THE SPREAD OF NEGATIVITY, SHAMING, AND MALICIOUS JOY ON SOCIAL MEDIA

Meher Riaz has been teaching sociology since seven years where she had a keen eye on social issues considering human psyche.

In the digital age, with the increasing popularity and accessibility of various social media platforms, a significant transformation has occurred in how we communicate and interact. Although these platforms were designed with the aim to bring people closer and facilitate communication across the globe, they have also become the breeding ground for a culture of negativity, online shaming, and schadenfreude, the malicious joy in other people's misfortune. This article aims to delve into the ways people spread negativity on social media and take pleasure in putting others to shame.

The Rise of Negativity

Many people express their opinions on social media platforms more freely than they would in face-to-face conversations. This sense of anonymity and distance can often lead to an increase in negative comments and discussions. Indeed, the depersonalized nature of online interactions seems to encourage hostility and negativity. The veil of anonymity allows people to forget the emotional consequences of their words and actions, a phenomenon known as the online disinhibition effect.

In the realm of social media, negativity takes many forms, from seemingly harmless sarcasm and cynical remarks to more serious incidents of cyberbullying and hate speech. Trolling, an act of intentionally provoking or upsetting individuals online for amusement, has become particularly rampant. The propagation of fake news and misinformation also adds fuel to this fire of negativity, inciting fear, hatred, and division.

Online Shaming and its Impact

Online shaming is another concerning phenomenon that has gained momentum in recent years. Individuals are publicly humiliated for their behaviors, beliefs, or personal characteristics, often resulting in severe emotional distress and damage to their reputation.

Viral videos or posts taken out of context can lead to an internet 'witch hunt,' where a person becomes the target of mass hate and ridicule. This phenomenon can have severe psychological impacts, leading to depression, anxiety, and even suicidal thoughts.

The reasons for this harmful behavior range from differences in political views, body shaming, or retaliation for perceived social missteps. The targeted individuals often have no opportunity to defend themselves or explain their actions, making the situation all the more distressing.

Schadenfreude: Malicious Joy in Other's Misfortune

Lastly, the Internet culture seems to encourage schadenfreude, a complex emotional reaction where individuals derive pleasure from the misfortunes of others. The widespread sharing of 'fails' or embarrassing moments and the rise of 'cancel culture' are testament to this. Unfortunately, schadenfreude often serves to normalize negativity and humiliation, further enhancing the detrimental social climate on these platforms.

While it's important to uphold the right to freedom of speech and expression, social media platforms and their users must be aware of the potential harm caused by negative behaviors online. More robust moderation policies, better education around digital citizenship, and promotion of empathy and understanding can help curb this increasing trend of negativity, online shaming, and schadenfreude. In the end, it's important to remember that the screens and keyboards do not dissolve our responsibility towards each other's feelings and well-being. Embracing positivity, kindness, and respect in our online interactions can create a healthier digital environment for all. With billions of us connected through these platforms, each one of us holds the power to make social media a tool for unity and understanding, rather than division and negativity.

UNVEILING THE HIDDEN THREAT: PRIORITIZING MENTAL HEALTH IN THE CORPORATE OR WORKPLACE JUNGLE

Rushel Sethi is a social analyst and teacher pursuing a degree in International Relations from Australia. She is passionate about understanding global affairs and their impact on societies, and she aims to empower students with critical thinking and a global perspective. With a dedication to education and a drive for positive change, Rushel aspires to contribute to policy development and promote social justice.

Introduction: In today's fast-paced and competitive corporate world, mental health remains a deeply neglected subject. However, it should be a matter of utmost concern for managers and employers, given the prevalence of workplace stress. Sadly, mental health is often considered the least important issue, or not an issue at all, within our corporate sector, especially in private organizations. This dismissive attitude towards mental health not only jeopardizes the well-being of employees but also poses significant challenges for employers.

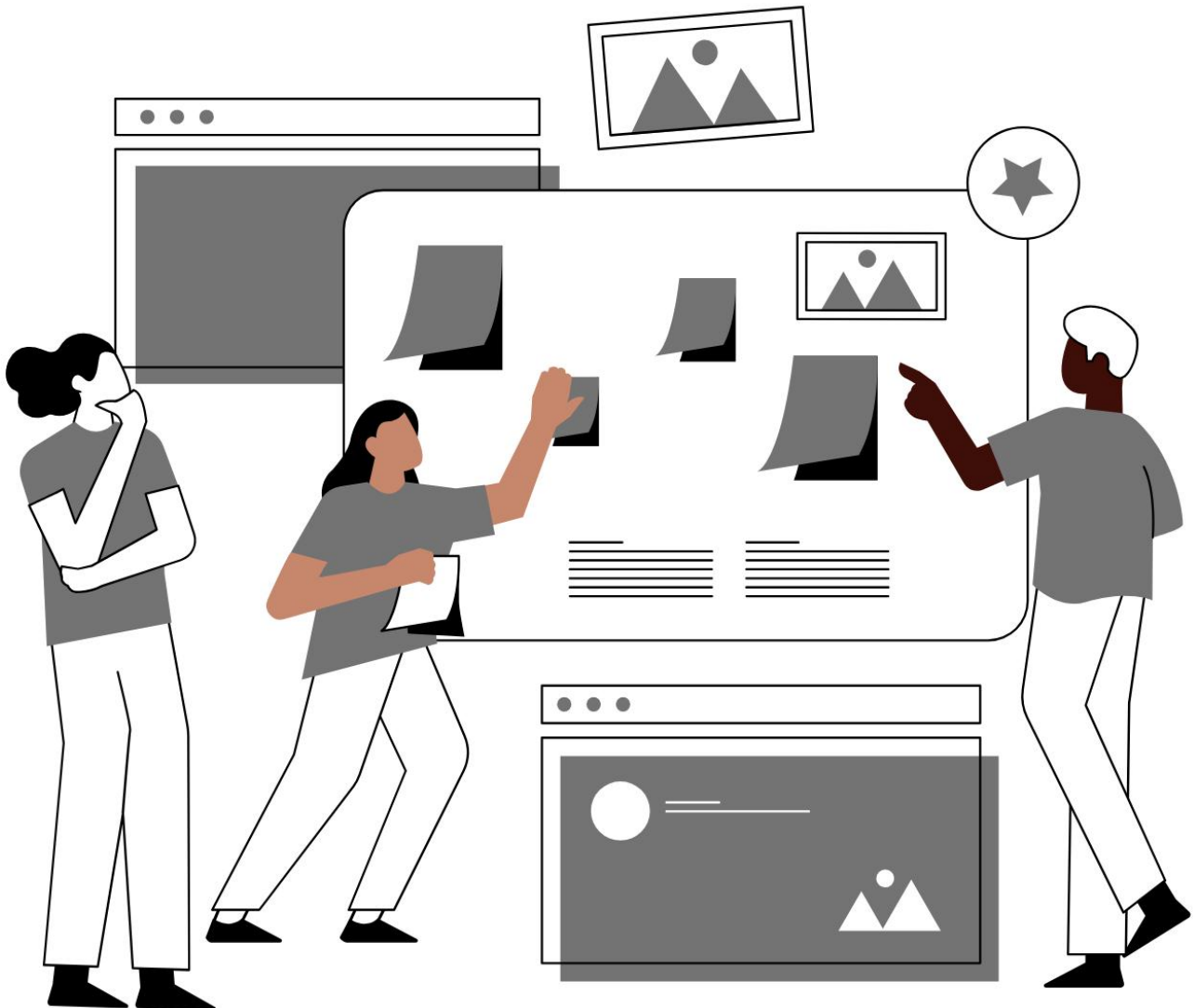
Alarming Statistics and Consequences: A recent report has shed light on a troubling reality - approximately 75 percent of Pakistanis, particularly young individuals, experience stress, anxiety, or depression. This eye-opening statistic demands immediate action from organizations to address mental health concerns within the workplace. It is essential to acknowledge that any form of stress, regardless of its origin, can have adverse consequences on an employee's mental well-being. The risks include increased anxiety, burnout, depression, and various psychological disorders. Stressed employees are also more likely to engage in unhealthy behaviors, while workplace stress leads to decreased productivity, higher absenteeism rates, and an increased need for medical leaves.

Moreover, the financial burden of workplace stress cannot be underestimated. Employers face escalating medical expenses due to stress-related health issues. Additionally, workplace stress contributes to employee demotivation, resulting in a higher turnover rate. This turnover, in turn, amplifies administrative costs and tarnishes the organization's reputation in the market.

Root Causes and WHO Guidelines: The World Health Organization (WHO) has identified several factors that contribute to workplace stress. These include poor job design, excessive workload, lack of control over work, ineffective management, unsatisfactory working conditions, and insufficient support from colleagues and supervisors. Other factors encompass lack of participation, monotonous or unpleasant tasks, role ambiguity or conflict, lack of recognition for hard work, inequity, poor interpersonal relationships, inadequate working conditions, ineffective leadership and communication, and conflicting demands between work and home life. To effectively address workplace stress and promote mental health, organizations must fulfill two critical roles at both the management and employee levels. The first step involves formulating a robust policy. The WHO has provided guidelines encompassing key aspects that organizations should consider to address this issue efficiently. A comprehensive understanding of the incidence and risk factors associated with workplace stress is crucial. The policy should be developed with the primary objective of addressing the concerns of all stakeholders while aligning with the organization's vision and mission.

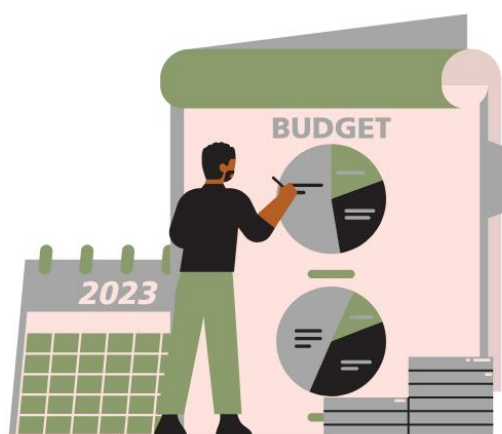
Implementation Strategies: Implementing the policy requires careful consideration of strategies, targets, and timelines. Organizations must adopt employee-focused strategies to mitigate the impact of workplace stress on mental health. These strategies include fostering flexible communication channels, encouraging group discussions, and creating a supportive work environment that nurtures trust and psychological safety. Promoting peer relationships is also essential, as employees should be encouraged to build strong connections with their colleagues and engage in activities together outside of work. Team-building exercises and social events can play a vital role in strengthening these bonds. Regular counseling sessions should be made available to employees, with paid leave allocated specifically for this purpose. Workload management is crucial, and employees should be encouraged to take timely breaks and recognize their own worth and value. Counseling should emphasize avoiding self-deprecation and maintaining a positive outlook, as these factors greatly influence mental well-being.

Conclusion: Workplace stress remains a silent killer, often unnoticed and neglected, yet it significantly impacts employees' health and productivity. It also contributes to a decline in overall progress for a company. Employers must recognize and manage this worrisome concern to create a healthier, safer, and more productive work environment. Prioritizing mental health will lead to a win-win situation for both employees and their employers, fostering a positive and thriving corporate culture.



ANALYZING PAKISTAN'S 2023-24 BUDGET: OPPORTUNITIES AND CHALLENGES IN AGRICULTURE AND NATIONAL FOOD SECURITY

Emaan Shah is an economist and a member of Alliances since 2019, with a focus on sustainable economic development. Residing in California, USA, focusing on studies on economic status of different states.



The Pakistani government has recently revealed its financial plan for the fiscal year 2023-24. The proposed Rs14.6 trillion budget relies significantly on borrowing, and it sets a debt repayment goal of Rs7.3 trillion against a projected tax revenue of Rs9.2 trillion. Despite this extensive borrowing, the budget does not offer clear measures to balance Pakistan's high national debt, which currently stands close to Rs60 trillion.

Global challenges such as the war in Ukraine and rising inflation have underscored the need for national food security. However, Pakistan's 2023-24 budget does not seem to prioritize this area, nor does it address the urgent need to reinforce the country's vulnerable agricultural infrastructure that has been weakened by climate change.

There is a slight increase in the allocation for agri credit in the budget, from last year's Rs1.850 billion to Rs2.250 billion this year. Although the increase shows the government's focus on agriculture, the effectiveness of such an approach, especially in light of a contracting economy and falling credit distribution to the private sector, remains questionable.

For agricultural sustainability and efficiency, the budget earmarks Rs30 billion for the transition of 50,000 tube wells from electricity or diesel to solar power. Additionally, seed imports have been granted tax exemptions.

However, it's worth noting that the current financing system for agriculture, which heavily depends on the banking sector, is proving largely ineffective. To promote national food security, there is a pressing need for the government and the central bank to explore financing alternatives beyond the banking sector.

While the budget provides for peer-to-peer lending, strict limits on borrowing and lending amounts potentially render this approach ineffective. Policymakers need to devise strategies that promote more financial competition and accessibility, thereby reducing farmers' capital costs.

Furthermore, the budget seems to overlook regional disparities in water resources. For example, while the credit interest rate support for converting tube wells to solar power could be beneficial in Punjab, where the groundwater is predominantly fresh, it may not be as effective in Sindh, where most groundwater is saline.

To tackle the looming threat of climate change, the government needs to prioritize private sector investment in canal and drainage infrastructure. Strategies like transferring control of government canal structures to farmer organizations could prove beneficial.

Another critical area needing attention is the issue of price suppression of farm commodities. The rural sector requires fair and competitive conditions, effective infrastructure, and access to financing, rather than mere fiscal advantages.

To sum up, while the proposed 2023-24 budget includes multiple agricultural initiatives, it might not sufficiently address fundamental issues like national food security, infrastructure development, and climate change resilience. There's a need for the government to look beyond traditional banking solutions, encourage private sector involvement, and ensure a fair distribution of resources across the nation.

IN CONVERSATION WITH

Usama Javaid Haider

IN CONVERSATION WITH

BNB: WHAT INSPIRED YOU TO PURSUE ACTING AT SUCH A YOUNG AGE? HOW DID YOU GET STARTED IN THE INDUSTRY?

USAMA JAVAID HAIDER

In my case, I wasn't one of those children who declared they would grow up to be engineers, soldiers, doctors, and so on. When I was a child, I announced that I would become an actor one day. It's challenging to explain how this idea originated in my mind. Today, I am a professional actor. At the age of 9, my friend and I would rent bicycles to visit the Walled City of Lahore, as we were quite fond of cycling. Back in those days, renting a bicycle cost us 5 rupees for half an hour and 10 rupees for a full hour.

BNB: CAN YOU SHARE YOUR EXPERIENCE ATTENDING THE NAQSH ARTS COMPLEX ACTING WORKSHOP? HOW DID IT SHAPE YOUR EARLY ACTING CAREER?

USAMA JAVAID HAIDER

Our ears were frequently filled with the sounds of instruments whenever we passed by the Naqsh Arts Complex. One day, I noticed a poster on its wall about an acting workshop. I focused intently on the poster's content, noting that it was open to anyone. Naturally, I seized the opportunity, the door was open, and I went inside. That's how I began.

BNB: JOINING AJOKA THEATRE IN 2011 MUST HAVE BEEN A SIGNIFICANT MILESTONE. WHAT LED YOU TO BECOME A PART OF THIS RENOWNED THEATER GROUP, AND HOW DID IT CONTRIBUTE TO YOUR GROWTH AS AN ACTOR?

USAMA JAVAID HAIDER

I have never represented Ajoka as an actor. Yes, I was part of Ajoka, but never as an actor. Ajoka's plays and actors possess some stereotypical characteristics, and I didn't want to become one of them. I handled production and backstage work under the guidance of Kamran Kishor, a senior member of Ajoka, who was very kind to me. He now resides in Canada. It might not be appropriate to mention, but I've been approached by many significant and senior members of Ajoka at different times to act in their productions. Certain decisions in life often disappoint observers and listeners, but with time, you realize they were the right ones.

BNB: CAN YOU TELL US ABOUT SOME MEMORABLE MOMENTS OR CHALLENGES YOU FACED AS A YOUNG ACTOR?

USAMA JAVAID HAIDER

As a young actor, I would always receive thunderous applause and standing ovations during curtain calls, a tradition that continues to this day.

Speaking of challenges, as a child, I had difficulty distinguishing between right and wrong, and I began using drugs at the age of 11. For the first three years, my family was unaware of my acting pursuits. However, when they discovered I was acting - as I come from the Hashmi family - my father urged me to quit. He told me that if I wanted to continue, I would have to leave the family. He didn't mean it; he was merely attempting to frighten me. I left home at the age of 12. After a month, they found me at a friend's place, and they said to do whatever I wished. I attended numerous auditions, but I was never selected. Many people told me it was because I was black, unattractive, or didn't resemble the other cast members who were considered good-looking or fair-skinned. This underlying "racism" baffles me - whether it stems from the corporate sector, commercialism, TV commercials, direct-to-video commercials, or any form of marketing, it seems a white face is required worldwide.

Now, I am someone who values honesty. I am dark-skinned, or brown, or whatever label you want to assign. I am a guy who doesn't fit the conventional standards of beauty or attractiveness, or the criterion of being fair-skinned. I am well aware of who I am. I am the one they are afraid of.

This realization makes me stronger and more powerful.

Because I am unique. I can relate to 75% of the population. I look like any other ordinary person. Now, just imagine the challenges I faced as a child and young actor in this industry.

BNB: IN 2014, YOU HAD A THEATER EXPERIENCE WITH TAMASHA THEATRE. HOW DID THIS EXPERIENCE DIFFER FROM YOUR PREVIOUS ONES, AND WHAT IMPACT DID IT HAVE ON YOUR ACTING SKILLS?

USAMA JAVAID HAIDER

I once played the antagonist in a play with Tamasha Theatre. The experience was very good. There's a woman, Zahra Rubbani, who might be the organizer or something similar.

IN CONVERSATION WITH

She praised me highly and even invited some of her foreign friends to watch my play in Karachi. That's how I got acquainted with Rasheed Azfar Shah, Kitty, James, and Elena. Later, Rasheed Azfar Shah contacted me for a lead role in his film "Gone," in which I played the character of a zombie. This film was inspired by Isaac Marion's novel, "Warm Bodies."

BNB: HOW DID THIS THEATER GROUP INFLUENCE YOUR ARTISTIC DEVELOPMENTS?

USAMA JAVAID HAIDER

Usama Khan Lodhi from Mad Mask Theatre (سرخا گھر) played a significant role in my growth as an artist. He introduced me to various forms of acting, and I learned a great deal from him. I truly admire his method of teaching me about theatre, film, and TV.

BNB: CONGRATULATIONS ON YOUR RECENT SHORT FILM "GULABO RANI" WITH USMAN MUKHTAR. CAN YOU TELL US ABOUT YOUR ROLE IN THE FILM AND YOUR EXPERIENCE WORKING ALONGSIDE USMAN, WHO HAS WON SEVEN INTERNATIONAL AWARDS?

USAMA JAVAID HAIDER

Honestly, I don't hold much regard for TV actors, perhaps because they don't seem to truly embody the essence of acting on television. Usman Mukhtar is an exception, though his talent is still something I can't fully comprehend. I find him truly inspiring.

When I first met Zaheer ud din Ahmed on the set of the film "Chikar," I told our director that I had seen Usman on TV and didn't think he was a good actor. However, my opinion changed when I saw his performance in the film and watched some of his earlier characters in short films like "Aski" and "Bench". He is undoubtedly one of the greatest actors we have in Pakistan. Unfortunately, the industry seems to stifle their artistry by casting them in trivial TV dramas.

Personally, I'm a fan of Usman Mukhtar both as a film actor and a filmmaker. His decision to cast me in his film was the most surprising event that has happened to me. He's currently working on "Umro Ayyar", which already appears to be a blockbuster hit, and I am eagerly anticipating its release.

In my view, Usman Mukhtar is the only person capable of revolutionizing cinema without exposing the country's adverse conditions and problems to international media, platforms, or film festivals. He will make history - just wait and watch.

BNB: TRANSITIONING FROM THEATER TO THE SILVER SCREEN CAN BE CHALLENGING. HOW DID YOU ADAPT YOUR ACTING SKILLS TO THE MEDIUM OF FILM, AND WHAT WERE SOME KEY DIFFERENCES YOU ENCOUNTERED?

USAMA JAVAID HAIDER

Never feign acting, whether it's in theatre, TV, or film. There's no significant difference between theatre and film. If you manage to master theatre, you can venture into any form of art - painting, singing, dancing, acting, directing, writing, or any other art form in existence.

BNB: WHAT FUTURE PROJECTS OR ROLES ARE YOU EXCITED ABOUT, BOTH IN THEATER AND ON-SCREEN?

USAMA JAVAID HAIDER

I am extremely excited about this film, directed by Rashid Azfar Shah and presented by Red Studios Hollywood. The film is expected to debut on international streaming platforms later this year.

BNB: CAN YOU SHARE ANY ADVICE OR TIPS FOR ASPIRING ACTORS WHO WANT TO MAKE A MARK IN BOTH THEATER AND FILM INDUSTRIES?

USAMA JAVAID HAIDER

Here's some advice for all aspiring actors or those who want to pursue acting. If you are wealthy and good-looking, you can easily become an actor in Pakistan. However, if you are not as fortunate, brace yourself for a struggle. Start by building your wealth and then begin producing your own work. One day, the giants of the award scene will recognize your talent and present you with an accolade simply because you are a sensation among the youth at that time. Avoid shortcuts to fame, like TikTok or any other quick routes, because the faster you gain fame, the quicker it fades.



WINNER BEST ACTOR

**Bucharest
ShortCut
CineFest**



Usama Javaid Haider

MURAKAMI



KAFKA
ON THE SHORE

VINTAGE

BOOK REVIEW

EDITION ELEVEN | 25

KAFKA ON THE SHORE

HARUKI MURAKAMI

"Kafka on the Shore" by "Haruki Murakami" is one of the most mind cudgling and unpredictable book full of uncertain situations. This book leaves a reader with a lot of questions unanswered in the end. As the book itself says "The process of writing is important. Even though the finished product is meaningless". The plot is quite surrealistic, mythic, psychologic, magically realistic, a bit of gothic, more of suspense, full of riddles, unbounded to Time and age, enriched with Literary discussions and musical analysis, esoteric, seductive, tragic and philosophical at the same time.

This book is a bunch pack of characters with every one having its own intriguing role to play. The story opens with a fifteen year old boy named as "Kafka Tamura", who leaves his home in Tokyo in order to escape from his father's oedipal prophecy. Kafka doesn't know about his mother and sister, who have left home during his childhood. Kafka stops at Takamastu in the Kamoura Memorial library and befriends Oshima, library assistant and a transgender. Kafka falls in love with Miss Saieki who is 50 years old and the owner of library. Nakata, a man not so bright but talks with cats having mystic powers and a sleeping master is sixty years old. He has lost his memory and self confidence because of his childhood experience in Yamanashi prefecture. He is also hitch hiking towards Takamastu Kamoura library after killing Jhonnie walker with the help of Hoshino, a driver.

Sakura is another character who meets with Kafka on the bus and Kafka doubts her as his elder sister and Miss Saieki as his mother. The talking cats, falling of leeches and fish from the sky, the entrance stone, the creeping of white sticky creature, Timeless forest, Jhonnie walker eating cat hearts and collecting their souls to make a flute, character of colonel Sanders as a concept, the ghost of living miss Saeki, This book is all about the description of life as a metaphor, because every character is in his /her own variety of solitude and in a tugging war of conscious and unconscious states of mind. Every character seem to describe his/her self by referring to another. Every one seems to be connected but the end is all absurd and discreted.

Iqra Aziz, a true Pakistani by heart and soul. M. Phil in English Literature, Editor of the book "HR with Heart" authored by Arfa Farooqi." An Azid book reader who has worked for - The Meraki Magazine as a staff writer



ECHOES OF UNVOICED PAIN

Ieshaa

All alone with my sorrows
I thought of what they said
In every language I found
Every sort of my wounds

In Urdu they said,

رنج سے خوگر ہوا انسان تو مٹ جاتا ہے رنج
مشکلیں مجھ پر پڑیں اتنی کہ آسار ہو گئیں
(When a person is habitual of sorrows, they disappear
Many difficulties fell upon me that it became easy)
Mirza ghalib

In English they said
Our backs tell stories
no books have the spine to carry
Rupi Kaur

In Farsi they said,

از درون من نجست اسرار من
(None sought out my secrets from within me)
Jalal-ud-din Rumi

In Arabic They said,

أنا المُسافرُ داخلي وأنا المُحاصرُ بالتناقضات
(I travel within myself, besieged by contradictions.)
Mahmud Darwish

Every language described every part of me
Broken, unhealed, unshielded

Yet I found no language
I found no word
Neither a statement
That could explain me and my pain

Iesha has been a phenomenal poetess and has served as a regular Contributor at Bornnbrewed. Pursuing her passion as a lawyer to be, she has been a remarkable spokes person recently.



LOVE AT FIRST SIGHT

Bakhtawar Syed

Love at first sight?
Does it feel right?
Walking across the streets
And seeing a face bright

Going in touch
Gives some delight
In the world of dreams
Spending day and night

Time turns around
Uncrossing the fingers tight
Love becomes toxic
Life changes into fight

Tears in the eyes
Blur every sight
Lips start trembling
Prayers hard to recite

Only path you see
Leads you down from height
Is this love at first sight?
That grows
into anything but right!



Bakhtawar is an English lecturer and a researcher who has adopted writing as a hobby. As a regular contributor she has pen down many article for bornnbrewed and has continued her contribution as a poetess too.



UNWIND AND THRIVE CONQUERING WORKSTRESS

Kashvi Jal

In the whirlwind of workday strife,
Stress creeps in, affecting life.
But within this poem's gentle sway,
Find solace to ease stress away.
Breathe deep, embrace your inner grace,
Work stress won't dictate your pace.
You're resilient, strong, and wise,
With each challenge, you'll surely rise.
Remember, amidst the corporate grind,
Your well-being should be defined.
In self-care and balance, you'll find,
A sanctuary from work stress' bind.
So let this poem be your guiding light,
A reminder that you shine so bright.
Work stress may come, but you'll prevail,
With resilience, you'
ll surely sail.



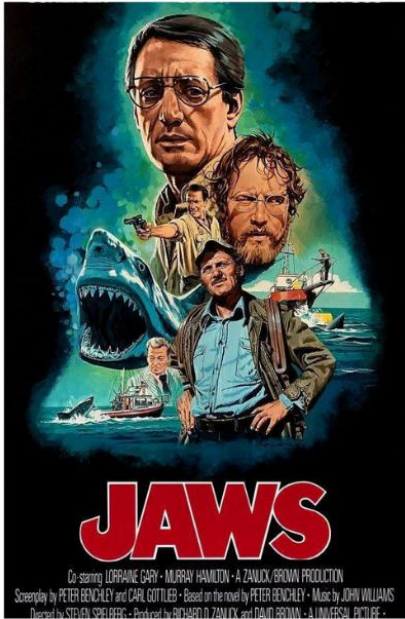
Bakhtawar is an English lecturer and a researcher who has adopted writing as a hobby. As a regular contributor she has pen down many article for bornnbrewed and has continued her contribution as a poetess too.

BEGINNING OF AN ERA: THE GENRE- DEFINING WORKS OF STEVEN SPIELBERG

As this year marks the 30th Anniversary of Steven Spielberg's hit Jurassic Park, one is reminded of the legacy that this man has created in five decades of his life as a producer, director, and movie mogul. Whenever one hears the term "Hollywood Blockbuster" or "Big Budget Film", Steven Spielberg is the only name that reverberates in our ears. This is precisely the reason he has secured many accolades including multiple Oscars to his name. His success is partly due to the fact that he keeps on experimenting with genres and other cinematic techniques. Ever since the beginning of his career, Spielberg has startled and gripped the cinephiles by producing a plethora of blockbuster hits including Jaws, Schindler's List, Indiana Jones and Amistad. Be it action, romance, history or adventure, Spielberg's artistic creativity knows no bounds.

Author
Hira Ali is a writer, an avid reader and a huge admirer of classic literature. She believes in the power of words and their capacity to communicate the incommunicable. She writes with this belief that thoughts have to be penned down and stories have to be passed on.

JAWS (1975): MAN VS SEA



Jaws created a huge media blitz on its release in June 1975. The film earned millions of dollars in its first few months despite the views of some critics who found the movie akin to an old science fiction film with nothing extraordinary in it. The sea in Jaws is at once a symbol of all that is beautiful and benign but at the same time, there is something malignant about it. It harbors dark secrets, devours anything that comes its way, and danger lurks beneath the glaring surface. The archetypal image of the sea as uncontrollable and potentially powerful is cemented throughout the movie as the camera positions signify imminent danger. However, the movie is not only about a bloodthirsty shark attacking people one after another but contains a deeper message. Nigel Morris believes that the most disturbing image is not of a shark attack but “a long-angle shot in the surf of an apparently lifeless elderly man who has been trampled by his fellow swimmers and is being dragged out of water.” Morris’ view aligns with that of Molly Haskell’s who believes that “Spielberg delights in showing us humanity- a kind of lynch mob perennially in the making at its worst.”

JURASSIC PARK (1993): CGI AND ANIMATION

The film’s clip of Dr. Alan Grant (Sam Neill) removing his sunglasses to gawk at a dinosaur is perhaps the best way to sum up the reaction of the audience left stunned by the spectacle of true-to-life dinosaurs as they appeared on the big screen for the first time. Though it wasn’t the first time that dinosaurs and other beasts had graced the big screen but Spielberg pushed the boundaries further to produce Jurassic Park – a film that revolutionized the industry and paved the way for other productions that featured beasts and monsters of all shapes and sizes.

Spielberg’s film takes us to the Mesozoic era, a world where brachiosaurs and gallimimuses roam freely. While the characters are enthralled as they look at the cloned dinosaurs that Hammond shows them, the audience’s amazement is no less as they witness the computer-generated dinosaurs and applaud their semblance to reality. The ominous music, clueless characters surrounded by darkness, and the loud thudding sound of an unseen dinosaur; all add to the existing aura of fear and suspense. On its release in 1993, the film became an immediate success and became one of the highest-grossing films ever at that time and received very positive reviews from movie critics. It won’t be wrong to say that Jurassic Park was far ahead of its time as it announced the arrival of CGI creatures was the beginning of a new era of fantasy filmmaking.



SCHINDLER'S LIST (1993): THE VISIBLE DARKNESS



Spielberg started working on the project after much reluctance and brooding. Unlike his other big-budget films, *Schindler's List* had a modest budget. Spielberg wanted to shoot it like a documentary and made it black and white not only to give it a feel of documentary footage of the era but to give it a timeless quality as well. The film revolves around Oskar Schindler, a German businessman who saved more than a thousand refugees from the Holocaust by making them work in his factories during World War II. The same Schindler whose only motive, in the beginning, is to earn money has a change of heart and he decides to save as many refugees as possible. Hence the film emphasizes the change that one man can bring.

Though the movie is shot in black and formal, there are a few instances when Spielberg allows color to seep through the darkness. In one scene, Schindler looks at a little girl wearing a red coat. The girl's bright red coat stands in stark contrast against the dark and dreary background and leaves a lasting impression on the audience. Moreover, Schindler's transformation is gradual rather than abrupt or epiphanic. The transformation that starts with Schindler looking at a little girl walking in a red coat is complete when he sees her dead body during the liquidation scene. Besides the remarkable storyline, the dialogues, cinematography, and characterization all join to make it an impeccable motion picture experience.

LIGHTS, CAMERA, ACTION

To wrap it up, Spielberg's movies are inarguably impressive and one cannot debate over the success of his movies because the audience gave its verdict long ago. His other best works include *The Terminal*, *Catch Me If You Can*, *War Horse*, and *The BFG*. Be it drama, comedy, adventure or crime, Spielberg's films have it all.

"All good ideas start out as bad ideas, that's why it takes so long"

Steven Spielberg

BORN N' BREWED

BORN WITH A PEN BREWED WITH TIME

DARE TO AUTHOR A STORY THAT MAKES THE PEN SING AND THE PAPER LIVE. FOR SUCH IS THE POWER OF THIS KIND OF STORY THAT ONE PAGE READ WILL LEAD TO A HUNDRED LIVES CHANGED.

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