



## MARKET

Pakistan, with a population of 160 million, is the second largest Muslim nation in the world after Indonesia. The majority of Pakistani citizens are heavily dependent on agriculture for employment. Despite a steady expansion of the industry during the 1990s, Pakistan's economy remains dominated by agriculture. In 1998, agriculture engaged 47 percent of the labour force and accounted for 24 percent of the gross domestic product as well as close to 70 percent of export revenues. Pakistan also gained prominence in 1998 after becoming the first Muslim country to become a nuclear state when it tested five nuclear devices.

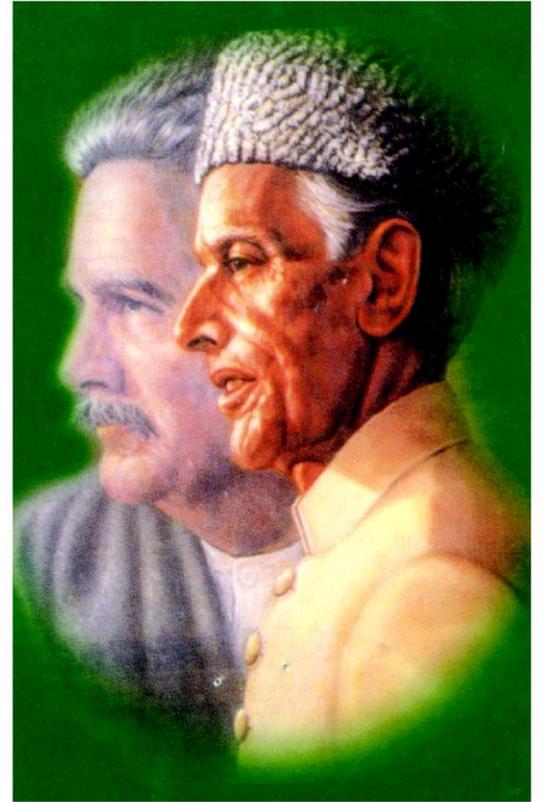
Due to pressure from national and international organisations, the trend is toward greater press freedom and democracy. Although the Government has been the press's largest advertiser, the privatisation of major industries and banks is causing it to lose its control over the press. The Government is now attempting to counter this trend by enforcing new restrictions.

Nawa-i-Waqt Group is the oldest and most influential newspaper publishing house in Pakistan. Circulation in Urdu consists of Nawa-i-Waqt, weekly magazines such as Family Magazine, Nidai

Millat, and monthly children's magazine, Phool. In English, there is The Nation daily under the Editorship of Mr. Arif Nizami. Mr. Majid Nizami is the Group Chief Editor and Managing Director. The group has recently launched its TV channel by the name of WAQT News TV, an independent channel, which promises to provide most up-to-date news from within Pakistan and around the globe as well as impartial and frank discussion on current affairs.

## ACHIEVEMENTS

Nawa-i-Waqt holds a prominent place, with a circulation of 500,000 throughout Pakistan. The Nation is part of the Nawa-i-Waqt Group and thus belongs to the oldest newspaper tradition in the country, which started publication when Hameed Nizami founded Nawa-i-Waqt soon after the Pakistan Resolution was passed on 29th March 1940. The Nation is internationally the most quoted Pakistani English newspaper. This is the result of efforts by a professionally skilled and highly motivated editorial team, backed up by state-of-the-art information technology, a huge network of correspondents at home and abroad, and an excellent syndication and wire service network.



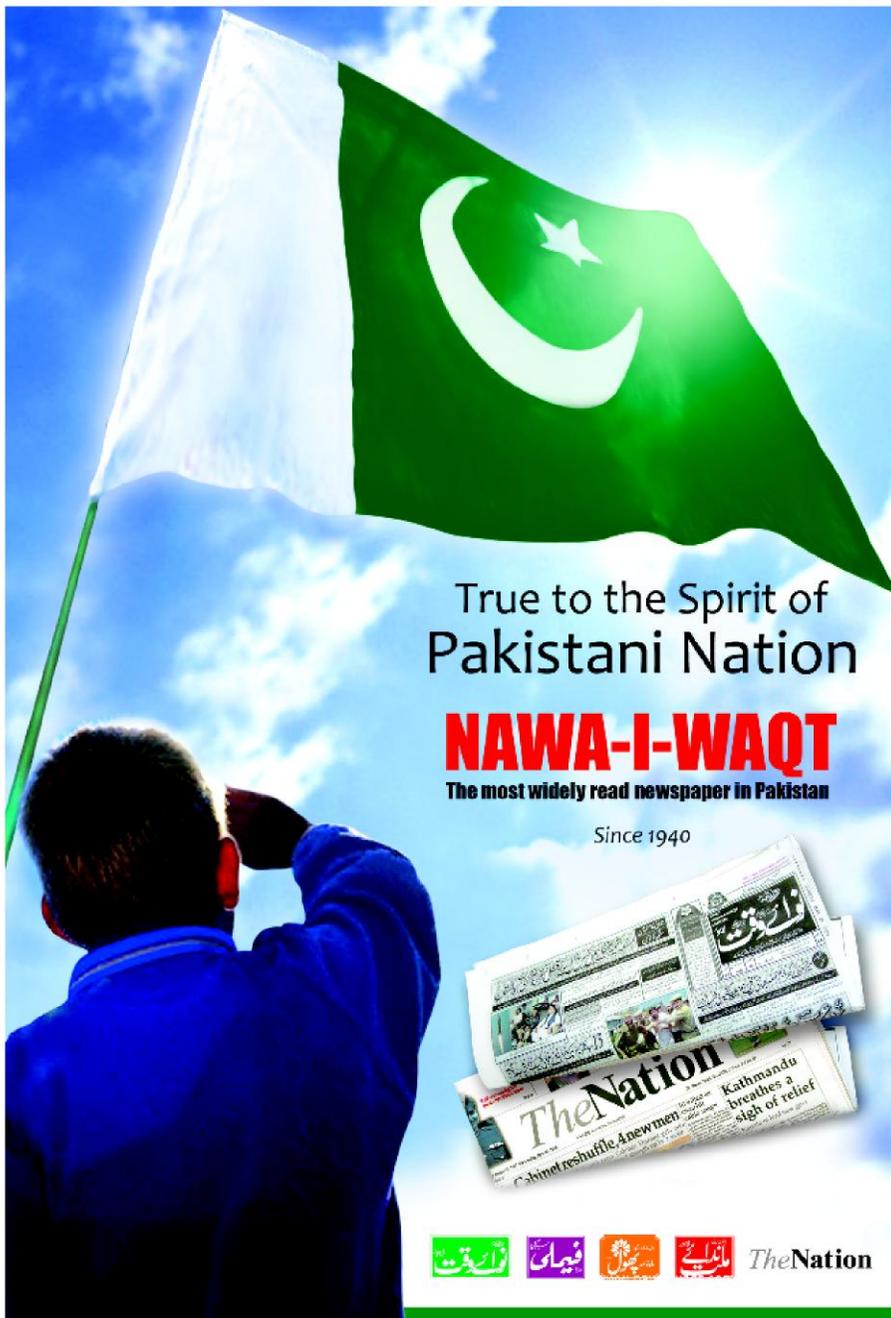
## HISTORY

Nawa-i-Waqt is an Urdu language daily newspaper of Pakistan. The tradition set by its founder has been continued by his brother, Mr. Majid Nizami. The founder editor was Mr. Hameed Nizami, then a student of Islamia College, Lahore. On 15th December 1942 the fortnightly was turned to a weekly and finally to a daily on 19th July 1944, according to the desire of Quaid-i-Azam Muhammad Ali Jinnah. He wanted an Urdu daily to highlight and act as torchbearer for the Muslim League and the Pakistan Movement. Since its inception, Nawa-i-Waqt adhered to the Two-Nation Theory and ideology of Pakistan as laid down by Allama Iqbal, thinker of Pakistan and Quaid-e-Azam Muhammad Ali Jinnah, founder of Pakistan. Apart from the main news events on the cover pages, the newspaper provides separate sections for city, national, sports, foreign, commerce, showbiz and business news.

The year 1940 was something of a landmark in the life of Hameed Nizami who was also a founder president of Muslim Students Federation. He launched his fortnightly paper called Nawa-i-Waqt from Lahore on 29th, a newspaper with which his name will remain associated forever. 15th December 1942 the Nawa-i-Waqt became a weekly newspaper. Later, on 19th July 1944 it was converted into a daily paper with a prayer and message from Muhammad Ali Jinnah, founder of Pakistan. Hameed Nizami made Nawa-i-Waqt,



The Nation



is a unique organisation that imparts professional training to journalists by holding lectures, discussions and seminars so that the professional capacity and commitment of the journalists is built-up in the finest tradition of journalism.

For the past 47 years, Mr. Majid Nizami has ensured that Nawa-i-Waqt remains a flag-bearer of Pakistani ideology as well as a highly respectable newspaper that always tells the truth in an impartial and honest manner. Mr. Majid Nizami is a great philanthropist and humanist who has established many relief

and has a special position in Pakistan's media, as the most respected publication in English having firm and constructive views and excellent news coverage.

Its editorials are acknowledged as the boldest and most influential in the country, with a wide variety of opinions expressed by top columnists and prominent political and business leaders of Pakistan. The Nation has a separate On Campus edition for the new generation of Pakistanis, while its Sunday package comprises the Review, which covers politics and society.

#### PROMOTION

The Nawa-i-Waqt Group enjoys a leading position as an opinion maker within the independent national media, both in news as well as views, on account of its forthright and bold approach to the tenets of Islam, the ideology of Pakistan and the Two-Nation Theory. For 69 years, Nawa-i-Waqt has attained the highest degree of credibility, entrusted by readers who hold key positions in the Government, the armed forces, agricultural fields, business and industrial circles and other intellectual professional fields. Nawa-i-Waqt is now an established and accepted symbol of unity and strength in Pakistan.

The Nawa-i-Waqt Group has also held a number of book fairs, educational fairs, property expos, teletex exhibitions and successful job fairs.

#### BRAND VALUES

The greatest brand value of the Nawa-i-Waqt Group is their trend of being critical of the wrong policies of today and tomorrow. The group has been conducting strong debates and seminars regarding national and international issues. The Nawa-i-Waqt group has evolved its positioning statement to keep its publications contemporary while retaining its core mission: to empower its readers through its content. Both the English and Urdu newspapers of the Nawa-i-Waqt group provide a unique perspective to the news. It not only addresses the 'where' and 'what' of the story but also the 'how' and 'why' of it. The brand's task is to deliver this promise consistently to the growing and relevant target groups. Furthermore, the Nawa-i-Waqt Group has always promoted national unity, integration and truth in all aspects in the supreme interest of Pakistan. It firmly believes in the independence of press and media, both print and electronic.

[www.nawaiwaqt.com](http://www.nawaiwaqt.com)

despite all its limitations, a powerful newspaper for the cause of the Muslim League and the Pakistan Movement. He was a clear headed, methodical and devoted journalist. He rendered a lofty service for the cause of Pakistan during the entire period of the Pakistan Movement and, later, for the stability of Pakistan. He was a strong spokesman of democracy in the country. The first Martial Law of 1958 greatly hurt him. This proved fatal for his life and he departed in February 1962.

During 1954-62, Mr. Majid Nizami was pursuing higher studies in Law and Journalism in the UK while also working as Chief Correspondent for Nawa-i-Waqt in the UK. He became Editor of Nawa-i-Waqt in 1962 following the death of his elder brother, Mr. Hameed Nizami. Mr. Majid Nizami is the longest serving Editor of any newspaper in Pakistan. Under his able leadership, Nawa-i-Waqt has expanded to an eminent and most influential group of publications including an English Daily called The Nation, two weekly magazines and a monthly magazine for children. He has also established the WAQT News TV Channel, which is rated among the top TV Channels of Pakistan.

Furthermore, Mr. Majid Nizami is also the founder of the Press Institute of Pakistan, which has been operating under the Nawa-i-Waqt Group for the last 18 years. The Press Institute of Pakistan

funds to provide succour to poor and needy Pakistanis within the country as well as those stranded in Bangladesh. For his outstanding meritorious services, the government of the Islamic Republic of Pakistan has bestowed on him the awards of Sitara-e-Pakistan, Sitara-e-Imtiaz and also the highest civil award of the nation i.e. Nishan-e-Pakistan.

After graduating from UK in 2007, Ms. Rameeza Nizami, daughter of Mr. Majid Nizami, joined Nawa-i-Waqt Group as Chief Operating Officer of WAQT News TV Channel, which is running in full operation under her able supervision and command. She is also Managing Editor of the whole Nawa-i-Waqt Group of Publications. In 2008, she was elevated to the position of Deputy Managing Director of Nawa-i-Waqt Group.

#### PRODUCT

The Nawa-i-Waqt offers readers a buffet of content spread over a diverse range of interests. It contains everything from hard editorials and political analysis to the well-known column, 'Sar-e-Rahay', trend-related news reports and great investigative stories. After almost seventy years of its launch in the year 1940, the Nawa-i-Waqt is the most quoted and the most read newspaper of Pakistan. The Nation, which was started in 1986, is the English newspaper of the Nawa-i-Waqt Group

#### THINGS YOU DIDN'T KNOW ABOUT DAILY NAWA-I-WAQT

- Mr. Majid Nizami, editor of Nawa-i-Waqt, is the longest serving editor of any newspaper in Pakistan.
- Nawa-i-Waqt has a circulation of 500,000 throughout Pakistan.
- The group has recently launched its TV channel by the name of WAQT News TV.