

Magazine

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# by ASIAN BURG

*Thrive. Nourish. Connect*

Community Edition – May-2026

**Iran Unveiled a  
Timeless  
Civilization Forged by  
Resilience and  
Enduring  
Beauty.**



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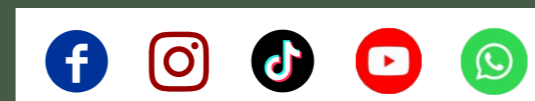
## About Asian Burg

Asian Burg is an independent digital media and knowledge platform dedicated to food, health, agriculture, nutrition, culture, lifestyle and public awareness. The platform aims to bridge the gap between scientific knowledge and everyday living by presenting credible, research-based and socially relevant content in an accessible format.

Founded with the vision of promoting informed choices and healthier communities, Asian Burg focuses on evidence-driven storytelling, expert opinions, public health awareness and cultural perspectives on food and society. The platform brings together nutritionists, academicians, policy practitioners, development professionals and young writers to create meaningful dialogue around contemporary challenges.

Through its digital magazine, social media platforms, website and multimedia content, Asian Burg engages an audience that includes students, professionals, researchers, health conscious, readers and community as a whole across the globe.

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# Editorial Note

In this edition, we turn our attention to the questions that shape everyday life from what we eat and how we care for our bodies to the traditions we carry and the civilizations we often know too little about.

We open with health, because it is where most of us begin. Two pieces in our Health and Nutrition section address subjects that are widely misunderstood: the belief that calcium can only come from dairy and the quiet excess of sugar present in foods we rarely question. Both pieces offer clarity in place of assumption. We also look at summer not as a season to endure but one to navigate wisely.

With Eid ul-Adha approaching, we felt it important to address the health concerns that surround this occasion directly and honestly. Our special feature separates fact from fear, so that celebration and responsibility can go hand in hand.

Beyond our borders, we present Iran a civilization of extraordinary depth and resilience that deserves to be understood beyond its political reputation. And in our Faith and Society section, we explore the sacred communal gatherings of South Asia, reflecting on what they mean to the communities that keep them alive.

Through this range of stories, Asian Burg continues its commitment to writing that informs, questions and stays close to what matters. We hope this edition gives our readers something worth thinking about long after they have set it down.

# Preface

This issue of **Asian Burg Magazine** explores a world that is at once deeply familiar and quietly changing where the foods on our tables carry hidden consequences, where ancient traditions meet modern anxieties and where the civilizations we share this earth with remain far richer and more complex than the headlines suggest.

This edition seeks to bring those threads together. It looks at how everyday nutritional choices shape long-term health in ways most of us have never been told. It examines how summer, Eid and the rhythms of the season place real demands on the body and the household alike. It travels to Iran a civilization of extraordinary depth and returns home to the sacred gatherings of South Asia, asking what endures, what is at risk and what we stand to lose if we stop paying attention.

At its core, this magazine is not only about information but about understanding. Because knowing a fact and truly grasping what it means are rarely the same thing. What bridges that gap is context, honesty and the willingness to look more carefully at what we have long taken for granted.

Ultimately, this issue is guided by a simple conviction: that awareness is not the end of the journey it is the beginning of every meaningful choice that follows.

# Dairy-Free, Calcium-Rich

## How to meet your daily calcium needs — no milk required

Ali Ahmed Lagahari

Calcium is one of those nutrients we've all grown up hearing about usually tied to a glass of milk. But cutting out dairy does not mean compromising your health. With the right knowledge, a dairy-free diet can meet your calcium needs just as effectively.



### Why Calcium Still Matters

Calcium goes far beyond bone health. It enables muscle contraction, nerve signal transmission, and helps maintain a steady heart rhythm. Most adults require around 1,000 mg per day rising during adolescence and older age. When dietary intake falls short, the body draws calcium from bones gradually weakening them and raising osteoporosis risk<sup>1</sup>.

### Absorption: The Hidden Factor

Bioavailability determines how much calcium your body actually uses. Spinach, though rich in calcium, contains oxalates that dramatically reduce absorption. Kale, by contrast, offers calcium absorbed as well as or better than milk. Vitamin D is equally critical. Without adequate levels, even generous calcium intake is poorly utilized<sup>1</sup>. Fortified plant milks typically achieve absorption rates comparable to cow's milk.

*"A well-balanced dairy-free diet can meet calcium requirements just as effectively as one that includes dairy the key is knowing where to look."*

## Top Dairy-Free Calcium Sources

Food	Serving	Calcium (mg)	Key Benefit
Sardines (with bones)	100 g	~380	Highly bioavailable, excellent for non-vegetarians
Calcium-set tofu	100 g	~350	Complete protein absorption comparable to dairy
Fortified soy milk	1 cup	~300	Absorption rate similar to cow's milk
Fortified almond milk	1 cup	~300	Shake well before use
Kale (cooked)	1 cup	~180	Superior calcium absorption rate
Bok choy	1 cup	~160	Gentle on digestion low oxalate
White beans	1 cup	~160	High in fiber versatile in cooking
Dried figs	5 figs	~135	Naturally sweet portable snack
Amaranth (cooked)	1 cup	~115	Ancient grain gluten-free
Fortified cereal	1 serving	.....	Calcium Varies by brand check label
Sesame seeds / Tahini	1 tbsp	~90	Versatile condiment
Chickpeas	1 cup	~80	Base for many traditional dishes
Almonds	28 g (1 oz)	~75	Nutrient-dense snack

*Note. Values are approximate; fortification levels vary by brand and preparation.*

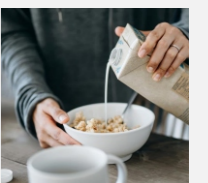
*Sources: NIH (2024)<sup>1</sup>; Shkemi & Huppertz (2022)<sup>3</sup>.*

### Practical Tips for Daily Intake

Spread calcium across meals—the body absorbs smaller amounts more efficiently than a single large dose.



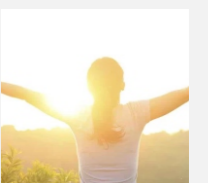
Add fortified plant milk to oats, tea, smoothies or cooking as an easy, consistent daily habit.



Choose kale, bok choy, and broccoli over spinach for better bioavailability due to lower oxalate content.



Ensure adequate vitamin D through sunlight or dietary sources it is calcium's essential absorption partner.



Vary your calcium sources daily rather than relying on a single food to meet your entire requirement.



# The Hidden Sugars in Everyday Foods

*Jaweria Nazeer*

## Introduction:

In modern times, with growing awareness about health and proper nutrition, many people believe that avoiding obvious sweets like candies, cakes and cookies is enough to maintain a healthy diet. However, this assumption is misleading. Sugar is often present in foods that do not appear sweet making it easy to consume excessive amounts unknowingly.

These unnoticed sugars, commonly referred to as hidden sugars are increasingly becoming a major concern for individuals aiming for a healthy lifestyle.

## What Are Hidden Sugars?

Hidden sugars are added sugars in food products that are difficult for consumers to identify due to their subtle presence. Unlike natural sugars found in fruits and milk, these sugars are added to enhance taste, texture and shelf life.

One major challenge is that food manufacturers often use alternative names for sugar making it harder for consumers to recognize them on labels. Even “low-fat” or “diet” foods may contain high amounts of hidden sugar to compensate for reduced flavor.

## Common Sources of Hidden Sugars

### 1. Breakfast Cereals

Many cereals marketed as healthy or high-fiber contain significant amounts of added sugar, especially flavored varieties.

### 2. Flavored Yogurt

Although yogurt is considered nutritious, flavored versions often contain added syrups and sweeteners, sometimes equaling dessert-level sugar.

### 3. Sauces and Condiments

Unexpected sources of sugar include:

- Ketchup
- Barbecue sauce
- Salad dressings
- Pasta sauces

### 4. Pre-packaged Snack Foods

Granola bars, protein bars, cookies and chips often contain added sugars like honey, syrups or chocolate coatings.

### 5. Beverages

Drinks are among the largest contributors to hidden sugar.

## Intake:

- Packaged fruit juices
- Energy drinks
- Flavored milk
- Smoothies
- Sports drinks

### Why Are Hidden Sugars Harmful?

Excessive consumption of hidden sugars can lead to several health issues:

#### 1. Weight Gain and Obesity

High sugar intake increases calorie consumption without essential nutrients leading to fat accumulation.

#### 2. Type 2 Diabetes

Excess sugar affects insulin function increasing the risk of diabetes.

#### 3. Cardiovascular Diseases

High sugar consumption is linked to increased blood pressure and inflammation.

#### 4. Dental Problems

Hidden sugars promote bacterial growth increasing the risk of cavities.

#### 5. Blood Sugar Instability

Rapid spikes and drops in blood glucose can cause fatigue, irritability and poor concentration.



## Different Names for Sugar

Manufacturers often disguise sugar under various names, such as:

Sucrose  
Glucose  
Fructose  
Maltose  
Dextrose  
Cane sugar  
Honey

Recognizing these names is essential for identifying hidden sugars.



## How to Reduce Hidden Sugar Intake

Reducing hidden sugar does not require eliminating all favorite foods just smarter choices:

### 1. Read Labels Carefully

Check ingredients and nutrition facts before purchasing.

### 2. Choose Whole Foods

Opt for fruits, vegetables and whole grains.

### 3. Limit Sugary Beverages

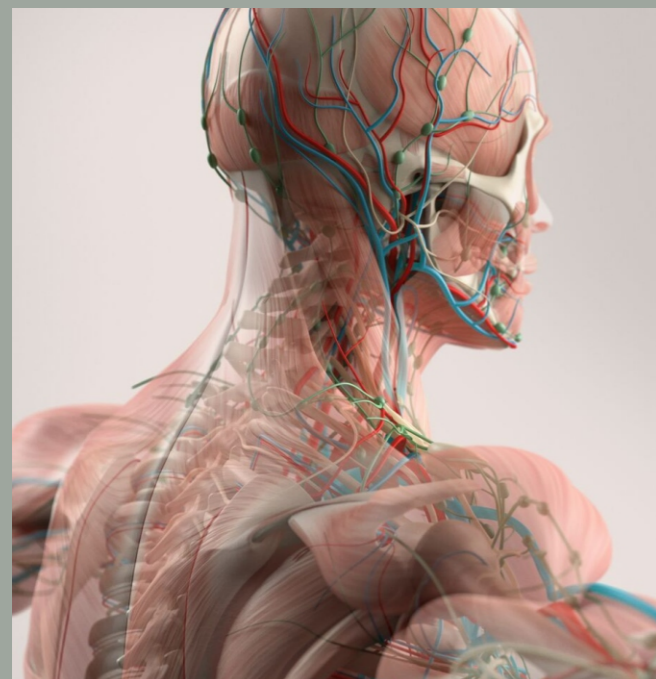
Replace sugary drinks with water or natural alternatives.

### 4. Avoid Highly Processed Foods

Processed items often contain more hidden sugars.

### 5. Cook at Home

Preparing meals yourself allows full control over ingredients.



## Effects on Human Physiology

Hidden sugars significantly impact the body:

**Obesity:** Excess sugar promotes fat storage, especially through fructose metabolism in the liver.

**Type 2 Diabetes:** Long-term intake reduces insulin sensitivity.

**Heart Disease:** Linked to high triglycerides and low HDL cholesterol.

**Brain Function:** High sugar intake negatively affects memory and learning.

**Mental Health:** Associated with mood swings and increased risk of depression.

**Metabolic Disorders:** Includes metabolic syndrome and non-alcoholic fatty liver disease (NAFLD).

## Health Advice

To reduce sugar intake:

Stay aware of daily eating habits

Make gradual dietary changes

Consult a nutritionist for personalized guidance

Pay special attention to beverage labels

Conclusion



Hidden sugars have become a widespread issue affecting all age groups. Avoiding visible sugars alone is not enough. Understanding where sugars are hidden and how to identify them is essential for maintaining a healthy diet.

Small, conscious changes such as choosing natural foods and reading labels can significantly improve long-term health. Awareness is the key to reducing hidden sugar consumption and achieving a balanced lifestyle.

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# Beat the Heat:

## Summer & Heatwave Tips

### HYDRATION

#### 1. Drink water before and feel thirsty

Thirst signals dehydration has already begun sip 250ml every hour



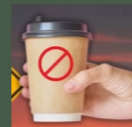
#### 2. Replace lost salt with nimbu pani or ORS.

Sweating strips sodium and potassium plain water alone isn't enough.



#### 3. Avoid caffeine and fizzy drinks in the heat.

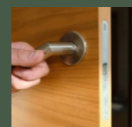
Both are diuretic they speed up fluid loss when you can least afford it.



### PROTECTION & ENVIRONMENT

#### 4. Stay indoors between 11am and 4pm.

Peak UV and heat intensity falls in this window schedule outdoor tasks for early morning or evening.



#### 5. Wear loose, light-coloured cotton clothing.

Dark, tight fabrics trap body heat white or light pastels reflect sunlight.



#### 6. Use SPF 30+ sunscreen reapply every two hours.

Sunburn impairs your skin's ability to regulate temperature worsening heat stress.



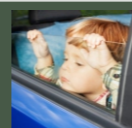
#### 7. Close curtains during the day, open windows at night.

Blocking sunlight keeps rooms up to 5°C cooler night air ventilates the heat out.



#### 8. Never leave children or elderly in parked cars.

Car interiors can reach 60°C within minutes fatal in under 10 minutes for small children.



### WARNING SIGNS — ACT IMMEDIATELY

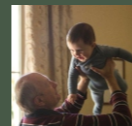
#### 9. Dizziness, confusion or stopping sweating = heat stroke.

Call emergency services immediately cool the person with wet cloths while waiting.



#### 10. Check on elderly neighbours and young children daily.

10. Heatwave fatalities are highest among the elderly and under-5s a simple check-in saves lives.



کچھ اس  
میں نیا  
گندم سے بنا!



# Eid-ul-Adha Drives Massive Informal Economy and Rural Wealth Transfer in Pakistan

*Munir Hussain Chopra*



Eid-ul-Adha in Pakistan represents one of the largest annual economic events generating an estimated Rs600–800 billion in just a few days with activity spanning livestock trade, rural incomes and industrial supply chains.

This massive economic cycle unfolds largely outside formal systems, driven by millions of households fulfilling a religious obligation while simultaneously stimulating nationwide financial activity.

## Scale of Economic Activity

Pakistan witnesses the sacrifice of approximately 7 million animals during Eid-ul-Adha, including cattle, goats, sheep and camels.

### Key estimates suggest:

- Total spending ranges between Rs600–750 billion.
- Around 80–85% of value comes from animal sales.
- The remaining share includes butchers, transporters and market services.

This level of private spending is equivalent to nearly half of Pakistan's annual development budget, occurring within just three days.

## Most transactions occur outside banking channels

- Livestock markets operate without formal documentation.
- Millions of workers (butchers, traders, transporters) remain unregistered.
- Despite this, spikes in cash circulation during Eid confirm the scale of economic activity, reflecting a parallel economy that functions independently of state systems.

## Rural Wealth Transfer Mechanism

- Eid-ul-Adha acts as a powerful urban-to-rural wealth transfer system.
- Around 90–95% of sacrificial animals are raised by rural households.
- Billions of rupees flow from cities to villages in a matter of days.

## Informal Economy Dominance

A defining feature of Eid-ul-Adha is its cash-based and informal nature making it difficult to fully capture in official economic data.

### Supply Chain Impact

The economic chain of Eid-ul-Adha includes multiple sectors:

- Livestock farmers and breeders.
- Traders and mandi (market) operators.
- Transport and logistics providers.
- Butchers and meat processors.
- Hide collectors and tanneries.

Each step generates income, making Eid a multi-sector economic engine powered by decentralized participation.

## Farmers receive a major portion of animal sale proceeds

This makes Eid one of the largest direct income injections into rural Pakistan, supporting livelihoods, debt repayments and household spending.

## Boost to Leather Industry

Eid-ul-Adha plays a crucial role in supporting Pakistan's leather export sector.

Around 25–30% of annual hides come from sacrificial animals

## These hides feed into the production of export goods

Pakistan's leather exports reached approximately \$800 million in recent years.

This positions Eid as a key supplier event for an important industrial and export segment.

## Food Distribution and Social Impact

Beyond economics, Eid-ul-Adha enables large-scale protein distribution across society.

- Over 500,000 tonnes of meat distributed nationwide.
- Meat shared among family, community and the poor.
- Functions as an informal social welfare system.
- This redistribution occurs without state intervention, driven purely by religious and social norms.

## Conclusion

Eid-ul-Adha is not only a religious festival but also a powerful economic phenomenon driving hundreds of billions of rupees in activity, sustaining rural livelihoods and supporting key industries.

It demonstrates how decentralized, faith-driven practices can generate large-scale economic impact, while also revealing the limitations of Pakistan's formal economic measurement systems.

## Structural and Policy Insights

The scale of Eid-ul-Adha highlights deeper realities about Pakistan's economy:

- The informal sector is larger than officially measured.
- Economic activity often operates beyond taxation and regulation.
- Lack of data limits effective policymaking.

**Experts suggest improved tracking through:**

- Livestock and sacrifice census systems.
- Standardized municipal waste and hide data.
- Monetary analysis of cash circulation.



# Opus

## Dil Walon ki CHOCOLATE



SCAN TO  
EXPLORE



# Iran Unveiled a Timeless Civilization Forged by Resilience and Enduring Beauty

*Rafia Batool*

When most people think of Iran, they imagine headlines conflict, tension and geopolitics. But that version barely scratches the surface. Iran is not just a country it is a living civilization, shaped by millennia of resilience, innovation and cultural depth.

To understand Iran is to move beyond perception and into place into its landscapes, its cities and the quiet endurance of its people.



## A Land of Extremes and Contrasts

Iran's geography defies simplicity. From scorching deserts to lush forests, from volcanic formations to ancient urban centers, the country exists as a study in extremes.

Take Hormuz Island, located in the narrow Strait of Hormuz one of the world's most strategically vital waterways. Despite its small size, the island is a geological marvel. Its red beaches, colored by iron oxide, are not just a spectacle but a way of life. Locals have used this mineral-rich soil known as golak for centuries in food, art and tradition.

Yet beauty here comes with fragility. Climate change and rising temperatures in the Persian Gulf are placing stress on marine ecosystems, while geopolitical tensions keep the region under constant watch.



## Isfahan: Where Architecture Meets Philosophy

Moving inland, the historic city of Isfahan reveals a different dimension of Iran one rooted in art, science and coexistence.

At its heart lies Naqsh-e Jahan Square, one of the largest public squares in the world. Here, the Shah Mosque stands as a masterpiece of geometry and acoustics. A simple clap beneath its dome echoes seven times an intentional design reflecting Islamic cosmology.

Just minutes away, the Vank Cathedral tells another story. Built for the Armenian Christian community, it blends Persian architecture with Christian iconography, symbolizing a centuries-old tradition of religious coexistence.

Yet even Isfahan faces modern challenges. The once-flowing Zayandeh River has dried up in recent years, a stark reminder of environmental change and water scarcity.



## Shiraz: The City of Poetry and Light

In the valley city of Shiraz, culture takes center stage. Known for its roses, poetry and spiritual depth. Shiraz has long been a symbol of Persian identity.

The Nasir al-Mulk Mosque often called the “Pink Mosque” transforms sunlight into a moving canvas of color each morning. Stained glass windows cast shifting patterns across Persian carpets, turning architecture into an experience of light and time.

Nearby, the tomb of the poet Hafez draws visitors seeking answers to life's uncertainties. His verses, written over 600 years ago, are still treated as guidance proof that in Iran, the past is never truly gone.

## Persepolis: Power Without War

In the arid plains of Fars Province lie the ruins of Persepolis, once the ceremonial capital of the Achaemenid Empire.

Unlike many ancient monuments, its carvings do not depict conquest or violence. Instead, they show representatives from across the empire bringing gifts each rendered with remarkable individuality.

This philosophy is echoed in the Cyrus Cylinder, often regarded as the world's first declaration of human rights. Together, they present a vision of power rooted not in domination, but in respect and diversity.



## Yazd: Engineering Survival in the Desert

Few places demonstrate human ingenuity like Yazd, one of the oldest continuously inhabited cities on Earth.

Located between two deserts, Yazd receives minimal rainfall and endures extreme heat. Yet its traditional wind towers (badgirs) cool homes naturally, using airflow and clever design no electricity required.

Equally remarkable is the city's spiritual coexistence. Here, Zoroastrian fire temples where flames have burned continuously for over 1,500 years exist alongside mosques, reflecting a long history of religious tolerance.

## Tehran: Modern Complexity and Hidden Fragility

Iran's capital Tehran, represents the country's modern face a sprawling metropolis of over 15 million people.

It is a city of contrasts: wealth and industry, tradition and modernity, beauty and strain. Beneath its surface lie multiple fault lines, making it one of the most earthquake-prone major cities in the world.

Yet within places like the Golestan Palace, Iran's artistic brilliance shines. Its Hall of Mirrors transforms a single light source into a dazzling display symbolizing a cultural belief in distributed beauty and shared illumination.

## Living with the Land: Kandovan and Bam

In the village of Kandovan, people still live inside volcanic rock formations, their homes naturally insulated against extreme temperatures. Unlike similar sites elsewhere, these dwellings have never been abandoned they remain part of daily life. Further south, the ancient city of Bam tells a story of destruction and renewal. After a devastating earthquake in 2003, which claimed tens of thousands of lives, the city has been painstakingly rebuilt using original materials. In Iran collapse and reconstruction are not exceptions they are a recurring rhythm.



## Kashan and Masuleh: Hidden Beauty and Social Harmony

In Kashan, traditional homes conceal intricate interiors behind simple walls a design born from centuries of protecting wealth along trade routes. Beauty here is private, not performative. Meanwhile, the mountain village of Masuleh offers a unique architectural solution rooftops serve as streets for the homes above. This design creates a living, physical expression of community trust and interdependence.

## A Civilization Built on Resilience

Iran's story is not one of ease or stability. It is a story of adaptation of learning to live with earthquakes, deserts, political shifts and environmental pressures. Across its landscapes and cities, a single theme emerges resilience through understanding. Rather than resisting nature or time, Iran's civilizations have learned to work with them.

## Why Iran Matters Today

As the modern world faces climate change, resource scarcity and uncertainty, Iran's history offers valuable lessons. It shows that survival is not about control it is about balance. Not about permanence but about the ability to rebuild, adapt and endure. Iran is not just a place shaped by history. It is a place that teaches how to live through it.



# Tea Time

## Egg & Milk Cookies



**BAKED WITH LOVE,  
ENRICHED WITH EGG & MILK**

# Where Faith Meets Fellowship: The Sacred Gatherings of South Asia

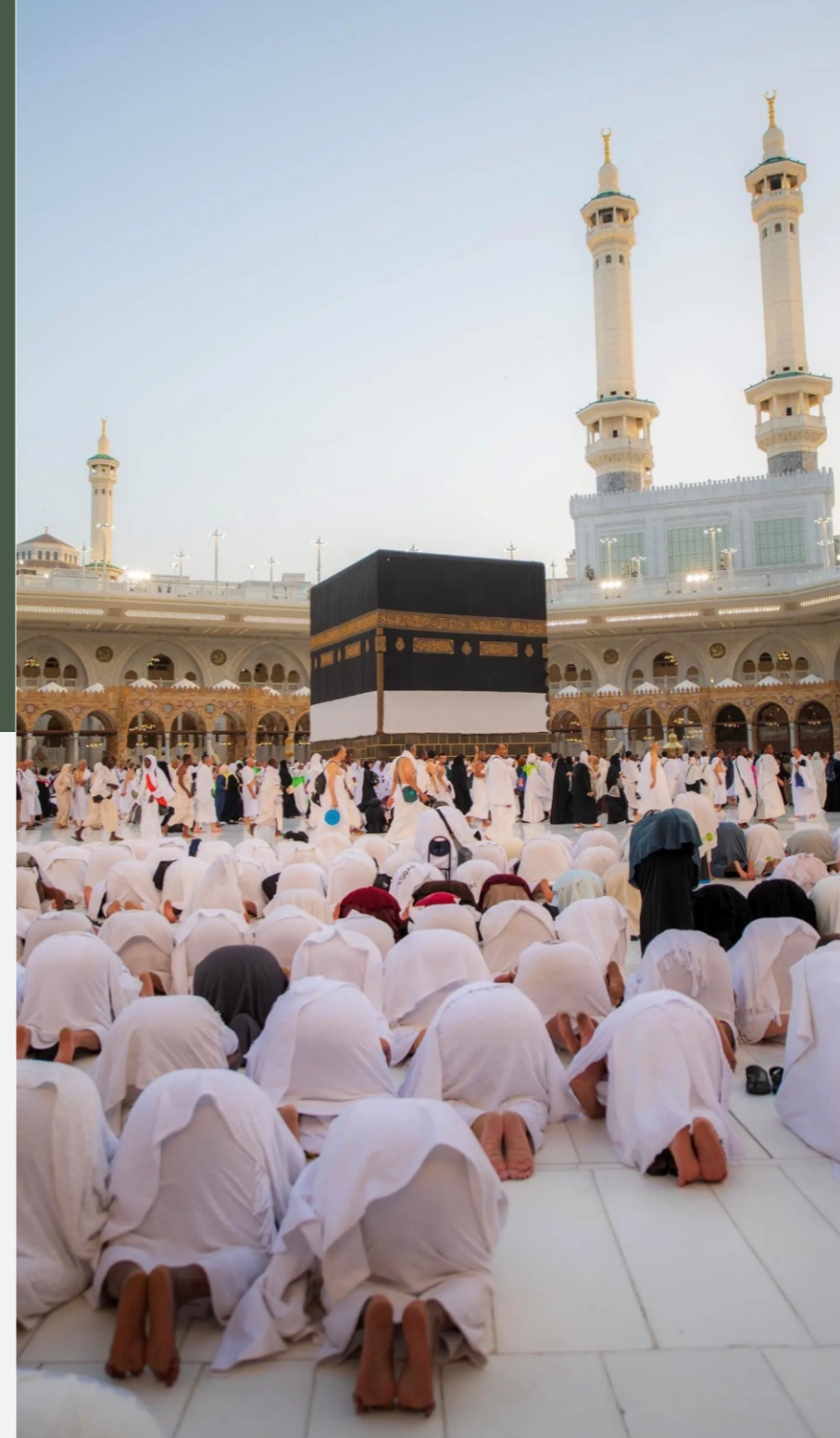
*Khalid Masood*



Religious events and congregations stand at the heart of human experience, where faith meets fellowship and the soul finds a sense of belonging beyond the self. In these sacred moments, people come together in a shared rhythm of devotion, seeking solace, expressing gratitude and holding onto hope. They offer a pause from the noise of everyday life, inviting reflection, renewal and a deeper connection with values that truly matter: compassion, humility, unity and moral strength.

More than rituals, these gatherings weave individuals into a collective spirit, nurturing empathy, preserving traditions and passing on wisdom across generations. In times of uncertainty, they become a refuge, offering comfort, resilience and a quiet assurance that light endures even in darkness. In their essence, religious congregations are powerful expressions of humanity's timeless quest for meaning, purification and a profound connection with the Divine.

The following are the significant religious events of South Asia, highlighting the practices and spiritual essence they embody.



## Islam: Hajj and Eid al-Adha

The Hajj represents one of the most profound spiritual journeys in Islam. Millions of believers travel to Mecca, entering a state of purity and simplicity that emphasises equality and humility. Through a series of sacred rituals performed collectively, pilgrims seek forgiveness, spiritual cleansing and a renewed sense of purpose, experiencing a powerful unity that transcends social and cultural differences.

Following this, Eid al-Adha is observed with congregational prayers that bring communities together in gratitude and devotion. The central practice of Qurbani symbolises obedience and the willingness to give for a higher purpose. The distribution of meat among family, relatives and the less fortunate reinforces compassion, generosity and social responsibility.

## Buddhism: Buddha Purnima (Vesak)

This sacred observance honours the life and teachings of Gautama Buddha through reflection and devotion. Devotees gather in monasteries and sacred sites for collective prayers, chanting and offerings of light. Meditation remains central, encouraging inner peace and mindfulness, while acts of charity and kindness reflect the core values of compassion and detachment.





## Hinduism: Char Dham Yatra and Vaishakha Purnima

The Char Dham Yatra is a spiritually significant journey undertaken with deep devotion. Pilgrims travel through challenging mountainous paths to reach sacred shrines believing that this act of pilgrimage purifies the soul and brings them closer to spiritual liberation.

Vaishakha Purnima is marked by large gatherings at sacred rivers such as the Ganges, where devotees perform ritual bathing and prayers. This act symbolises the cleansing of sins and the renewal of faith and spiritual strength.

Together, these observances beautifully reflect the spiritual richness of South Asia, where diverse traditions converge in their pursuit of purity, devotion and inner peace. Though expressed through different rituals, they share a common essence guiding individuals toward compassion, humility and a deeper moral awareness.

*In their quiet power, these gatherings remind us that faith is both a personal and collective journey. They bring hearts together, strengthen the bonds of humanity and illuminate a path toward hope, harmony and enduring spiritual fulfilment.*



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# Aam Panna (Raw Mango Cooler)

Serving:  
2 Person

A tangy, cooling Pakistani summer drink made from raw mangoes — great for beating the heat and preventing heatstroke.



## Ingredients

- 200 grams raw green mango (boiled & pulp scooped)
- 400 milliliters water
- 1 tablespoons honey or jaggery (gur)
- 0.5 teaspoons roasted cumin powder (zeera)
- 0.3 teaspoons black salt (kala namak)
- 10 grams fresh mint leaves (podina)
- 6 grams ice cubes

## Method

- **Boil the mango:** Boil 200 grams raw green mango (boiled & pulp scooped) whole in water for 15–20 minutes 20:00 until soft. Let it cool, then peel and scoop out the pulp.
- **Blend:** Add the mango pulp, 400 milliliters water, 1 tablespoons honey or jaggery (gur), 0.5 teaspoons roasted cumin powder (zeera), 0.3 teaspoons black salt (kala namak), and 10 grams fresh mint leaves (podina) into a blender. Blend until completely smooth.
- **Chill & serve:** Pour over 6 grams ice cubes in tall glasses. Garnish with a mint sprig and a pinch of zeera. Serve immediately.

### Note:

Calories per serving (~1 glass): ~75 kcal  
 Raw mango pulp (100g): ~60 kcal | Honey (½ tbsp): ~30 kcal | Mint & spices: ~5 kcal (Based on USDA FoodData Central values)

## Health Benefits

- Prevents heatstroke — raw mango is rich in electrolytes (potassium, sodium) lost through sweating
- Aids digestion — zeera and kala namak stimulate digestive enzymes
- Boosts immunity — high in Vitamin C (~36mg per 100g per USDA)
- Hydrating — keeps the body cool and replenishes fluids in Pakistan's 40°C+ summers



EVERY GREAT MEAL  
STARTS WITH  
*achha*



# Mint Lassi (Podina Lassi)

Pakistan's beloved yogurt-based summer drink — thick, cold, and nourishing. A natural probiotic that cools the body from within.

**Serving:  
2 Person**

## Ingredients

- 240 grams plain low-fat yogurt (dahi)
- 300 milliliters cold water
- 15 grams fresh mint leaves (podina)
- 0.3 teaspoons roasted cumin powder (zeera)
- 0.3 teaspoons black salt (kala namak)
- 1 teaspoons honey (optional, for sweetness)
- 6 ice cubes

## Method

- Add ingredients to blender: Add 240 grams plain low-fat yogurt (dahi), 300 milliliters cold water, 15 grams fresh mint leaves (podina), 0.3 teaspoons roasted cumin powder (zeera), 0.3 teaspoons black salt (kala namak), and 1 teaspoons honey (optional, for sweetness) into a blender.
- Blend until frothy: Blend on high for 45–1 minute 01:00 until frothy, smooth, and mint is fully incorporated.
- Adjust & serve: Taste and adjust salt or honey. Pour over 6 ice cubes in tall chilled glasses. Garnish with a mint leaf and pinch of zeera on top.

### Note:

Calories per serving (~1 glass): ~95 kcal  
 Low-fat yogurt (120g): ~75 kcal per USDA  
 | Honey (½ tsp): ~10 kcal | Mint & spices: ~5 kcal  
 (Based on USDA FoodData Central — Plain low-fat yogurt: 63 kcal/100g)



## Health Benefits

- Probiotic powerhouse — yogurt contains live cultures that improve gut health and immunity
- Natural body cooler — dahi has cooling properties that lower internal body temperature
- Calcium-rich — ~207mg calcium per 100g (USDA), supports bone strength
- Energy replenishment — protein (3.5g/100g) and electrolytes restore energy after sweating
- Reduces fatigue — commonly consumed in rural Pakistan after long hours of outdoor work in summer

# In Conversation

## With Pj Mir

### key Highlights

**Q: You played a pivotal role in the friendship between Imran Khan and Nawaz Sharif tell us how that came about.**

Nawaz always had a passion for cricket. He would book grounds at Klasseen and Birds Institute and we ran the Ittefaq Cricket Club together. He even paid 150 rupees a month to the best players serious money at the time. Our star bowler was Arif Butt, who had played for Pakistan in the 1960s but he was always late. One day Nawaz said, "Get him a Vespa." I said he couldn't afford one. Nawaz handed me 25,000 rupees on the spot. Arif bought the Vespa and was never late again.

As for Imran both he and Nawaz practiced at Bagh-e-Jinnah. One evening after practice, Nawaz and I were driving near Gulberg Fawaray Wala Chowk when Imran's car pulled up alongside. I called out to him, told him we were heading to Liberty for juice. He joined us. That was it a chance moment, a glass of juice, and a friendship began.

**Q: From hitting fours and sixes on the cricket ground how did you find your way into journalism?**

I always say that cricket opened that door for me. I scored 88 playing against Sri Lanka in Rawalpindi and that innings, as it turned out, changed more than just the scorecard. Two of my friends, Habib and Tariq Rahim a well-known lawyer were doing commentary at the time. They pulled me in. PTV was the only channel then and that is where it all began. The questions, the answers, the conversations much like the one you and I are having right now. An interest developed naturally and before I knew it, I had stepped fully into the world of broadcasting. I started with commentary and from there I moved into television.

**Q: There is a wonderful story behind the name PJ Mir how did Pervaiz Javed Mir become PJ Mir?**

It happened at the very first World Cup I played for Pakistan and I owe it entirely to the great Richie Benaud. One evening, after our match

against the West Indies, Richie kept calling me "Pawe, Pawe." The next day I went up to him and said Richie, my name is Pervaiz, not Pawe. We eat paaye back home! He laughed and from that moment on he began calling me PJ Mir. The name stuck, spread and eventually became how the whole world knew me.

**Q: In 2007, you served as the media representative of the Pakistan Cricket team at the World Cup how did that come about?**

Yes, I was. And the story behind it is quite straightforward, really. The issue was language. English is not our tongue and when our players spoke it under the glare of international media, the message would often get lost or distorted. They would say something innocent and it would come across as though they were speaking under pressure which was simply not the case.

I raised this with General Pervez Musharraf quite casually one day. I said to him if our team loses a match and a player says Bismillah hir rahman ir raheem, thanks to Allah that needs to be said in Urdu, because that is where the true meaning lives. The moment you force it into English, the context changes entirely. He listened and then he said: go with the team and guide them. And so I did. I became their voice in English interpreting for them ensuring that what they truly meant was what the world actually heard.

**Q: You were personally chosen by President General Pervez Musharraf for an interview why you, of all people?**

When he was Chief Executive, I received word that he had asked for me specifically. We had other notable anchors at the time Dr. Shahid Masood among them but he named me. I had never even met the man. I can only assume he watched my programme regularly. In 2001, I conducted his first ever live interview and it was my first with him too. The interaction went well and a genuine friendship developed over time. Even after he left the presidency, he continued to give me interviews and we grew quite close. As for why he chose me in the first place honestly, I still don't know.

**Q: It is rumoured that Imran Khan's second marriage happened after consulting you — is that true?**

No, no not quite. What happened was that Imran called me to Bani Gala one day and asked me to check the background of Reham Khan. I made enquiries through her friends everyone said she was fine. I called Imran from London and told him she seemed clear. There was mention of a friend but that was hardly something to be concerned about.

Four days later, I learned they were already married. I thought well, what was left to discuss!

**Q: What are your views on the unchecked spread of misinformation on social media?**

My views are very clear it is deeply wrong. These people are not journalists. Whatever comes to their mind, they post without verification, without responsibility, without neutrality. They take sides someone is with Nawaz Sharif, someone with Imran Khan, someone with Zardari and everything they say serves that agenda, not the truth. Through your platform, I want to say plainly: do not listen to them. They create misunderstanding and division among people and that is dangerous.



Since 1987  
Taste of Pakistan

SHARING SWEET MOMENTS  
WITH EVERYONE



## LAYERS

# About us



Like a fantasy that feels unreal, every delicacy by 'Layers' holds a charm that enchants with every bite, allowing one to be swept into a moment of bliss, making all your dessert dreams come true!

Founded in **Lahore** in **2020**, the philosophy of Layers Bakeshop was simple; to create connections through desserts while striking the ideal balance between flavor and feeling.

Since the beginning, Layers has secured an irreplaceable spot **in the hearts of people**.

No of branches: **46**

# Recent launches

Lemon cheese cake

Sab Sebastian cake



# Key Messages



## Unicef

UNICEF continues to play a vital role in improving the lives of children worldwide by ensuring access to education, healthcare, nutrition and protection. Its global efforts in emergencies and development work have made a lasting impact on child welfare and rights.



## Sundas Foundation

*A Lifeline of Hope for Patients with Blood Disorders in Pakistan*

Sundas Foundation actively contributes to social welfare by supporting education, health services and community development programs. Its initiatives aim to empower individuals and improve quality of life for vulnerable groups in society.



اللهم والي ترست  
ALLAH WALAY TRUST

## Allah Waly Foundation

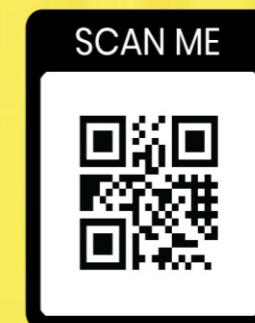
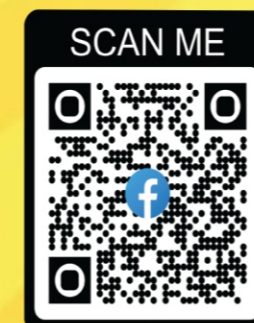
(AWF)

Allah Waly Trust is dedicated to serving humanity through welfare initiatives that support underprivileged communities. Its work in providing food, healthcare and social assistance reflects a strong commitment to compassion and humanitarian service.



## Sustainable Development Goal

Food security (SDG 2) aims to end hunger and ensure everyone has enough nutritious food. Reducing food wastage (SDG 12) helps save resources and improve access to food for all.

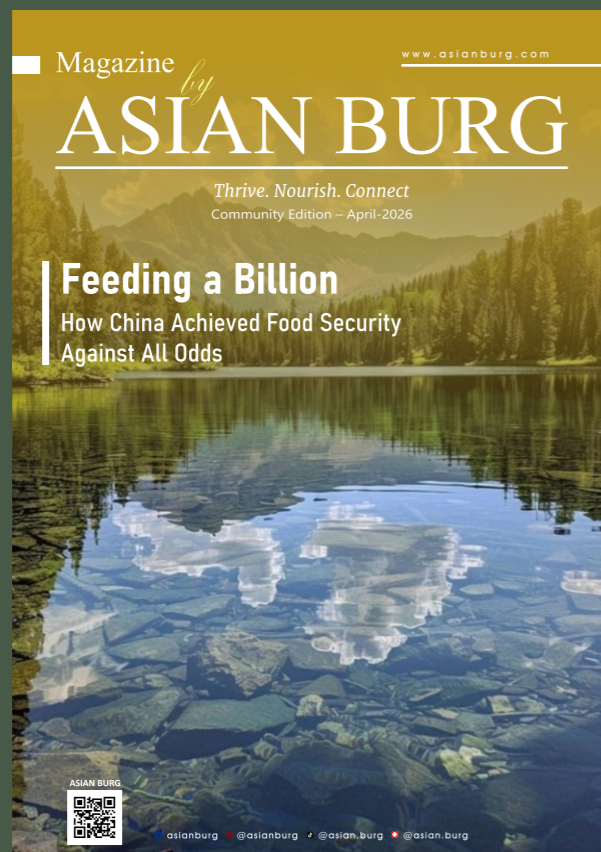


**For More Information:**

☎ 0321-1117658

# Key Insights

From Our Last  
Edition



Our last issue opened with the pressing realities of food and environment. We traced how China turned the challenge of feeding over a billion people into one of the most ambitious agricultural success stories of the modern era, while closer to home, we examined how Pakistan's water crisis is quietly undermining the future of its farmland. We also turned to the natural world, where exotic invasive plants are spreading across Pakistan's ecosystems not as a distant ecological concern but as an accelerating threat with consequences for biodiversity, agriculture and public health.

From there, we looked inward at the human mind, the growing child and the body navigating an increasingly complex world. We explored Alzheimer's disease in its full scientific weight, a condition that remains without a cure yet touches millions of families across the globe. We reflected on a generation of children whose playgrounds have been replaced by screens and what that shift means for attention, development and connection. Finally, we gave space to two causes that deserve more than a single day of recognition: autism and global health equity reminding our readers that inclusion and science are not ideals for the future but responsibilities of the present.

# Community Feedback

“

Asian Burg demonstrates a commendable standard of science communication. The feature on Alzheimer's disease presented complex neurological concepts with accuracy and rigour a quality rarely found in general readership publications.

”

**Shazia Abid (Advocate)**  
Member Provincial Assembly of Punjab  
President Women Wing South Punjab,  
Pakistan Peoples Party.

“

The article on exotic invasive species in Pakistan reflects thorough research and a sound understanding of ecological dynamics. Asian Burg is to be credited for bringing such critical environmental concerns to a wider audience.

”

**Mr. Munir Hussain Chopra**  
Civil Servant of Pakistan

“

The discussion on childhood development in the digital age was grounded in current research and presented with admirable objectivity. Asian Burg maintains a consistently high editorial standard across disciplines.

”

**Ms. Saira Iftikhar**  
Senior Politician/Scaling Up Nutrition (SUN) UN,  
Global Nutrition Champion

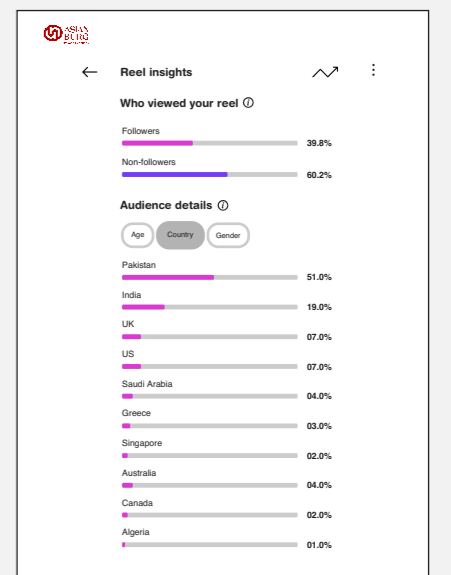
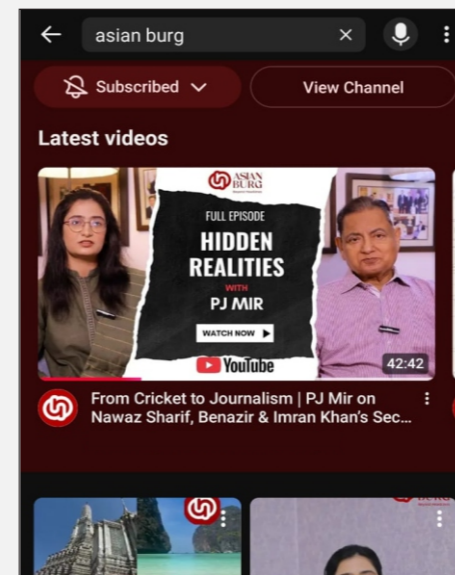
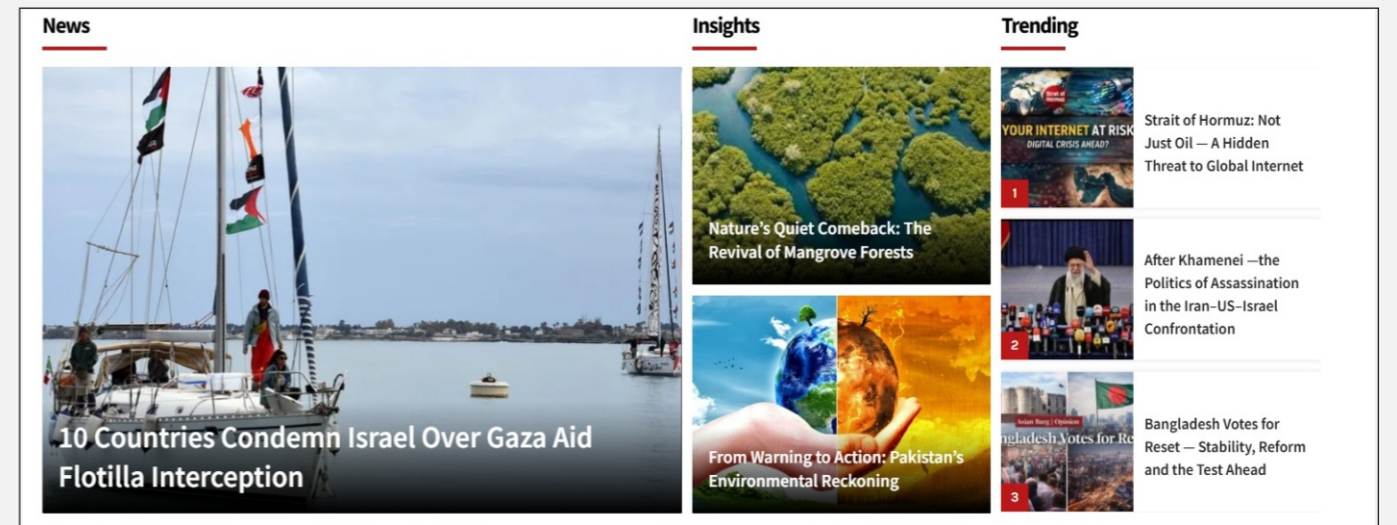
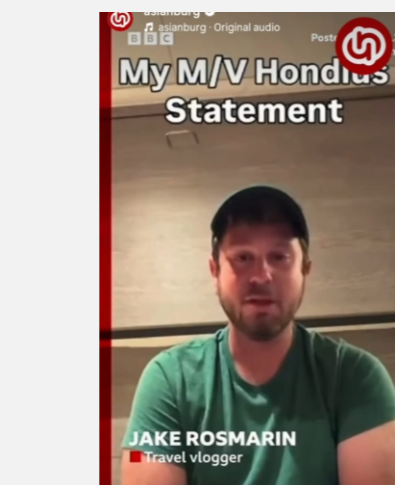
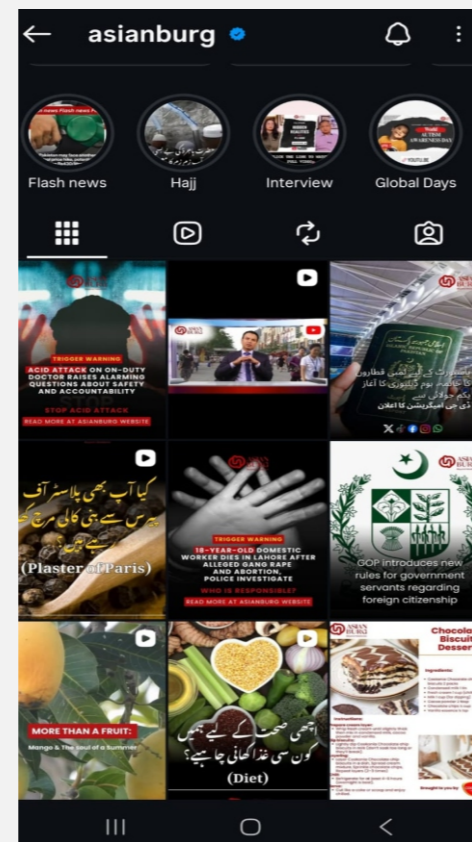
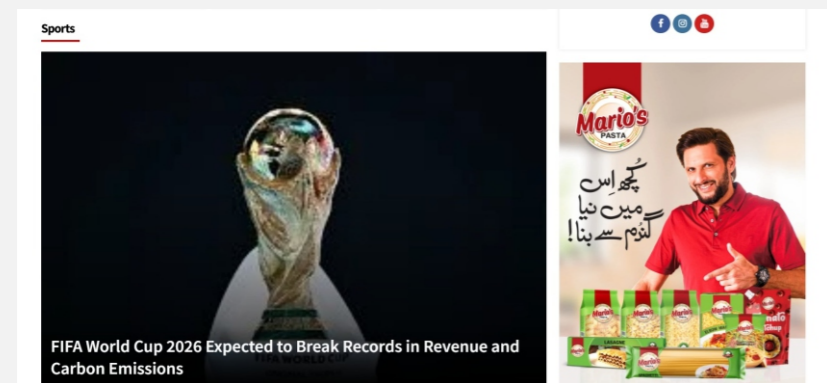
“

The analysis of China's food security framework was well-structured and analytically informed. It raises questions highly pertinent to agricultural policy in Pakistan. The magazine continues to distinguish itself as a publication of both intellectual and practical value.

”

**Dr. Kanza Aziz Awan**  
Associate Professor,  
HOD (Food Science & Nutrition)  
University of Central Punjab

# Impact Snapshot



Magazine by Asian Burg (Community Edition- April 2026)

May 1, 2026

A current affairs magazine exploring pressing global and local issues, from food security in China to environmental threats like invasive [...]



Magazine by Asian Burg (Community Edition- March 2026)

April 1, 2026

This issue of Asian Burg explores how changing diets, lifestyle diseases, and environmental pressures are reshaping health across South Asia



Asian Burg Ramadan Recipes Book 2026

February 17, 2026

Ramadan is a blessed and sacred month that nurtures patience, self-discipline, moderation and compassion. While its primary purpose is spiritual



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