

Vol. 5, June 2026

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# THE CANTERS

*Digital Magazine By Asian Burg*

## **FIFA Fever**

The Global Passion for Football



ASIAN BURG



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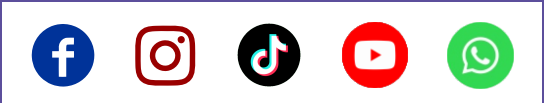
# About Asian Burg

Asian Burg is an independent digital media and knowledge platform dedicated to food, health, agriculture, nutrition, culture, lifestyle and puclic 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 concious, readers and community as a whole across the globe.

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# Editorial Note

*Every edition of Asian Burg carries a promise to be honest, curious and present in the world as it actually is. This issue keeps that promise in full measure.*

*We open with a conversation about how artificial intelligence is quietly rewriting the rules of what we eat and how food reaches our plates. From smart agriculture to personalized nutrition, the future is already arriving and we wanted to map it clearly. We follow that with a sobering piece on sudden cardiac deaths a health crisis hiding in plain sight, one that claims far too many lives without warning. Our hope is that awareness, even imperfect awareness, saves someone.*

*Beyond health, this issue travels across terrain both urgent and beautiful. We look at El Niño and the climate shifts reshaping seasons and livelihoods. We celebrate football not just a sport but a language spoken by billions. We sit down with Mohsin Bhatti for a candid, illuminating exchange. We revisit the drama of new screen releases, the electricity of campus life at UCP and the flavors of the Nestlé event.*

*This edition also marks days that deserve more than a passing mention World Food Safety Day, World Milk Day and Father's Day each carry stories worth telling. We close the issue with two pieces that ask the hardest questions: one on Pakistan's Federal Budget 2026–27, where promises meet the weight of economic reality and one on Muharram a month of reflection, sacrifice and spiritual depth that cuts across generations.*

*It has been, as always a privilege to bring these pages together. We are grateful to every contributor, every reader and every voice that trusted us with their story.*

# Preface

*There is a particular kind of courage in paying attention in slowing down long enough to ask what is really happening in the world around us and then caring enough to say it out loud.*

*This summer edition is aligned on the same pattern. The world we are covering in these pages is one in transition. Technology is changing how we nourish our bodies. Climate patterns that held for centuries are shifting. Economies are under pressure. Faith and culture are being asked, as they always are in difficult times to carry more than their share of the weight.*

*And yet, alongside all of that, there is football filling stadiums with noise and joy. There are campuses buzzing with the energy of young people who have not yet decided to stop believing. There are fathers worth celebrating and mothers quietly holding everything together. There are stories worth telling and conversations worth having.*

*This magazine exists because we believe that readers deserve both the hard truths and the human warmth. The analysis and the laughter. The grief of Muharram and the optimism of a new academic year. We have tried, in every article and interview and review on these pages to hold all of it together without letting any piece of it go.*





# FIFA Fever

## The Global Passion for Football

*Munir Hussain Chopra*

There is no sporting spectacle on earth quite like the FIFA World Cup. Every four years, the tournament does something no other event can it stops the world. Offices empty. Streets fall silent. And for ninety minutes at a time, billions of people from wildly different cultures, languages and backgrounds find themselves united by the same collective held breath.

Football or soccer, depending on where you sit is the most played and most watched sport in human history. With over five billion fans globally and 211 FIFA member associations, it has reached corners of the world that diplomacy and commerce have not. The FIFA World Cup 2022 in Qatar drew a cumulative global audience of over five billion viewers making it the most-watched sporting event ever recorded. The 2026 edition, co-hosted by the United States, Canada and Mexico is already expected to shatter those numbers with an expanded 48-team format.

*“Football is not just a game. It is a language spoken by five billion people.”*

What makes football so universally seductive is its beautiful simplicity. A ball, open ground and a pair of makeshift goalposts that is all it has ever taken. From the slums of Buenos Aires to the beaches of Lagos from the highlands of Nepal to the urban pitches of Paris, the game belongs to everyone. No expensive equipment, no barriers to entry. Just skill, instinct and the primal joy of the net rippling.

The fever is cultural as much as it is athletic. Nations pour their identity into their squads. Argentina mourned and then celebrated as though history itself depended on Lionel Messi lifting the 2022 trophy in Lusail. France, Brazil, Germany and England carry the weight of national mythology into every campaign.

The economics are staggering. The 2022 World Cup generated over six billion dollars in revenue for FIFA. Club football led by the English Premier League, La Liga and the UEFA Champions League commands broadcast deals worth tens of billions annually. Players like Kylian Mbappé and Erling Haaland are global brands, their boots, tattoos and social media handles studied as closely as their match statistics.

Yet beneath the billion-dollar machinery, the soul of the game remains stubbornly human. It is still the last-minute equalizer that reduces grown men to tears. The teenage debutant who runs in disbelief after scoring in a World Cup. The grandmother watching from a village without electricity, ear pressed to a radio. FIFA fever is not really about FIFA at all. It is about what football does to people how it lights them up, binds them together and makes the world for a few brilliant weeks, feel like one.





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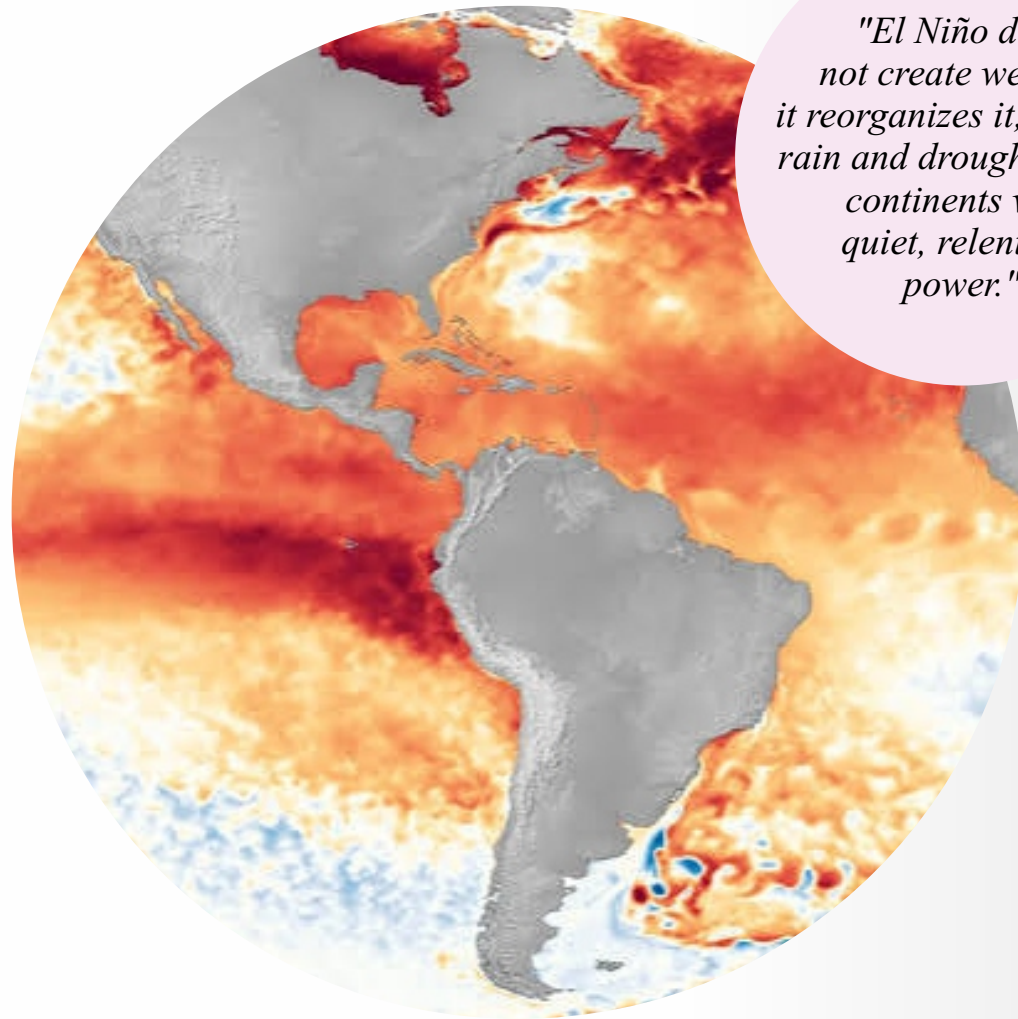




# El Niño Unleashed

## Nature's Powerful Climate Shift

Jaweria Nazeer



*"El Niño does not create weather it reorganizes it, shifting rain and drought across continents with quiet, relentless power."*

Once every few years, the Pacific Ocean quietly rewrites the rules of weather for the entire planet. No storm announces its arrival. No earthquake marks its beginning. It starts with something as subtle as a slight warming of surface waters off the coast of South America and then, slowly and with devastating consequence, El Niño reshapes rainfall patterns, disrupts agriculture, triggers floods, ignites droughts and leaves its fingerprints on nearly every corner of the earth.

El Niño Spanish for "the little boy," a name given by Peruvian fishermen who first noticed unusually warm waters appearing around Christmas is not a storm or a disaster in itself. It is a climate pattern, a periodic warming of the central and eastern tropical Pacific Ocean that disrupts the atmospheric circulation governing global weather.

The consequences follow a predictable geography of extremes. Parts of South America and the southern United States experience heavy rainfall and flooding. Australia, Southeast Asia and southern Africa suffer devastating droughts. India's monsoon weakens, threatening food security for hundreds of millions. East Africa swings between flood and famine. The 1997–98 El Niño one of the strongest on record caused an estimated 35 billion dollars in damage globally and was linked to the deaths of over 23,000 people. The 2015–16 event triggered one of the worst food crises in decades across Ethiopia, southern Africa and parts of Asia.

What makes El Niño particularly formidable in the 21st century is its increasingly volatile relationship with climate change. A warming planet does not create El Niño but it amplifies its intensity. Warmer baseline ocean temperatures mean that when El Niño does arrive, the extremes it produces the floods, the heatwaves, the disrupted monsoons are more severe than previous generations ever recorded. Scientists now warn that future El Niño events will hit harder and recover more slowly than those of the past century.







The human cost lands most heavily on the vulnerable. Subsistence farmers in East Africa who depend on seasonal rains, fishing communities off Peru whose livelihoods vanish when warm water drives fish away and disaster-prone coastal cities across Asia these are the populations that bear the weight of a phenomenon they did not create. Meanwhile, governments, aid agencies and climate scientists race to improve forecasting modelshaping that earlier warnings might mean fewer lives upended.

El Niño is not new. It has shaped civilizations, driven migrations and altered history across millennia. What is new is the world it operates in hotter, more densely populated and less resilient to climate shocks. Nature's most powerful recurring weather event is meeting humanity's most consequential environmental experiment and the results are written in floods, famines and fires across the globe.

Understanding El Niño is not merely an exercise in meteorology. It is an urgent lesson in how deeply interconnected the natural world remains and how far the consequences travel when the Pacific Ocean decides to change its temperature.



کچھ اس  
میں نیا  
گندم سے بنا!





# The Role of Artificial Intelligence in the Food Industry

Ali Ahmed Leghari



Artificial Intelligence refers to computer systems capable of performing tasks that normally require human intelligence learning, decision-making and problem-solving. Across industries worldwide, AI is no longer a concept of the future. It is a working reality of the present and the food sector is experiencing its impact at every stage of the chain from the soil a crop grows in to the doorstep a meal is delivered to.

As global food demand intensifies under the pressure of a growing population, climate volatility and increasingly complex supply networks, AI is emerging as one of the most powerful tools available to ensure that food systems remain efficient, safe and sustainable.

## From Soil to Harvest: AI in Agriculture

One of the most transformative applications of AI in food begins before food even exists on the farm. Smart farming technologies use AI to monitor crop health, analyze soil conditions and forecast weather patterns with precision that was unimaginable a generation ago. AI-powered drones and ground sensors detect plant disease in its earliest stages allowing farmers to intervene before an outbreak spread across a field.

More significantly, these systems enable precision agriculture applying fertilizers, pesticides and water only where they are genuinely needed rather than across entire fields. The result is less chemical use, less waste and meaningfully higher crop yields. AI also helps predict optimal harvest windows, giving farmers and distributors the foresight to plan logistics well in advance and reduce post-harvest losses.



## Safer Food, Smarter Factories

Inside processing facilities, AI-powered computer vision systems now perform quality control tasks that were once entirely dependent on human inspectors. These systems scan food products for defects, contamination, irregular packaging and foreign materials faster and with greater consistency, than any human team could sustain across an eight-hour shift.

The reach of AI in food safety extends beyond the factory floor. AI models analyze historical outbreak data, weather patterns, supply chain logistics and storage conditions simultaneously, identifying risk combinations that human analysts might miss. Global organizations including the World Health Organization use AI-enhanced surveillance platforms to monitor emerging food safety threats by tracking patterns across social media posts, hospital records and public health reports in real time detecting early warning signs of foodborne illness outbreaks before they become crises.

*"From the field to the fork, artificial intelligence is doing something no single inspector, analyst or forecaster ever could watching everything at once."*





## Delivery, Demand and Reducing Waste

At the consumer end of the food system, AI is reshaping how food moves and how waste is managed. Platforms such as Uber Eats deploy AI algorithms to predict demand surges, optimize delivery routes and reduce waiting times. Restaurants and retailers use AI-driven inventory management systems that analyze sales history, seasonal patterns and local events to forecast demand with precision ensuring shelves are stocked appropriately without over-ordering.

The waste reduction dividend here is significant. Globally, approximately one-third of all food produced is lost or wasted. AI-powered demand forecasting and inventory optimization represent one of the most practical and scalable tools available to address that figure at the commercial level.

## Challenges That Cannot Be Overlooked

The promise of AI in the food industry is real, but so are the obstacles standing between that promise and universal adoption. Implementation costs remain prohibitive for smaller producers and processors, particularly in developing economies where food insecurity is already acute. Data quality is a persistent challenge AI models are only as reliable as the information they are trained on, and inconsistent or incomplete data produces unreliable outputs.

Regulatory frameworks have not yet caught up with the pace of AI deployment, creating uncertainty for companies attempting compliant implementation. Workforce displacement concerns are legitimate and must be addressed through deliberate investment in reskilling. And critically, AI cannot replace human expertise in navigating the unpredictable, contextual judgements that food safety and crisis management routinely demand. Data privacy and cybersecurity must be managed with the same rigor applied to any system handling sensitive consumer and operational information.

## A Foundation, Not an Overnight Fix

Integrating AI meaningfully into the food industry requires more than installing technology. It demands proper infrastructure, regulatory clarity, skilled workforce development and strong data governance all underpinned by a clear-eyed understanding that intelligent automation works best when it supports human oversight rather than attempting to eliminate it.

The food industry that emerges from this transformation will not be run by machines. It will be run by people equipped with tools that are smarter, faster and more far-reaching than anything that came before and the gap between promise and potential is closing quickly.







# Tea Time

Egg & Milk Cookies



BAKED WITH LOVE,  
ENRICHED WITH EGG & MILK

# Opus

## DIL Walon ki CHOCOLATE



SCAN TO  
EXPLORE





# Sudden Cardiac Death: The Silent Killer Among Us

Hidden Symptoms, Lifestyle Risks, Nutrition and Preventive Strategies

*Saffia Farooq*

It strikes without warning. No dramatic build-up, no moment of reckoning just a sudden, irreversible silence where a heartbeat once was. Sudden Cardiac Death claims lives across age groups with a speed that leaves families stunned. What makes it especially dangerous is what it does not do, it rarely announces itself.

## What Is Sudden Cardiac Death?

SCD is a non-traumatic, unexpected loss of life caused by abrupt failure of the heart's electrical system. Unlike a heart attack a circulation problem where blood supply to the heart muscle is blocked cardiac arrest is an electrical problem. The heart misfires, beats erratically or stops entirely, cutting off blood to the brain within minutes. Heart attacks unfold with warning signs. Cardiac arrest does not wait. Approximately 80% of sudden deaths are cardiac in origin, the rest involve pulmonary embolisms, strokes or aortic aneurysms.



## Who Is at Risk?

SCD has shifted from an old-age condition to one increasingly striking young adults and athletes. In younger populations the cause is often an undiagnosed structural abnormality most commonly hypertrophic cardiomyopathy, excessive thickening of the heart muscle. Genetic electrical disorders such as Long QT Syndrome and Brugada Syndrome are hereditary and can trigger fatal arrhythmias without any prior symptoms. Environmental factors compound the risk, chronic air pollution drives inflammation and irregular heart rhythms, sedentary behavior contributes to metabolic syndrome and cold temperatures stiffen arteries, elevate blood pressure and reduce activity which is why cardiac deaths peak in winter.

## Warning Signs We Ignore

Most SCD victims experienced warning signs and dismissed them. Chest heaviness mistaken for indigestion. Nausea assumed to be acid reflux. Extreme fatigue after light exertion. Heart palpitations or skipped beats at rest. Dizziness or brief fainting during activity. These signals are routinely explained away as stress or flu until they are not passing at all.



*"The heart rarely falls silent without whispering first. The tragedy of SCD is that we are often too busy to listen."*



## Daily Habits That Kill Quietly

Diets high in trans-fats, sodium and processed sugars accelerate plaque build-up and drive hypertension. Physical inactivity weakens the heart muscle. Chronic stress floods the body with cortisol and adrenaline disrupting the heart's electrical balance. Sleep apnea is a significant and underappreciated risk factor. High-caffeine energy drinks have been directly linked to fatal arrhythmias in healthy young people. Even straining during bowel movements, the Valsalva effect can trigger dangerous pressure shifts. Moving abruptly from warmth to cold, or taking extremely hot showers can shock blood pressure in those with underlying vulnerabilities.

### When It Happens: Act Immediately

If someone collapses, gasps unnaturally or becomes unresponsive, assume cardiac arrest. Call emergency services without delay. Begin hands-only CPR firm, fast compressions at the center of the chest at 100 to 120 beats per minute. If an AED is available, switch it on and follow its voice instructions. Every minute without intervention reduces survival odds by roughly ten percent.



## Nutrition as Cardiac Defense

The heart's electrical system is mineral-dependent. Magnesium from pumpkin seeds, spinach and moong lentils prevents arrhythmias. Potassium from bananas, dates and coconut water regulates heartbeat. Calcium from yogurt, milk and chickpeas supports proper muscle contraction. Omega-3 from rohu fish, walnuts and flaxseeds stabilizes cardiac cell membranes. Dietary nitrates from beetroot, pomegranate and fenugreek leaves lower blood pressure through nitric oxide production. Polyphenols in green tea, turmeric and jamun protect against oxidative stress. Soluble fiber from oatmeal, barley daliya and psyllium husk reduces LDL cholesterol. Fifteen minutes of daily sunlight provides Vitamin D, which regulates blood pressure and prevents pathological heart thickening.

At home, replace banaspati ghee with mustard or olive oil. Use garlic and turmeric generously. Switch white flour parathas for whole wheat or barley at breakfast. Stop adding extra salt to food sodium excess is a quiet but consistent cardiac threat.

### Prevention: What Every Person Can Do

150 minutes of moderate physical activity weekly and two strength training sessions protect heart muscle and metabolic health. Stress management through mindfulness or time with loved ones measurably lowers cardiac risk. Seven to nine hours of nightly sleep is essential anyone waking exhausted after a full night should be screened for obstructive sleep apnea.

Regular screening saves lives before any crisis arrives. An ECG checks electrical activity. An echocardiogram reveals structural abnormalities. Lipid profiles and blood pressure monitoring track slow-moving risks before they manifest as sudden events. Family history of cardiac death must be shared honestly with a physician and taken seriously.

The heart works every second without being asked. The least we owe it is attention.







## World Food Safety Day

June 7

Food is life's most fundamental gift but only when it is safe. Every year, nearly 600 million people fall ill from contaminated food and the silent consequences reach far beyond a single meal. World Food Safety Day reminds us that safety does not begin at the dining table. It begins in the field, the factory, the storage room and the kitchen. It lives in the habits of the farmer, the vigilance of the inspector and the choices of every home cook. Eat safe. Demand safe. Because the right to food is inseparable from the right to food that does not harm you.

## World Milk Day

June 1

From a mother's first offering to a child to the glass of doodh that starts a Pakistani morning, milk has nourished humanity across every culture, every century and every corner of the earth. It is calcium for growing bones, protein for working muscles and comfort in its most ancient form. World Milk Day is a quiet moment to appreciate what sustains us and to remember the farmers, the animals and the unbroken chain of care that brings it from pasture to cup.



## Father's Day

June 21

He is the one who stayed up worrying so you could sleep peacefully. The one whose sacrifices were never announced and whose love was rarely spoken aloud but always, unmistakably, felt. Father's Day is not just a calendar occasion. It is a reminder to look at the man who built your world quietly, without applause and to say what we too often leave unsaid.



# Pakistan's Federal Budget 2026–27: Promises, Pressures and Hard Truths

A Commentary on the Nation's Financial Blueprint  
*Khalid Masood*

Finance Minister Muhammad Aurangzeb presented Pakistan's federal budget for fiscal year 2026–27 in the National Assembly on June 12, 2026 with a total outlay of PKR 18.771 trillion a 7% increase over last year's PKR 17.573 trillion targeting GDP growth of 4% and projecting inflation at 8.2%. Framed as a growth-oriented document, the budget attempts to balance fiscal consolidation under the IMF Extended Fund Facility with targeted relief across multiple sectors. The attempt is credible in parts. In others, the numbers tell a harder story.



## What the Budget Gets Right

The corporate sector receives meaningful breathing room. Super Tax has been abolished for businesses earning between PKR 150 million and PKR 500 million, while the maximum rate for incomes above PKR 500 million has been reduced by 20%, capped at 8%. This provides real liquidity relief to SMEs and local manufacturers who have borne a disproportionate tax burden in recent years.

Exporters also gain ground. The combined advance and minimum income tax on export proceeds has been lowered from 2% to 1.25%, and the Export Refinance Scheme has been extended at 4.5% with PKR 88 billion allocated to support working capital needs a timely measure given elevated financing cost.

The Capital Value Tax on foreign assets held by resident Pakistanis has been abolished encouraging documentation of offshore holdings and movement toward a more formalized financial system.

Five targeted financing schemes address underserved segments: Zar Khezi provides PKR 300 billion in digital loans to 750,000

small farmers; the PM's Apna Ghar Program offers 5% mortgage support for low and middle-income households; and PAVE extends subsidized financing for e-bikes and rickshaws. These are directionally sound, though impact will depend entirely on implementation quality.

On energy, the renegotiated LNG arrangement with Qatar covering 35 cargoes in 2026 reportedly saved around USD 1.2 billion and helped avoid gas tariff increases for 11 months. Offshore oil and gas exploration has resumed with 24 new licensing blocks awarded for the first time in 20 years, 17 discoveries made and production additions of 108 mmcf/d gas and 16,000 barrels per day of oil.

The 0.25% Final Tax Regime for IT services and digital exporters have been legally extended for three years until June 2029, providing policy continuity that the technology sector has long needed. Digital payments have expanded sharply with digital banking users rising from 95 million to 133 million and annual digital transactions from 6.9 billion to 10.1 billion.



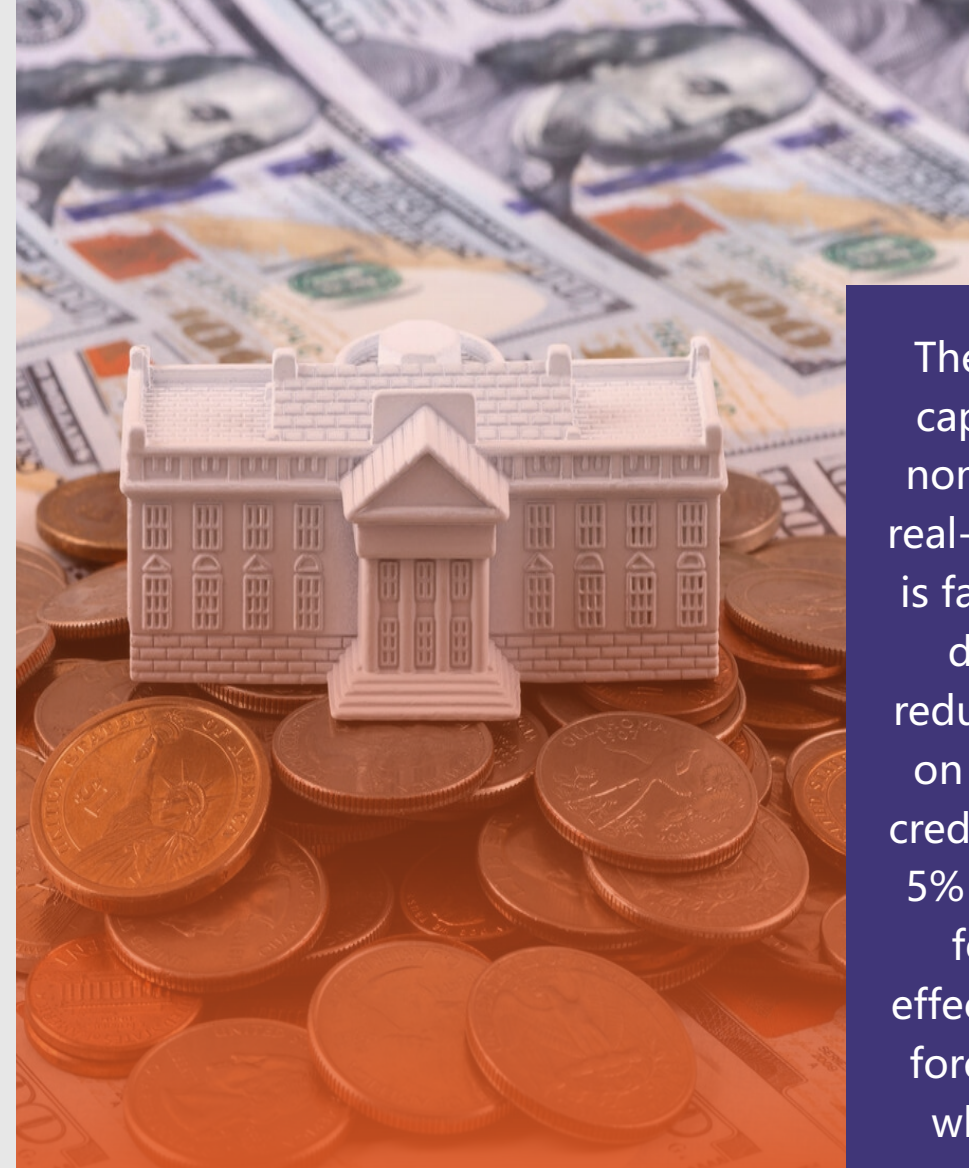
## Where the Budget Falls Short

Debt servicing consumes PKR 8.054 trillion the single largest expenditure item, representing 68.5% of the net federal revenue pool of PKR 11.751 trillion. This is the defining constraint of Pakistan's fiscal reality. Every rupee of relief announced elsewhere is shadowed by this fixed cost, which locks the state in a structural debt trap with shrinking room for social and development investment.

Defense spending is set at PKR 3 trillion, up 15.6%, driven by regional security concerns following Operation Bunyan-um-Marsoos. At approximately 16% of total expenditure, this allocation however justified on security grounds leaves limited fiscal space for health, education and climate resilience.

The salaried class receives partial relief. Income tax rates have been reduced across four brackets and the 9% surcharge abolished welcome steps. But the minimum taxable threshold remains unchanged at PKR 600,000 annually, where it has stood since FY2019–20, despite years of double-digit inflation and rising utility costs. Lower-income formal workers see the least benefit while remaining the most compliant taxpayers in the system.

A 7% salary and pension increase for government employees sits below the projected inflation rate of 8.2%, amounting to a real wage cut. Pension costs at PKR 1.169 trillion represent a growing unfunded liability that the budget does not structurally address. Without movement toward a contributory pension model, this burden will continue crowding out productive expenditure year after year.



The Federal PSDP remains capped at PKR 1 trillion in nominal terms effectively a real-terms cut when inflation is factored in. Infrastructure deficits will widen. The reduction in withholding tax on international debit and credit card transactions from 5% to 0.5%, while aimed at formalizing payments, effectively lowers the cost of foreign spending at a time when protecting foreign exchange reserves remains critical.

## The Structural Gap

The most significant shift in this budget is the move toward technology-based tax administration a National Faceless Centre for audits, automated compliance mechanisms and real-time transaction reporting by large retailers and manufacturers. Yet the budget stops short of the structural reforms the economy most needs. Loss-making state-owned enterprises continue without a clear resolution framework. Pension liabilities grow without a funded, contributory model in sight. Revenue measures are front-loaded while expenditure reform remains deferred.

The FBR tax collection target of PKR 15.264 trillion represents an 18% increase over last year ambitious under any economic conditions, let alone with inflation projected at 8.2% and a population absorbing higher fuel costs. Whether the relief measures announced translate into measurable growth or simply slow the stabilization effort will become clear by mid-FY27. For now, the budget is what its numbers show it to be, a fiscally constrained document doing more than its space allows, while leaving its hardest decisions to another year.



# Muharram: Reflection, Sacrifice and Spirituality

A new Islamic year begins not with celebration but with remembrance.

*Rafia Batool*

Muharram, one of Islam's four sacred months, arrives carrying lessons written in sacrifice, patience and unwavering faith. It is a month that invites believers to pause, reflect and reconnect with their purpose. The very word means "forbidden" a reminder that this is a time set apart, consecrated for peace, contemplation and spiritual renewal rather than the ordinary rhythm of the year.

## A Month Layered with History

Its tenth day, Ashura, holds profound significance across Islamic history. It was the day Allah saved Prophet Musa (AS) and the Children of Israel from Pharaoh's tyranny and the day Prophet Nuh's (AS) ark finally came to rest after the great flood. These events carry a single enduring truth that after every storm and every oppression, Allah's help arrives. Patience is never without its appointed end.

*Yet when Muharram is mentioned, hearts inevitably turn toward Karbala.*

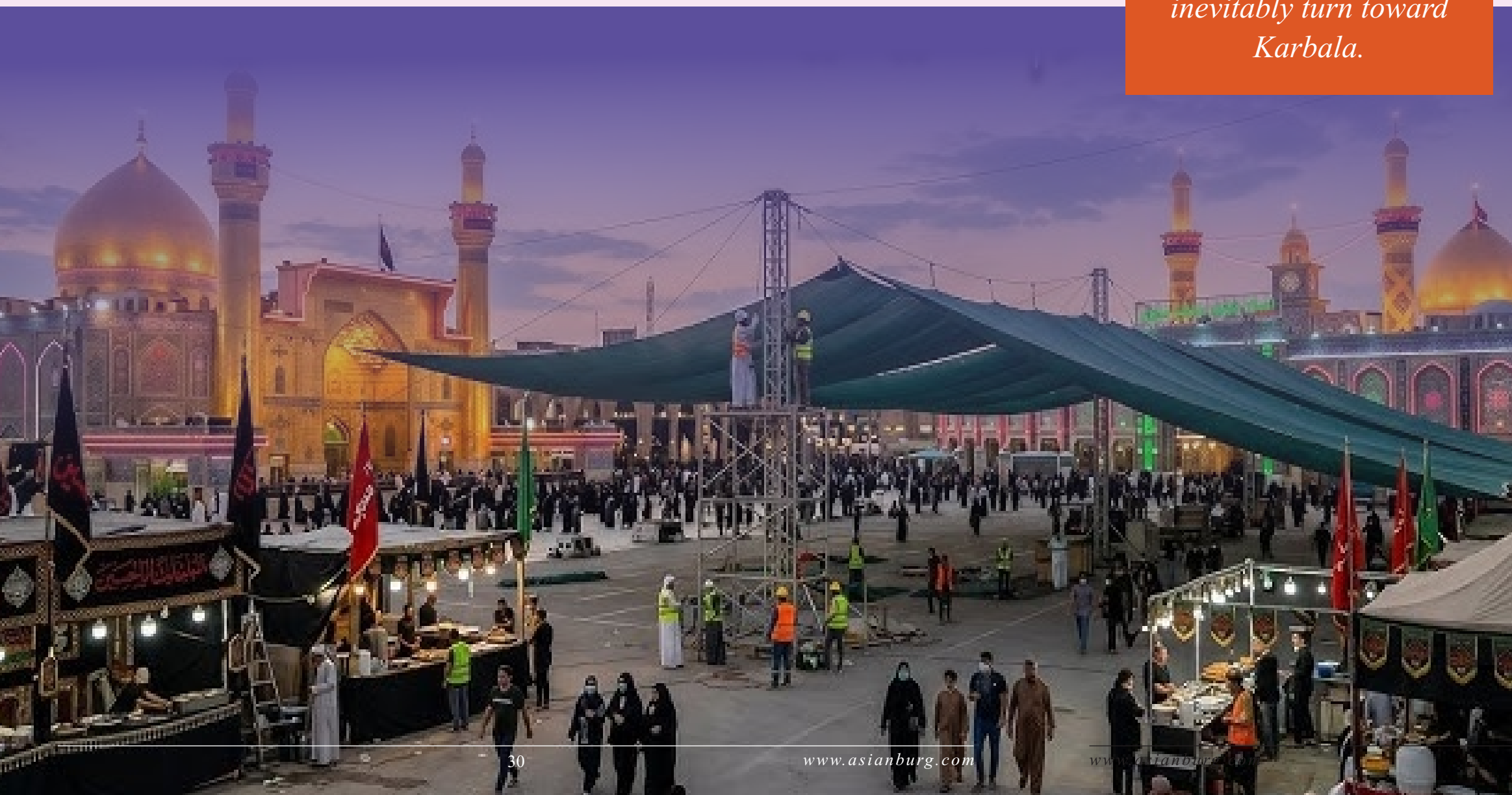


## The Lesson of Karbala

More than fourteen centuries ago, on the burning plains of Karbala, Imam Hussain (RA) the beloved grandson of Prophet Muhammad ﷺ stood with a small group of family and companions against the full weight of tyranny and injustice. He knew the price of truth. He paid it without hesitation.

"Karbala was not merely a battle. It was a timeless declaration that dignity is greater than power and truth more precious than life itself."

Every year, Muslims remember Hussain (RA) not to reopen old wounds but to keep his message alive. Because some stories are not meant to be forgotten they are meant to transform hearts. The tears shed for Karbala carry a deeper purpose, they are a call to courage to compassion and to an uncompromising conscience.





## The Questions Muharram Asks of Us

This sacred month does not allow comfortable silence. It places difficult questions before every believer. Do we stand for truth when it is inconvenient? Do we remain silent in the face of injustice? Are our actions genuinely aligned with our faith and values or merely with our ease?

Muharram is an opportunity to sit honestly with those questions and to answer them not in words but in choices. It is a time to renew intentions, seek forgiveness and strengthen our relationship with Allah through prayer, fasting, charity and sincere reflection.

## A Timeless Message

The legacy of Muharram belongs to every age. Stay devoted to Allah. Stand for justice. Speak the truth. Protect human dignity. And never allow comfort to grow greater than conscience.

As another Islamic year begins, Muharram calls us not merely to remember the sacrifices of the past but to embody their lessons in the present because the legacy of Karbala lives on wherever truth is chosen over falsehood, justice over oppression and faith over fear.

## Disclaimer

This publication is an independent public guide prepared for community awareness. Asian Burg Magazine shall not be responsible for any inconvenience/ misunderstanding arising directly or indirectly from the use of information contained in this publication. All content is published in good faith and with respect for cultural, religious and ethical values.

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# 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.



## Allah Waly Foundation

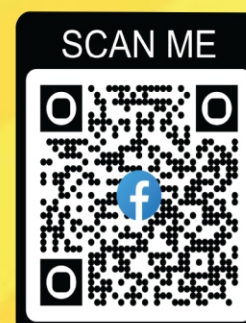
(AWF)

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.



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## 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 cheesecake

Sal Sebastian cake





# Highlights of the Month

Flash Story atrol in Mohmand District, security forces launch search operation Pakistan Cricket Board signs deal with Saudi cricket body to build international-standard stadium in J

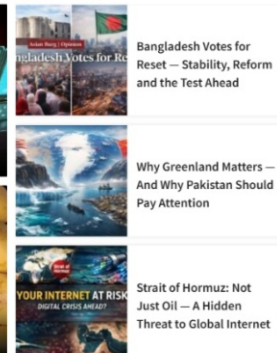
## News



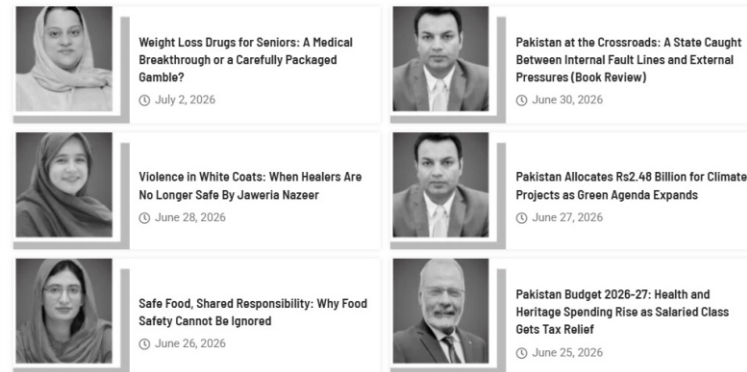
## Knowledge Hub



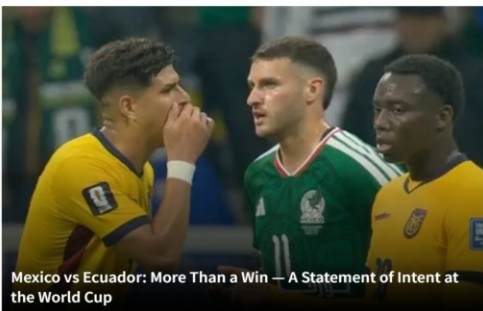
## Trending



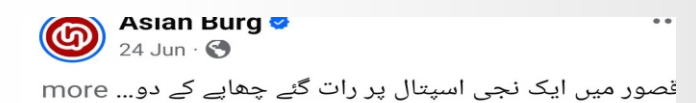
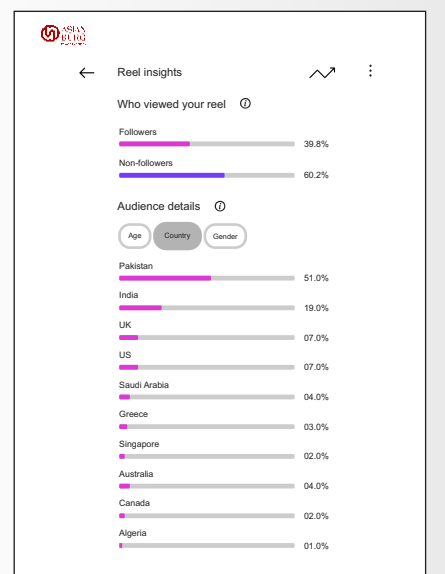
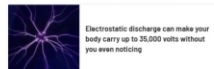
## Opinion



## Sports



## Entertainment





*In a media landscape crowded with noise, Asian Burg has quietly built something rarer; a platform people can actually trust. Its videos, news and magazine content stay grounded in fact rather than sensationalism offering the kind of truth and balance that too often gets lost elsewhere.*

*Kudos to the entire Asian Burg team for holding that standard so consistently and for choosing responsible storytelling over shortcuts.*

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