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AZEEM ENGLISH MAGAZINE

MONTHLY

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EDITOR'S NOTE

Welcome to the April-October edition of Azeem English Magazine, exploring the ideas, challenges, and experiences shaping our world. From artificial intelligence and scientific innovation to Pakistan's cultural heritage and pressing social issues, this edition celebrates human creativity while offering fresh perspectives on technology, society, and the experiences that connect us. We hope this edition informs, encourages critical thinking, and inspires readers to look at familiar issues from new perspectives. We welcome your feedback and thank you for being part of the Azeem English Magazine community.

We look forward to your feedback.

Happy Reading!

Muhammad Ali Farooqi
Editor-in-Chief



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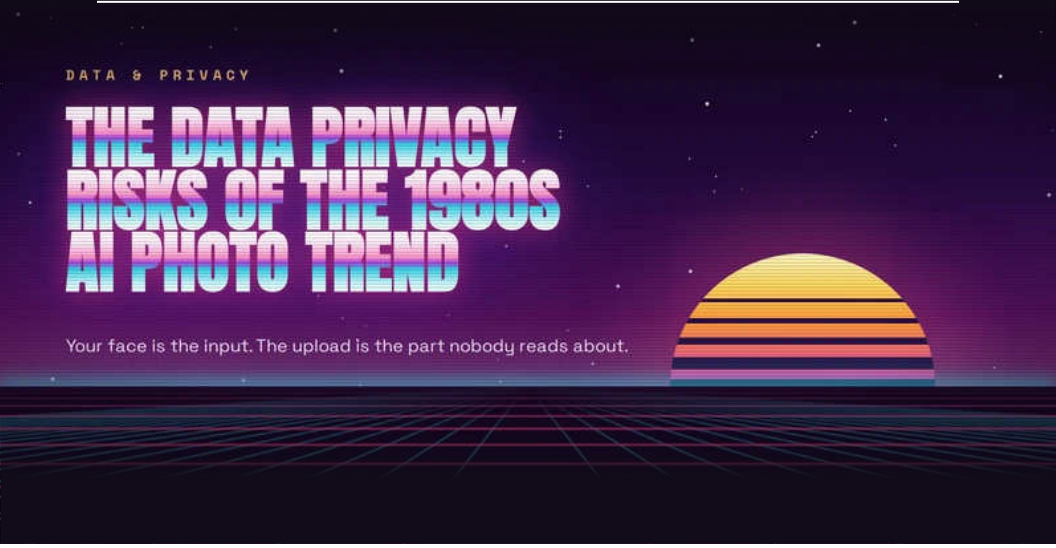


IMAGE SOURCE : CLAUDE

Ayesha
Digital Creator & Social Commentator
03 MINUTES READ

AI trends regularly take over social media, inviting users to transform their photographs into different styles, eras, and visual aesthetics. One recent trend recreates photographs with an aesthetic inspired by the 1980s, featuring vintage lighting, hairstyles, and film-like textures. The results are quick, personalized, and easy to share, but beneath the entertainment sits a question that gets less attention: what happens to the photograph once it's uploaded? Joining one of these trends can involve more than simply generating a new image. It can also mean handing personal photographs and information over to an AI platform.

Why is the 1980s AI Trend So Popular?

Part of the attraction is simplicity. Upload a photograph, choose a style, and the result arrives within seconds. That result feels personal precisely because it's built from the user's own face and appearance. That same personalization is what makes the privacy question worth pausing on.

What Happens When You Upload Your Photo?

Before an AI tool can transform a photograph, the platform must process it first. What happens beyond that point depends on the service. Some platforms store uploaded images for a period of time; others may use that data to improve their systems or train AI models, depending on their own policies. There is no single answer that applies to every photograph

uploaded to every tool, which is exactly why it's worth checking rather than assuming.

What AI Platforms May Do with Your Images?

A photograph of a face carries detailed visual information: facial structure, skin texture, expressions, and other features that image-processing systems can analyse. As AI-generated images grow more realistic, the photographs used to train and refine these systems have become part of a broader conversation about data and consent. That said, users shouldn't assume every photograph uploaded to an AI platform automatically becomes training data. Practices differ from one service to the next.

How Metadata Can Reveal Personal Patterns?

There's a second layer most people don't notice: metadata. Metadata is information about the file itself, separate from the image. Depending on the device and its settings, a photograph can carry the date and time it was taken and, in some cases, its location. A single timestamp or location tag may seem minor on its own. But metadata attached to multiple photographs can, together, start revealing patterns: where someone tends to go, when they're usually there, how often they return. Not every platform retains this information after upload, but understanding what a photograph carries is a reasonable privacy habit regardless.

Why Privacy Checks Matter Before Uploading?

The easiest moment to think about privacy is before a photograph is submitted, not after. Checking out a platform privacy policy can clarify how photographs are stored, processed, and potentially reused. Reviewing the permissions an app requests before granting it access does the same. Neither takes more than a few minutes, and both make clear exactly what's being agreed to. The type of photograph matters too. A casual selfie is a different proposition from a photograph that includes family members, children, or anyone else who hasn't agreed to have their image processed by an AI tool. Children's photographs deserve particular care, since the people in them are often too young to make decisions about their own digital presence.

Before You Join the Next AI Trend?

New AI trends will keep appearing, and each will ask for the same thing this one did. The real question was never whether people should join in. It's whether they understand what they're sharing when they do. An AI-generated image might disappear from a feed within days. The information tied to the upload that produced it can be governed by a platform's storage and usage policies for far longer. A few minutes spent checking those policies is a small price for making the next viral trend a more informed choice rather than an automatic one.

THE HIDDEN COST OF LETTING AI THINK FOR YOU



Fatima Altaf
Psychologist, Painter, Animal Enthusiast
03 MINUTES READ

Have you noticed yourself reaching for AI chatbots even for the most basic tasks, questions common sense could easily answer, trusting AI more than your own judgment and experience?

Most of the time, when people hear the word 'miser,' the only image that comes to mind is someone who hoards money and hates spending it. Few stop to consider that one can be a miser with cognition too, especially in the age of AI. AI is a trap that builds its own prison: it quietly turns us into genuine cognitive misers.

What Is Cognitive Miserliness?

Back in 1984, Susan Fiske and Shelley Taylor proposed that human minds frequently take mental shortcuts, opting for simple, low-effort strategies rather than engaging in complex, effortful thinking to solve problems and make decisions. This idea is today identified as the Cognitive Miser Theory. Applied more broadly, the theory explains why people so readily accept and rely on heuristics andstereotypes. It is also a major reason behind the spread of misinformation, disinformation, and rumours, since information obtained through low-effort strategies is far easier to grasp and pass along than information that has been properly examined.

Why Does Your Brain Take the Path of Least Resistance?

This concept connects closely to herd psychology. Across cultures, when people conserve mental effort, they look for the easiest cue available. That cue is usually simply what everyone else is doing. This leads directly to herd behaviour: copying opinions, trends, and decisions without effortful thought. Researchers have at times linked this same pattern, unexamined, herd-driven thinking, to the uncritical acceptance of harmful social practices, including violence against women and children.

How AI Turns the Loop Into a Cycle?

In modern context, AI and social media offer the clearest example of how this loop reinforces itself. AI provides instant, ready-made responses, which reduces independent thinking. Redvvuced thinkingincreases reliance on external opinions. External opinions, in turn, amplify herd behaviour. Cognitive miserliness feeds herd psychology, and the cycle continues. Over time, effortless thinking starts to feel natural, even justified. It begins in early childhood,

absorbed naturally through observation and experience. Later, a key sign of cognitive miserliness is a growing tendency to hand decision-making responsibility to others.

How Shortcuts Shrink an Open Mind?

To begin with, cognitive miserliness strengthens prejudiced personality traits, as people come to favour their pre-existing views. It reduces openness to new experiences, since evaluating new information demands real cognitive effort, and a 'miserly' approach keeps a person comfortably grounded in what they already believe. This, in turn, narrows intellectual curiosity and reinforces a routine-oriented personality.

Another high cost is a diminished capacity for self-reflection. Personality development depends on the critical assessment of one's own behaviour and experiences, yet cognitive misers sidestep that reflection, relying instead on impulsive responses and preexisting beliefs.

The Real Cost of Always Choosing the Easy Option

Cognitive miserliness also raises the likelihood of a 'satisficing' personality: cognitive misers tend to choose the first acceptable, easy, 'good enough' option rather than the best one. In personality terms, this often means lower conscientiousness and reduced ambition, since both qualities demand mental energy and rigorous planning. A cognitive miser may also fall into a lazy or self-serving evaluation of their own abilities,producing an unrealistic self-image. Finally, neuroticism tends to increase in cognitive misers through decision-related anxiety. When mental shortcuts or low-effort decisions fail, cognitive misers become overwhelmed by complexity, resulting in cognitive overload, anxiety, and poor decision-making.

How to Reclaim the Habit of Thinking

None of this means AI has no place in how we live or work. It simply means that convenience has a cost most people never stop to calculate: every question we outsource is also a small rep of thinking we chose not to do. Cognition, like any skill, weakens with disuse and strengthens with practice, and the mind that always reaches for the easiest answer eventually forgets it once knew how to find a harder one on its own.

The way back is not dramatic. It looks like sitting with a question a little longer before typing it into a chatbot, forming an opinion before checking what everyone else thinks, and treating effortful thought not as an inconvenience but as something worth protecting. In an age built to make thinking optional, choosing to do it anyway may be the most quietly radical habit left.



MEMRISTOR: THE MISSING LINK IN ELECTRONICS



Saad Rashid
Student, Writer
03 MINUTES READ

For decades, scientists believed that three components were enough to describe electronic circuits. Resistors, capacitors, and inductors have traditionally been central to electronic circuit design. Then, in 1971, Leon Chua, an electrical engineer at the University of California, proposed that there was a fourth. He argued that circuits also contain another fundamental component, one that can remember its previous electrical state: the memristor.

A Gap in Circuit Theory

Circuit theory connects four basic quantities: voltage, current, charge, and magnetic flux. Resistors linkvoltage and current, capacitors connect charge and voltage, and inductors connect current and magnetic flux. But one relationship was missing from the picture: the link between charge and magnetic flux. Leon Chua noticed this gap and asked what kind of circuit element could represent it. In a 1971 paper titled 'Memristor: The Missing Circuit Element', he proposed the answer: the memristor, a name derived from 'memory resistor'. Chua also showed that its behaviour could not be reproduced by combining the other three elements.

From Theory to Hardware

For decades, the memristor remained a theoretical idea. No one had built a single passive device that matchedChua's description. That changed in 2008. A team at HP Labs, including Dmitri Strukov and R. Stanley Williams, reported what they described as the first physical memristor in a Nature paper titled 'The Missing Memristor Found'. Their device was a nanoscale structure made from layers of titanium dioxide and platinum, providing physical evidence for the circuit element Chua had proposed nearly four decades earlier.

How Memristors Bring Memory

IMAGE SOURCE : GEMINI

and Processing Together?

In most computers, memory and processing happen in separate parts of the system. Data has to move back and forth between them, and that constant movement takes both time and energy. A memristor offers a different approach because it can store information while also participating in computation. This makes memristors promising for in-memory computing. The idea is particularly relevant to artificial intelligence. Researchers have demonstrated memristor arrays performing vector-matrix multiplication, a fundamental operation in neural networks, directly in hardware and in parallel. This can help make AI computations faster and more energy-efficient.

How Memristors Connect to Brain-Inspired Computing?

The idea of combining memory and processing also connects to neuromorphic computing, an approach that designs computer hardware inspired by the way the brain processes information. Memristors do not copy biological synapses, but their resistance can change in response to electrical signals, creating a loose parallel with how synapses adapt.However, memristors are not yet the standard technology behind neuromorphic computers. Well-known chips such as IBM's TrueNorth and Intel's Loihi use conventional silicon technology rather than memristors. IBM notes that memristors are among the newer approaches researchers are exploring to bring memory and processing closer together.

What Is Holding Memristors Back?

Despite their potential, memristors still face several technical challenges. Recent research has highlighted problems such as differences between individual devices, changes in performance over repeated use, limited durability, difficulty retaining stored information, and gradual changes in resistance over time. Depending on the type of device, resistive memory technologies have shown lifetimes ranging from about 10,000 to one billion cycles. Manufacturing at a larger scale presents another challenge. Moving from laboratory prototypes to commercial production requires stable materials, consistent performance, and reliable methods for building large memristor arrays. Researchers are still working to develop architectures that can make full use of the technology's potential.

To sum up, the memristor remains a technology under development. Whether it becomes a key part of future AI hardware or one of several emerging memory technologies is still uncertain. What is clear is that an idea first proposed on paper in 1971 has become an active area of research. Its ability to combine memory and computation can open new possibilities for faster and more energy-efficient computer architectures.

FROM READING TO SCROLLING: WHAT ARE WE LOSING?





Rahila Kalhoro
Community Development Officer
03 MINUTES READ

What happens when a few minutes of scrolling become easier than a few pages of reading? For generations, books have been a familiar part of how people spend their free time. Today, a smartphone is often the first thing people reach for when they have a spare moment. A quick check of social media can turn into hours of short videos, posts and notifications. The concern is not that people use social media or phones. It is what happens when scrolling regularly takes the place of activities that require longer periods of attention, such as reading.

When Scrolling Takes Over Spare Time

Scrolling makes it easy to move quickly from one piece of content to another. A video ends, another begins, and there is always something new to see. This makes social media an easy way to fill small gaps in the day.Reading requires a different kind of engagement. Whether it is a novel, article or research paper, readers have to stay with the same material for longer. They need to follow ideas, remember information, and continue even when the content becomes difficult or less immediately entertaining. A 2024 EEG study involving 48 adults found that a stronger tendency toward short-form video addiction was associated with lower self-control and weaker measures of executive control. The findings do not prove that short-form videos cause these changes, but they suggest that the relationship between excessive short-form video use and attention deserves further research.

What Happens to Sustained Attention?

One thing we may lose when scrolling regularly replaces reading is the ability to stay with one idea for anextended period.

IMAGE SOURCE : MEDIUM

A short video can communicate information within seconds. Reading often requires more patience. A paragraph may need to be read twice, a complicated argument may take several pages to understand, and a novel may require readers to remember details from earlier chapters. This ability to maintain attention also matters in education. PISA 2022 data from the OECD found that 30% of students reported being distracted by digital devices in mathematics lessons. The issue is not that using a phone is always distracting. Rather, constant access to digital content can make it easier to shift attention when a task becomes demanding.

What Do We Lose When We Avoid Difficult Reading?

Reading does not always provide immediate rewards. A difficult article, unfamiliar subject or long chapter may require effort before it becomes interesting. That effort can be valuable. Reading exposes people to new vocabulary, different viewpoints, and more developed arguments. It also requires readers to connect information and follow ideas instead of moving immediately to something new.

The OECD has reported that students who are more engaged in reading activities tend to be more effective learners and perform better in reading. This does not mean that reading automatically makes someone a better student. Many factors influence academic performance.

However, regularly replacing longer texts with quick, fragmented content may give people fewer opportunities to practice sustained mental effort.

It Is Not About Books Versus Screens

The issue is not that screens have replaced books. A screen can also be areading device. People read ebooks, news articles, research papers, digital magazines, and educational material on their phones every day. Research by the National Literacy Trust shows that print and digital reading can coexist rather than simply replacing one another.

The more important difference is how we use our attention. Someone can spend an hour reading a digital book on a phone, while someone else can spend the same hour moving through dozens of short videos. The device is the same, but the experience is very different.

Making Room for Reading

The answer is not to give up social media or avoid digital entertainment. It is to make sure that scrolling does not take over every spare moment. A reading habit can begin with just a few quiet minutes each day. Choosing a book, article or other material that genuinely interests you can make it easier to stay engaged. Putting the phone aside for a short period can also create uninterrupted time for reading. The goal is not to eliminate scrolling. It is to maintain a balance in which quick entertainment does not



BEYOND THE COURTROOM:
CAN ADR(ALTERNATIVE DISPUTE RESOLUTION) EASE PAKISTAN'S JUDICIAL CRISIS?



Mohsin Yaseen Soomro
Law Student, Writer
03 MINUTES READ

More than 2.36 million cases were pending across Pakistan's courts as of December 31, 2024, according to the Law and Justice Commission of Pakistan. With around 4,000 judges serving a population of over 251 million, that works out to one judge for every 62,000-plus citizens. Criminal and civil justice systems are essential to maintain social order, the rule of law, and constitutional governance. Yet when disputes remain unresolved for years, confidence in these principles can weaken. The problem is not simply the existence of these challenges, but the limited progress in addressing them. While courts remain central to the justice system, not every dispute needs to follow a lengthy courtroom process. Alternative Dispute Resolution (ADR) offers another route.

What ADR Offers Beyond the Courts?

ADR refers to processes through which disputes can be resolved without traditional court adjudication. It includes methods such asarbitration, mediation, conciliation, and neutral evaluation. Pakistan's Alternative Dispute Resolution Act, 2017, formally recognizes these mechanisms and aims to facilitate the speedy settlement of disputes without resorting to formal litigation. The results, where ADR has actually been used, back this up. The Karachi Dispute Resolution Centre has resolved a commercial dispute that had been pending in the High Courts for five years, in just 12 hours of mediation. In 2025, the Supreme Court itself referred a long-pending family dispute to a court-appointed mediator, who guided both parties to a resolution within five weeks. This does not mean that ADR should replace the courts. Rather, it can help ensure that courts are not burdened with disputes that can be resolved more efficiently through alternative mechanisms.

Where Traditional Dispute Resolution Falls Short?

Pakistan is not unfamiliar

IMAGE SOURCE : NEWERADRA

withdispute resolution outside formal courts. Jirgas and panchayats have traditionally helped communities resolve conflicts. However, these systems have also faced criticism when their decisions have conflicted with basic rights or the principles of justice. Modern ADR is different because it operates within a legal framework and depends on safeguards such as neutrality, consent, professional competence, and enforceability. It can work alongside existing legal and traditional practices while offering people more options for resolving disputes.

ADR Beyond Pakistan's Borders

The growing use of ADR around the world shows how dispute resolution is changing. Commercial, financial, and contractual disputes can involve complex issues that may be better handled through specialized processes outside traditional courts. International arbitration is especially important in cross-border business. The 1958 New York Convention provides a framework for recognizing and enforcing foreign arbitral awards. Pakistan ratified the Convention in July 2005, and it came into force in the country in October that year. Pakistan's participation shows that ADR is already part of the international legal system. The focus now is on making these processes more effective and accessible within Pakistan.

Professional Standards for Effective ADR

Having laws on the books is not enough. ADR also depends on public trust and well-trained professionals. Mediators, conciliators, and arbitrators need legal knowledge, neutrality, ethical standards, and practical skills to handle disputes fairly and efficiently. Clear safeguards help make ADR a reliable alternative to traditional litigation. Public awareness also matters. People need to understand when ADR can be used, how the process works, and whether its outcomes can be enforced. This can help them make informed choices about how to resolve their disputes.

What Pakistan Needs to Make ADR Work?

Pakistan's judicial challenges cannot be solved by creating another system and leaving it underused. The country already has a legal framework for ADR, in place since 2017, and pilot projects have shown that it can work when properly used. The next step is to make ADR a more active part of the justice system across the country.

The goal is not to move justice away from the courts, but to resolve disputes through the most suitable process. A stronger ADR system helps reduce unnecessary cases, speed up resolutions, lower costs, and improve access to justice. Its success will depend not only on the law, but also on effective institutions, trained professionals, public awareness, and trust in the



IMAGE SOURCE : LE MONDE

NEPAL'S 'AID INF LUENCERS': WHEN DISASTER BECOMES CONTENT

SOURCE:
AEM

Two weeks after a glacier collapse triggered one of the deadliest floods in the Himalayas' modern history, a report from the disaster zone in Nepal described a scene that had little to do with rescue work. Recovery operations were still underway. People remained stranded on the far side of the river. Yet many of those gathered nearby were not holding shovels. They were holding phones, filming the disaster and, in some cases, filming themselves at the site.

What Actually Happened in Nepal?

The disaster itself was enormous. On August 26, 2026, a section of the Langtang Lirung glacier collapsed in the Himalayas, sending water, rocks, and debris into the Trishuli River valley along the Nepal-Tibet border. Water levels in the river reportedly rose by as much as 9 meters in just 30 minutes. The resulting flood affected the districts of Rasuwa, Nuwakot, and Dhading.

It destroyed a border crossing and swept away homes, schools, and hydropower infrastructure. Hundreds of workers were alsobelieved to be trapped inside tunnels along the river. As search operations continued, the confirmed death toll rose to more than 1000, while thousands of people remained missing. Some victims were later found in India, up to 240 kilometers from the disaster site.

The People Filming Instead of Helping

Against this backdrop, reports from the disaster site described another issue: the growing presence of people filming themselves at the scene. Some Nepalis have begun referring to such visitors as 'aid influencers'. Instead of taking part in recovery work, some were reportedly focused on recording videos and taking selfies near active rescue operations. The phenomenon has also been described as 'aid voyeurism', referring to people who visit disaster zones mainly to document their presence rather than provide meaningful assistance.

When Aid Becomes Content

One Nepali aid organizer described the phenomenon as 'clickbait relief'.The report said some people arriving at the disaster site appeared to treat the catastrophe as an opportunity for personal content rather than sustained assistance. It also described cases of fabricated involvement, in which people used AI tools to edit themselves into existing footage to make it appear that they had volunteered at the site when they had not.

Where Did the Aid Organizations Go?

The issue extends beyond individual influencers. The wider humanitarian response has also been described as an 'industry in crisis'. When journalists first arrived at the disaster site, the area was crowded with United Nations personnel, international NGOs, and their media teams. Two weeks later, much of that presence had decreased, although the branding and signs of some organizations were still visible at the site. Humanitarian organizations worldwide are facing funding pressures, making social media attention increasingly important for attracting donations. This has raised broader questions about whether the search for visibility can sometimes shift attention from providing sustained support to creating content.

What Survivors Are Actually Asking For?

People affected by the flood have not rejected outside assistance. They continue to need support, but there has also been growing concern about their suffering being used as social media content. The focus is on receiving meaningful assistance without being treated as a backdrop for photographs, videos or personal promotion. For many survivors, the need for help must also be balanced with respect for their dignity.

BEYOND MEDICINE: THE ROLE OF LIFESTYLE IN HEALTH



Muhammad Shoaib Khan
Qualified Molecular Biologist
03 MINUTES READ

Pakistan is facing a growing burden of chronic diseases, with diabetes among the most serious concerns. According to the International Diabetes Federation (IDF), an estimated 34.5 million adults aged 20 to 79 were living with diabetes in Pakistan (2025). The age-standardized prevalence was 31.4%, meaning roughly one in three adults was living with the condition. Diabetes is only one part of a wider health challenge. Cardiovascular diseases, cancers, chronic respiratory diseases, and other noncommunicable diseases (NCDs) contribute substantially to illness and premature death in Pakistan. A WHO Eastern Mediterranean Region study has estimated that NCDs account for 58% of all deaths in the country. Many of these conditions are influenced by modifiable factors such as poor diet,physical inactivity, tobacco use, and unhealthy weight. Medical treatment remains essential for many patients, but prevention and long-term disease management also require attention to everyday habits. This is where lifestyle medicine can play an important role.



IMAGE SOURCE : RESEARCHGATE

What Is Lifestyle Medicine?

Lifestyle medicine is an evidence-based medical specialty that uses structured lifestyle interventions to prevent, manage and, in some cases, help reverse chronic diseases. It focuses on factors that influence health every day, including nutrition, physical activity, sleep, stress, substance use, and social relationships. The American College of Lifestyle Medicine identifies six interconnected pillars: whole-food, plant-predominant nutrition, physical activity, restorative sleep, stressmanagement, positive social connection, and avoidance of risky substances. These approaches can complement conventional medical care rather than replace medicines or other clinical treatments when they are needed.

The Six Pillars of Lifestyle Medicine 1. Whole-Food Nutrition

A healthy diet is one of the foundations of lifestyle

medicine. Meals based on vegetables, fruits, whole grains, legumes, nuts, and seeds provide important nutrients and dietary fibre while reducing reliance on highly processed foods. The goal is not simply to remove individual foods but to develop a sustainable eating pattern. Diets high in highly processed foods, added sugars, and unhealthy fats are associated with a higher risk of metabolic and cardiovascular problems. Lifestyle medicine therefore emphasizes minimally processed, nutrient-dense foods as part of long-term disease prevention and management.

2. Physical Activity

Regular physical activity supports cardiovascular health, muscle strength, metabolic health, and mental well-being. It can also improve insulin sensitivity and help people maintain a healthy body weight. The WHO recommends that adults aged 18 to 64 undertake at least 150 minutes of moderate-intensity physical activity each week, or 75 minutes of vigorous activity, along with muscle-strengthening activities on at least two days a week. Activities can include brisk walking, running, cycling, swimming or strength training, depending on an individual's health and fitness level.

3. Restorative Sleep

Sleep is often overlooked in discussions about health, yet it is essentialfor physical and mental functioning. Regularly getting too little sleep is associated with a higher risk of obesity, diabetes, hypertension, cardiovascular disease, and other health problems. The American Academy of Sleep Medicine and Sleep Research Society recommend that healthy adults regularly obtain at least seven hours of sleep per night. Lifestyle medicine also emphasizes sleep quality, regularity, and a suitable sleep environment.

4. Stress Management

Chronic stress can affect both physical and mental health. Lifestyle medicine encourages people to develop healthy ways of responding to stress rather than relying on harmful coping mechanisms. Mindfulness, meditation, deep-breathing exercises, physical activity, time management, and adequate sleep can all support stress management. The most appropriate approach differs from person to person, but the broader goal is to build habits that improve resilience and emotional well-being.

5. Avoidance of Risky Substances

Avoiding tobacco and other harmful substances is another important pillar. Tobacco use is strongly linked to cardiovascular disease, respiratory diseases, and several forms of cancer. Lifestyle medicine also addresses other risky substance use and behaviours. For people who are trying to quit tobacco or reduce substance use, professional support can make the process more effective and sustainable. The focus is not simply on avoiding harmful substances but also on providing people with practical support to change established habits.

6. Positive Social Connections

Health is also influenced by relationships and social environments.Supportive relationships can provide emotional support, reduce isolation, and encourage healthier behaviours. The importance of social connection is also discussed in Ikigai: The Japanese Secret to a Long and Happy Life by Héctor García and Francesc Miralles. The authors visited Ogimi in Okinawa and interviewed more than 100 residents while exploring factors associated with long, active lives. Their work highlights social relationships, purpose, and daily activity alongside other aspects of life in the community.

Can Lifestyle Changes Reverse Disease?

One of the most important aspects of lifestyle medicine is its potential to improve chronic disease outcomes. Research has shown that intensive lifestyle interventions can produce substantial improvements in blood glucose and, in some people with type 2 diabetes, lead to remission. For example, a 2024 study of an intensive lifestyle intervention in Australian primary care found that around half of participants with relatively recent type 2 diabetes achieved remission after 12 months. These findings support the role of structured lifestyle interventions, particularly alongside appropriate clinical monitoring. However, remission is not guaranteed, and lifestyle changes should not be presented as a universal replacement for medication. Diabetes and other chronic diseases vary between individuals, and treatment decisions should be made with qualified healthcare professionals.

The Challenge of Changing Habits

Knowing what is healthy is often easier than consistently doing it. Behavioural change requires time, motivation, and support. Financial limitations, work schedules, culturalpractices, access to healthy food, safe spaces for physical activity and limited health awareness can all make healthy choices more difficult. This means lifestyle medicine cannot depend entirely on individual responsibility. Healthcare providers, families, communities, and public institutions all have roles to play. Primary healthcare can incorporate nutrition counselling, physical activity guidance, smoking cessation support, sleep education, and other preventive services into routine care. Books such as Atomic Habits by James Clear can also provide practical ideas for building consistent behaviours, although self-help resources should complement rather than replace professional medical advice. A Shift Toward Prevention Lifestyle medicine does not mean abandoning conventional healthcare. Instead, it adds greater attention to the daily behaviours and social factors that influence chronic disease. For a country facing a growing burden of diabetes and other NCDs, prevention and long-term disease management are increasingly important. Evidence-based lifestyle interventions can help individuals improve their health while supporting broader public health efforts.



WHY BEING BUSY DOES NOT MEAN YOU ARE MANAGING YOUR TIME WELL



Khadeeja Shahzadi
Scientific Writer & Emerging Researcher
03 MINUTES READ

A packed calendar feels like proof of productivity. We think that if our schedule is full and we're always running around, we must be doing a good job. For many of us, especially students and people just starting their careers, being busy is like a badge of honor. But here's the thing: being busy and actually managing our time well are two different things. We might be getting things done, but are we doing them well? And are we taking care of ourselves in the process?

Why Being Busy Feels Productive?

Researchers at Columbia Business School have found that feeling busy can act as a psychological buffer. People who feel busy may experience less guilt about missed deadlines because being busy can make them feel that their time is being used effectively, even when they have notcompleted their most important tasks.

In other words, being busy is a feeling of constant activity, not necessarily a measure of what we have actually accomplished. It's like your attention is being pulled in lots of different directions, making it harder to finish anything.

Why Time Management Matters for Wellbeing?

Researchers at Concordia University examined decades of research on time management. Time management was moderately associated with better job performance and academic achievement, meaning people who managed their time

IMAGE SOURCE : NAESP.ORG

well were more likely to meet deadlines and perform better academically. But the strongest relationship was not with performance. It was with wellbeing. People with better time management skills reported lower levels of psychological distress, stress, and boredom. In other words, research suggests that time management is not simply a productivity tool. It can actually help you feel less stressed and work better. This is an important difference. If you're only trying to fit more tasks into your day, time management can start to feel like just another thing to worry about. But the real advantage is that it helps you create a schedule that lets you finish important work without feeling overwhelmed all the time.

The Habit That Gets in the Way: Multitasking

If there is one habit that research consistently warns against, it is multitasking. Cognitive psychologists have shown that the brain cannoteffectively perform two complex tasks at the same time. What feels like multitasking is usually rapid switching between tasks, and every switch comes with a cost.

Research suggests that frequent task-switching can take up a significant share of potentially productive time. A 2023 American Psychological Association survey also found that more than half of adults believed frequent switching negatively affected their memory and cognitive performance.

For students and professionals, the lesson is simple: closing unnecessary tabs, silencing notifications, and focusing on one task at a time can help protect attention. Doing less at once may actually help you finish more.

Why Are Our Schedules Always Too Full?

There is a well-documented reason our schedules often end up too full: the planning fallacy. First described by psychologists Daniel Kahneman and Amos Tversky, it refers to our tendency to underestimate how long tasks will take, even when we have past experience showing otherwise. A study done by university students showed something interesting. They thought they would finish their big projects, called senior theses, 22 days earlier than they actually did. Even when they tried to guess the worst-case scenario, they were still too hopeful. In the end, only about 30 percent of the students finished their projects on time.

The solution is not simply to be more realistic. Research suggests that awareness alone does not eliminate this bias. Instead, researchers recommend reference class forecasting: look at how long similar tasks actually took in the past and use that informa-tion to plan future work. Rather than relying on how long you think a task will take, build your schedule around how long it has actually taken before.

What Does This Actually Mean for a Weekly Schedule?

Taken together, the research

points to a few practical habits that can make a weekly schedule more realistic and manageable:

1. Set priorities before filling your schedule

Decide which tasks are most important before adding smaller or less urgent activities. This makes it less likely that routine tasks will take up the time needed for more meaningful work.

2. Block time for specific tasks

Instead of relying only on a long to-do list, assign tasks specific periods in your schedule. This makes you consider how much time each task actually requires and helps prevent unrealistic planning.

3. Protect focused work periods

During important tasks, reduce interruptions and avoid switching between unrelated activities. Working on one task at a time allows you to use your attention more effectively and reduces the time lost to switching.

4. Build buffer time into your schedule

Avoid filling every available hour with planned work. Leaving some unscheduled time allows you to handle delays, unexpected tasks, and work that takes longer than expected without disrupting the rest of the day.

5. Review your week and adjust:

At the end of the week, look at what took longer than expected, where interruptions affected your plans, and whether your workload was manageable. Use this information to make the next week's schedule more realistic. The goal of time management is not to fill every hour with work or to makea busy schedule look productive.

It is to make realistic plans, protect your attention, and leave enough space for the unexpected problems. A well-managed week should not simply show how much you managed to fit in. It should help you focus on what matters, complete important work, and feel less overwhelmed while doing it. In the end, managing your time well is not about doing more. It is about using your limited time more intentionally.

THE 2% THAT EATS 20%

Your brain makes up only about 2% of your body weight, yet it uses roughly 20% of your energy at rest. Weighing around 1.4 kilograms in an average adult, it is one of the body's most energy-demanding organs. Much of that energy keeps billions of nerve cells working and allows them to send signals that support memory, movement, attention, and thought.

So, where does all that energy go? A large share powers the electrical and chemical activity that allows neurons to communicate, while the rest supports essential cellular functions. Glucose is the brain's main fuel under normal conditions, and its energy needs remain relatively steady even when physical activity increases.

This does not mean you need to snack constantly to keep your brain working. It does show why regular meals, adequate sleep, and short study breaks matter. Your brain works hard even when you are sitting still, so taking care of your body is part of supporting your ability to learn and concentrate.

NAPA ANNOUNCES NEW FACULTY FOR ITS THEATRE ARTS DEPARTMENT (2026)

SOURCE:
AEM

The National Academy of Performing Arts (NAPA) has announced the faculty for its Theatre Arts Department, bringing together artists and educators with experience in acting, directing, physical theatre, writing, translation, film, television, and stage production. The new faculty includes NAPA graduates, internationally trained artists, and professionals who have worked across theatre and the wider entertainment industry.

Bazelah Mustafa: Internationally Trained Theatre Artist

Bazelah Mustafa has trained in physical theatre in both Europe and the UK. She holds a degree in Physical Theatre from the École Internationale de Théâtre Jacques Lecoq in Paris, a Master's in Theatre Practice from the Royal Central School of Speech and Drama, and an undergraduate degree in Drama and Fine Arts from the University of Northampton.

Her work has taken her across Pakistan, the UK, and France, where she has worked as an actor, director,writer, and educator. Her original productions include *Soch, Loop, Nocturnal, V-Gen, and X.*

Meesam Naqvi: From Performer to Director

Meesam Naqvi is a NAPA graduate who trained under Zia Mohyeddin, Rahat Kazmi, and Talat Hussain. He has worked as an actor and director for more than 200 productions. He was also involved in the revival of Dastangoi in Pakistan. In 2020, he headed the re-establishment of the Arts Council Theatre Academy before moving into television direction. His television credits include *Betiyan, Mayi Ri, and Hasrat.*

Nazr ul Hassan: A Versatile Voice in Pakistani Theatre

Nazr ul Hassan was also mentored by Zia Mohyeddin. His theatre credits include Othello, Court Martial, and Jasoosi Duniya, while his screen work includes Sammi and Parwarish. He was part of the Dastangoi revival in Pakistan and recently performed in the one-man show System Down Hai. In 2018, he won Best Actor at the Mumbai International Film Festival for his performance in the short film*Kachrachi.*

Kiran Siddiqui: From Stage Acting to Screenwriting

Kiran Siddiqui trained under Zia Mohyeddin, Khalid Ahmed, Fawad Khan, and Sunil Shankar. She began her career as a stage actor

before moving into translation, adaptation, and screenwriting. Her recent work includes the television serial *Parwarish*.

Zarqa Naz: Bridging Theatre and Translation

Zarqa Naz is a theatre director and translator who also serves as a visiting faculty at Iqra University. Her directing credits include Hide & Seek and Pagla Ghoda. She has also translated several plays from Hindi and English into Urdu.

Ali Junejo: From Theatre to Cannes

Ali Junejo has worked in both theatre and film. He is known internationally for his role in Joyland, which received the Un Certain Regard Jury Prize at the 2022 Cannes Film Festival. It was also named Best International Feature Film at the 2023 Film Independent Spirit Awards. His theatre credits include *The Man on a Black Horse, The Portrait of Rumi, Waiting for Godot, and 12 Angry Men.*

Kashif Hussain: Exploring Theatre Beyond Dialogue

Kashif Hussain received his theatre training at NAPA before pursuing advanced training at the University of Texas at Austin. Since 2011, he has worked across theatre, film, and television. His screen credits include *Churails and Akhara*, while his theatre work includes *Equus and King Lear*.

M. Samhan Ghazi: Passing Theatre to the Next Generation

M. Samhan Ghazi has worked on more than 30 stage productions. He holds a Master's degree in Economicsand has a background in Chartered Accountancy. He has also spent more than 15 years teaching Urdu and Theatre Arts, from O-Level through higher education.

Muhammad Hammad Khan: From Performance to Teaching

Muhammad Hammad Khan graduated from NAPA in 2012 and now teaches at the University of Karachi. His work includes theatre and television, as well as short films and television commercials.

Fahad Sheikh: Comedy, Drama, and Improvisation

Fahad Sheikh has been working in the performing arts since 2018. His work covers comedy, drama, and improvisation. He has also performed his autobiographical one-man play Quiet Shift.

Ali Sher: Bringing Movement to the Stage

Ali Sher holds an engineering degree from NED University and has also trained at NAPA. He specialised in movement under Bazelah Mustafa, combining his theatre training with a background in engineering.

Tanveer Kamran: The Art Behind the Look Tanveer

Kamran has nearly 25 years of experience as a get-up and makeup artist in Pakistani television and theatre. His work focuses on the visual appearance of performers and is an important part of preparing actors for the stage and screen. Taken together, the new faculty offers the students an exposure to professionals with experience across the performing arts, from rehearsal rooms and stages to film sets and television productions.

RAHAT KAZMI:

A TEACHER, A MENTOR, A FRIEND



Uzma Sabeen
Writer
03 MINUTES READ

The room seemed to light up when Rahat Kazmi entered with the other theatre faculty members. It was my first day at the National Academy of Performing Arts (NAPA), and we were attending an orientation session with all our teachers. When Rahat Sahib walked in, impeccably dressed, and carrying himself

with effortless grace, my heart skipped a beat. He was, after all, the heartthrob of an entire generation, celebrated for his unforgettable portrayal of Dr. Ahmer in *Dhoop Kinare*. Looking around the room, I wondered how anyone could concentrate in his classes when everyone seemed so captivated by him.

Rahat Sahib was assigned to teach us the History of Theatre. His expertise extended far beyond performance. He was exceptionally well-read and intellectually rigorous. From the very first lecture, our admiration for him deepened. He constantly challenged us with difficult questions that demanded serious reading and preparation. His knowledge of literature, history, philosophy, and theatre often made me reconsider how I spent my own time. He expected facts, context, and precision. Whenever he assigned a play, I would not only read the text but also explore related literature, hoping to impress him with my preparation.

I have always admired strict teachers. Ever since my school days, earning the respect of a demanding mentor felt like a challenge worth pursuing. Rahat Sahib embodied that ideal. He once assigned us *Toota Kahani*, a television play by Ahmed Ahmed, and later directed us in *Hamlet*, in which I played Gertrude.

Working under his direction was a master class in itself. He had an extraordinary understanding of sound, rhythm, and the musicality of dialogue. Equally remarkable was his meticulous attention to mise-en-scène and the overall visual composition of a production. It was easy to understand why so many students wanted to study acting with him.

What distinguished Rahat Sahib was not merely his talent as an actor or director, but his depth as a teacher and thinker. He encouraged us to look beyond the surface of a text and engage critically with it. During discussions on classical Greek theatre, for example, he expected us not only to understand the plots of plays such as *Oedipus Rex*, but also to examine their social, political, and historical contexts in light of their relevance to contemporary theatre. His classes expanded our understanding of the art form and challenged us to become more thoughtful practitioners.

Travelling with Rahat Sahib was another enriching experience. His presence was magnetic wherever we went, whether in Lahore, Islamabad, or Delhi. During a visit to Delhi for a performance of *Khawboon Kay Musafir,* directed by Zia Mohyeddin, I witnessed his generosity firsthand. I was the lighting designer for the production, and our stay lasted four days. It was our first visit to India, and naturally, everyone was eager to explore the city's bazaars and historic sites. Having visited India many

before, Rahat Sahib understood our excitement completely.
When I asked if I could leave rehearsal early to join my colleagues, he simply smiled and said, “No problem. Go and enjoy yourself. I’ll handle the rehearsal.”
His kindness extended beyond such gestures. He took us to an elegant restaurant and even proposed a trip to the Taj Mahal. The early departure meant, however, that few were willing to make the journey; only Rahat Sahib, Akber Bhai, and I ended up going. In the end, the plan remained an amusing possibility.

The pandemic brought another dimension to our relationship. While the world was confined indoors, Rahat Sahib and I found companionship through books. He would send a book through his driver, who passed it on to our household staff. Once I finished reading it, we would discuss it at length over the phone. Over time, we exchanged nearly fifty books, creating an ongoing dialogue about literature, ideas, and life.
Those conversations had a profound impact on me. They inspired me to write, translate, and engage more seriously with literature. It was Rahat Sahib who recommended that I read The *Magic Mountain* by Thomas Mann. His encouragement eventually led me to translate the novel, making it my first major literary translation project. In many ways, that achievement owes its to his faith in my abilities and his passion for sharing books. He also wrote the foreword to my translation, an honour I continue to value deeply. Knowing that he recognised my potential as a translator filled me with immense pride and gratitude.

Despite his fame, knowledge, and accomplishments, Rahat Sahib remains one of the most humble individuals I have ever met. He is approachable, generous, and deeply supportive of his students and colleagues, always encouraging those willing to work hard to achieve excellence in their chosen fields. He has a rare ability to make people feel valued and heard.

Beyond his intellectual pursuits, he also enjoys gossip and storytelling, and much of our friendship has been built on sharing news, anecdotes, and laughter. This combination of wisdom and warmth makes him all the more endearing.
Rahat Kazmi's influence on me extends far beyond the theatre classroom. He taught us to look more closely, read more widely, and question more deeply. For me, that lesson continued long after I left NAPA, in the books we exchanged, the conversations we shared, and the translation he encouraged me to undertake. Perhaps that is the mark of a true teacher: not simply what they teach in the classroom, but what they inspire you to pursue long after you have left it.



SOURCE: AEM

INDU MITHA: THE WOMAN

WHO GAVE BHARATANATYAM A PLACE IN PAKISTAN

SOURCE:
AEM

When Indu Mitha died in Dublin on 31st August 2026 at the age of 97, Pakistan lost more than a dancer. It lost one of the people who had spent decades making space for an art form that had arrived with very little institutional support. Mitha's story is inevitably connected to Partition. Born in Lahore in 1929, she left for Delhi around Partition before returning to Pakistan in 1951 after marrying Aboobaker Osman Mitha. Her elder sister, Uma, remained in India and built a career in journalism, broadcasting, and cinema. Over more than seven decades, she helped turn a classical dance tradition associated with Southern India into a living part of Pakistan's cultural landscape.

Making Space for an Unfamiliar Art Form

Bharatanatyam had little established presence in post-Partition Pakistan. There were few institutions dedicated to teaching it, and public space for classical Indian dance was limited. Mitha nevertheless began teaching and performing, refusing to treat the absence of an existing infrastructure as a reason for the form to disappear. She taught at Lahore Grammar School and later at institutions including the Rawalpindi campus of the National College of Arts before establishing her own dance school, Mazmoon-e-Shauq.

Giving Bharatanatyam a Pakistani Voice

Mitha found ways to make the form speak to the cultural environment around her. Among her most distinctive contributions was the composition of Bharatanatyam songs in Urdu. Traditionally, the repertoire is strongly associated with languages such as Tamil, Telugu and Sanskrit. Mitha's use of Urdu created a connection between the classical vocabulary of the dance and the language of the society in which she had chosen to practice it. Her work also explored secular and feminist themes, demonstrating that a classical form could engage with contemporary questions without losing its identity.

A Legacy Built Through Students

The significance of Mitha's career becomes clearer through the dancers who came after her. For decades, she trained students and encouraged them to develop their own relationship with the form. Among them was Amna Mawaz Khan, who studied under Mitha for 11 years and later established herself as a prominent Pakistani dancer. Her own daughter, Tehreema Mitha, also became a Bharatanatyam dancer and choreographer, eventually continuing the tradition in the United States.

How She Kept Her Art Alive?

Mitha's work was particularly

significant because she continued it through periods when classical dance had limited visibility in Pakistan. She performed at private gatherings, military functions, and cultural events while simultaneously building a teaching practice. In 2020, her contribution to the arts was recognized with the President's Award for Pride of Performance. Her later years were documented in How She Moves, a film following Mitha and her students around what was described as her final recital. By then, her importance no longer rested solely on how she danced. It rested on what existed because she had spent decades teaching.

A Legacy Beyond One Lifetime

The most lasting part of Indu Mitha's story lies beyond the partition. She demonstrated that cultural traditions do not always remain confined to the places from which they originate. They can travel, adapt and acquire new meanings. Indu Mitha did not merely bring Bharatanatyam to Pakistan. She gave it to students, a language and a future.



A CHEAP FUEL WITH A HIDDEN COST: PLASTIC IN TOFU PRODUCTION



IMAGE SOURCE : CLAUDE

SOURCE:
AEM

Plastic waste may seem like a cheap source of fuel, but using it to produce tofu can create environmental and food-safety risks. When plastic waste is burnt to make tofu, it releases toxic chemicals, including dioxins, along with fine particulate matter such as PM2.5. These pollutants move through the food chain and contaminate the tofu itself, turning a cheap fuel source into a wider food-safety concern.

Tofu Production in Indonesia

Tofu is one of the most common foods in the country. Chinese traders introduced it to Java around the 17th century, and it has remained a staple ever since. Today, the average Indonesian eats around 8 kilograms of tofu a year, according to the Indonesian Bureau of Statistics (2021). Tropodo, a small village in East Java, has been a major tofu-producing hubsince the 1960s. Because tofu is produced mainly by small, local businesses and widely consumed across Indonesia, production practices can have direct implications for consumer food safety.

Why Do Producers Choose Plastic as Fuel?

The cost difference makes plastic the cheaper option. A factory owner in Tropodo told The Guardian in 2025 that a truckload of imported plastic scrap costs around $13, compared to roughly $130 for the same volume of wood, making wood about ten times more expensive. For small producers running on thin margins, the lower cost makes plastic an attractive fuel despite its environmental and health risks. Plastic waste can enter the country without being labelled as plastic waste. Indonesian regulations allow imported waste-papershipments to contain up to 2 percent plastic contamination. In practice, Ecoton, the Indonesian environmental group that has inspected these shipments, has found contamination levels as high as 30 percent. This creates a route through which plastic waste can reach producers even when it is not imported as a shipment of plastic waste.

What the Data Shows About Health Risks?

Burning plastic releases pollutants that wood does not. In a 2025 field study, Ecoton tested free-range chicken eggs from around Tropodo and found dioxin levels roughly 80

times higher than the World Health Organization's safety threshold. Dioxins are a group of toxic chemicals associated with cancer, reproductive, and developmental effects. The same study measured fine particulate matter (PM2.5) in Tropodo's air at levels nearly 20 times Indonesia's national safety limit. These findings show that the effects of plastic burning can extend beyond the furnace, affecting both air quality and the surrounding food chain.

How Plastic Fuel Contaminates the Tofu Itself?

The contamination is not limited to the surrounding air and wildlife. In a 2025 study, Ecoton tested 12 tofu samples bought directly from producers in Tropodo and found microplastics in every sample. The finding is significant because it provides a direct link between plastic pollution in the production environment and contamination detected in the food itself. For a food eaten this widely, such findings raise a wider food-safety question: how can consumers be protected when harmful pollutants are generated during food production?

Why Plastic Waste Is Still Used Despite the Ban?

Indonesia's Ministry of Environment and Forestry announced a ban on plastic-waste imports that took effect in 2025, after years of receiving plastic waste from wealthier countries. However, plastic contamination in imported waste-paper shipments remains a separate concern. Because some of the plastic used as fuel in Tropodo has been linked to waste-paper shipments, stronger controls on imported waste remain important to prevent plastic from reaching producers.

Making Cleaner Fuel Affordable for Producers

Addressing the problem requires action beyond individual tofu producers. First, the government should enforce the ban on burning plastic waste by regularly inspecting tofu furnaces and penalizing producers who continue the practice. Second, it should make cleaner fuels affordable by supporting access to alternatives such as coconut-shell biomass and helping small producers adopt more efficient furnaces. Third, imported waste should be inspected more strictly to prevent plastic-contaminated paper shipments from reaching producers.

These measures should work together: enforcement can reduce plastic burning, financial support can make cleaner alternatives practical for small producers, and stronger import controls can reduce the supply of plastic waste entering the production chain. Together, they can reduce pollution while helping tofu producers move away from plastic fuel without placing the entire burden on small businesses.

BEGUM HAZRAT MAHAL: THE QUEEN OF RESISTANCE



Aqdas Hashmi
Lecturer, PhD Scholar & Reseacher
03 MINUTES READ

If the India of 1857 had been a story of only male soldiers, kings, and nawabs, the history of the revolt would have been very different. A few women also emerged who resisted the colonial power gradually taking over Indian states, armies, land, and political autonomy. Rani Lakshmibai of Jhansi is widely remembered for her role in the 1857 uprising, but Begum Hazrat Mahal of Oudh also played a significant and influential role. Historian Rudrangshu Mukherjee notes that Lakshmibai became widely represented as a warrior queen on horseback, while Begum Hazrat Mahal received far less recognition despite her role in the rebellion. Limited reliable information is available about Hazrat Mahal's early life. She became associated with the harem of Wajid Ali Shah, the last Nawab of Awadh, and later became the mother of his son, Birjis Qadr. In 1856, the East India Company took control of Awadh and exiled Wajid Ali Shah to Calcutta. A few months later,the 1857 rebellion broke out, and Lucknow became one of its most important centers. The young Barjis Qadr was recognized as ruler of Oudh, but real power passed to his mother.

Hazrat Mahal did not let the rebellion become a mere riot of soldiers. An administrative structure was



established around her, with separate military arrangements involving risaldars, artillery officers, and commanders from the former Oudh army. Her military system included Hindu commanders like Raja Jailal Singh alongside Maulvi Ahmadullah Shah and other local leaders, uniting Hindu and Muslim soldiers under a single resistance.

The Battle of Chinhat on 30 June 1857 gave this resistance a historic victory. British Chief Commissioner Sir Henry Lawrence expected an easy win, but Oudh's soldiers forced the British troops to retreat into the Lucknow Residency. Raja Jailal Singh was appointed

commander of the Oudh army following the victory, a fact recorded in the historical archives of the Indian Ministry of Culture.

After Chinhat, British power in Lucknow was largely confined to the Residency, which Hazrat Mahal's supporters besieged for months. Gardens and palaces across the city, including Alam Bagh and Sikandar Bagh, became battlefields. According to some historical traditions, Hazrat Mahal herself visited military positions to boost morale, an unusual act for a royal woman of that era. Women were not mere spectators either. According to records fromIndia's Ministry of Culture, Uda Devi is remembered for helping form a women's fighting unit and fighting with cavalry pistols at the Battle of Sikandar Bagh on 16 November 1857. However, some details of her story remain part of historical tradition rather than established fact. The resistance spread well beyond Lucknow. By 1858, Hazrat Mahal commanded about five thousand men and five cannons in the Bahraich area alone, while other local leaders held separate forces elsewhere in Oudh, according to Mukherjee's research. Her strategy involved managing local loyalties, logistics, troop salaries, and artillery across a wide geography, not simply personal bravery on one battlefield.

Hazrat Mahal's resistance was fought with words as well as arms. When Queen Victoria announced in 1858 that the British Crown would govern India without interfering in religious matters, Hazrat Mahal publicly challenged the claim. She questioned why temples and mosques could be demolished for roads and churches if religious neutrality was being promised. She also questioned why India was not returned to its people if the Queen had assumed direct control of the country. A study published by Cambridge University Press describes her declaration as a forceful reaction against British religious policy.

The final phase was tragic. The final phase of the resistance was marked by British advances under Sir Colin Campbell, who gradually recaptured Lucknow's strongholds. By March 1858, the resistance had largely been suppressed. Hazrat Mahal left Oudh with her son and companions and eventually went to Nepal. The British government later offered her concessions and a pension, but she declined. The comparison to Rani Lakshmibai is instructive. Both were connected to royal families, both resisted British rule, and both showed extraordinary courage. But where Lakshmibai's legacy became that of a warrior queen who died on the battlefield, Hazrat Mahal organized commanders, coordinated fronts across Oudh, brought Hindu and Muslim soldiers together, gave women a role in the resistance, and answered a queen's declaration with a written challenge. Describing her only as the "Rebellious Begum of 1857" overlooks the political role she played alongside her leadership of the resistance



THE WORLD'S LARGEST ELECTRIC PLANE TOOK ITS FIRST FLIGHT

SOURCE:
AEM

From electric trains running on railways to battery-powered cars on roads, electric propulsion has become an established part of modern transport. Aviation is now beginning to explore what the technology can achieve in the air. This shift can also help reduce aviation's environmental impact. Aviation accounts for an estimated 2.5 percent of global carbon dioxide emissions and also produces other heat-trapping pollutants, including nitrogen oxides. On August 12, 2026, Heart Aerospace's X1 took this idea a step further by completing a 27-minute flight powered entirely by batteries. The X1 is the largest battery-electric aircraft ever to fly. It is a technology demonstrator for the company'splanned ES-30, a 30-seat regional aircraft. The successful flight shows how electric aviation is progressing and can open new possibilities for cleaner, shorter regional flights.

Why Is This Flight Significant?
Electric aircrafts are not new. Small electric planes have been tested for years, usually carrying only one or two people. The bigger challenge has been developing larger aircraft that can be useful for commercial regional flights. This is where X1 is significant. Its flight showed that battery-powered aircraft can operate at a much larger scale than earlier electric planes. It is an important step toward developing electric aircraft for regional air travel. The flight also used very little electricity. It reportedly cost around $5 in electricity, highlighting the potential for muchlower energy costs compared with conventional aircraft. However, electric aviation still faces challenges such as battery weight, flight range, and the cost of developing new aircraft.

Why Are Airlines Investing in Electric Flight?
Electric aircraft can offer

IMAGE SOURCE : NFK

several advantages over conventional planes. Batteries are cheaper to run than jet fuel, they don't fluctuate with oil markets the way fuel prices do. Electric propulsion systems generally need less maintenance than a jet engine. These features make electric propulsion particularly interesting for regional routes connecting nearby cities. The idea is also attracting interest from major airlines. United Airlines and Air Canada have invested in electric-aircraft companies as they explore the potential of regional electric travel. These investments do not guarantee that the technology will succeed, but they show that established airlines are already preparing for a possible shift toward electric aviation.

Early Setbacks and a New Approach

The progress of electric aviation has also been marked by setbacks. Around $13 billion has been invested in electric and hybrid-electric aviation startups since 2019, but several companies have struggled to turn their technology into viable businesses. German air-taxi company Lilium, for example, filed for bankruptcy in 2024, and later faced further financial difficulties. Eviation, another electric-aircraft developer, also suspended operations after financial challenges.

Heart Aerospace is taking a different approach with its planned ES-30. Rather than relying entirely on batteries, the aircraft will use ahybrid-electric system with a combustion engine as a backup. This allows the company to work within current battery limitations while continuing to develop electric propulsion for regional flights.

The Road to Commercial Electric Flight

Moving from X1's 27-minute test flight to a certified passenger aircraft will require several major steps. Heart Aerospace will need to meet FAA certification requirements, develop charging infrastructure at regional airports, and demonstrate that the ES-30 can deliver the expected operating-cost savings. Its airline partners, including United Airlines and Air Canada, have also made financial commitments, but these commitments do not guarantee future aircraft deliveries. The X1 flight marks an important step in electric aviation, but several challenges remain before the technology can enter commercial service. Over the next few years, Heart Aerospace will need to show that the ES-30 can meet safety, performance, infrastructure, and cost requirements. The outcome will help determine how far electric aircraft can move from successful demonstrations to everyday regional air travel.

WHY PATIENTS ARE TRAVELING TO CHINA FOR ADVANCED CANCER TREATMENT

SOURCE:
AEM

Michael Walters, a 25-year-old New Zealander with non-Hodgkin lymphoma, a type of blood cancer, achieved complete remission after receiving CAR-T(Chimeric Antigen Receptor T-cell) therapy in China when earlier treatments had failed. He chose China largely because thetreatment was significantly more affordable than any option he found elsewhere. Josh Bronkhorst traveled to Shanghai after conventional treatment for his stomach cancer failed. After receiving CAR-T therapy, the fluid buildup associated with his cancer stopped. Lower costs andaccess to newer treatments are making China an increasingly attractive option for cancer patients from various countries, including the United States.

What Exactly Is CAR-T?
CAR-T, or chimeric antigen receptor T-cell therapy, uses a patient's own immune system as the weapon.

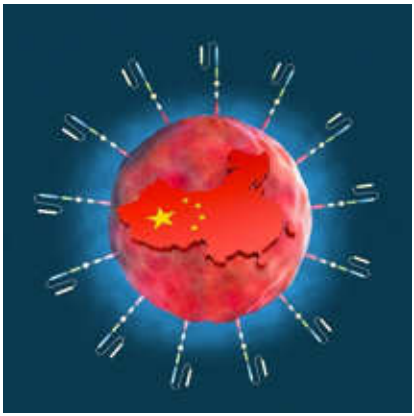


IMAGE SOURCE : BIO WORLD

Doctors collect T cells from the patient's blood, genetically modify them in a lab so they can recognize a specific cancer target, multiply them, and then return them to the patient's body. The treatment has been particularly important for certain blood cancers, including some leukemias, lymphomas, and multiple myeloma.

Why Is CAR-T So Expensive in the U.S.?
According to The Wall Street Journal, CAR-T treatment costs roughly $550,000 to $850,000 in the United States, compared with about $150,000 to $230,000 in China. The gap isn't simply the price of a drug. CAR-T is a personalized treatment: The patient's own cells are collected, modified, multiplied, tested for safety, and then returned to the same patient. The

process requires specialized medical teams and close monitoring because serious complications can occur.

Why Is China Becoming Competitive?

China has developed a major CAR-T research and manufacturing base, with many clinical trials underway. Its regulators have approved nine CAR-T products, more than any other country. China has also established specialized hospitals for international patients. Shanghai's SinoUnited Hospital says it has treated more than 30 international CAR-T patients from 12 countries since launching its program in 2023. The hospital provides English-language services, visa assistance, and specialist medicalteams. It has also seen growing interest from patients in the U.S., Canada, Europe, and Southeast Asia.

China Expands CAR-T Therapy Beyond Blood Cancer

For years, CAR-T worked almost exclusively against blood cancers, since solid tumors are far harder for engineered immune cells to locate and penetrate. That changed in June 2026, when China's National Medical Products Administration approved satri-cel, for certain patients with advanced gastric or gastroesophageal-junction cancer, becoming the world's first CAR-T therapy approved for a solid tumor. For some patients, China now offers access to a treatment simply doesn't exist yet anywhere else. The first international patient to receive satri-cel was a 59-year-old man from New Zealand, who traveled to Shanghai after chemotherapy and immunotherapy failed.

The Risks and Challenges of CAR-T Therapy

CAR-T can cause serious side effects, including cytokine release syndrome, which brings fever, dangerously low blood pressure, and breathing difficulty, along with possible neurological complications. Traveling abroad for such complex treatment also has practical risks. Patients may need long hospital stays and regular follow-up after returning home. There are also concerns about the transparency of some clinical trials in China's fast-growing biotechnology sector. However, international hospitals usually offer foreign patients approved treatments rather than experimental trials.

To conclude, China's rise in CAR-T therapy shows that the global map of advanced cancer care is changing. For Michael Walters and Josh Bronkhorst,traveling to Shanghai was not simply about choosing a country. It was about choosing a chance to live, and finding that the fastest and most affordable option happened to be in a hospital on the other side of the world. As China's research base, manufacturing capacity, and international healthcare infrastructure continue to expand, the country is becoming an increasingly important hub for advanced cancer treatment.

WHY BURNOUT IS BECOMING THE NEW NORMAL



Shehram Javed
Clinical Psychologist | Acedemic Writer
03 MINUTES READ

'I'm tired' is one of the most common phrases we hear today. But what if that tiredness is not caused by a lack of sleep? What if it is something much deeper? Imagine waking up after eight hours of sleep and still feeling exhausted. You struggle to focus, lose interest in things you once loved, and feel like you are running on empty every single day. This is not just stress; it could be burnout, a silent epidemic that is affecting millions of people around the world. In today's fast-paced society, being busy has become a symbol of success. Students compete for higher grades, employees work overtime to meet deadlines, parents juggle countless responsibilities, and social media constantly reminds us that someone else is doingmore. We are expected to be productive all the time, leaving little room to rest. As a result, burnout is quietly becoming the new normal.

What Is Burnout?

Burnout is a state of physical, emotional, and mental exhaustion caused by prolonged stress. Unlike ordinary stress, which often disappears after a short break, burnout lingers. It drains your energy, reduces motivation, and makes even simple tasks feel overwhelming. People experiencing burnout often feel trapped in a cycle where they are constantly working but never truly accomplishing enough. Over time, this can affect both their health and happiness.

Why Is Burnout Becoming So Common?

One of the biggest reasons is the pressure to always stay productive. Modern technology has made it possible to work, study, and communicate 24 hours a day. Emails, messages, online classes, and notifications never seem to stop. Even during holidays or weekends, many people find themselves checking their phones or worrying about unfinished work.

The Role of Social Media

Social media also plays a significant role. We scroll through carefully edited pictures of people celebrating achievements, traveling the world, or living what appears to be a perfect life. Without realizing it, we begin comparing ourselves to others. We feel guilty for taking breaks and believe we must work harder just to keep up.

Students face enormous academic-pressure. They are expected to earn excellent grades, participate in extracurricular activities, and prepare for successful careers, all while maintaining a perfect social life. Professionals experience similar demands in the workplace, where long hours and unrealistic expectations often become the norm. Another reason is the misconception that rest equals

laziness. Many people feel guilty when they relax, believing they should always be doing something productive. In reality, rest is not a luxury; it is a necessity.

The Warning Signs

Burnout does not happen overnight. It develops gradually, making it easy to ignore until it becomes severe. Some common warning signs include:

1.Feeling exhausted even after resting.
2.Losing motivation and enthusiasm.
3.Having difficulty concentrating or making decisions.
4.Becoming impatient or emotionally distant.
5.Experiencing frequent headaches, body aches, or sleep problems.
6,Feeling that nothing you do is ever enough.

Ignoring these signs can contribute to anxiety, depression, weakened immunity, and other serious health problems.

Breaking the Cycle

The good news is that burnout is preventable and manageable.

Set Healthy Boundaries

The first step is learning to set healthy boundaries. It is okay to say 'no' when your schedule is already full. Protecting your time does not make you selfish; it makes you responsible.

Take Regular Breaks

Taking regular breaks is equally important. A short walk, reading abook, listening to music, or spending time with family can refresh your mind more than hours of endless work.

Get Enough Sleep

Getting enough sleep, eating nutritious food, and exercising regularly can also improve both physical and mental well-being. These simple habits provide the energy needed to cope with daily challenges.

Seek Help

Most importantly, do not hesitate to ask for help. Talking to a trusted friend, family member, teacher, or mental health professional can make a significant difference. Seeking support is a sign of strength, not weakness.

A New Definition of Success

Perhaps it is time to redefine what success really means. Success is not about being busy every minute of the day. It is about living a balanced life where ambition and well-being exist together. True success is having the energy to enjoy life, spend time with loved ones, and wake up each morning with purpose rather than exhaustion. Productivity should improve our lives, not consume them.

To sum up, burnout is becoming the new normal because society has normalized constant pressure, endless work, and unrealistic expectations. However, just because something is common does not mean it is healthy. We all deserve moments of rest, peace, and self-care. By recognizing the signs of burnout and making our mental health a priority, we can create a future where success is measured not only by achievements but also by happiness, balance, and inner peace. After all, the strongest people are not those who never rest; they are the ones who know when to.



ADVERSE CHILDHOOD EXPERIENCES AND UNHEALTHY EATING BEHAVIORS IN ADOLESCENTS



Shafaq Iqbal
Psycologist & Author
03 MINUTES READ

Concerns about appearance, weight, and eating are becoming increasingly common among young people. Some skip meals to lose weight, eat less than their bodies need, compare themselves with others, or feel guilty after eating. These behaviors may seem to be only about food, but they can also be linked to emotional and psychological factors, including early experiences that shaped how a young person learned to cope.

To better understand this link, recent research examined whether

adverse childhood experiences are related to unhealthy eating behaviors among adolescents aged 14 to 18. The study found a significant relationship between the two. Experiences such asemotional neglect, unmet basic needs, and abuse were associated with a higher risk of unhealthy eating behaviors during adolescence.

How Childhood Experiences Can Affect Eating Behaviors?

A key question is why difficult experiences in childhood might still affect a person's relationship with food years later. One possible explanation involves executive functions, the mental skills we use to control impulses, manage attention, shift between tasks, and keep information in mind.

Repeated experiences of fear, neglect, or insecurity during childhood can affect the development of these skills. As a result, managing emotions, attention, and immediate reactionsmay become more difficult later in life. These difficulties can influence different behaviors, including how a person responds to food and eating.

Why Emotional Support Matters?

The findings highlight an important message for parents: raising a child involves more than providing food, clothing, and education. Children also need love, safety, attention, and emotional support. The home environment can shape a child's emotional development and future wellbeing in ways that may not be immediately visible.

Listening to children, understanding their feelings, and creating a sense of trust and security can make a meaningful difference. Constant criticism or fear can make it harder for children to manage difficult emotions and situations.

The researchers also highlight the importance of programs that help young people manage their emotions, thoughts, and behaviors, and develop healthier ways of coping with difficult experiences. Childhood experiences cannot be changed, but their effects can be understood, and healthier coping skills can still be learned .

Understanding Eating Behaviors Differently

Perhaps the most important takeaway is that a young person's eating behavior should not always be seen as a matter of personal choice, stubbornness, or vanity. It can also be connected to past experiences, emotional difficulties, and the skills a person developed to cope with them. Responding with understanding, listening, and support rather than criticism can help address the behavior while also supporting healthier coping. This research draws attention to something worth repeating: a healthy society isn't built on healthy

WHY BUILDING A PERSONAL BRAND ON LINKEDIN MATTERS

SOURCE:
AEM

Your LinkedIn profile may be one of the first places someone looks after seeing your name. What people find on your profile can shape their first impression of you professionally, even before they meet you. A 2025 industry survey found that 91 percent of recruiters use LinkedIn to check candidates before making an offer. An earlier CareerBuilder study of 2,300 hiring managers found a similar pattern, with seven in ten using social media to screen candidates. Checking candidates online is no longer unusual. It has become a common part of hiring.

A LinkedIn Profile Is More Than an Online CV

A CV lists what you've done. A LinkedIn profile, used well, can show something a CV structurally cannot: your interests, your reasoning, the kinds of problems you actually thinkabout, and the areas where you have real depth. Research, on how recruiters evaluate candidates through LinkedIn profiles, has also found that they treat LinkedIn profiles as a more trustworthy source of information than resume or cover letter, on the logic that a public profile carries some social accountability. Since former colleagues or collaborators can potentially confirm or challenge those claims.

Why Showcasing Your Skills Matters?

Being good at something is not always enough if people cannot see what you can do. Employers, collaborators, and clients usually cannot see a talent that has no proof. Individual branding is a part of being employable. It is not simply an extra for people who want attention or visibility. Instead, personal branding helps showcase your skills and abilities to people who do not already know you.

How Visibility Creates Professional Opportunities?

Visibility matters because professional opportunities do not always come from close friends or family. They can also come from people we know less closely, often called 'weak ties'. Stanford sociologist Mark Granovetter's 1973 research found that these connections can provide access to new information, networks, and job opportunities that our close contacts may not have.

A 2022 study examined data from more than 20 million Linked users provided strong evidence for this idea. The study found that moderately weak professional connections were more likely than close connections tohelp people move to new jobs. The practical point is simple: being visible and active online can help people discover you and create professional connections. A profile that is rarely updated or has little information gives these connections fewer opportunities to develop, regardless of how strong your qualifications are.

Why Does It Matter for Students and Young Professionals?
This matters even more for people who are just starting their careers. A student or early-career professional may not have years of work experience, but they can still show projects, internships, research, writing, volunteering, and skills they are developing. These provide evidence of their interests, abilities, and growth that an empty profile cannot show. For people at the beginning of their careers, LinkedIn is not only a record of what they have done. It can also show where they are heading.

Strong Profile Matters More Than Constant Posting
None of this requires posting every day. Research on recruiter behavior suggests that a complete and clear profile matters more than how often someone posts. A well-written profile, details about real projects, and clear professional interests can tell people more than frequent posts without a clear purpose. A strong profile should simply answer two questions: What do you know, and what do you care about professionally?

Why Does Authenticity Matters?
There is also a risk of turning personal branding into constant self-promotion or making small achievements sound bigger than they are. This can reduce credibility, especially when recruiters are looking closely at a candidate's online presence. Abetter approach is to share genuine professional interests and real work clearly, without exaggeration. To conclude, a LinkedIn profile is more than an online version of a CV. It gives people a way to discover your skills, interests, and work before they ever meet you. As hiring and professional networking increasingly take place online, maintaining a clear and active professional presence can help make your work easier to find and your skills easier to recognize.



WHY DO WE STILL STRUGGLE TO TALK ABOUT MENSTRUATION?



Khadeeja Shahzadi
Scientific Writer & Emerging Researcher
03 MINUTES READ

Menstruation is a biological process as ordinary as digestion or sleep. Yet in classrooms, homes, and workplaces across Pakistan, it is still often discussed in whispers, if it is discussed at all. Something that happens to millions of women regularly remains surrounded by silence, embarrassment, and discomfort. The contradiction is worth sitting with: why does something this common, this universal, still make so many people lower their voice?

When a Normal Process Becomes Something to Hide?

Part of the answer is cultural inheritance rather than individual choice. Research shows that menstruation is often treated as something shameful to talk about. These attitudes can develop from an early age and may continue without being questioned. A study of teachers and school leaders in Hyderabad district found that educators also viewed menstruation as a significant social taboo. This means the discomfort is not limited to students. Adults who are responsible for educating them may also find it difficult to discuss menstruation openly. When menstruation is difficult to discuss even in schools, where young people should be able to ask questions and learn about their bodies, the silence can easily continue from one generation to the next.



How Silence Creates Misinformation?

When people cannot openly talk about menstruation, myths and incomplete information can fill the gap. Research with adolescent girls inGhizer, Gilgit found that many girls in Pakistan have limited access to accurate information about menstrual health. Their understanding is often shaped by religious, cultural, and social factors rather than by reliable health education.

Another study of 400 women and girls in Islamabad and Rawalpindi found that menstruation is often not taught in schools. This can leave families as the main source of information. But when parents and other family members grew up without open conversations about menstruation, they may also have limited information to share. The result is a cycle of silence and misinformation. It is not necessarily intentional. When people are never given

the opportunity to ask questions or receive accurate information, they may simply pass on what they were told.

Why Men and Boys Need to Be Part of the Conversation?

Menstrual stigma is not something that women and girls can address alone. When menstruation is treated only as a private topic for women, boys and men may grow up without understanding what menstruating people experience. This lack of understanding can contribute to embarrassment, teasing, or discomfort in schools, workplaces, and relationships.

Talking about menstrual health does not mean ignoring privacy. It means making sure everyone has basic knowledge about a normal biological process. Boys and men also need accurate information so they canrespond with understanding rather than confusion or discomfort.

The Cost of Keeping Periods Private

Menstrual stigma is not only a social or emotional issue. It can also have practical consequences for girls' education and daily lives.

UNICEF estimates that nearly 44 percent of girls in Pakistan do not have the minimum resources needed to manage their periods safely at home, school, or work. Around one in five girls miss school because of their periods. Over time, these missed days can add up to a significant loss of education. Access to suitable facilities is also a challenge. Between 14 and 17 percent of girls' schools in Pakistan lack functional toilets, making it difficult for students to manage their periods privately and comfortably. Research from Hyderabad found that more than 60 percent of surveyed girls used cloth during menstruation rather than commercial menstrual products. Fear of visible stains was also reported as an important reason for missing school. These findings show that the problem is not simply about personal hygiene or individual choices. When girls lack accurate information, suitable products, private facilities, and a supportive environment, managing a normal biological process becomes much more difficult.

Talking About Menstruation Without Shame

Talking openly about menstruation does not mean that it has to become a public matter. Privacy and shame are not the same thing. People can haveprivacy while still being able to talk about menstruation without embarrassment. The solutions are also practical. Schools can provide age-appropriate menstrual education before girls reach puberty, along with clean and private facilities where students can manage their periods comfortably. Families can use clear and ordinary language instead of treating menstruation as something that needs to be hidden. Boys should also receive basic information about menstrual health so they can understand it as a normal part of life rather than something strange or embarrassing.

PARISHAE ADNAN TAKES PAKISTANI CRAFTSMANSHIP TO NEW YORK FASHION WEEK



IMAGE SOURCE : LUSHMAG.ONLINE

SOURCE:
AEM

A hand-embroidered tie made in 2001, an old bridal lehenga, and garments that had spent years in storage all found a new life on a New York runway. Pakistani fashion designer Parishae Adnan closed Flying Solo's New York Fashion Week show on September 13, 2026, with 'Second Skin', an eight-look collection built from archival menswear, bridalwear, and deadstock. Instead of starting with new fabrics, Parishae worked with garments that already existed in her family fashion house. She dismantled and reconstructed them through tailoring, corsetry, and hand embroidery, creating new silhouettes around the female body. The collection gives old family garments a newpurpose while preserving the craftsmanship and

stories behind them.

Rebuilding the Family Archive

The collection opens with a look called 'My Father's Tie', which carries a direct link to Parishae's family history. It incorporates a hand-embroidered raw-silk tie created by her father, Pakistani designer Amir Adnan, for a 2001 collection. More than two decades later, the tie was placed on a new jacket with a sharply structured silhouette.

A bridal lehenga was reconstructed into a sculpted bustier and a 16-inch mini skirt. Another old garment, a sherwani that had remained unsold in deadstock for more than 15 years, was transformed into a cropped jacket. Itsembroidered collar and belt involved around 200 hours of handwork, according to coverage of the collection. The collection also revisited a South Asian garment that had appeared on the runway in December 2024. The piece was completely dismantled, and its black velvet embroidery was rebuilt into a floor-length Western coat. The original garment disappeared, but its craftsmanship remained part of the new design.

Giving Old Garments a New Life

'Second Skin' is built around the idea that existing garments can become the starting point for new designs. Rather than treating older pieces as finished products, Parishae uses their fabric, embroidery, and construction as materials for something different. The collection moves from traditional menswear tailoring toward corsetry, exposed construction, and exaggerated shapes. This creates a contrast between the original purpose of the garments and their new forms. The approach also places the collection within the wider conversation around circular fashion, which focuses on extending the life of existing materials instead of continually producing new ones.

Taking Pakistani Craftsmanship to New York

Parishae's presentation brought this family archive to an international runway through Flying Solo's New York Fashion Week showcase. Flying Solo describes its shows as platforms for independent designers from around the world, and its September 2026 lineup included Parishae's 'Second Skin'. The presentation also drew figures from the creative community, including Grammy Award-winning musician Arooj Aftab, artist and influencer Sufi Malik, andactor Anika Zulfikar.

For Parishae, 'Second Skin' represents more than a new fashion collection. It brings together pieces from her family's past with her own approach to contemporary design. On a New York runway, traditional Pakistani embroidery and handwork were reworked into new designs using garments that already existed. By giving these pieces a new purpose, Parishae connected sustainability with the heritage of her family's fashion house. 'Second Skin' shows how Pakistani craftsmanship can evolve while remaining connected to its history.



HOW ARE AI MODELS CHANGING THE FASHION INDUSTRY?

SOURCE:
AEM

In fashion, an image can sell more than a garment. Models, photographers, stylists, and makeup artists work together to create visuals that capture attention and shape a brand's identity. AI is now changing that process, allowing brands to create fashion content without a traditional photoshoot. But the technology raises an ethical question: what happens when a real model's face is copied to create new content without their knowledge or consent? Existing photographs can be used as the basis for AI-generated images, allowing a model's appearance to be used in new commercial content without their permission. The issue is no longer limited to international fashion markets. Similar concerns have emerged in Pakistan, where modelsand photographers have questioned how images from previous campaigns are being used to create new content.

How Fashion Brands Are Using AI?

The shift toward AI-generated fashion imagery has happened quickly. In July 2024, Mango launched an entirely AI-generated campaign for its Mango Teen line. H&M moved into another area in 2025 by exploring digital twins of real models. The company said the project involved models who retained rights to their AI-generated images. Zalando also began using AI-generated imagery and digital twins of real models. The company reported that about 70% of its editorial campaign assets were AI-generated in the fourth quarter of 2024.

For fashion companies, the attractionis clear. AI can reduce the time and cost involved in producing large amounts of

IMAGE SOURCE : THE GRYPHON

marketing material. Zalando, for example, said AI reduced image-production time from several weeks to a few days, while significantly lowering production costs. But the technology also changes the relationship between brands and the people whose appearance is used to sell their products.

When a Real Model Becomes a Digital Replica

There is an important difference between creating a completely fictional AI model and creating a digital replica of a real person. A fictional model does not necessarily reproduce the identity of a particular individual. A digital replica, however, can reproduce a person's face, body or other identifiable features. This raises questions about consent and how long that likeness can be used. These concerns have become increasingly visible among models and their representatives. The Model Alliance has reported concerns among fashion workers about AI's potential impact on their careers. The problem becomes particularly serious when a model agrees to one photoshoot but later discovers that their likeness has been used to create new advertising material that was never part of the original agreement.

Legal Protection for Models in the AI Era

Some governments are already responding to these concerns. New York's Fashion Workers Act, which took effect on June 19, 2025, introduced specific protections for models whose digital replicas are created or used. Under the law, model management companies and clients must obtain clear written approval before creating or using a model's digitalreplica. A previous agreement does not automatically provide permission for a new campaign if digital-replica use was not covered. The legislation shows how quickly fashion contracts are having to adapt to technology.

AI Fashion Raises Similar Concerns in Pakistan

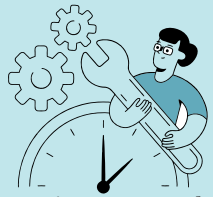
Pakistan's fashion industry is now beginning to confront similar concerns. In March 2026, Pakistani content creator and model Ayesha Tahir publicly accused clothing brand Engine of using her likeness in AI-generated promotional images without her permission. Ayesha said she had previously modelled for the brand but had not agreed to the use of her likeness. The case is significant because it moves the debate beyond a hypothetical concern. It shows how the use of AI-generated images can create disputes over a person's identity even when the person has previously worked with the brand. A post by photographer Aleena Naqvi, shared by the account Propergaanda, alleged that some Pakistani fashion brands had used previous photographs of real models to create AI-generated images.

What AI Fashion Images Mean for

Consumers?
AI-generated fashion images can make it difficult to understand what a garment actually looks like on a real person. Digital images can change body proportions, skin texture, lighting, poses, and even the surrounding environment. This matters particularly for online shopping, where customers already depend heavily on photographs to judge a garment's fit and appearance. For an industry that increasingly discusses diversity and representation, the widespread use of synthetic people creates another tensionbetween marketing images and the people who actually buy the clothes.

To conclude, Fashion is unlikely to stop experimenting with AI. The technology can make image production faster and more flexible, but it also raises questions about consent, ownership, and control over human likeness. For models, agreeing to one photoshoot should not automatically mean allowing their appearance to be reused in unlimited AI-generated content. Photographers and brands need clearer contracts and greater transparency about how images are created. Pakistan is only beginning to address these questions, while countries such as the United States have started developing legal protections.

THE 47-SECOND ATTENTION SPAN: WHY YOUR DAY FEELS SO BUSY



How long do you think you spend on one task before switching to something else? The answer might surprise you.
Researcher Gloria Mark found that the average time people spent looking at one screen before switching dropped from about 2½ minutes in 2004 to just 47 seconds in 2016. This measures screen-switching behaviour, not the brain's maximum attention span, but it highlights how frequently our attention can shift.
And the cost goes beyond the interruption itself. Research on workplace interruptions suggests that returning to a task can take around 23 minutes. A quick notification, an incoming message or one glance at another tab may disrupt the flow of work more than we realize.
Every switch asks your attention to move from one thing to another. For students, that might mean moving between lecture notes, messages, and assignments. For young professionals, it could mean jumping between emails, meetings, and deadlines. The result is a day filled with activity but less time spent concentrating deeply on any one task.

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