

Arabian Resources Publishing LLC

Middle East

Travel 'n' Shop

Volume No. 20, Jan 2022

TOURISM IN PAKISTAN

*Pakistani
Ambassador
to the UAE*

H.E. MR. AFZAAL MAHMOOD





**HH Sheikh Khalifa Bin Zayed Al Nahyan,
President of the UAE**



**HH Sheikh Mohammad Bin Rashid
al Maktoum, Ruler of Dubai, Prime Minister
and Vice President of the UAE**



**HH Sheikh Mohamed Bin Zayed Al Nahyan,
Crown Prince of the Emirate of Abu Dhabi,
Deputy Supreme Commander of the
United Arab Emirates Armed Forces**



**HH Hamdan Bin Mohammed Bin Rashid
Al Maktoum, Crown prince of Dubai**

Travel 'n' Shop



Editor's Note

The pandemic has changed society tremendously over the past two years. It has reshaped countless lives, many for the worse, and we are not out of it yet.

There is much to cause worry, yet, much to be hopeful about. As we make our way to the surface, we unite to demonstrate the spirit of humankind. We are survivors, and we will survive this. The rapid development and implementation of the vaccine is one of our greatest triumphs in this day and age.

As we grow and adapt to the changing circumstances of our personal and professional lives, we are also hopeful and looking forward to revive the Travel n Shop magazine at a time where people are excited about returning to normalcy, traveling, and enjoying the little things in life. This magazine embodies this hope and is our way to welcome 2022 with open arms!

We wish our readers all the very best.

A handwritten signature in black ink, appearing to read 'S.M. Tahir', with a horizontal line underneath.

Dr. S.M. Tahir
Editor in Chief

Interview with Pakistani Ambassador to the UAE

H.E. Mr. Afzaal Mahmood

It was an honour to meet His Excellency Mr. Afzaal Mahmood along with "Travel n Shop" Team Miss Norma Khan and Aman Asim in person to discuss and promote Pakistan's tourism sector, as many people around the world are unaware of Pakistan's long, rich, and diversified history.

Introduction about H.E Mr. Afzaal Mahmood

Q: Your Excellency, for our readers, we would like to know more about your professional life and your experiences in various countries.

Ans: Well, it's a long journey where I started my career in the year 1990 joining the Ministry of Foreign Affairs. During all these years, I have extensively travelled for official visits and postings. I would like to mention some of memorable parts of my journey during three decades.

Turkey was my first love in Foreign Service career. I went there in November 1992 for Turkish Language Training and returned to Islamabad after one year. It was a wonderful experience of spending time with my own people as my ancestors moved from Central Asia to South Asia.

I returned to Pakistan and worked for a while in Pakistan before getting posted to Indonesia in 1994. This was a very "eventful" period, because of transformation of Indonesian political and economic structure after President Suharto's rule. The country is highly attractive and huge, as they stand as the largest populated Islamic country in the world today. I had the opportunity to work closely with ASEAN Secretariat to strengthen Pakistan-ASEAN ties.

Again, after completing my tenure, I returned back to the homeland and served at the Ministry of Foreign Affairs, before being posted to Canada from 2001 to 2004. It was a once-in-a-lifetime experience, as I experienced temperatures as low as -37°. I had a lovely time in Canada. They are polite and welcoming society with women and child rights top of their agenda. There I met many members of the Pakistani community who worked as professors at prestigious universities, PhD doctors, and medical professionals. I say it with pride that the Pakistani community has the





from left to Right: Ms. Shazia Siraj, Press Counselor Pakistan Consulate Dubai, Miss Noorma Khan from Arabia Resources Publishing (ARP) LLC, the Ambassador H.E. Afzaal Mehmood, Dr. S.M. Tahir Chairman Iqra group and ARP, Mr. Aman Asim from ARP.

ability to represent its homeland in any other country in the best possible manner.

Later in my career, I was in Nairobi, Kenya and the Embassy was accredited to Uganda, Tanzania, Ethiopia, Eritria, Rwanda and Burundi. Working in Africa was once again a remarkable experience, as I was virtually able to see the entire region. During this period, I was also appointed as Deputy Pakistan's Permanent Representative to the United Nations Environment Program and the Human Settlements Program. This was a great experience and granted me a lot of exposure, because it provided me with a wealth of information regarding the sensitivity of environmental issues. Later on, I was fortunate enough to learn about the Climate change related negotiations. I travelled to Bonn, Germany, where the Climate Change Headquarters is located. I was in Kenya between 2004-2007.

Later I returned to Islamabad and began working at the desk and in-charge of the European region. In August 2009, I was posted to Dhaka, Bangladesh, where I served as the Deputy Head of Mission and also as the Acting High Commissioner. It was an exciting period because Pakistan and Bangladesh shared such a rich history, and I learned about many more important events between 2009 and 2013. Our Mission in Dhaka is also accredited to Bhutan where I visited a number of times.

In 2013, I flew from Dhaka to Houston as the Consul General. The responsibilities were covering 10 southern states ranging from Florida to New Mexico, as you can tell, it was a wide area. I feel proud to mention that when I was posted in the United States, in an interesting experience, I was able to interact with the US Congressmen and Senators and local Pakistanis including Doctors, Engineers, Professors



Tourism in Pakistan



and IT experts. In this regard, I would like to quote what a lot of people may not know and what is a remarkable achievement by Pakistani professional doctors is the association of "APPNA". It stands for the Association of Physicians of Pakistani Descent of North America, which at the time, were having 18,000 plus registered members and by now, it should be much more, as I left the USA in 2016.

Before coming to the UAE as the Ambassador, I was Ambassador of Pakistan to the Kingdom of Bahrain. And I must also say with pride, that a large number of Pakistanis finds Bahrain its 2nd home and held it at high esteem by the locals. I was fortunate to frequently interact with the King and Crown Prince of Bahrain who are friends of Pakistan.

Tourism in Pakistan

Q: How does Your Excellency look at Pakistan as a tourist destination?

Ans: Pakistan is bestowed with natural beauty, breathtaking landscapes and natural resources. Pakistan stayed away from the tourists' eye for the first 4 decades due to security situation around it. Tourism in Pakistan has been picking up momentum during the past few years. Those who have visited Pakistan are mesmerized with Pakistan's scenic beauty, rich culture and warm hospitality. Few years ago, a French archeologist discovered human remains dating back over 9000 years ago. Pakistan also enjoys 5 distinct seasons including Monsoon.

Pakistan is rich in its tourist destinations and offers a diverse range of choices for different types of tourists. The country is home to one of the oldest civilizations



in the world, has innumerable sites of scenic beauty, world's highest mountains, many religious and historic places, unique art and craft and rich culture and heritage. From five out of the world's fourteen mountains above 8000 meters to a long coastlines, deserts, rivers, valleys and frozen glaciers make Pakistan a heaven for adventure tourism.

Many religions can be traced back to Pakistan, including Buddhism, Hinduism, Sikhism and others. Pakistan is also home to some of the most important religious sites for the Sikh population. The government has constructed Kartarpur, the world's largest Sikh temple to facilitate Sikh community in Pakistan, allowing them to travel there to fulfill their religious obligations.

The government of Pakistan has placed tourism at top of its agenda and has undertaken a number of steps to promote tourism including relaxing visa regime and online visa system to facilitate and welcome foreign

tourists from all over the world to Pakistan.

Fashion

Q. What is Excellency's point of view on the Fashion industry in Pakistan looking at the local market?

Ans. Fashion industry in Pakistan is the most developed in our region. Pakistan competes with foreign fashion designers. There are many Pakistani fashion designers who produce designs based on cultural relevance, to which there is no comparison. A number of Pakistani designers have made an impact at the international level, with a combination of our classic and traditional design mixed with the western standards and outlook. More recently, Pakistani designers have been exploring the fashion market in the UAE and Middle East which has a huge potential due to religious and cultural similarities especially in bridal dress designing.

Pakistani Missions in the UAE

Q. We have seen tremendous positive development at the Consulate General of Pakistan in Dubai and Abu Dhabi Embassy, what is Your Excellency's point of view about that?

Ans: It is one of our main responsibilities to take care of our countrymen, who are an asset for us. Their remittances back home constitute one of the major sources of foreign exchange earnings for Pakistan. As a civil servant and representative of Pakistan, it is our foremost duty to extend maximum facilitation to the community. Since I joined the Mission, I and my team at the Embassy and Consulate have put in special efforts to further improve our services and enhance accessibility through Khuli Kachehris, personal meetings, email etc. to resolve their issues.

Business

Q. We have also seen how Excellency and the Consul General at Dubai are very active in participating at all of the Business drives by the community. With special reference to the ongoing Expo 2020 Dubai, what does Excellency say about this?

Ans. Yes, Dubai has set new standards in almost every field for which credit goes to the Leadership of the UAE.

The ongoing Expo 2020 Dubai is a good example of that where around 192 countries are participating with excellent infrastructures and services being provided by the hosts. With so many challenges around with the pandemic being one of the biggest, and the one that is still posing a threat with its new variant, the UAE government is able to tackle it with right kind of strategy, instilling confidence in the people, residents and visitors to the UAE.

Pakistan has constructed a state-of-the-art Pavilion at the Expo-2020 to showcase its long history, rich culture, unique tourism opportunities round the year and potential for trade and investment. The country is showcasing its rich heritage and potential for trade and investment through eye-catching documentaries,

display of traditional art pieces and authentic Pakistani cuisine. We are also displaying the resources of Pakistan ranging from human resource, agriculture, precious metals, industries and potential to connect continents and sub-continent through China-Pakistan Economic Corridor and Gwadar deep seaport.

The Pavilion has been hosting variety of business meetings, seminars and match-making activities, trade investment and cultural events in which delegations from Pakistan have actively participated. Our business community in the UAE has also played a pro-active role to make the Expo a success. Myself and the Consul General has been actively supporting and facilitating the business community and the delegations coming from Pakistan to promote Pakistan's trade and tourism potential and enhance cooperation between the two countries.





Welcome to Mozambique - Africa's Most Fascinating and Complete Tourism Destination

If your idea of heaven is a crowd-free beach or deep-blue lagoon then Mozambique is definitely the place to be. Not only does Mozambique have the third-longest coast in mainland Africa – about 2750 Km2, those who have not yet visited this astonishing destination will discover barely a footprint on the deserted soft-sand beaches, dotted with magical islands and colourful coral reefs.

Mozambique is a destination like no other: with vibrant cities and friendly people, the marine Big Five continues to attract international tourists to the country. The warm coastal water is the home to manta rays, species of dolphins, whale sharks, a variety of sea turtles, and is a breeding ground for humpback whales. The amazing Dugongs graze around Inhambane Bay, Mozambique Island and the Quirimbas and Bazaruto Archipelagos.

Mozambique has plenty to offer each and every visitor, from the water sports enthusiast to casual beach lounge. The Portuguese heritage is evident in its architecture throughout the country, extraordinary cuisine and of course the culture. The architecture of Mozambique offers some exciting eye-catching and intriguing designs, representing the nation's history, ethos, politics and people.

Heritage Sites

Visitors arriving in Maputo, the Capital City of Mozambique, will come face to face with one of the country's most famous architecture gems, the central railway station of the Caminhos de Ferro de Moçambique (CFM). The domed station building, which appeared in the film 'Blood Diamond', starring Leonardo DiCaprio, has an importance and aesthetic



charm all of its own. This is a fine example of the country's art Deco heritage.

Another example of architecture is the concrete-built Cathedral Metropolitana de Nossa Senhora da Coinceção, a fine example of 1920s ziggurant style with a commanding single spire. The 100-plus buildings, ranging from the old houses of Alfama to those inspired by Antoni Gaudi and Frank Lloyd Wright, have truly moulded the face of the city. Thus, Maputo is an eclectic mix of architectural styles and many young architects visit the city for inspiration. But it's not just the present-day capital city that visitors can find exciting architecture.

The former capital, Ilha de Mocambique (Mozambique Island) a UNESCO World Heritage Site, also has a fine array of historical buildings, making a splendid contrast with Maputo, offering pastel-coloured colonial buildings and traditional structures.

Natural Heritage

As the only Lusophony country surrounded by English speaking countries in the Southern Africa, it offers something extra special for visitors compared with its immediate neighbours. Moreover, from the lively and cosmopolitan Maputo Capital, to the fascinating World Heritage Site of Mozambique Island, the African Wildlife of Gorongosa (covering 4,000 km², is widely regarded as one of the best in Southern Africa, with a range of spectacular wildlife including lions, elephants and crocodiles) and Limpopo National Parks, the country has wildlife to rival anywhere else in Africa.

National parks and reserves have been or are being restored to their former glory. More still to be done in some areas, but the country is able to offer spectacular wildlife viewing. When this is coupled with the allure of nearby beach attractions, Mozambique really does offer Bush and Beach as a Seamless



Form left to Right: 1. His Excellency Ambassador of Mozambique to UAE Mr Tiago Castigo; 2. Miss Noorma Khan of Arabian Resources Publishing LLC; 3. Her Excellency Minister of Culture and Tourism, Edelvina Materula; 4. Dr. S.M. Tahir, Chairman Iqra Group; 5. His Excellency Consul General of Mozambique in Dubai, Jose Bernardo Maneia; 6. Advices to the Minister of Culture and Tourism, Mr Candido Zaqueu Namburete



Destination. The Maputo National Park or the exclusive and diverse Bazaruto and Quirimbas Archipelagos, are mere examples of unique experiences that only Mozambique offer. Surely, it's impossible to resist.

Although marine sports and diving are, by far, the most popular leisure activities pursued by international tourists and local visitors, there is diversity of activities to choose from, namely, hiking, climbing, bird watching and horseback riding on the beach, shopping at local markets, visiting local villages and interacting with local communities, are just some examples.

Hospitality

The choice of both styles and levels of accommodations in Mozambique are vast. There are wide variety of well managed resorts, hotels, self-catering, and lodge establishments that are prepared to meet the needs, budgets and travelling style of any tourist. Enjoy the Mozambican style of warm and comfortable hospitality in structures and reflect the ambience and feel of the tropical African country.

Gastronomy

Mozambique's offers an uncommon African atmosphere and some of the most delicious dishes which derive from fascinating history. Arab, Portuguese, Chinese and Indian influence has integrated with local ingredients and cooking methods. However, the culinary skills of the local chefs and women have developed a unique and delicious array of stews and curries. Often simplicity of the dish offers the most delicious experiences. Seafood is abundant and fresh; grill prawns, lobster, calamari and variety of fish are served with just salt, squeeze of lime and a dash of piri piri (hot chili sauce). This legendary dishes are best enjoyed with one of Mozambique's best beers, either 2M (pronounced 'dosh-em') or Txilar (proponho retirada pois estamos no mundo arabe). Eating local traditional dishes, such as Matapa or Galinha a Zambeziana, will be a fulfilling experience to any visitor.

Entertainment

Music and dance have always been a prominent aspect of Mozambican life, serving as a natural and spontaneous way of expression, reflecting the rich diversity of Mozambican culture, music and dance. Voice and percussion are particularly strong across all genres of Mozambican music. One of the core percussion instruments in Mozambique is the Timbila, a type of xylophone that originates with the Chopi people of Inhambane Province. In 2005 Unesco declared the Timbila an Intangible Cultural Heritage of Humanity because of its special place in the musical story of Mozambique.

Whichever part of Mozambique you choose to visit, a warm welcome is waiting for you, together with an unforgettable experience. So leave behind stress, deadlines/time schedules, and worries, and 'Welcome to Mozambique'.



The Journey of a Self-made Billionaire

Masala King Dr. Dhananjay Datar

Masala King Dr. Dhananjay Datar is CMD of Al Adil Trading LLC, Dubai, UAE. He is a self-made entrepreneur who has carved a unique niche in the retail sector. He was raised in rural India in poverty, which taught him self-reliance, frugality and hard work. He started his business career in 1984 as an intern in a small grocery shop established by his father in Dubai. With honesty, hard work and determination, he carved the world-famous business group Al Adil out of a tiny shop. Today his group encompasses a chain of 50 spacious super stores spread across Gulf Countries, 2 spice factories, and 2 flour mills equipped with modern technology and an import-export company acting as an Indian arm. The rulers of UAE felicitated Dr. Datar with a prestigious award and the title Masala King in 2001 for his invaluable contribution to the business sector. Apart from business Dr. Dhananjay, along with his family and business has immensely contributed in philanthropic activities and supported social welfare projects. The life story of a self-made billionaire in his own words...

Could you share your early life with us?

I was born in a small religious town named Shegaon (Buldana district) in Varhad region of Maharashtra. My father was working then in the Indian Air Force (IAF) as a Corporal. I spent my toddler years with my parents at Patiala (Punjab) and Mumbai, but was later sent to live with my maternal grandparents in Shirkhed (Amravati district). There I took my primary education from a Zilla Parishad school. I spent my childhood in poverty. It taught me frugality, simplicity and awakened within me the spirit of struggling against all odds. I was shifted to Mumbai for my secondary education.



I always remained an average student throughout my school life. I didn't have a sincere and serious liking for academic subjects. I could secure hardly sufficient marks to get promoted to higher standards. Mathematics was like a nightmare for me. In my SSC exam, I failed 5 times in this subject. I was fond of playing a lot of games, but it didn't transform into acquiring any sports skill. Besides, I was equally average in extra-curricular activities. But a passion for selling goods unexpectedly culminated in me in those days. I used to sell tamarinds to housewives and schoolchildren for some time. Later in college days as well I would sell phenyl and instant mixes door to door in the Mumbai suburbs.

How did you move to Dubai?

My father (Baba), Mahadev Datar, after retiring from IAF, joined Air India and served there for a couple

of years. Later he got the opportunity to work for a British company in UAE and moved to Dubai. At a tender age, I naively dreamt of instant fortune and wealth. Hence I also wanted to go to Dubai for any job which would offer a handsome salary. But the wheels of fortune are strange. Instead of me, my father found the opportunity first- of entering the business field in his near-to-retirement age. He set up a small grocery shop in a rented space to cater to the everyday needs of the Indian community in UAE. When the shop started fetching a good response he sought my assistance and called me to help him. I lost no time, left for Dubai and joined him in shop management. This is how my business career started.

How did you overcome the initial obstacles?

In the very first year our business suffered a huge loss. The reason was that we were novices. In a haste to expand the business, we provided goods to



Dr. Dhananjay Datar receiving Excellence Marketing Award, Dubai (U.A.E.)



resellers and they didn't pay the dues in time. We had no reserves to cover it, so we thought of winding up the business. But my mother, Shashikala, a woman of invincible confidence, sold her jewellery- even her gold Mangalsutra (Wedding chain), and thus raised the money. She convinced and revived us with a small message, "Time changes. Do not take the foot back which you have put forward for business." This incident really transformed me and inspired me to take up entrepreneurship gravely and with determination. I worked very hard, devoting 16 hours a day for business only and ate whatever was available. I started my career in business by cleaning tiles, sweeping the floor, carrying 50 kg bags on my back etc. I think the powerful and assuring words of my mother inspired me to keep going.

I would like to share another memorable incidence, which brought the greatest turning point in my life. I was only a layman in business, so my father suggested to me to learn the practical experience

of running a shop from elsewhere. I accepted an internship in a super store. There I did everything to learn shop management. I was enjoying every task assigned to me, except one. I felt nauseated when handling beef and pork and simply used to reject the job of packaging it. One day the shop owner called me and asked me the reason. I candidly admitted that being a vegetarian, I felt touching the meat was a disgusting activity. The owner laughed at me and gave me an important piece of advice by saying, "Young man! I am a staunch Jain vegetarian who abstains from tasting garlic and onions in everyday meals also. But this is my business. Here customer's needs are important; hence I don't bring my personal likes and dislikes to my store. Mind well- the work is work and should not be treated as superior or inferior. Don't feel ashamed to do any work." His advice was like an eye-opener and since then I have never hesitated to do any kind of job.

What inspired you to take a great leap forward?

The first source of inspiration is of course my parents. Second source is this great country UAE. The supportive rulers of the country and their business friendly policies always encourage entrepreneurs for progress. Dubai is the hub of global business. This city always rewards hard work and honesty. It really awakened the spirit of entrepreneurship in me. I met a number of small businessmen here who generously shared their business skills with me. Let me quote the example of a small businessman who motivated me and gave me an opportunity to earn profit. Although small, it was important in waking up my self-confidence. He was a Bangladeshi businessman and we used to call him Mulla Chacha. Our shop and his flour mill were on the same street. We used to grind the grains from his mill and sell the ready-made flours in our shop. Mulla Chacha taught me how to operate the mill. He used to observe my hard work silently and advise, "Son, always remember- skill and hard work never go wasted in life." Mulla Chacha was an industrious person. Apart from running a mill, he indulged in wholesale trading in Dera Dubai. We would also buy some spices from him. Those were hard days for us as we had suffered great losses in business and had to cut all the over-expenditures. One day as usual I went to his shop. He informed me that he had got a bag of best quality chilli powder. He asked me if I wished to purchase it. Unfortunately I didn't have that much money left, so I was about to decline his offer. But he surprisingly allowed me to take that bag on credit. He gave me a valuable suggestion, "Dhananjay! Never let go of such good quality products. Grab it and pay later." I carried that bag on my shoulder and brought it to our shop by walking 4 kilometres. At our shop I made small pouches from it and sold it in retail to our customers. The quality of that chilli powder really was excellent and customers grabbed it. I got my first profit in life. I respect persons like Mulla Chacha for their consideration and good advice.

You have created a chain of 50 Super stores out of a single tiny grocery shop. How did you make it possible?

I owe my success to my parents and all those people who gave me business tips from time to time. I am very grateful to my father who carved a skilled businessman out of me. When he retired from business and handed it over to me, I initially added a couple of shops with the help of bank loans. But at that time a small hotelier taught me the technique of saving and its multiplying power. He had a habit of drawing 2 notes of 100 dirham each from his daily earnings and saving them in 2 separate boxes. At the end of the month he would use the savings from one box to meet business expenditures and the other part for reinvestment. I followed his example and started saving 500 Dirham daily from my income. I continued this practice year after year and kept on opening new stores from the savings alone, which resulted in a chain of 50 stores across the Gulf countries today. In due course of time, I also added 2 high tech spice factories, 2 modern flour mills and an import-export





company. Thus from a tiny grocery shop, we created the company Al Adil Trading, which turned into an international business group.

Recognized as an ISO 22000, HACCP, GMP, GHP certified company in 2006, Al Adil Trading under my leadership has performed a key role in bringing more than 9000 Indian products to UAE. The group also produces more than 700 products within categories like readymade flours, spices, pickles, jams, Namkeen and instants, under its own brand named Peacock. For the last 36 years, I have been providing the Indian Gulf community with authentic, hygienic and secure Indian foodstuffs. The Indian arm of my group, Masala King Exports India Pvt. Ltd., is successfully operating from Mumbai. Al Adil Group has established special trade routes in USA, Canada, Kenya, Switzerland, Italy, Eretria, Kuwait, Oman, Bahrain, Saudi Arabia and UAE.

What is the success formula behind this progress?

I always followed the Mantra of Hard work: Determination, Honesty, Customer service, Courtesy- which turned me, once a small shopkeeper, into the Masala King of Dubai. To succeed in business and for

constant progress, you have to change, improve and innovate, be it your products or services. I have kept this mantra right from the beginning. 36 years ago we were running our shops traditionally where the customers ask for products and the salesperson at the counter delivers it. I quickly realised the customer's mind- they prefer handling the products on their own. I then modernised our shops to turn them in comfortable super stores. Likewise I paid attention to the development of new products. I implemented state-of-the art packaging technology and international quality norms to make the products clean and safe. Recently we have launched many types of special Atta (wheat flour). Each type of Atta is made from a different variety of wheat grown and preferred by the customers of a particular region. Our customers only need pure, hygienic and safe products and we fulfil their expectations. I can proudly say that in the last 36 years, there hasn't been a single complaint from our customers regarding the quality of products and service.

Can you share some of the memorable incidents from your life?

There are good as well as bad incidents which left a mark on my mind, but I also learned a lot from them. In childhood I was once invited by some relatives to a ceremony. As dinner was about to start, a person came in hurriedly and forced me to vacate my place, citing the reason that the dinner was meant for elite people only. These words humiliated me and I returned home dejectedly. When I narrated this incidence to my mother, she pacified me with the following words, "My son, this is the way the rich treat the poor. You should learn that respect is given not to a person, but to his wealth. You should also strive to earn such a status that no one will dare neglect you." Her inspiring words were carved in my heart forever.

The second incidence took place when I was in my twenties. My father used to send me to the wholesale market to purchase spices for our business. A man there always taunted and insulted me by saying, "Business is not your community's cup of tea. You better stick to jobs." When I informed my father about these insulting remarks, he calmly advised me, "Don't pay attention to such hollow words. Instead, concentrate on your business. Keep moving ahead." These words motivated me to continue on my business journey.

I am really grateful to my father who cultivated business discipline and entrepreneurial culture in me. When I came to Dubai to join him in the shop, I was in my twenties. Baba had set a rather strange practice of paying me monthly like any other worker in the shop. It continued for more than a decade. Despite being the son of the owner and also Managing Director of Al Adil Trading Company, my actual status was a mere salaried employee. Baba kept the sole proprietorship with him even after his retirement from the business. Eventually he settled in Mumbai.

Things were manageable until I got married and had 2 children. It became difficult for me to manage the expenses within the limited salary. During one of my regular visits to Mumbai I boldly demanded to Baba to give me some share from the annual profit to cover my rising expenses. He coldly asked me if this boldness had been taught to me by my wife. I didn't retort and kept silent.

Perhaps Baba thought over my condition and realised my dilemma. The next day he laid a proposal before me. He offered me the entire annual profit, provided I would give him a fixed share as proprietor's right for his lifetime. I accepted and followed the agreement diligently. I would hand over his share every six months sincerely, without fail. The practice continued regularly.

When Baba breathed his last, I was unfortunately not beside him. Hearing about his bad health, I caught the next flight and reached Mumbai. Alas! He was gone. At home when we were all mourning, Baba's home nurse arrived and handed a diary to me. She told me that Baba had reminded her continually to give it only to me. Since we all were busy with the funeral rites arrangements, I kept the diary in my pocket without opening it.

That night before going to bed, I suddenly remembered the diary. As I began reading it, my eyes filled with tears. Baba had written every detail of his bank account in the diary. He never spent his share of profit. Instead, he had saved the entire amount as a bank deposit and gifted the enormous sum to me. I realized then that Baba had actually desired nothing from me- he had only been testing my honesty. When I satisfied his expectations, he rewarded me enormously. That was the highest prize I have ever gotten.

I have faced a lot of challenging incidents in life. I have escaped narrowly from the clutches of death 4 times. Dubai witnesses two incidents among them. The first one was when our warehouses caught fire and I was almost burned in it. It so happened, that one of our neighbours was unloading a consignment to store in his warehouse. It was a container full of crackers. A spark unexpectedly fell on it and ignited the whole consignment. The explosion was so devastating that not only our neighbour's but my warehouses also burned to ashes. At that time I was caught in the fire, but one of my workers rushed towards me in time and saved my life.

The third time I faced death was due to my

negligence. I became workaholic and began chasing money. I completely neglected the work-life balance, which resulted in severe acidity, back-pain, headaches and finally I became a patient of depression. I prayed to God to give me a second chance and promised not to neglect my health again. I realized then that the most precious wealth in life is health.

Apart from business, you are a philanthropist. How did you get involved in social work?

Actually, I haven't kept a record of my philanthropic activities or the number of people benefitting from it. Our culture teaches us not to boast of charity for publicity, but to continue social service steadily and silently. Therefore I only remember the noble good words 'Help others and God will help you.'

But to answer this question I can say it was my mother and my wife who motivated me to contribute to social work. They inspired me to donate generously to orphanages, schools for underprivileged children and social welfare projects run by eminent social workers. I have been honoured with a special award for my contribution in social entrepreneurship by Master Deenanath Mangeshkar Smruti Prathishthan. Also there was an incident in my life which inspired me to walk on the path of social service.

Once I was travelling to India with my wife. We were waiting at the airport to catch our flight. I was busy

reading a magazine and my wife was busy observing the surroundings. Suddenly she drew my attention and whispered in my ears "Look at the person sitting in the corner. He needs help. I saw him praying to the God with tearful eyes. He seems to be under tension." I went to him and asked his problem. He told me his heart-rending story. He had lost his job and was returning to India. He didn't even have the required money to buy an economy class air ticket. Someone assured him the money but never turned up. He hadn't even eaten anything enough for a couple of days. I felt sympathy for him. I took him to the restaurant and made him have a meal. Then I purchased a ticket for him. The man asked my name and thanked me gratefully. I forgot the incident soon. After some months I received a letter in which there was a picture of a happy family drawn by a child. Their smiling faces were the real compliments for me.

Last year I extended my hand to penniless Indians who were stranded in Dubai due to the pandemic and desperately waiting to return home. I offered help by sponsoring their air travel, conducting free COVID 19 tests and distributing food packets to the needy. As of now, I have organised the travel of over 5,000 such people including jobless workers, pregnant women, children, students and travellers. I even helped to free 700 detained Indian workers in Jeddah city of Saudi Arabia and offered them food, medical help, and logistical support to return to India.



Recently I have honoured more than 150 Corona warriors from Pune in a unique way. These volunteers, engaged in performing the last rites of victims of the pandemic, were gifted with boxes of Alphonso mangoes to acknowledge their noble work. Similarly I sponsored a novel initiative named Rickshaw Ambulance which started off in Pune. Under this initiative a fleet of 25 auto rickshaws have been prepared with oxygen cylinders and necessary medical equipment. These rickshaws will act like ambulances to carry patients to nearby hospitals.

I am determined to promote and support Indian culture in Gulf region. I sponsor various Indian cultural programs including dance, music, drama, festivals here and also encourage artists. I had sponsored the International Conference on Ayurved in 2009 and Second Vishwa Marathi Sahitya Sammelan in 2011 in Dubai.

Are you content with your life?

I got my first award for business excellence in 2003. It was quite a surprising development for me. Throughout my life I hadn't got any prize or even an appreciation gift for anything. I was average in everything –academics, sports, extracurricular activities. Besides, I had joined the profession of a shopkeeper for which a prize was beyond imagination.

But a prize was surely in my destiny. By God's grace I was able to turn my small business into a successful retail company and we won a contract to supply nuts and dry fruits to Dubai Duty Free at Dubai International Airport. Of course, I was not alone. There were three thousand other suppliers serving like me. I did my work honestly and always supplied quality merchandise every year. At last, it paid off.

Once, Dubai Duty Free prepared a list of their best suppliers on the basis of excellence, performance, consistency and commitment to business- and a total of 52 suppliers were short listed. Our Al Adil Trading Company achieved the best ranking in the list for which I was honoured with an award and a memento at the hands of HH Sheikh Ahmed Bin Saeed Al Maktoum.

But the award ceremony ran very late as there were

a number of awardees from various categories to be honoured. I was waiting for my turn. As I turned my gaze back I saw a very sparse crowd behind me in the auditorium which made me nervous. I began blaming my destiny for giving me everything late in life. But just then I remembered my mother's inspirational words- 'Nothing is ever late in life.'

Since my childhood, I had always observed my mother taking her lunch and dinner late. She would first serve food to the family and then have it herself. Sometimes when we were invited by relatives or neighbours for a feast, my mother would first rush to the host's kitchen to help the lady of the house. She would prefer to wait and accompany her in the last batch. Once I asked her the reason and she smilingly replied, "Son, we should not degrade the pleasure of life by dividing it into categories like early or late. Better enjoy the moments when you get your turn. Patience is an important virtue. Remember, nothing is ever late in life."

As the ceremony was concluding, my name was announced at last. I convinced myself that in any function the best performance award is always conferred at the end. I climbed the stage enthusiastically and received the award with pride. This time when I looked, I saw the auditorium was fully occupied and the crowd was clapping for me. I still enjoy my life and business with the same positive thought- 'Better late than never.'

I have remained an honest person throughout my whole life. The honesty rewarded me with name, fame, prosperity and everything. I am content with this nice life. I am grateful to God for the same. I don't have any regrets about anything.



Introduction

So Safe Water Technologies was established in 1980 with the prime objective of providing services to all those who need assistance in the field of water purification at an affordable cost.

Deteriorating health standards mainly due to water problems in most countries and especially in developing countries was the key motivating force for the establishment of these companies.

The first product introduced in the market was the domestic water filters. The popularity and effectiveness of domestic filters laid the foundation for development in the commercial and industrial sectors.

Our quality control personal ensure highest degree of quality, its implementation, monitoring and control. Every project is designed and run to the entire satisfaction of the client. In 38 years of committed services to all the clients in domestic, commercial and industrial sectors, the company has gained the confidence of its clients to the extent that the name So Safe has become synonymous with quality and health.

So Safe is now dealing in all types of water purification systems including:

- Domestic Whole House Water Purification Systems & Commercial Water Purification Systems
- Specialized Water Treatment Systems with Ultra Filtration Membrane Technologies
- Reverse Osmosis Systems, Softeners and Deionizers.
- Industrial Process Water Treatment
- Sewage Treatment Plants

- Industrial Effluent Treatment Plants
Swimming Pool Equipment, Construction & Maintenance
- Nano Bubble Technologies
(Lakes, Fish Ponds, Animal/Birds, Kidney Dialysis, Health Benefits)
- Specialized Community Water Systems to Remove Heavy Metals Including Lead, Arsenic, Florides, Nitrates & Nitrites incorporating latest Japanese Technologies.
- Specialized Technologies to Sterilize Tissue Paper Through Steri Pro Paper Sterilization System.

Mission Statement

The mission of this organization is not only to provide effective water treatment solutions to all those requiring it but to improve the health standards of the people of this nation to a level consistent with international standards.

So Safe endeavors to contribute in protection and improvement of the environment by vigorous educational programs and research for developing environment friendly products.

The company aims at targeting all the people in different geographic and demographic areas and relating to all social classes. This specific objective is achieved by provision of water treatment systems suitable for different segments.



SULTAN MAHMOOD

Sultan Mahmood was born in Lahore, Pakistan on 19th June 1951. The eldest son of an Air Force Junior Commissioned Officer, he grew up in a Military environment and left home to become a Master Mariner in the Merchant Navy; a profession he followed until venturing boldly forth into the world of business.

Sultan is an innovator and an entrepreneur par excellence. He has created many products and services but his crowning glory is designing and marketing an extremely advanced water treatment system which he sells under the brand name of 'So-Safe' Based in the United Arab Emirates, the So-Safe Group of Companies has outlets in over 60 countries from where it sells water technology products ranging from single family home purification systems to ultra large industrial water treatment plants for factories and residential communities. The name 'So-Safe' is now synonymous with pure water.

Sultan Mahmood has a passion for creativity and marketing and is always ready to challenge established traditions and business practices to seek novel, futuristic and unique solutions to problems. He is relentless in the pursuit of excellence and does not hesitate to take bold decisions and act aggressively. An exceptional public speaker, Sultan is able to motivate and lead his team of coworkers. He is equally comfortable on the shop floor working on machines as well as sitting at the head of the table in the Boardroom. Sultan leads through example and provides the highest form of leadership to his company. He is a recognized industrialist and provides motivation and direction to the business community as well as society in general.

Sultan Mahmood is a devout Muslim and a devoted family man. He is blessed with a life partner who is, in his own reckoning, the woman behind his success. The couple has three children who have followed in the father's tradition of entrepreneurship and have blessed them with three beautiful grandchildren.

Despite his busy work schedule, Sultan makes sure to take time out to pursue his hobby of reading and studying history. He loves to travel and interact with people of different cultures and beliefs. He is an avid golfer and has won many honors in the game.

Despite his busy work schedule, Sultan makes sure to take time out to pursue his hobby of reading and studying history. He loves to travel and interact with people of different cultures and beliefs. He is an avid golfer and has won many honors in the game.





Whole House

Water Purification System



With So~Safe, Ensure Healthy & Hygienic Water For Your Family!



Refreshing Cool Bath



Air Cooled Water Chillers

For Over Head Water Tanks

Cool & Cool

Mr. Arif Pardesi

We analyze the needs of our customers carefully to determine the right product for their requirements. In the highly competitive market, the product is likely to be put on the shop shelf with many other similar competing items. As a result, it is necessary to identify and differentiate the product as unique according to its brand image. Therefore, our aim is not only to provide the right product which should replicate the brand image, but to produce quality product, which enables brand to create strong and detailed reference.

On the larger note, we only provide a right product but a future ready solution in which your perceived market challenges are met and transcended. Our goal is to become a pioneer in terms of quality and service.



Company Profile

Cool & Cool a leading international FMCG brand, is known for its exceptional reputation followed by delivering trustworthy and reliable premium quality products. Established in 2004 and marketed by ABC International Ltd., UAE, Cool & Cool offers a diverse selection of high-quality products, which are spread amongst different categories such as Mother & Baby Care, Skin Care, Personal Care, Convenient Wipes, Paper and Detergents. With a market presence in over 25 countries across the globe, Cool & Cool has always stayed put to its commitment towards implementing innovative product development and impeccable customer service.

Journey of Cool & Cool (Idea behind starting the brand)

After noticing people using wet wipes in Japan and South Korea after meals in the early 90s, Mr. Arif Pardesi innovatively thought that the concept of wet wipes can be introduced in the Middle East. Thus began the successful journey of Cool & Cool by first manufacturing wet wipes.

Over the last 17 years, the brand has transcended categories and countries to expand into various product segments including Baby Products, Hygiene, Skincare, Paper products etc manufacturing over 500 products amongst these categories. Cool & Cool has also expanded its footprint and now exports to over 25 countries across the globe including the USA, Pakistan, Saudi Arabia, Bahrain, Oman, Uganda, Tanzania, Nepal, Maldives etc.

Explore the new range of Body Lotions



Important Product Categories

1) Baby Range - With a wide range of products to choose from our Mother & Baby category, you are sure to find high quality and premium baby products from our range. Choose from an assortment of Baby Wipes, Baby Oil, Baby Shampoo, Nappy Bags, Nursing Pads and much more.

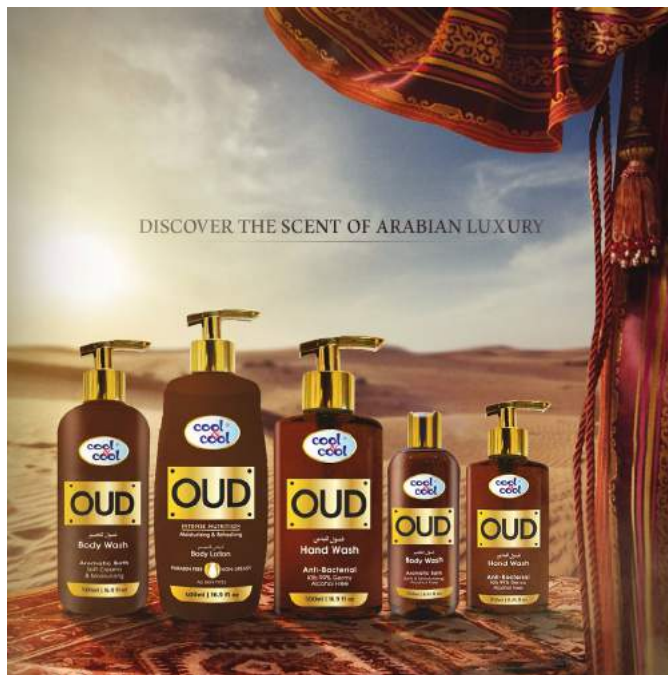
2) Hand Sanitizers - A market leader in this category, choose from a wide range of our Hand Sanitizers. Available in an assortment of fragrances, our hand sanitizers ensure that you and your loved ones remain protected against harmful germs and bacteria.

New Product Launches

1) Body Lotions - Cool & Cool have launched an exciting new range of Body Lotions to create the perfect pampering ritual. Choose from five exciting variants - Revive Radiance, Shea Butter, Silky Comfort, Cocoa Butter and Hydra Lift

2) Baby Laundry Range - Hot off the press - Introducing Cool & Cool's Baby Laundry Range. Consisting of Fabric Softeners, Laundry Detergents and Cleansing Wipes to keep your little one's clothes clean and fresh.

3) Oud Range - We are absolutely thrilled to announce the NEW range of Cool & Cool Oud products. From indulgent body washes to luxurious body lotions, discover the scent of Arabian Luxury with our assortment of Oud products.



cool & cool
A Cool Product You Can Trust

Gentle Care for your baby

64 Baby Wipes, Baby Powder, Baby Shampoo, Baby Milk Lotion, Baby Washing Gel, Baby Wipes, 250 Nappy Bags



Shine
LIKE THE 
WHOLE.
universe
IS YOURS

Valentine Offer: get a gift with every purchase.



Fine Jeweller since 1999

TOLL FREE: 800(54254) ORDER ONLINE AT: www.lialijewellery.com



We offer a wide variety of French fragrances, customized and white-labeled for our clients' needs.

Stock lots of our existing collections also available for international orders!

For further information please contact:

info@arpdubai.com



BINDB2B



We are at your service 24/7

We're here to assist you with your worldwide expansion. Our website supports all of our users in creating a portfolio that allows them to conduct business in any area of the world without difficulty.

www.bindb2b.com Email: info@bindb2b.com

