







#### **PRESIDENT**

#### DHA LAHORE EXECUTIVE BOARD



DHA Lahore is recognized as the finest organization known for its commitment to high-quality living standards. It gives me immense pleasure to guide an organization that has successfully undertaken numerous significant projects and achieved substantial accomplishments.

Preceding years have been challenging for the economy, stability and employment but DHA Lahore proved itself by working meticulously towards progress and prosperity. The positive outcomes of this growth extend beyond individual success, fostering a thriving environment that benefits from DHA Lahore's dedication to community development initiatives.

Looking forward to a year of momentum and growth by bringing positive change through futuristic developments for our worthy residents. I am confident that together, we are equipped to overcome difficult situations and continue to strive for a better and stronger community.

> Kind regards Lt Gen Syed Aamer Raza, HI(M) President DHA Executive Board



#### **ADMINISTRATOR** DHA LAHORE



DHA Lahore stands as a testament to exceptional urban planning and a commitment to creating an unparalleled living experience. Despite navigating a dynamic and evolving landscape, DHA Lahore has remained steadfast in its pursuit of excellence. Through meticulous planning, innovative strategies and a dedicated team, we have consistently overcome challenges to ensure continued growth and prosperity of our community.

Recognizing that the success of DHA Lahore is intrinsically linked to the well-being of our residents, we are deeply committed to enhancing the quality of life through a multi-faceted approach to community development. This commitment is evident in our unwavering dedication to Corporate Social Responsibility, ensuring that the positive impact of our endeavors extend beyond the boundaries of DHA Lahore and benefits the wider community.

As we move forward, I have the utmost faith that through collaborative efforts, innovative solutions and a shared vision for the future, we will continue to build upon our success and create an even brighter tomorrow for DHA Lahore and its esteemed residents.

> Kind regards Brig Mirza Muhammad Yasir Baig Administrator DHA Lahore

04-05

MESSAGE FROM
PRESIDENT DHA EXECUTIVE BOARD
LT GEN SYED AAMER RAZA, HI(M)

06-07

MESSAGE FROM
ADMINISTRATOR DHA LAHORE
BRIG MIRZA MUHAMMAD YASIR BAIG

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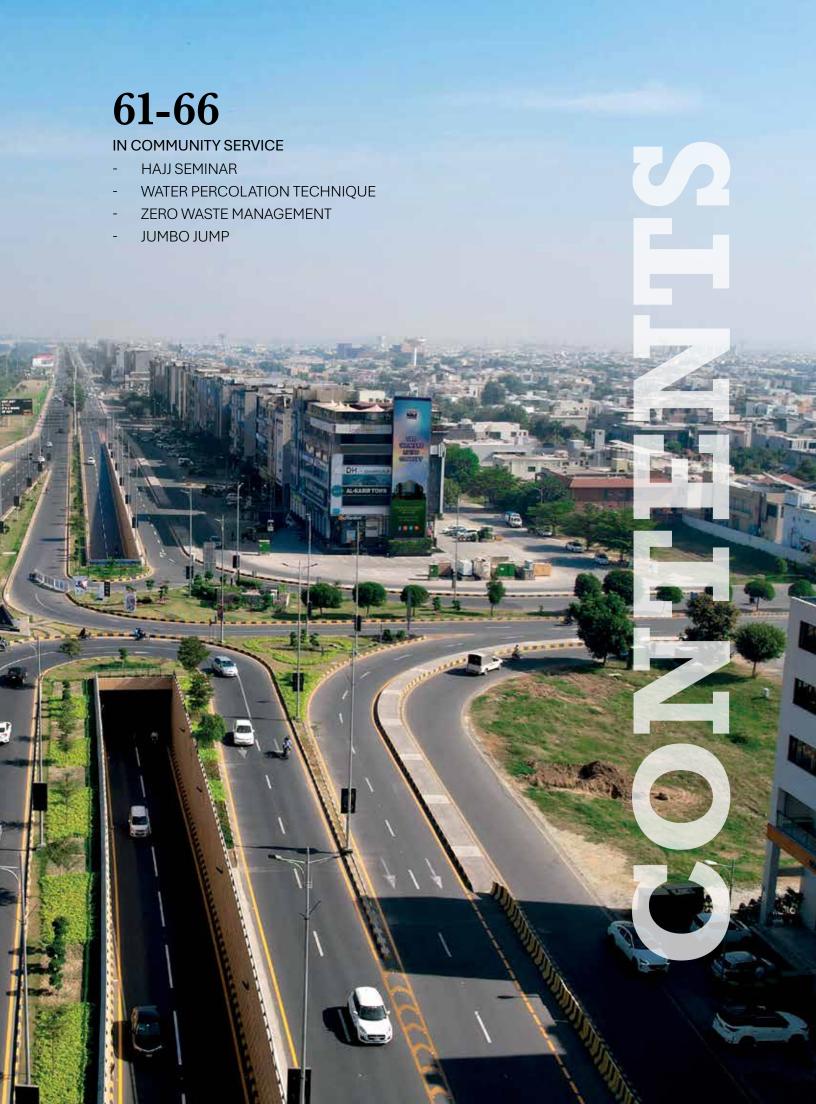
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DHA Lahore Main Office Complex, Phase-VI



Brig Waheed Gul Satti, SI(M)



Brig Mirza Muhammad Yasir Baig

#### **CHANGE OF COMMAND**

On 2nd Nov 2023, Brig Mirza Muhammad Yasir Baig joined DHA Lahore as Administrator. It's a great honor to welcome the new ADHA with aspiration to see the organization flourish, reaching new milestones under his brilliant command.

Biding farewell to Brig Waheed Gul Satti, SI(M), (Ex ADHA) the organization will always cherish the moments spent under his able leadership.





### **ADHA Farewell Dinner**

On 3rd November 2023, a dine out dinner was hosted in Defence Lemniscate Club Phase VIII to bid farewell to Brig Waheed Gul Satti, SI(M), Ex Administrator DHA Lahore. The dinner was hosted by Brig Mirza Muhammad Yasir Baig, Administrator DHA Lahore and was joined by directors, fellow colleagues and dignitaries. The guests were welcomed with refreshments and a brief introduction amongst themselves that helped setting a warm and inviting tone for the evening. The Administrator DHA presented the Chief Guest with a shield as a token of appreciation to commemorate his efforts and took some time to reflect on the leadership, dedication and positive impact throughout his journey here.

DHA Lahore expresses deepest gratitude to Brig Waheed Gul Satti, SI(M) for unwavering dedication, visionary leadership and an unparalleled commitment to the organization's mission. He has been a beacon of inspiration, guiding through challenges, championing innovation and fostering a culture of excellence.

We wish him all the best.

















### Joint Venture

Shared Vision, Shared Victory



Agreement Signing Ceremony - PCB Chairman Zaka Ashraf meets with Administrator DHA



Agreement Signing Ceremony of OPTP



Agreement Signing Ceremony of Lahore Grammar School (LGS)



Contract Signing Ceremony of World Call with DHA Lahore

**MOU Signing Ceremony** with **Century Ventures** 





MOU signing ceremony between Pearl group and DHA Lahore on 28th August 2024



Residential high rise towers in DHA Lahore phase VI featuring world class amenities and comfort



Spread on 40.5 kanals, Global knowledge park campus in phase VIII offering top ranked international degree programs.



MOU signing ceremony between TMUC and DHA Lahore on 27th August 2024



MOU signing ceremony between Suriya group and DHA Lahore on 28th August 2024



Purpose-built five residential towers with gated community spread over 47 kanals in Phase IV DHA Lahore



MOU signing ceremony between Quisitive (Pvt.) Ltd. and DHA Lahore on 9th April 2024



A mix of pan asian, turkish, continental, desi and peshawari dishes under one roof



High end tower with commercial shops, corporate offices, luxurious apartments for residents of DHA



MOU signing ceremony between Renovation master(Pvt.) Ltd. and DHA Lahore on 28th August 2024



MOU signing ceremony between Learning Alliance group and DHA Lahore on 27th August 2024



MOU signing ceremony between Sisma Global, a state of the art automobile workshop and DHA Lahore on 28th April 2024

### **Hosting Dignitaries**



Administrator DHA Gujranwala Muhammad Aslam Niazi meets Administrator DHA Lahore



CEO Defence Raya Golf & Country Club Mr. Keng visits Administrator DHA Lahore



DG LDA Tahir Faroog meets Administrator DHA Lahore



Defence Raya Golf & Country Club (DRGCC) Delegation visit DHA Lahore



Lahore Development Authority team visits DHA Lahore





The future belongs to those who believe in the beauty of their dreams.

-Eleanor Roosevel:

THE GLOBAL REAL ESTATE MARKETPLACE

27 - 29 FEBRUARY 2024 I DUBAI WORLD TRADE CENTRE

## DHA Lahore Goes Global: Dubai Property Expo 2024

DHA Lahore participated in a prestigious International Property Expo at the World Trade Centre Dubai from February 27th to 29th, 2024. The event provided a global platform for DHA Lahore to showcase its diverse and exclusive community living to an international audience. The expo witnessed significant success, with DHA Lahore signing multiple MoUs with renowned international / local stakeholders. These strategic partnerships are expected to further enhance the appeal and global recognition of DHA Lahore as a premier residential destination.





















CONNECT I INNOVATE I COLLABORATE

## GROWTH IS NEVER BY MERE CHANCE, IT IS THE RESULT OF FORCES WORKING TOGETHER.

~ JAMES CASH PENNEY

InnoVista Technology Zone - Ravi is developing a cutting-edge coworking space designed to provide platform for SMEs, Corporate and individuals within Information Technology sector. Recognizing the pivotal role that collaborative environments play in fostering innovation, we are creating a premium co-working space focused to inspire technology entrepreneurs.

The Technology Park will offer a unique blend of high-end amenities, flexible workspaces and a vibrant community. The business model focuses on delivering exceptional value to our members through a combination of premium workspace options with the commitment to creating a space that not only meets but exceeds the evolving needs of the technology industry.

DHA Lahore has proudly commemorate the official launch of InnoVista co-working space on 24th August 2024 with a formal event graced by high officials from corporate, government and media fraternity. Ms. Shaza Fatima Khawaja (Federal Minister of IT) chaired the event and discussed the importance of Co-working spaces and its growing trend in international markets. Guests were highly impressed by the facility and positively looked forward to achieving new milestones with this collaboration.

Located in the Heart of DHA Lahore Phase VIII, the vision is to create a dynamic ecosystem that empowers growth and sustainability. Let's embrace IT and step into a brighter, more connected future.





















## GROUNDBREAKING CEREMONY MARKS A MILESTONE FOR WOMEN CRICKET

In a momentous occasion that resonated with progress, DHA Lahore along with the Pakistan Cricket Board (PCB) held the groundbreaking ceremony for the establishment of a facility for women's cricket in PhaseV, Sector-G, Sports Complex DHA Lahore. The event took place on 18th December 2023, while it symbolized a significant leap forward for women's cricket in the region. Attended by dignitaries and cricket enthusiasts alike, the ceremony served as a testament to the growing recognition and support for women's cricket in Pakistan. Against the backdrop of Lahore's vibrant cricketing culture, the groundbreaking event showcased a new era of inclusivity and empowerment within the sport.

By providing access to world-class training facilities and infrastructure, the initiative aims to elevate the standard of women's cricket in the country and pave the way for future generations of athletes. Attending the ceremony, the management highlighted the importance of fostering a conducive environment for the development of women's cricket. This emphasized the need for equal opportunities and resources to enable female cricketers to excel on the international stage as well. In a country where cricket holds a special place in the hearts of millions, the groundbreaking ceremony represents a pivotal moment in the journey towards a more inclusive and equitable sporting landscape.







Today's accomplishments were yesterday's impossibilities

## Your Destination for Luxury Living and Unforgettable Experiences



Penta Square Mall isn't just a shopping destination; it's a vibrant cultural hub and a beloved landmark in the heart of DHA Phase-V Lahore. This architectural marvel seamlessly blends convenience, luxury and entertainment. Discover the latest trends from renowned international brands and support local designers at a variety of highend products.

Enjoy a diverse culinary experience with a range of fine-dining restaurants, cafes, and casual eateries like Loafology, offering delicious options to round-up your day. Unwind with friends, challenge your skills at the exciting gaming arcade or enjoy thrilling experiences at Thrill Zone, featuring bumper cars, trampolines and much more for kids and adults. For all your daily essentials and grocery needs, look no further than Imtiaz Mega Super Store that is conveniently located within Penta Square Mall. For those seeking to elevate their fitness journey, get ready to experience a world-class workout at the soon-to-open high-end gym, offering state-of-the-art equipment and luxurious amenities.





Next-of-Kin Event at DHA Lahore

#### "ALONE, WE CAN DO SO LITTLE, TOGETHER, WE CAN DO SO MUCH"

Losing a loved one can be an emotionally challenging experience. The NOK event is hosted by DHA Lahore every year to weave into emotions and fill gaps for the important lives lost. Organizing a Next-of-Kin event allows DHA Lahore to offer practical assistance to the families of the deceased. This event holds importance in recollection and remembrance, which provide families with an opportunity to celebrate the lives and legacies of their loved ones.

With a fast-paced life, DHA Lahore never fails to forget the needs of its employees and how devotedly those needs can be met. The organization held two sympathetic event which focused on providing financial assistance to the families of the deceased DHA employees.

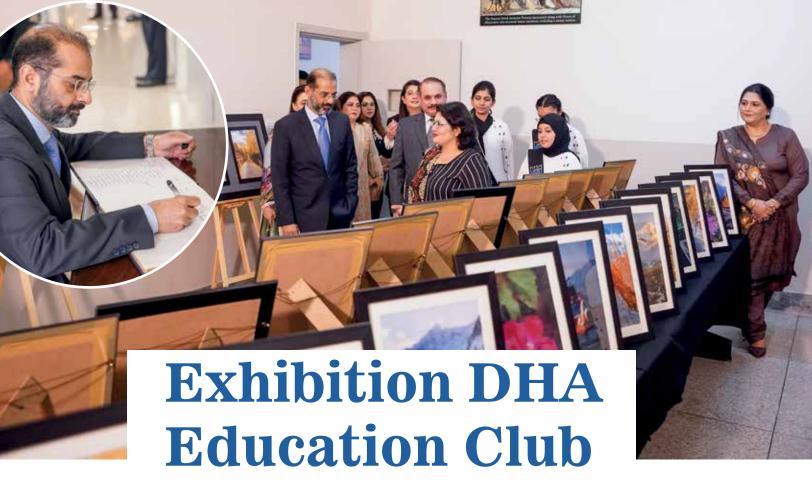
Although the unbearable loss can't be replaced by anything, DHA believes in this genuine drive for adding a small beginning in the life of the suffering families. While the HR branch gathered and collected data covering all facts to address every individual's case, the families of the departed souls were considerately received by DHA officers. The true spirit of helpfulness was stored with this event as Administrator DHA, Brig Mirza Muhammad Yasir Baig was present at foremost to lend an ear to the grievances of the families. Cheques were distributed among the families of the deceased DHA employees while DHA solemnly asserted to keep the tradition alive to provide reputable jobs on kinship basis for helping these families.











Defence Degree College Cambridge wing hosted an exhibition which was a celebration of diverse interests and talents of the students. From art and photography to science and technology, the exhibition highlighted the remarkable achievements of high school clubs and their members. Administrator DHA Lahore graced the event as chief guest, praising and interacting with the students and faculty.

In addition to the exhibits, guests were invited to participate in a variety of interactive activities and demonstrations hosted by the club.

Such exhibitions are not only an opportunity for students to showcase their talents, but also a chance for the community to come together, show support, celebrate the creativity and dedication of youth.











## Igniting Minds, **Unveiling Worlds**

#### Defence Public Library

Defence Public Library (DPL) is proud host to many community engaging events such as seminars, lectures and celebrity meet & greet attracting large number of audience throughout the year. A vibrant book launch ceremony was hosted for the translated work of an esteemed book by Mohtarma Tayyaba Tehseen. The event took place on 20th January 2024. On 7th march 2024, a lecture on how to enhance analytical thinking was organized and chaired by Maj General Farhan Akhtar titled "Critical reflective and creative thinking". To provide a learning platform for youngsters, a creative workshop named "The debate room" was held on 3rd July 2024 where participants presented their respective ideas and audience had an open house discussion in the end.

These events hosted by DPL also offer educational opportunities while providing valuable insights into the creative process. A celebrity meet & greet was organized with Sarmaad Khoosat, an esteemed director, filmmaker, producer and actor on 4th July 2024. Keeping in mind the community well being and creating mental health awareness, a seminar on stress management was conducted on 17th Oct 2024.

DPL had the privilege to invite Brig Nadir Mir (Retd), a renowned geo political analyst and military strategist to share his expertise. The talk titled "Gwadar & Geo politics" that devolved into the strategic importance of the Gwadar port and its implications for regional and geopolitics.



Maj General Farhan Akhtar









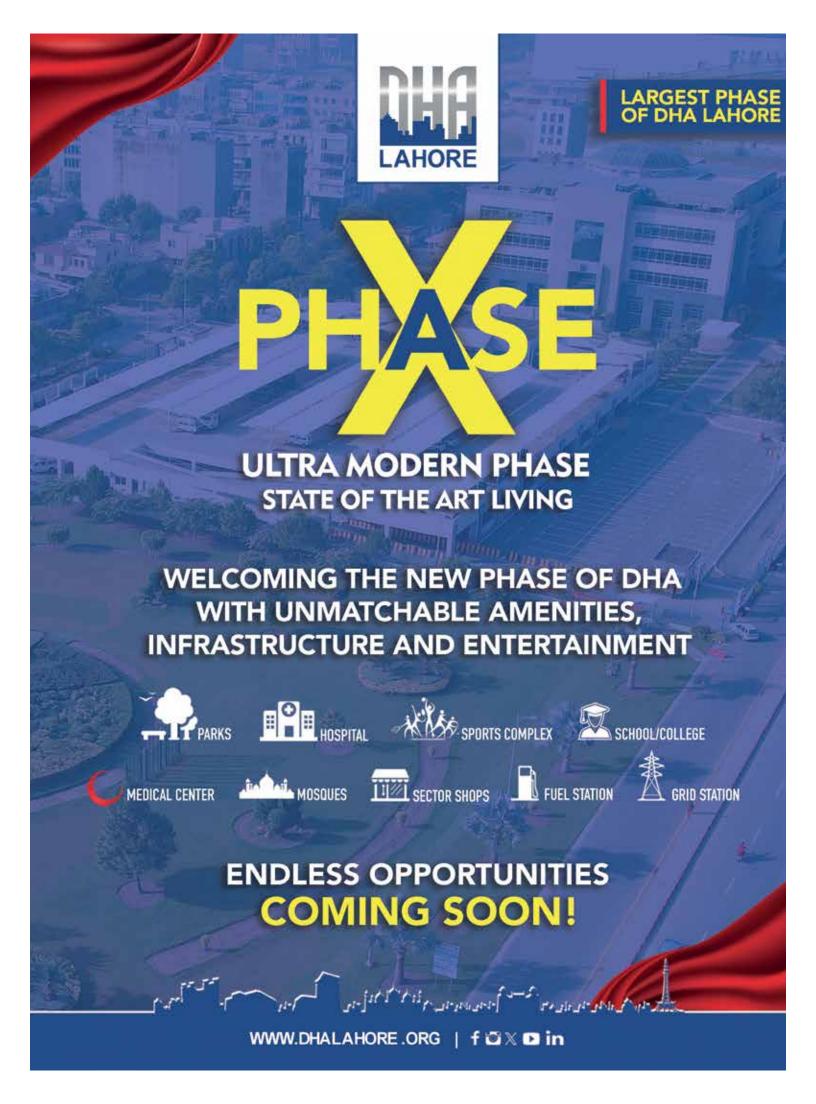












# Rise above the storm, you'll find the sunshine.

#### Job Fair - Lums & Punjab University

Defence Housing Authority Lahore is a benchmark for creating innovation and convenience in modern community living. Tirelessly working day and night is a team of strong and competent individuals who make sure to live up to the motto of the ultimate living concept. In line with DHA's corporate social responsibility, every year, the HR branch recruits students from different HEC-recognized universities across Pakistan for an internship program.

This year, DHA Lahore participated in LUMS and Punjab University job fairs to advertise our diversed working environment and recruit the best candidates for our summer internship program. Representatives indulged in interactive sessions with graduating and third-year students while addressing their queries related to career growth, learning practices and organizational structure at DHA Lahore on 3rd and 14th Feb 2024, respectively.











## Building Bridges to Success The DHA Lahore HR Internship Experience

DHA Lahore hosted an inspiring initiative aimed at nurturing the next generation of professionals: the HR Internship Program from 18th December 2023 to 21st December 2023. Welcoming students from diverse educational backgrounds, this program served as a platform for young minds to learn, grow, and prepare themselves for the journey ahead. The internship program, meticulously crafted by the HR department of DHA Lahore, offered participants a comprehensive learning experience. Through a series of seminars and workshops, students were exposed to a wealth of knowledge and insights on various aspects of professional development.

One of the key highlights of the program was the line-

up of esteemed speakers who shared their expertise and wisdom with the eager interns. Topics covered in the seminars ranged from charting one's career path and leveraging networking opportunities to maintaining professionalism and ethical conduct in the workplace. The students also learned and gained certification for attending the workshop of "Career Launchpad: Mastering the Art of Job Interviews for Fresh Graduates". Through interactive sessions and engaging discussions, students gained practical skills and strategies that they could immediately apply to their own career journey.

For the students involved, the internship program represented more than just an opportunity to gain work















experience, it was a transformative journey that would shape their future trajectories. This interactive HR Internship program also shed light on how the next step could be becoming an entrepreneur in this skill-driven corporate world.

At the DHA Lahore Internship Program, the distribution of certificates marked a significant milestone for the participants. As the ceremony unfolded, each intern received their certificate with pride and accomplishment, symbolizing their hard work and dedication throughout the program. Administrator DHA Lahore took the opportunity to

commend the interns for their contributions and commitment, emphasizing the program's role in fostering professional growth and development.

of small efforts
repeated day in
and day out



## Teach a Child School System Transforming Futures

In a world where education is often viewed as a privilege, there exists a beacon of hope for the underprivileged youth: the Teach a Child School System. This innovative educational initiative seeks to bridge the gap between privilege and underprivileged by offering a high-quality education to children who may otherwise never have had the opportunity.

Recently, the Teach a Child School System received a visit from Administrator DHA Lahore who was deeply impressed by the caliber of education being provided to the students. The school's dedicated staff comprised of passionate educators who work tirelessly to nurture the minds and talents of these young learners. The students are empowered to train themselves through knowledge and opportunity.

A society where all children have access to education and opportunity is stronger and more resilient. By investing in the education of underprivileged children, Teach a Child School System invests in the future prosperity and well-being of our communities. Bringing children from diverse socio-economic backgrounds together in the classroom promotes empathy, understanding, and a sense of shared humanity among students. Through education, they provide not just knowledge, but the keys to unlock a world of endless possibilities.

## **Balancing Act**

#### The Art of Maintaining a Healthy Lifestyle

Maintaining a healthy lifestyle is not merely a matter of occasional effort; it's an ongoing journey that requires commitment, mindfulness, and balance. In today's fast-paced world, where demands on our time and energy are ever-present, it is important to cultivate habits that promote physical, mental, and emotional well-being.

#### Nourishing the Body

At the core of a healthy lifestyle lies proper nutrition. Fueling our bodies with wholesome, nutrient-rich foods provides the energy and vitality needed to tackle daily challenges. Embracing a balanced diet that includes a variety of fruits, vegetables, lean proteins and whole grains is key to supporting overall health and longevity.

#### Staying Active

Regular physical activity is vital for maintaining a healthy weight, strengthening muscles and bones and reducing the risk of chronic diseases. Finding enjoyable forms of exercise, whether it's walking, swimming, yoga or dancing, ensures that staying active becomes a sustainable part of daily life.

#### Rest and Recovery

In our quest for productivity and success, it's easy to overlook the importance of rest and relaxation. Adequate sleep is essential for cognitive function, mood regulation, and immune health. Taking breaks throughout the day to recharge while engaging in activities that promote stress relief are equally important for maintaining overall well-being.

#### Cultivating Mindfulness

Mindfulness, the practice of being present and attentive to the present moment, is a powerful tool for reducing stress and enhancing mental clarity. Incorporating mindfulness techniques into daily life, such as deep breathing or mindful eating, can help foster a greater sense of calm and contentment.

#### Nurturing Relationships

Human connection is fundamental to our well-being. Cultivating meaningful relationships with friends, family and community members provides emotional support, a sense of belonging and opportunities for growth and fulfillment.

In essence, maintaining a healthy lifestyle is not about perfection but about making conscious choices that support our physical, mental and emotional health. By embracing habits that prioritize self-care, balance, and fulfillment, we can create a life that is rich in meaning.



Independence Day is celebrated on the **14th of August** to commemorate the day when **Muslims** carved a new journey for the nation. To acknowledge and revere the collective efforts to make Pakistan a prosperous nation, this day is celebrated all over the country with zeal and enthusiasm.

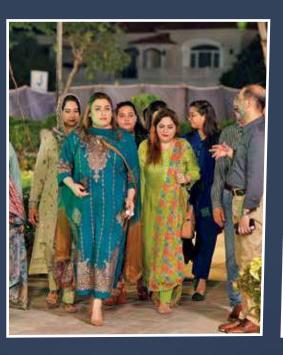




"To truly live, celebrate each day of life.

Let each day be a festival of joy."























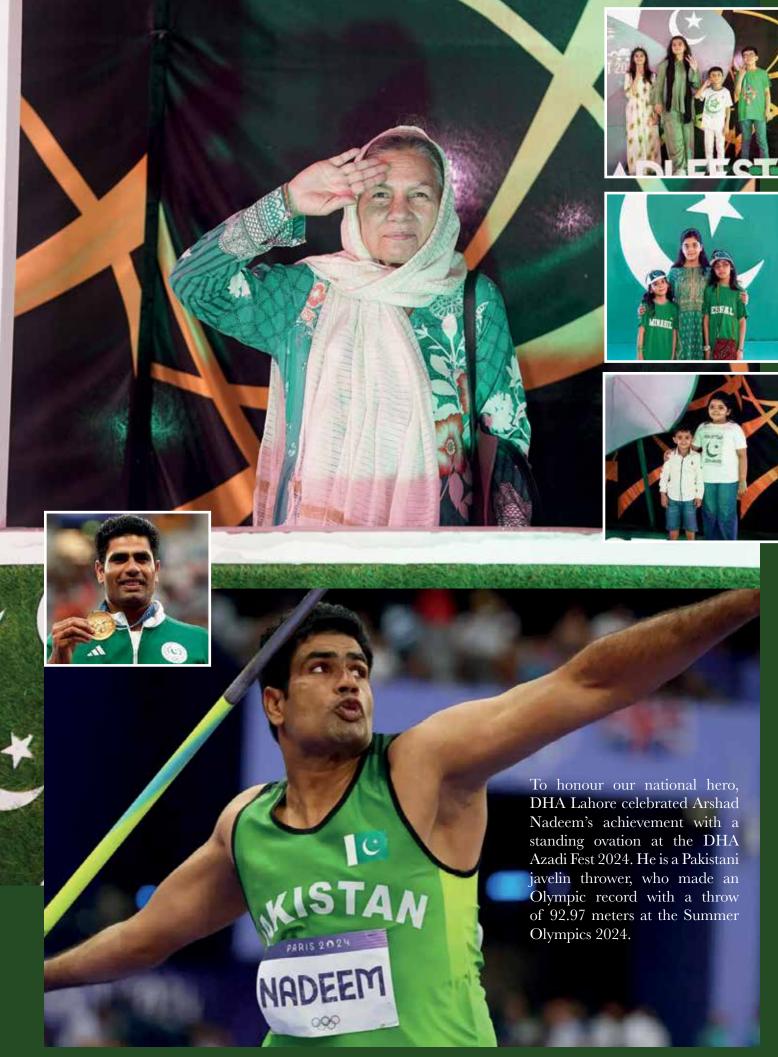






















Family Festival is more than just an event; it's a celebration of togetherness and the bond that make families special. Whether it's exploring the festival grounds, enjoying a picnic in the park or dancing to the beat of live music, every moment is an opportunity to connect, laugh and create cherished memories with your loved ones.

DHA Phase XII (EME) organized a colorful festival on 24 February 2024. An inaugural ceremony was held at the club's lawn. Administrator DHA Lahore Brig Mirza Muhammad Yasir Baig, along with Secretary DHA, Brig Hafiz Muhammad Azhar, officers, families and a large number of children participated in various activities.

Food stalls and various games were set up at the festival. Cricket, tug-of-war, archery and athletics competitions were organized. Jumping castle and trampoline were main attractions of the event for children.



































## Embracing "Community is about doing **Cultures**

something together that makes belonging matter."

#### Christmas Celebration at DHA Lahore Main Office Complex

In a heartwarming display of inclusivity and respect for cultural diversity, DHA Lahore main office complex gleamed with festive cheer as it hosted a special Christmas event. The occasion displayed DHA Lahore's commitment to honoring and embracing the traditions of all religions and cultures within its community. By hosting events like the Christmas celebration, DHA Lahore sends a powerful message of unity. It recognizes that diversity is not only something to be acknowledged but also celebrated. In embracing the traditions and beliefs of different communities, DHA Lahore fosters a sense of belonging and mutual respect among its residents.

The Christmas event was a sight to behold for everyone celebrating. Administrator DHA Lahore, Brig Mirza Muhammad Yasir Baig, graced the event as chief guest while wishing everyone on this joyous occasion. To elevate the day, DHA Lahore set up a live singing performance and brightened the mood. These celebrations are important because they promote social cohesion and understanding within communities. They provide opportunities for people from diverse backgrounds to come together, share experiences and build meaningful connections. By celebrating the cultural diversity within its community, DHA Lahore not only strengthens social bonds but also sets a shining example of harmony and unity for others to follow.















## A Blooming Festival Through Nature's Palette









## Jashan-E-Baharan

Jashan-e-Baharan, the vibrant festival celebrating the arrival of spring, brings communities together in a breathtaking display of floral artistry and neighborhood companionship. As the days grow longer and the air warms with the promise of renewal, residents eagerly transform their gardens into showcases of color and creativity. The competition organized by DHA becomes a focal point of the festival, igniting a spirit of enthusiasm and pride among participants.

Each garden becomes a canvas where residents express their love for nature and their commitment to beauty. Flowers of every hue bloom in meticulous arrangements. Sprawling from sunflowers to delicate daisies, DHA residents create a tapestry of colors that captivate passerby's. The variety of floral displays ranging from intricate patterns to whimsical designs reflects the unique personalities and artistic visions of the homeowners. It's a joyous competition where creativity knows no bounds, and the air is filled with a sense of friendly rivalry and shared excitement.







"Float like a butterfly, sting like a bee. The hands can't hit what the eyes can't see."  $\sim$  Muhammad Ali.

## IMMAF ASIAN CHAMPIONSHIPS 2024

### Discipline - Honour - Respect

BRAVE Combat Federation brings the biggest combat sports festival in the world to Pakistan as part of the BRAVE International Combat week in association with International Mixed Martial Art Federation Asian Championship (IMMAF) held from 18th to 22nd August 2024 at Fasih Babar Amin Shaheed Sports Complex Phase VI, DHA Lahore.

This is the first time that the marquee event is hosted in Pakistan with DHA Lahore being a proud sponsor making it a landmark moment for MMA in the country and its growing prominence in the region. It was a three day event that featured some of the best martial artists from Pakistan and around the world, including Olympic medalists and world Karate champions.

Team Pakistan delivered a strong performance

at the Asian MMA championship by earning a total of six medals, two golds and four silvers, with Eman Khan and Bano Butt each clinching gold medals in their respective categories. Bano Butt triumphed in the senior women's atom weight final, defeating Kazakhstan's Gulnaz Abdrakhmanova to secure her gold. Eman Khan also excelled, earning her gold by submitting Kazakhstan's Dinara Ayapova with a rear-naked choke in the first round.

The event further highlighted BRAVE Combat Federation's domination in the Asian Mixed Martial Arts market. The most renowed MMA organization in the world, which has been on a record-breaking spree in 2024 so far, currently holds the largest market share in Asia both in terms of audience reach and relevance within the continent's sub-regions.





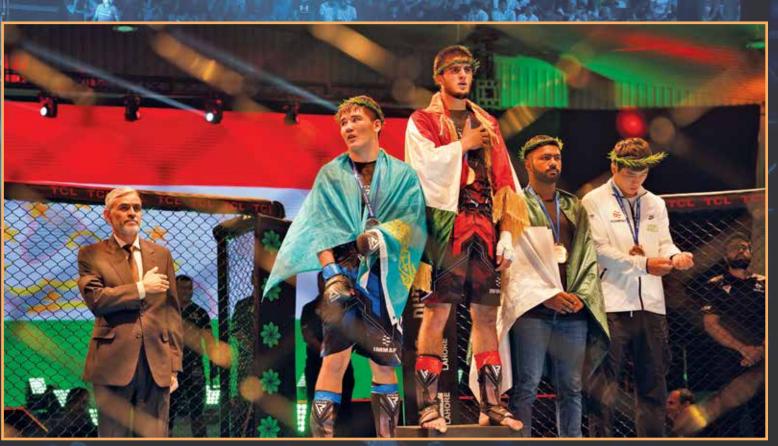








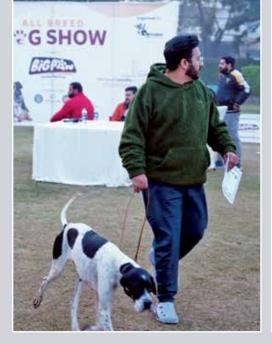




# All Breed Championship

Unleashing Joy at the Defence Club & Phase XII (EME)
DHA Lahore Dog Show









There was barking, whining, whimpering, howling, huffing, growling, yipping and yelping, all coming from one direction, the outer area close to the main gates of the EME Lahore on the 19th November 2023, where the DHA's all Breed Dog Show happening at the sports complex organized in collaboration with the Pakistan Kennel Club was underway.

Rottweilers, Siberian Huskies, Yorkshire Terriers, Labradors (black, yellow, and chocolate), and Pugs.







## Tree Plantation Drive

## "Plant for Pakistan"



DHA Lahore, in collaboration with Punjab Forest Department, hosted a tree plantation drive on 29th August 2024 at Phase 6, DHA. Residents, DHA officials and various schools took an active part in commemorating harmony with the Government's "Plant for Pakistan" initiative. Investing in a greener community is

our commitment to environmental sustainability and community well-being. Trees play a vital role in our ecosystem, providing oxygen, absorbing carbon dioxide and supporting biodiversity. By planting trees, we are taking a proactive step towards creating a healthier and greener future for generations to come.







### One Vision, One Passion, One Goal

## Greener & Cleaner Pakistan





"Trees are poems that the earth writes upon the sky."
- Khalil Gibran.

#### IMC SEMINAR

# A New Era in Surgical Care

## Minimally Invasive, Maximum Results

We live in a fast paced world where trends and lifestyle are changing rapidly. From mathematics to Robotics all disciplines have shifted their paradigm to match the ever growing human needs. A similar display of advancement in science and technology was showcased in a seminar hosted by DHA Lahore on behalf of Integrated Medical Center (IMC) at MOC Phase VI on 30th May 2024.

The seminar was chaired by Prof. Surgeon Asim Malik - Chief of Surgery at the IMC Hospital which is located at phase-V DHA Lahore. He introduced laparoscopic surgery, also known as minimally invasive surgery, which is a modern surgical

technique that involves making small incisions in the abdomen. Benefits include smaller incisions, fast to minimal recovery time, reduced blood loss, shorter hospital stay and Improved cosmetic outcomes.

IMC's surgical department is equipped with the latest technology and staffed by highly skilled surgeons and nurses offering a wide range of laparoscopic procedures, including gallbladder removal, hernia repair, hysterectomy & appendectomy. This informative session was concluded with an appreciative applause by the attendees.













## Learning to be better, Together!

Employee Training on Customer Care & Complaint Management.

The three-day training program was a comprehensive initiative designed to equip employees with the essential skills to provide exceptional customer care and manage complaints effectively. Participants from various departments attended the training and learned about various customer service techniques, including active listening, empathy and problem-solving. They also delved into complaint management strategies, such as understanding customer concerns, addressing issues promptly and resolving conflicts amicably. The training emphasized on the importance of maintaining a positive and professional demeanor throughout all interactions, fostering customer loyalty and satisfaction.



#### PROVIDING THE ULTIMATE LIVING CONCEPT WITH

## A VIBRANT COMMUNITY

With fast-paced urbanization, DHA Lahore has embodied a lifestyle that inculcates comfort, luxury and secure living. We believe in providing top class amenities with modern standards of living to enhance resident satisfaction. The well-structured projects and improvement plans are executed with smart infrastructure planning and foresightedness making it a dream community.





PH-VII (KARBATH)



PH-IV (SEC-KK)

INNOVISTA

PENTA SQUARE TECHNOLOGY ZONE-RAVI

PRISM9 **EDUCATION SYS** 



**IVY GREEN** 





COMMERCIAL

MOSQUES

PARKS

LIBRARY



DHA Main Office Complex, Sector 'A' Phase-VI, Lahore, Pakistan.

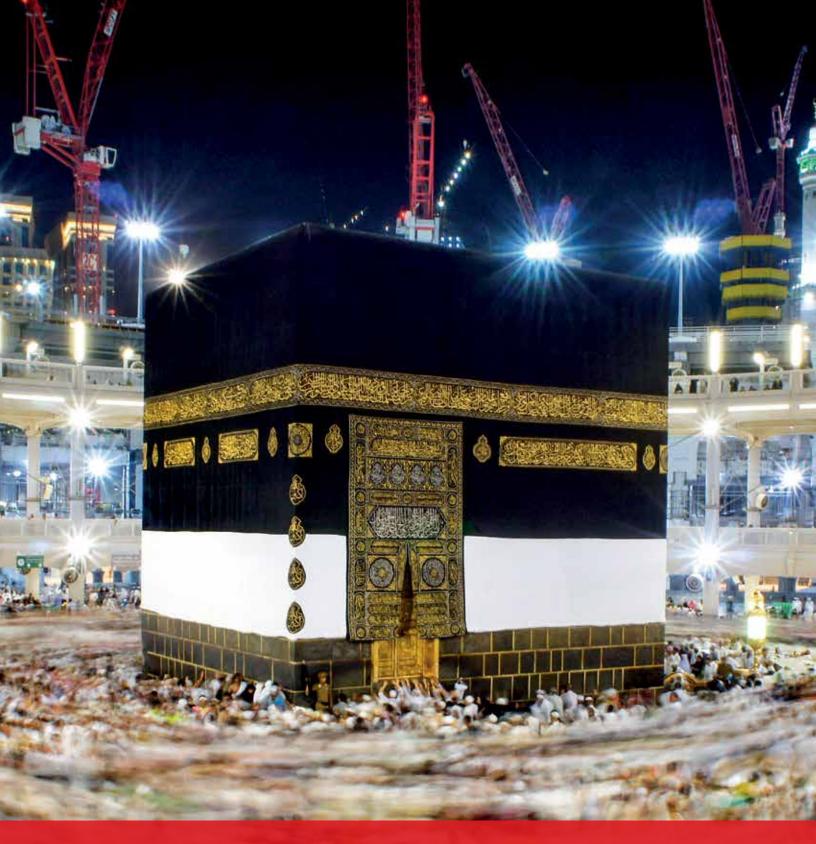
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## IN COMMUNITY SERVICE



" In every community, there is work to be done. In every nation, there are wounds to heal. In every heart, there is the power to do it."

~ Marianne Williamson











### DHA Lahore Organizes Spiritual Retreats in Phase Mosques

In a bid to foster a deeper connection with the divine and promote spiritual enrichment within its community every year, DHA Lahore organizes a series of religious events during the entire month of Ramadan and Rabi-ul-Awal in mosques located across its various phases. These events are designed to cater to the diverse needs of residents, offering opportunities for reflection, prayer and communal worship.





## WATER PERCOLATION TECHNIQUE

## A SUSTAINABLE APPROACH TO WATER MANAGEMENT

Water percolation is a natural process where water seeps into the ground, replenishing groundwater reserves. DHA Lahore has incorporated this principle into its landscape design by constructing specially designed percolation pits and trenches. Excess rain and wastewater are collected from various sources like rooftop rainwater, mosque ablution water and park irrigation water. This technique will help conserve and reduce water waste, improve soil health and mitigate urban flooding.











## MINDSET

DHA Lahore as part of its CSR, initiated a zero-waste lifestyle drive with the goal towards educating the community about the principles, benefits, and practical strategies for utilizing waste without causing environmental pollution. By adopting the 5 R's of zero waste: REFUSE, REDUCE, REUSE, RECYCLE & ROT we can create a clean environment with a community that is aware and healthy.



# JUMBO JUMP: BOUNCE YOUR WAY TO FUN



Are you looking for a fun-filled adventure for the whole family? Look no further than Jumbo Jump in Phase 8, DHA Lahore!

Explore a world of towering slides, obstacle courses, bouncy castles and climb your

This massive inflatable playground is a haven for kids and adults alike, offering a unique and exciting experience.

way through a variety of exhilarating challenges. Take a break from the daily grind and capture unforgettable moments with family and friends.

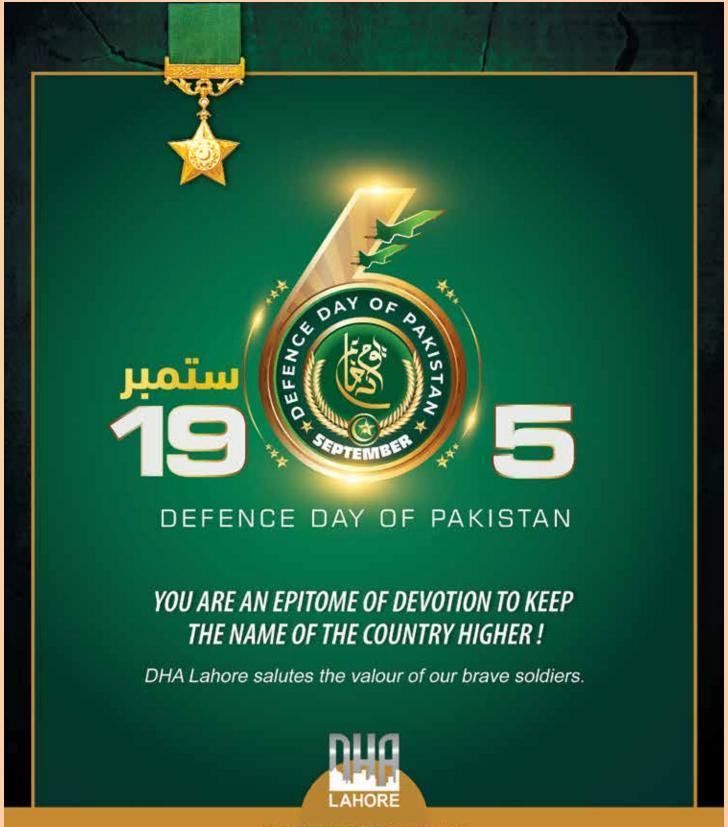
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## **CREATIVE COLLECTIVE**



## **ROZINA BHATTI**

#### **ASSISTANT DIRECTOR MARKETING GRAPHIC DESIGNER**

Crafting the visual language of DHA's magazine, elevating its aesthetic appeal.



#### **CONTENT CREATOR & WRITER**

The mind behind the lines Bringing stories to life, one word at a time.







#### **MESSAGE FROM**

## DIRECTOR

SALES &

MARKETING

#### Dear Readers,

As we flip through the pages of this year's annual magazine, it's a moment to reflect on the remarkable journey our organization has embarked upon. Over the past year, we've sustained through difficult economic conditions yet maintained the ultimate living experience for esteemed residents and businesses due to our unwavering commitment to innovation and excellence.

Our success is a testament to the tireless efforts of our dedicated team, who have consistently exceeded expectations. As we look ahead, we're excited for upcoming initiatives that will further solidify our relationship with the community as real estate leader.

Thank you for your unwavering support and for being a part of our success story. Together, we're shaping a future that is both exciting and inspiring.

Sincerely,

#### Col Sohail Mansoor Saif

Director Sales & Marketing



# From Self to Society: THE JOURNEY OF POSITIVE CHANGE

Fatima Idrees DHA Phase V

umans have evolved from our hunter-gatherer ancestors to the complex, interconnected society we live in today. This evolution has shaped not only our biology but also our social norms and values. As we've progressed, so have our needs and expectations, leading to a constant evolution of societal norms and values.

Civic sense and corporate social responsibility (CSR) are two important concepts that have emerged in response to these changes. Civic sense refers to the awareness of one's responsibilities as a citizen and a member of society. It encompasses a wide range of behaviors, from respecting traffic rules to caring for the environment. CSR, on the other hand, is the practice of businesses contributing to social and environmental well-being. While these two concepts may seem distinct, they are deeply intertwined and have a significant impact on human psychology and business practices.

That's one side of the coin. Flip side is the role an individual plays in practicing what is being preached by society and organizations. Or should I say we deem ourselves responsible only for attending charity events, mental health lectures, religiously updating

LinkedIn posts on work ethics and social conduct, etc., whereas in person we are toxic, competitive, jealous and sarcastically rude. It is easier to blame the system for being rigged and unstructured than to accept responsibility for our shortcomings. How will the change come when we don't know how wrong and callous we humans are? For our personal benefit, we have stripped life off this planet we call Earth.

Government and organizations do create a conducive environment to promote healthy working relationships, but no one can make you see reason unless you want to. CHARITY BEGINS AT HOME exactly like the change that comes from within. Only that which is consistent stays, rest perishes.

Imagine walking into a room and instead of talking, you listen. For a moment, observe and feel the energy that will guide you about the gathering you are in. How someone's eye shine looking at a familiar face, daunting smile narrating a distant memory or sadness in their voice remembering a lost one. How a casual remark body shaming someone or asking the married about not having children can cause a lifelong trauma that you might not remember the next second.

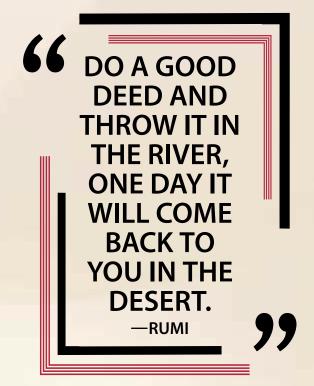
# WHEN PEOPLE TALK LISTEN COMPLETELY. DON'T BE THINKING WHAT YOU'RE GOING TO SAY. MOST PEOPLE NEVER LISTEN ~ ERNEST HEMINGWAY

It is a rare and profound gift to be fully present with someone, and yet it's something so few of us truly offer. Small gestures go a long way as showing compassion and empathy are the strongest traits for change. Early morning greetings with a warm smile from a fellow colleague can take your mind off from your problems for a second; offering help without being asked can make a lonely person believe that someone does care; the piece of bread you offered might be the first meal of the day that security guard ate. You never know how far and impactful your small gesture of kindness can be. We all are unsung heroes of the silent battles no one knows about. We think that we are different from each other, better, stronger and wiser but in reality we all are the same. As humans we can't go against our nature and its basics, but with time we learn to tame it. God has blessed each one with a special gift, a talent only you bear with a purpose to fulfill. Life ends the same way for all. It is only the details of how that distinguishes one man from another.

The evolution of human society has led to the development of civic sense and CSR. These two concepts are deeply intertwined and significantly impact both business practices and human psychology.

CSR is the code that needs a vessel to channel civic awareness, without which the transition of change is impossible. We are the vessels that can discipline nature and create abundant harmony through practice.

In conclusion, the connection between Corporate Social Responsibility and civic sense offers a promising vision for a more responsible and compassionate



society. However, the true catalyst of transformation lies not solely in grand initiatives or policy reforms but within the hearts and minds of individuals. By cultivating compassion, kindness and a profound sense of responsibility, we can amplify the impact of CSR and civic sense efforts. It is through our daily actions, our interactions with others and our commitment to ethical behavior that we can truly shape a better future. Let us embrace the power of individual action, for it is in our collective efforts that we can bridge the gap between aspiration and reality.



# FIGHTING SMOG TOGETHER: DHA LAHORE'S INITIATIVE FOR A CLEANER TOMORROW

Fatima Mahmood

As Lahore continues to grapple with alarming air quality levels, DHA Lahore has taken the lead in combating smog with a dedicated awareness campaign. The initiative underscores the urgency of collective action to address environmental challenges and aims to inspire residents to adopt eco-friendly practices. The campaign involved interactive workshops, posters, and social media outreach. Through these efforts, residents were informed about key contributors to smog, as follows:



#### TREE PLANTATION DRIVES

DHA has planted thousands of trees and green belts across its jurisdiction. Native and fast-growing species were strategically chosen to improve air quality by absorbing carbon dioxide and releasing oxygen.

#### **DUST CONTROL**

DHA has introduced regular sprinkling of water on roads and construction sites to minimize dust, a major contributor to particulate matter in the air





#### PROMOTION OF CLEAN ENERGY

DHA is working on introducing solar energy solutions for street lighting and incentivizing renewable energy use among residents.

#### **BAN ON OPEN WASTE BURNING**

Strict ban on waste burning in the community. Penalties were introduced against open waste burning, which exacerbates smog conditions. Residents were guided on waste management practices and encouraged to recycle.



#### **WORKSHOPS & COMPETITIONS**

Interactive workshops and seminar were held during the ladies club events. DHA schools also engaged children and adults in learning about environmental conservation. Activities like poster-making contests, eco-quiz competitions and awareness campaigns in schools would foster involvement

# A CALL TO ACTION

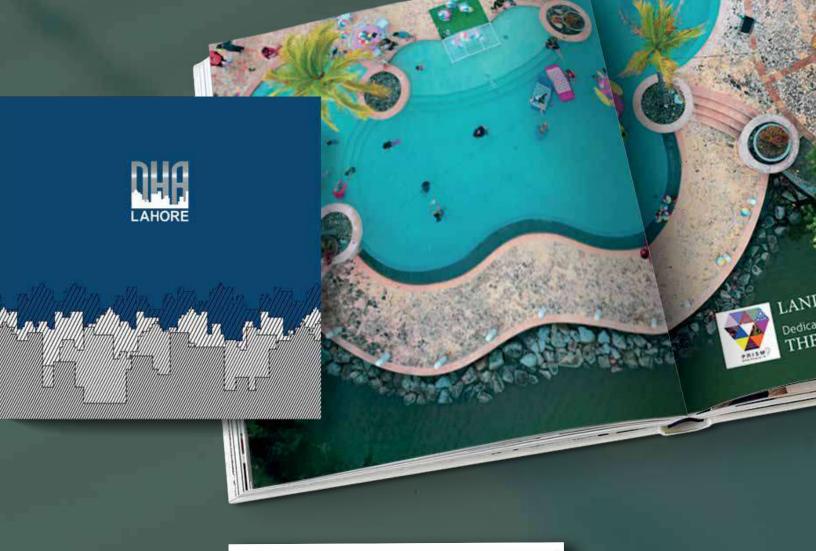
The fight against smog requires collective action. DHA Lahore invites all residents to join hands in this mission by adopting sustainable practices like planting trees, using eco-friendly transportation, and avoiding waste burning. Together, we can reclaim Lahore's skies and pave the way

CLEANER
AIR,
HEALTHIER
FUTURE





















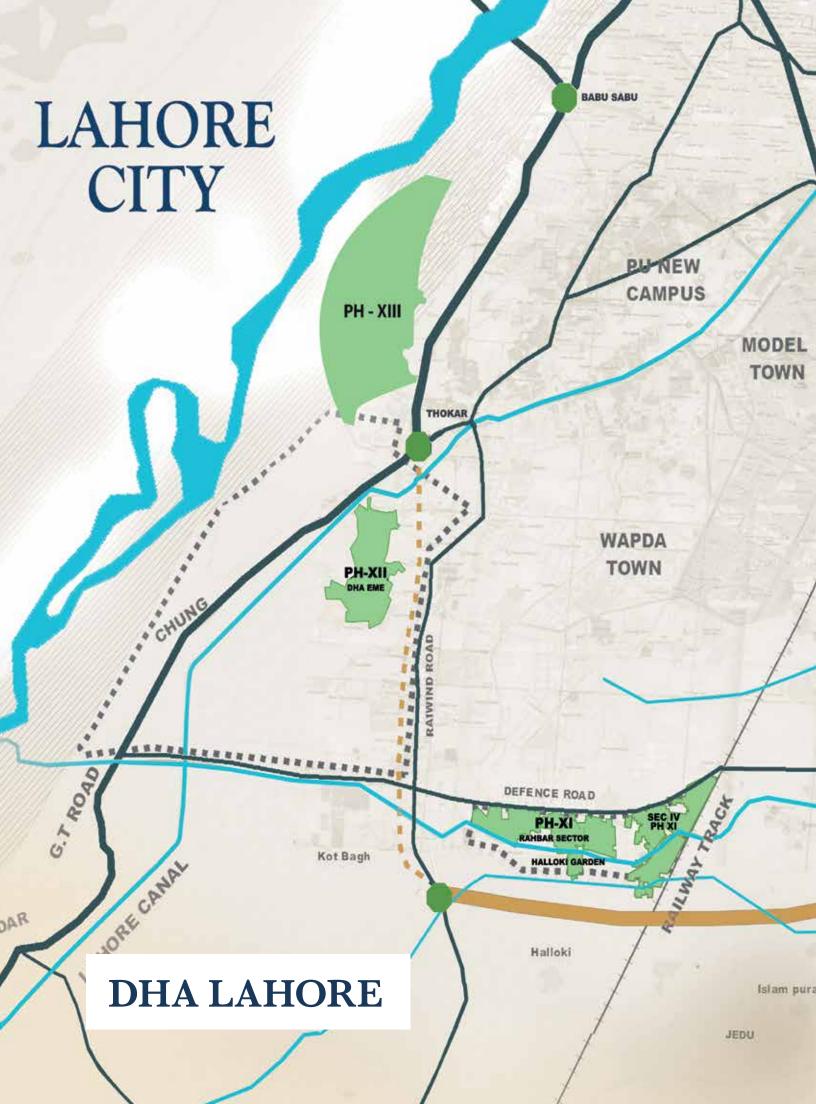
OLYMPIC DAY IN DHA

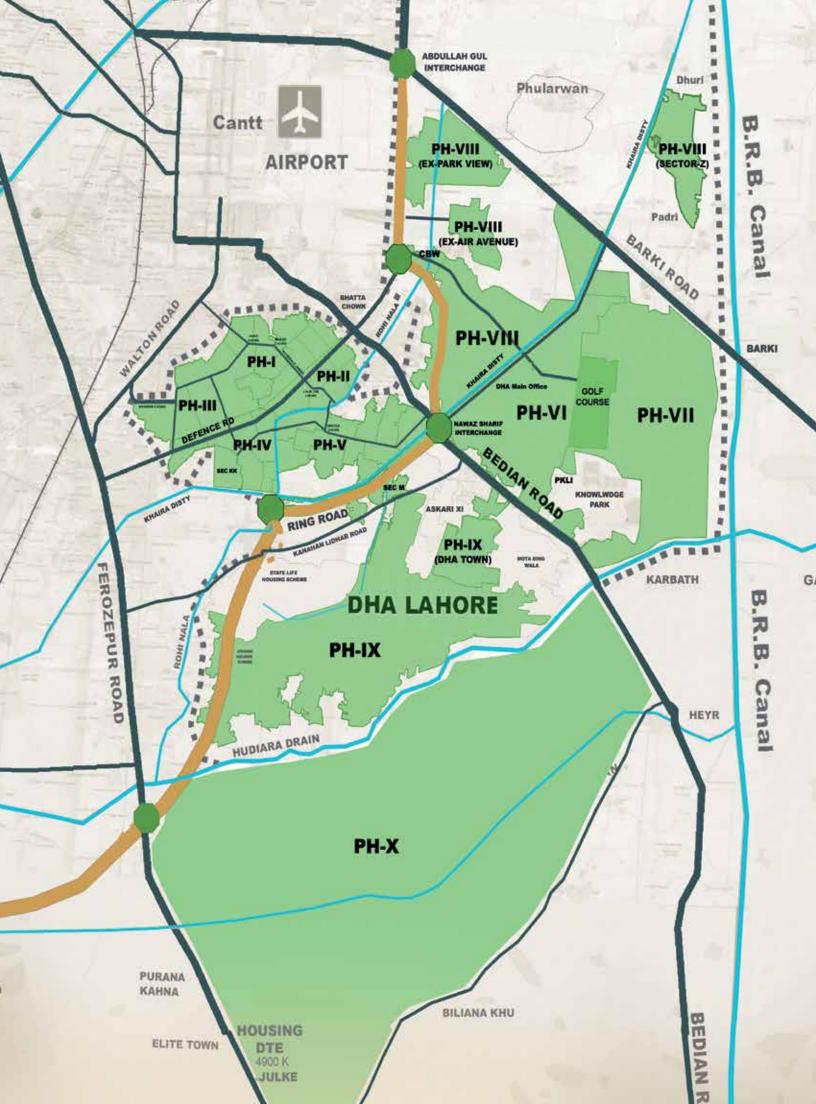














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DHA APPRECIATES YOUR VALUABLE FEEDBACK, VIEWS, IDEAS AND SUGGESTIONS SHARE YOUR FEEDBACK ON DHA OFFICIAL SOCIAL MEDIA PLATFORMS



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f ☑ **୬** ▶ in www.dhalahore.org " THE MAGIC IN NEW BEGINNINGS IS TRULY THE MOST POWERFUL OF THEM ALL. "  $\sim$  Josiyah Martin











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