**Abstracts**

**Feminine Prevalence in PTV Commercials: How the Household and Working Women Perceive**

*Muhammad Aslam Pervaiz*
Department of Journalism and Mass Communication, Gomal University, Dera Ismail Khan, Pakistan

**Abstract:** Using primary data, we have analyzed the presence of women in PTV commercials from the perspective of effectiveness on viewers. It is found that viewers pay attention to the commercial and advertisement contents. The presence of women in commercials and home the advertisement effect.

**Socio-economic Profile of Cholistani People-A Geographic View**

*Asad Ali Khan, Mussarat Rashid, and Hinaz Sarwar*
Department of Geography, The Islamia University of Bahawalpur, Bahawalpur-63100 (Pakistan).

**Abstract:** Though, politically, geographically, historically, archaeologically, and from all other accounts, Cholistan seems to be a place of great importance and antiquity but the socio-economic conditions of its inhabitants are still pitiable. The study in point is primarily based on the data collected during the sample survey of Chak No. 121/DRB, which is also known as Derawar. It looks into socio-economic life and problems of the people in general and of the women in particular. The study site is currently well known to the people because of its famous Derawar Fort. In fact, the entire area of Cholistan and Rajasthan has been littered with such strongholds. Because of its unique location and accessibility Derawar is the nerve center of Cholistan and its inhabitants live a peculiar life style. Like other areas of the region, dwellers of the study area are also largely nomads with their principal occupation of rearing animals. The inhabitants of this area without abandoning their home in the villages move from one ‘toba’ (water pond) to another in search of water. Similarly they exhibit their own social, economic and cultural traditions and heritage and are facing a lot of problems. Especially the women of this area are facing immense problems, like their literacy rate is zero and they are unaware of their rights. All such problems need to be addressed properly and the study in hand is a partial attempt in this regard.

**Siraiki in Schools**

*Saiqa Imtiaz Asif*
Department of English, Bahauddin Zakariya University Multan. (Pakistan).

**Abstract:** This paper is an attempt to explore the policies of the government and private rural and urban primary schools with regard to the use of different languages in schools of Multan. In absence of any directive from the government regarding the use and prohibition of certain language/languages in schools I have tried to analyse how these schools are coping in this context and how their policies are influencing the use and status of different languages in general and Siraiki in particular.
Insurgency In Balochistan: External Blueprint Or Internal Dynamics

Omer Farooq Zain
Department of Political Science and International Relations, Bahauddin Zakariya University Multan. (Pakistan).

Abstract: Armed conflicts between regular armies and various groups of insurgents, fighting for a range of causes, have affected many parts of the world throughout the known history. In the present strife-ridden global scenario, these insurgency movements vary widely in their level of popular support, their visions of the future and in the tactics they adopt to achieve their objectives. But the theme that is common to them all is their demands for either independence or greater autonomy. South Asian politics have been increasingly dominated by insurgency movements seeking control over parts of existing national states. Pakistan is such a country which has faced a number of insurgency movements since its emergence. Like any other insurgency movement, there are certain causes behind the recent Baloch insurrection which has created objective conditions leading to estranged relations between the central government of Pakistan and the Balochs. The continued disenchantment has encouraged secessionist feelings among the aggrieved people of Balochistan. Although, government of Pakistan claims that it has successfully established its credibility by restoring peace to the troubled province. However, an insight look into the Baloch affairs rejects such complacency. The main objective of this study is to examine the Baloch insurgency from different angles, particularly in the perspective of centre – province relationship by emphasizing the political character of Baloch leadership.

Food Security Strategies in Asian Developing Countries

Rana Ejaz Ali Khan and Tasnim Khan
Department of Economics, The Islamia University of Bahawalpur, Bahawalpur-63100 (Pakistan).
ranaejazalikhan@iub.edu.pk

Abstract: The people of Pakistan are consuming goods and services worth Rs.100 billion every month. This includes monthly expenditure of Rs.47 billion on food items (See also SDPI 2003:65). The high ratio of expenditures on food signifies the situation of food security for the country. Pakistan has remained one of the largest importers of food for the last five years. The value of food import in Pakistan was Rs.5 billion during 1980-81 and it has increased to over Rs.50 billion in 1998-99. In terms of quantity, the country’s dependence on food import is increasing at the rate of 10-15 percent annually. The country is facing the growing problem of food insecurity. In the backdrop of changing sociopolitical environment like the phenomena of Ethiopia, Somalia, Ex-USSR etc. it is ensured that food security may lead to civil war, famine and geographic disintegration (See also, SDPI 2003:1). Food security is necessary for politically, socially and economically feasible setting of the country. Some Asian developing countries have successfully adopted food security strategies to ensure food security for their people. In the present study some successful strategies of Asian developing countries have been analyzed and proposals have been made for Pakistan.