

Syed Shamoan Hashmi

DOB: June 21, 1970

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National Assembly Secretariat, Parliament House

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Education:

- Advanced Diploma in Creative Writings (College Distinction), Bournemouth University, England, 2000
- Bachelor of Engineering (B.Sc.) Mechanical Engineering (First Division), University of Engineering Technology, Lahore, 1995
- Bachelor's in Political Science (M.A.), University of Punjab (high second division), 1993

Summary of Expertise and Experiences:

- **Skills:** Public speaking, programme conceptualization, training, analytical & academic writing, creative idea development, strategic planning & management, institutional Development, Parliamentary Assistance, Legislative Assessment
- **Areas of Expertise:** Marketing, concept designing and execution, parliamentary development, legislative assessment & assistance, legislative lobbying, policy advocacy, policy analysis & advice, technical advice for institutional development & strategic management, gender and governance programs, cultural and creative programming, media & communications

Summary of Service Record:

Joint Secretary (BPS-20)

Sep. 19, 2011 to date

National Assembly Secretariat

Parliament House

Responsibilities & tasks

- Coordinator, Speaker's Chamber
- Editor, *National Assembly Newsletter*
- Member, Library Purchase Committee, National Assembly
- Member, Souvenir Shop monitoring Committee
- Preparation of the Speaker's statements, speeches, addresses, talking points etc.

- Media and press management of the Speaker
- International linkages, multilateral and bilateral relations of the Speaker with the heads of other parliaments
- Networking with the civil society
- Coordination and development of Women's Parliamentary Caucus
- Coordination and assessment of the Speaker's philanthropic and other projects

Deputy Secretary (BPS-19)
Nov. 1, 2008 - Sep. 19, 2011

**National Assembly Secretariat
Parliament House**

Responsibilities & tasks

- In-charge, Speaker's Desk
- Preparation of the Speaker's statements, speeches, addresses, talking points etc.
- Media and press management of the Speaker
- International linkages, multilateral and bilateral relations of the Speaker with the heads of other parliaments
- Networking with the civil society

National Project Director
January 2010 till to-date

**Strengthening Democracy through Parliamentary
Development (UNDP)**

Responsibilities & tasks

- Capacity enhancement / assistance to Parliamentarians and parliamentary staff
- Institutional development of the Parliament of Pakistan
- Devise mechanisms for greater media and civil society access to the Parliament
- Develop strategy to improve public image of the Parliament
- Recommend ways to strengthen Committee system in Parliament of Pakistan
- Capacity building of media on key governance themes
- Develop materials on law making procedures and techniques.
- Devise and implement specific training programs for women parliamentarians
- Assistance to parliamentary committees for legislation and oversight of the government

General Manager (Marketing)
BPS-19/SPS-10
Jan. 1, 2008-Oct. 31, 2008

**Telephone Industries of Pakistan (TIP), Strategic
Plans Division, Govt. of Pakistan**

Responsibilities & tasks:

- Development of a vibrant marketing team
- Devising a comprehensive international and national marketing strategy
- Development of
- Identification and introduction of new product range (3-G Systems)
- Sales promotion

Senior Engineer
SPS-9 (BPS-18)
Dec. 1, 2001-Dec. 31, 2008

**Institute of Industrial Control Systems, (KRL)
Strategic Plans Division, Govt. of Pakistan**

Responsibilities:

- Chairman's Speeches and publications
- Development of all creative write-up, concerning the organization as well as the concerned technical and promotional brochures, including product introductory kits
- Development of institution and product specific promotional video documentaries
- Client management and handling
- Media management

Assistant Engineer
SPS-8 (BPS-17)
Jan. 16, 1996-No. 30, 2001

**Dr. A. Q. Khan Laboratories (KRL), Govt. of
Pakistan**

Responsibilities

- Assistance to the Project Director in creative writing
- Project Associate, GIK Institute
- Office management/client operations
- Media management

Professional Experience:

Electronic Media:

(Detailed list attached as Annex-A)

Pakistan Television (1992- Till-to-date) Compere, Anchor, Script-writer, Concept & Idea development, programme production
Geo TV, Indus TV, HUM TV, A-TV, Duniya TV, Radio Pakistan, Various FM stations

Print Media:

(Detailed list attached as Annex-B)

The News, The Muslim, The MIRROR, Pakistan Times, TODAY, Mashriq.... Besides numerous others

Media Consultancy:

- Progressive Women's Association, Islamabad (1994-99)
- Livelihoods Recovery Programme, UNIDO (2005-6)
-

Visiting Faculty (Lectures/Teaching & Training Programmes):

(Areas & Scope: Public speaking, Media Studies, Grammar & diction of Television/electronic media, communication skills)

- GIK Institute of Engineering Sciences & technology, Topi (1995-2004)
- Hamdard University, Karachi (2005)
- South Asia Free Media Association (SAFMA) School of Media Studies Lahore (2005-07)
- Government Kinnaird College University, Lahore (2006)
- SANGI Development Network --- master trainings in gender-sensitive language (2004-6)
- Beacon House University, Lahore (2006-07)
- Institute of Cultural Studies, Lok Virsa, Islamabad (2006 - till to-date)

Publications:

1. Editor **NA Newsletter**, quarterly newsletter for the National Assembly of Pakistan
2. **"An Introduction to Women's Parliamentary Caucus"**, booklet on women parliamentarians
3. **"Payam-e-Shauq"**, Introductory monologue on the evolution of Urdu Language, published to mark the 1st International Urdu Conference, 2005
4. **Guftugu** --- collection of literary write-ups (under publication)
5. **National Report on Domestic Violence** by PWA, January 27-29, 1998.
6. **Dr. A. Q. Khan Research Laboratories, 25 Years of Excellence & National Service**, July 31, 2001.

Courses Attended:

- Advanced Course in Strategic Marketing by American Management Association, May 15-17, 2006
- Three-Day Workshop on “International Defense Marketing”, National University of Sciences & Technology (NUST), February 24-26, 2003
- “Negotiation Skills” by the Pakistan Institute of Management, April 3-5, 2002.
- “Effective Letters, Reports and Presentations” by the Pakistan Institute of Management, December 7-9, 1998.

Conferences Attended:**International:**

1. Delegate, 7th General Assembly of the Parliamentary Union of Islamic Countries (PUIC), Palambag, Indonesia, January 27-30, 2012
2. Official, 21st Conference of Speakers & Presiding Officers of the Commonwealth Countries (CSPOC), Port of Spain, Trinidad & Tobago, January 7-12, 2012
3. Delegate, 5th Conference of the SAARC Speakers and Parliamentarians, New Delhi, India, July 7-12, 2011
4. Observer, 124th General Assembly of the Inter Parliamentary Union (IPU), Panama City, Panama, April 14-19, 2011
5. Delegate, International Nowrouz Celebrations, February 24-25, 2011, Tehran, Iran
6. Official, Commonwealth Parliamentary Association (CPA) Asia Region Meeting, Colombo, Sri Lanka, February 9-13, 2011
7. Delegate, PUIC Executive Committee meeting, Abu Dhabi, UAE, January 18-20, 2011
8. Official, Meeting of the Executive Committee of the CSPOC, Isle of Mann, UK, January 14-15, 2011
9. Observer, 3rd World Speakers’ Conference, Geneva, Switzerland, July 19-20, 2010
10. Official, 6th Meeting of the Women Speakers of the World, Berne, Switzerland, July 14-15, 2010
11. Official, 20th Conference of Speakers & Presiding Officers of the Commonwealth Countries (CSPOC), New Delhi, India, January 4-9, 2010
12. Official, 5th Meeting of the Women Speakers of the World, Vienna, Austria, July 13-15, 2009

National:

NOTE: There is a long list of over 200 local conferences, workshops, seminars where invited as Speaker/panelist/participants. The same can be provided if required.

Study Visits:

- July 2008: Austria, Czech Republic, Germany, Slovenia, Russia: Member of the Marketing team to identify new products and possible collaborations in telcom sector
- Member of the Media Team invited by the UNICEF, Pakistan to visit its projects in Quetta and Khuzdar from October 1 to October 4, 1995

Official Visits Abroad:

1. Secretary to the Parliamentary Delegation to Albania, September 2011
2. Secretary to the Parliamentary Delegation to Turkey, March 2010
3. Secretary to the Parliamentary Delegation to Iran, February 2010
4. Secretary to the Parliamentary Delegation to France, December 2009
5. Secretary to the Parliamentary Delegation to China, April 2009
6. Official visit to the United Kingdom, 2011, 2010, 2009

Personal Visits Aboard:

United States of America, the UAE, Syria, Iraq

Affiliations:

- Vice President, Central Governing Body, Abbottonions Old boys Association (AOBA), Allumi of Abbottabad Public School, February, 2012
- Secretary, International Urdu Conference, March 9 - 13, 2005
- Member, Pakistan Engineering Council

Honours:

- Tamgha-e-Essar, Civil Award, conferred by the President of Pakistan, June 30, 2006
- 12th PTV 2004 Award for Best Compare Category, 2002.
- Pride of Performance: Abbottonions Old Boys Association, 2004
- Pakistan Television: Nominated for the 11th PTV-II Awards 2003 (Best Compare Category, 2001).
- Pakistan Television: Nominated for the 1st PTV-II Awards (Best Male Compare Category), 1997.
- University of Engineering and Technology, Lahore: Roll of Honour in Debates, 1994
- Ghulam Ishaq Khan Institute of Engineering Sciences and Technology, Topi, NWFP, Honourary Alumni Membership, 2000
- Abbottabad Public School and College, Abbottabad, President of Pakistan's Gold Medal for "Best Boy Award", 1988.

1990 – present **Electric Media**

Concept Design and Independent Productions

- **International Urdu Conference, March 9 -13, 2005** — Complete execution, drafting, scripts, publications and designing of the shows and sessions of the first ever five-day International Conference, participated by delegations from 9 countries.
 - **Aik Safar Urdu Ka ----** Fashion Show based on the evolution of Urdu language
 - **Rang Khusru Kay---** Dance recital based on Hazrat Ameer Khusru
- **Hamman Yaaran Bahisht, September 21-25, 2005** — Tourism Convention of the Azad Jammu & Kashmir Government with PTV as Media Partner. A thematic Show was presented on the occasion
 - **Kashmir Rang ---** Thematic show based on six centuries of Kashmiri History
- **Nazar-e-Ghalib, May 12, 2006** — A thematic visualization of Ghalib's poetry
- **Raqs-e-Darwaish, June 2, 2006** — National Commission For Human Development's fund-raiser at the Turkish Embassy
- **Legends of the Indus, 2007 ---** A specially choreographed show, based on the love legends across the River Indus (inspired by the book of Samina Qureshi)

Script Writer, Screen Play and Researcher

- Worked on PTV World **Mideast Primetime** Transmissions
- **Gender Watch** — producing 6 episode series on gender imbalance in Pakistan.
- **Nisf Jahan** – Series of Docu-Drama written on the plight of women in Pakistan.
- **Pepsi Basant Mela 2001**
- **Hardam Taiyaar**— Magazine Show on Pakistan Armed Forces.
- **Mohabat Hamain Un Jawano Say Hai** — Defence Day Show
- **Jashn-e-Baharan, 2003**
- **NCHD Telethon** — 9-hour non-stop live transmission
- **Zindagi Kee Dour** — 8-episode series on maternal and infant mortality rates in Pakistan
- **Rehmat Kee Ghari** — Special Ramzan Transmission for Channel 3
- **12th PTV AWARDS** — Complete screenplay, research and script of the 6-hour show
- **Aurat Pakistan Kee** — 13 episodes on the status of women in Pakistan for Iran TV
- **40th Anniversary of PTV** — Special Show, November 2003
- **Lo Phir Bahar Ayee** — Show on the forms of female expression
- **TAKSHELA Margella Festival Awards**— Script, Research and Idea
- **Duniya Meri Jawan Hai** — Musical story of the Muslim female legend singers of the Subcontinent
- **Salam Pakistan** — The slogan that was adopted by the President of Pakistan as the national slogan; the campaign and then the 13th August Azadadi show in 2004. The same exercise has since then been repeated each year.
- **Dard Ashna, Post Earthquake Scenario, 2005** — In the aftermath of the fatal earthquake, numerous programmes, talk shows, documentaries, promos etc. were conceived, framed and produced to keep the nation's moral high.
- **Rahbar-e-Taraqi-o-kamal, December 24, 2006** — First-ever show on the birth anniversary of the

Founder of the Nation at his mausoleum, presided over by the President of Pakistan and telecasted on all channels of Pakistan.

- **Chalo Phir Say Muskurain, January 9, 2007** — Fundraiser for Depilex Smile Again
- **The Benazir Letters, June 21, 2011** --- Special thematic show, based on the writings of Mohtarma Benazir Bhutto

Compere/Anchor Person

- **Aik Saal Pachaas Sawaal** --- 50 Episode Golden Jubilee Quiz show on Pakistan Television.
- **Khel Khel Main** — 13-episodes. Interviews with sports personalities.
- **Banain Gay Ham Sahara** — Live Marathon Transmissions for the flood affected people of Rawalpindi/Islamabad/Dadar and Bunair, August 4, 2001.
- **Pakistan Meri Jaan, Sab Say Pehlay Pakistan** — Live Marathon Transmissions for Solidarity Day, September 27, 2001.
- **Meri Pasand** — Musical Show
- **Best of the Week** — Interviews with the showbiz personalities.
- **Sunaheri Yaadain** — Interviews with Maestros.
- **Kalam-e-Iqbal** — Commentary on Iqbal's poetry
- **PTV Islamabad Centre's Regional Awards 2001**
- **PTV Islamabad Centre's Regional Awards 2002**
- **1st Compere of the 1st ever PTV Nite Transmission**
- **National Commission of Human Development (NCHD) Telethon** — 9-hour non-stop transmission for raising funds for education, health and human development, September 14, 2003. The show was participated by the President of Pakistan, besides a large number of artistes, singers, social workers, leaders etc.
- **Eid Youth Show 2003**
- **12th PTV National Awards 2004**
- **Roshan Pakistan** — PTV's Daily Morning Transmission
- **Andaz-e-Bayan** — Poetry-based quiz show
- **Music Workshop**
- **40th Anniversary of PTV**
- **Khwateen Mela 2004**
- **Taleem Sab Kay Leeyeh** — Special Transmission for literacy, January 1, 2004
- **Lo Phor Bahair Ayee Show (Margalla Festival Islamabad)**
- **TAKSHELA Margella Festival Awards, June 18, 2004**
- **Qaumi Kashmir Convention, February 5, 2005**, Convention Centre Islamabad
- **Rang Batain Karain, March 10, 2005** — a dance tribute to Amir Khusru
- **Aik Safar Urdu Ka, March 12, 2005** — Story of evolution of Urdu language, told through the mediums of lights, sound, music, dance and CLOTHS , a Fashion Show of its own kind.
- **Urdu Zuban Ka Subhao, Zia Mohiuddin Kee Zubani, March 13, 2005** — Compere for Zia Mohiuddin Show
- **Seerat-e-Tayyaba Quiz** (12 episodes) April 2005
- **Hamman Yaran Bahisht** — Story of Kashmir; A thematic show
- **Dard Ashna, October-November-December 2005** — the post-earthquake series for moral boosting
- **Subh Sawaray** — ATV's Daily Morning Show (six months regularly)

- **Nazar-e-Ghalib** — For Geo TV, a thematic show
- **Taj Mehal Launch Shows** — Geo TV's Launch Shows on the release of Indian film Taj Mehal, May, 2006
- **Bab-e-Karram, Ramzan, 2006** — Daily two-hour live show with leading personalities of all cross-section of society during Ramzan.
- **Rehbar-e-Taraqi-o-Kamal, December 24, 2006**
- **Ehed-e-Nau, December 31, 2006**
- **Chalo Phir Say Muskurain, January 9, 2007**
- **Exclusive Interview with Mir Waiz Umar Farooq, February 5, 2007**
- Numerous live/recorded transmissions for various channels for Eid/ Independence Day/Defence Day/Pakistan Day/ Kashmir Day etc.
- **Fire Nation**, Audience Based Show on Geo TV
- **Election Transmissions**, HUM TV, February 18-19, 2008
- **Shaheed-e-Wafa Transmission**, PTV, June 21, 2008
- **“Youn Bhee Tu Hai --- Shamoon Hashmi Kay Saath”** --- AVT Khyber/K2 Channel Youth Show, May – Dec. 2008
- **Benazir Transmission Dec. 27, 2008** ---- ATV
- **Women’s Day Celebration** ---- March 8, 2009, PTV
- **Independence Day Celebrations** ---- Aug. 14, 2009, PTV
- **Aurat Kahani --- 14-episode Talk Show** ---- PTV/HUM TV, May --- June, 2010
- **Guftugu ---- Profile interviews of women legislators** ---- SACHAL TV, 2011

On Camera News Reporter

- Indus News
- PTV Home (during the post-earthquake transmission, 2005)

1997 – present Documentaries

- Scripted over four dozen documentaries on various institutions and organizations in Pakistan including: Pakistan movement, Pakistan Army, Pakistan Air Force, Health Sector, Education, Women, Gender Development etc. Some of these include:
- **Aadha Pakistan** — 13-episode documentaries on Pakistani women for Iran TV
- **The True Face** – a documentary on the role of Army in Sindh - ranked as The Best in the Rome Festival of Armed Forces Media Campaigns, November 2000
- **The Marching Bands**– a documentary on the role of Armed Forces’ Music Bands - ranked as The Best in the Rome Festival of Armed Forces Media Campaigns, 2002
- **Aman Kay Sipahi** — a documentary on the role of Pak Army in Sierra Lion, Africa
- **The Story of FATA** — A mega-project 3-hour documentary film on the history, values, traditions, people, land and potentials of the Federally Administered Tribal Areas
- **Maut Kay Saudagar** — tale-film on drugs
- **Afghanistan Today**
- **The Patriot** — Complete Urdu translation of the famous Hollywood film for Pakistan Army
- **Alfa Bravo Charlie** — Complete English translation of the 14-episode famous Urdu Drama for Bosnian Television
- **Pakistan Red Crescent Society**

- *Umeed-e-Noor*
- *Journey of Friendship* — Documentary on Silk Route
- *Torkhum-Jalalabad Road*
- *National Defence University*
- *Islamic Relief in Pakistan*
- *Army Aviation*
- *Jungle Udaas Hai*, Deforestation in Pakistan
- *Chalo Phir Say Muskurain*, Depilex Smile Again

| 1994- present | Radio Pakistan | Islamabad |
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| • <i>Mehfil-e-Moseequi</i> — An evening with a music maestro | | |
| • <i>Defence Day Show</i> — September 6, 2004 | | |
| • <i>University Challenge</i> — A Youth Show (participant + co-host) | | |
| • <i>Islamabad Calling</i> — 50-Minute live English Magazine Show (Compare) | | |
| • <i>Subh-e-Pakistan</i> — Morning Show (Script + participant) | | |
| • Numerous transmissions, quiz shows, youth programmes etc. | | |

1995- Til to-date Print Media

1995-1996 The Pakistan Times Islamabad

Cultural Reporter

- Research and writing articles.
- Reporting on cultural events including art, literature and culture.

1996-98 Weekly Today Islamabad

Associate Editor

- Research and writing articles.
- Drafting, Editing and reviewing articles.
- Designing pages and setting up articles on computer and doing the layout of pages of the tabloid.

1995-todate Daily Newspapers and Magazines Pakistan

Freelance Writer

A regular contributor to the newspapers and magazines. Articles covering a large variety of subjects from international affairs, current politics to social and cultural affairs.

2007-2008 Daily Mashriq Peshawar

Columnist, "Siyasat-in Kia Kia"

A regular columnist for the editorial page