

COMPLETE POWER SOLUTION

Generator sets from 20 kVA to 3300 kVA

- > Load Calculation & Sizing Advice
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- > One Window Operation
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Power Generation

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ORIENT ENERGY SYSTEMS (Private) Limited **UAN 9944 4507 507**
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DAWN

Eternal Guidance

"Abu Huraira related that the Prophet said: Allah the Majestic and Exalted said: "Every deed of man will receive ten to 700 times reward, except Siyam (fasting), for it is for Me and I shall reward it (as I like). These are two occasions of joy for one who fasts: one when he breaks the fast and the other when he will meet his Lord".

(Muslim)

PharmEvo (Pvt.) Ltd.

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Our dream, a healthier society

<http://DAWN.com> Vol. LXIV No. 227 Islamabad, Ramazan 5, 1431 Monday, August 16, 2010 28 PAGES Rs 15.00

Misleading ads

OUR private TV channels are flooded with misleading advertisements, including those related to health issues, risking the health and lives of innocent citizens.

Such misleading advertisements claim that they can

control diabetes, cholesterol, height, complexion, etc., through 'food supplements', costing just Rs3,000. We have sent such clips to the ministry of health, Pemra, PMA, leading TV channels and advertising agencies, explaining that

they are playing with the lives of the gullible citizens.

The agencies have been requested to impose some 'self-censorship' and to stop running these 'life-threatening' advertisements, but so far we have not received a positive

response from anyone.

We appeal to the Chief Justice of Pakistan to initiate suo motu action against these advertisements, in order to protect the health and lives of the innocent citizens.

HAMID MAKER Karachi