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# DHA Newsletter 2010

## INSIDE STORIES

DHA IN A GLIMPSE  
NEW AND UPDATES  
BUSINESS OPPORTUNITIES  
DHA'S CORPORATE CULTURE  
LIFE AT DHA  
LETTERS TO EDITOR



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# editorial

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## MESSAGES BY CHIEF EDITOR AND EDITOR




*Dear Readers,*

It gives me a deep sense of satisfaction to publish our second "Limelight Newsletter 2010". In this issue we have made an endeavor to shift from a company to a community. A visual style which you shall hopefully find more elusive and self explanatory. Another significant aspect is the comprehensive volume of content carefully set for your quick perspective elevation.

Our external environment is becoming complicated and challenging in all dimensions which in turn is affecting every aspect of our life and developmental objectives. However despite of the difficult times, DHA has achieved some profound milestones in delivering commitments, commencement of outstanding development works and provision of state of the art customer support services.

Efforts have been made to promote life in DHA community which has witnessed a remarkable uplift in last one year. Community Centre activities, Tombola Nights, Food Festivals, Spring Walks and other competitive activities are gradually becoming part of DHA lifestyle with much more to come.

In the end I would take this opportunity to thank everyone for their kind and candid support in developing this Newsletter. I also congratulate Editor DHA Limelight for her professional acumen and creative ideas.

*Wish you all a very pleasant reading...*

Col (R) Iqtidar Ahmed Farooqi  
Director Marketing

*Greetings Dear Readers,*

... we have done it again... I am very delighted to welcome you to our second edition of Limelight 2010. With this issue, we again provide you an opportunity to cherish growing association with us that fosters relations. It goes well that seeing is believing so therefore Limelight this time, is concentrating much on visual reflections that gives you an insight about all recent happenings at DHA. Whether you are looking for projects updates, upcoming ventures or close DHA lifestyle... Limelight shall be unfolding all these facets for you.

Creating a signature lifestyle at DHA is one such dream I want to breathe with you all, so let's join our efforts to make our living experience memorable and for others to chase. Limelight offers you a podium to share your voice so **express yourself loud & clear** and be a part of limelight culture.

I, wholeheartedly thank all the members for their overwhelming response to DHA Limelight. Your strong appreciation is a testimony to the success of our efforts to get interactive with our community. In the end I want to thank all my colleagues who help me assembling and bringing this issue in limelight for you and special regards to Administrator DHA and Chief Editor for entrusting and supporting me in my every move regarding Limelight.

I hope this issue builds up a never ending connection....

*Cheers and enjoy*


Mahwish Iftikhar  
Editor Limelight

## DHA IN A GLIMPSE

"DHA Islamabad ... dedicated to create prestigious livelihood that delivers incomparable experience time after time"

DHA Islamabad reflects the ambitious vision of the twin cities... a place built to equal the most exceptional cities in terms of infrastructure, design, urban planning, architecture, perfect environmental and community balance. DHA offers residential, commercial and mixed use developed communities with a host of contemporary civic amenities to meet your aspirations and lifestyles. At the same time DHA Islamabad is also offering a unique and comprehensive value with a significant and credible hub for smart investments and businesses.

We carry a proud privilege of growing and expanding at a phenomenal pace, from 33,000 we have raised to over 120,000 members in the span of one year with the synergized professional acumen of our team members, partners and affiliates. DHA is one such instance, where the project takes place with the extensive planning and expertise while celebrating the business philosophy that we stand for...



## NEWS AND UPDATES...

### a swift review to recent happenings...

#### Jacaranda Family Club:

JFC successfully launched the Elite and Royale class memberships for its valued customers which was very well received by the residents and members of DHA Phase I and II and regular customers. Jacaranda Family Club offers a variety of exciting and enjoyable services such as swimming pools, restaurants, gym, bowling alley, cinemaplex and boarding etc. For more information visit our website: [www.jacarandadha.com](http://www.jacarandadha.com)

#### Good News:

Jacaranda Family Club now proudly opens four tropical-style outdoor/covered swimming pools for male and females featuring exclusive and relaxing pool side environment with light refreshments. For membership and information please visit Sales and Marketing Office in Phase II or call our UAN: (051) 111-532-342.

We are now endeavoring to place JFC up to 30 percent operational status by the close of this year for the benefit of our esteemed members and other prospects. Come visit us soon at JFC Islamabad and you will be happy to see that it is one of the greatest treasures in the country.

#### DHA Bridge Sector F, Phase I:

The bridge connecting Sector E and Sector F Phase I is finally operational which now connects and facilitates the members and residents of Defence Villas, Sector F Plots and Business Bay with a simple route all the way through DHA Phase I.




### Fresh Bookings in Phase II:

Fully developed 10 Marla and 1 kanal plots on land acquired from CDA are now open for sale in the urbanized terrain of Sector E and D of Phase II at very attractive prices. Bulk deals are also available at investor prices. For information please visit DHA Property Exchange Phase I, DHA Islamabad or call 111-555-400 Ext (268, 244).

### DHA Expressway:

Ground breaking ceremony of DHA Expressway was held on 22nd November 08. The 7.2 kilometer 6 lane highway connects Phase II Extension leading to DHA Valley. Almost 60% work has been completed.

### Merger of New Pindi Cooperative Housing Society (NPCHS):

New Pindi Cooperative Housing Society has been merged in Phase III DHA Islamabad. The existing members of NPCHS have been very well catered for and new memberships are being allotted with added fringe benefits of the caring community DHA Islamabad.

### Visit of Parliamentarians to DHA Islamabad:

A group of leading Parliamentarians visited DHA Islamabad in Dec 2009 for briefing and to witness the development and community activities of DHA Islamabad. This visit was of significant importance towards the support and confidence building measures of DHA Islamabad.

### DHA Islamabad Annual Function 2010:

DHA Islamabad has celebrated its annual function on 22 February 2010. Administrator DHA Islamabad Brig (R) Javed Iqbal SI (M) addressed the ceremony and appreciated the dedication and hard work of the employees. At this occasion he related to forge greater harmony and professionalism. Certificates were also distributed among distinctive employees.

### DHA Governing Body meets...

Lt Gen (R) Syed Athar Ali, HMM, Defence Secretary Convened the Governing Body meeting at DHA Islamabad to evaluate the progress of ongoing projects. President DHA, Lt Gen Javed Zia, Vice President, Maj Gen Asif Ali, Administrator Brig (R) Javed Iqbal and Secretary DHA, Lt Col Moazzam Iqbal were also in attendance.

### Development of Phase II extension:

The relentless efforts of DHA management have finally culminated in the long outstanding development of Phase II Extension. New Town plan is in final stages after which all the plots will be re-ballooned into 4 to four Sectors keeping in perspective the original placement of the members. The work is likely to be completed within 24 months.

### Community Centre:

At DHA we develop lifelong communities. Keeping this in perspective DHA Islamabad has offered an exclusive Community Centre for its valued members and residents in Phase I. With a variety of services the community centre is fully functional with:

- Ladies and Gents Gym
- Cards Room
- Ladies Room
- Business Centre
- Light Refreshment
- Reading Room

Community Centre since its inception has received unprecedented patronage from its valued residents. More Community Centres shall be forthcoming in other sectors of DHA Islamabad.

### School and Colleges:

Roots High School after enjoying massive success in DHA Phase I, now offers educational services in DHA Phase II promising high quality International level education at different levels. For details visit: [www.rootschool.edu.pk](http://www.rootschool.edu.pk)

### Joint-Venture with Wi-tribe:

Wi tribe services are fully functional in Phase II for the provision of broadband internet services and efforts are also in hand to bring similar services in other Phases of DHA Islamabad

### Overseas Block:

As a special measure it is being planned to re-adjust the allottees of Overseas Block in to the developed Sectors of DHA Phase I, II and Extensions in accordance with the total payment made by the members.

### New Commercial Areas- Phase I & II:

To meet the emerging requirement of smart mixed use commercial areas, it is planned to offer sale of mixed use Shops in Phase I and different sizes of Commercial Plots in Phase II adjacent to Islamabad Highway in the near future.

### Development of Phase I Extension:

Negotiations are actively in process with foreign and national companies for the development of Phase I Extension. Part Agreements has been undertaken with HRL who are now developing around 5000 Kanals for Sector A and B. Mitochond development of state of the art infrastructure including roads, underground electrification, water and sewerage system, rain water drainage and telecommunication are under way. The amenities and services would include Residential and Commercial plots, Health centers, Masjid, Fire station, Police station, Telephone Exchange, Graveyard, Electric Grid station, Sewerage Treatment Plant, Club Houses and Sports Complex.

### DHA Starlit Wedding Lawn Sector F, Phase II DHA Islamabad:

DHA Islamabad is very delighted to offer yet another community service to our members and residents for holding weddings, parties and other events. DHA Starlit Wedding Lawn Sector F, Phase II has been developed according to the contemporary design with state of the art features and finishes.

### Prime Business Opportunity:

**Rent or Lease High Profile Shops:**  
Aval this opportunity in the exclusive locale of Jacaranda Family Club Phase II DHA Islamabad. Shops available for General Stores, Bakeries, Medical Stores and Ladies/ Gents Beauty Salons. Rental Relaxation is up to 2 years and Shop size is approx. 17.2 Meters x 5.14 Meters. For more information please contact UAN: 111 555 444 (Extn: 171, 178) and Mob: 0333-8569798

### Ballot for 5 and 8 Marla DHA Valley Plots for retired JCOs:

Brig. Muhammad Ibrahim Khan, SI (M) from W & R Directorate, GHQ inaugurated the Ballot Ceremony of 5 and 8 Marla DHA Valley plots allotted to the retired JCOs. NOKs of subalterns, disabled and gallantry award holders under COAS Welfare Scheme for JCOs and Soldiers. DHA Islamabad has taken the initiative by announcing 25000 plots for JCOs and NCOs retiring from 2007 onward. Senior officials of DHA Islamabad and a large number of retired JCOs were also present at the Ballot Ceremony.

## PROJECTS IN SIGHT...

Fully developed Plots Sector F, Phase I DHA Islamabad

DHA Islamabad offers an exciting opportunity for Smart Investment... and 2 kanal and 12 Marla fully developed and ready for possession Plots are now open for sale in Sector F, Phase I, DHA Islamabad. Members have also commenced construction of their houses. For information and bookings please call and visit: UAN: 111 555 400 (Extn: 301-304), 0322-5999102-4, Defence Housing Authority Phase I, Defence Avenue, Islamabad Pakistan. email: sales@dhai.com.pk

### DHA Commercial Avenue:

The ballot of DHA Commercial Avenue is planned in near future after the finalization of town plan. The location of DHA Commercial Avenue is being carefully incorporated in each block of DHA Valley for optimum convenience and business value. With Shops and 4 and 8 marla commercial plots, this new commercial district will offer an outstanding environment for business and excellent opportunity for forward thinking retailers and business investors.

### Business Bay BOULEVARD Phase I Sector F:

Launched in June 08, the project comprises of premium shops and apartments having 4 segments of Boulevard, Avenue, Mall and Centre. Development work on Business Bay Boulevard has almost completed and 2 blocks have been successfully handed over to fortunate owners during Feb 2010. Many leading brands like KFC, Masoom's and Shaheen Restaurant etc are fully functional there. The work on Business Bay Avenue is also advanced which comprises of different sizes of shops and offices.

### DHA Valley:

DHA Valley was launched during August 2008 adjacent to DHA Phase II East of Islamabad Highway. Heavy earth moving equipment has transformed the previous landscape in to a world class township within 2 years. DHA Valley will provide access to world class amenities like Jamia Mosque, Golf Course, Theme Park and Community Club.

### Following are the Schemes in DHA Valley

#### 5 and 8 Marla Scheme:

DHA Islamabad 5 and 8 Marla Scheme is to meet the aspirations of low income segments living in Pakistan and abroad. The scheme met unprecedented response and became one of the most coveted projects of DHA Islamabad.

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### DHA Valley Overseas Block:

Unparalleled demands of expatriate Pakistanis prompted the management to launch a dedicated Overseas Block (5 and 8 Marla Scheme) during September 2008. The project has been designed keeping in perspective the aspirations and lifestyles of Overseas Pakistanis.

### Development Status:

DHA Valley is being developed at swift speed. Developing a healthy community of DHA Valley is at the top most priority of DHA management. Machinery worth more than rupees 4 billion has been deployed for the timely completion of project by 2013. DHA Project and Customer Support Offices are fully functional and a mini Golf Club along with restaurant is also being established at DHA Valley point.



5 Marla DHA Homes Model



8 Marla DHA Homes Model

### DHA Homes:

DHA Islamabad launched 5 and 8 Marla affordable housing units during September 2008. DHA credibility lies in its commitment to deliver projects on time and with this vision construction work at DHA Homes site is going at full pace. Balloting was successfully held at Jungle Restaurant, Phase I, DHA Islamabad on Jun 09. Heavy machinery has also been deployed at site and the model houses will be all ready by the end of this year.

## Your Companion to Every Destination

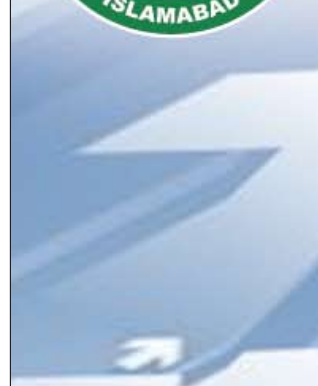


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## SMALL TO MEDIUM BUSINESS OPPORTUNITIES

DHA – Islamabad is growing at a fast pace towards a viable community system. Excellent small to medium business opportunities await in giving your brand an exponential growth by making it a part of DHA – Islamabad community lifestyle. Current options in DHA Phase I and II are:

- DHA – School / Colleges
- Branded Restaurants, Bakers & Food Chains
- Retail Shopping Centers
- Medical Centers / Laboratories
- Entertainment / Shopping Malls




grow your **Business** with DHA Islamabad

“explore the possibilities Now”

**Success**

**Prosperity**

**Growth**



Only **Yes** RIGHT SPOT **Unbeatable** **da smoke**

Ask for Details: UAN 111 555 400 (extn: 262 & 137) 0322-5999103

## SECURITY AND SURVEILLANCE IN DHA ISLAMABAD



We realize that peaceful and secure environment adds to the attributes of a comfortable living. That's the reason that in current scenario, we make sure that every possible nook and corner of DHA is under the gaze of our security team.

For this purpose, DHA has installed an advanced solution of surveillance that includes installation of CCTV cameras at important sites, installation of personal scanners at the entry/exit point of Defence Mall. These cameras are effective not only at daytime but these are enabled for night vision as well.



**ATTENDING THE COMPLAINTS:**  
To provide greater ease to our valued clients, a system of receiving complaints regarding services through SMS has been launched.

All types of complaints related to water supply, power supply, telephone or internet services etc. can be conveyed through sms by texting your 'Name, Contact no, Complaint to no. 0322 577701'. To give another option to our esteemed residents, we have activated IVR (Interactive Voice Response) on our no. 051 5788106

that will guide you and get your complaint recorded within no time and without any inconvenience. Since some people may find this facility unfamiliar, their complaint can also be registered directly through operator himself 24/7.



**SMS ALERTS FOR PAYMENTS/INSTALLMENTS:**  
Besides attending complaints, we have automated the notifications regarding payment in respect of one's plot via SMS through which, our valued clients will be notified about the installments and confirmation of payments through sms.

This will let them receive confirmation of installment receipt right away on provided cellular numbers without going through agony of confirming it through physical visits to Head Office.

**WI-FIRE DATA SERVICES IN DHA:**  
It is important in this era of information technology, to stay connected with rest of the ever changing world as so much is happening around nowadays. We make sure that the services provided for the purpose are all-time functional and upgraded accordingly.

That's the reason that we have brought one of the most thriving ISP for our residents in DHA Islamabad. Wi-tribe is a multi-national venture with a Qatar based telecom group, provides wireless internet at very reasonable charges with a promise of multiple value added data services to come up in future. Since we keep comfort of our clients at the forefront, we make sure that they stay connected while staying where they are.



## DHA CORPORATE CULTURE







DHA is striving to attain a very strong corporate culture. The way we work together is very dynamic and vibrant. We believe and fully entrust our human resources to practice professional norms and ethics. We take special care of their grooming at personal and professional level and always acknowledge and regard our employees as being the front face of DHA Islamabad.

*"It's the way we work together..."*



*Together we strive for your better tomorrow...*

## BULK WATER FOR DHA ISLAMABAD



Col Anwar  
Project Director Phase III

All projects of DHA Islamabad are located in Potohar region having Geology and Lithology which prohibits sub soil water in abundance. Shallow/seepage water is usually available as perched well. Dependency remains on frequent rains. DHA Islamabad for its enhanced state of urbanization does need more sources of potable water. Small dams as reservoirs are also a need to store surface water for hort/environment and construction use. A phased programme to meet needs of fully urbanized DHA Islamabad is required.

Water Explorations/Consultancy: The projects of DHA Islamabad are fanning out along approaches i.e., GT Road and Islamabad Highway. Water for future need would definitely enhance. The consultant/experts may look for the following aspects:-

- Existing water sources in respective project areas and the source reliability for future.
- Extensive Electrostatic Resistivity (ESR) tests, water divining for ascertaining the best water bearing strata in projects.
- Assess Peak demand on maximum urbanization in an area and plan available sources for bulk water for future.
- Extensive explorations (not gambles but based on calculated risks) to be worked out as cost effective proposal.
- Capability of Swan River as a future source of water needs to be reassessed because its recharge has lowered.

Potable Water- Use/Abuse: DHA Islamabad has all projects astride GT Road and Islamabad Highway. Each individual project of DHA Islamabad is getting available sub soil water within its' commanded area for immediate need. Potable water unfortunately is also used for hort/environment and construction purpose. Small dams in suitable waste land/ nullah may be planned to create water reservoirs which can meet the needs of hort/environment and construction. Residents of DHA Islamabad may also be discouraged to use supplied potable water for hort/environment needs.

Proposal for Mass Bulk Water Project: Capital Development Authority (CDA), Rawalpindi Development Authority (RDA), DHA Islamabad and the hundreds of private housing societies are all working in isolation to meet respective immediate water demand. All three major Authorities in the region and all under control legal housing societies can get together to conceive a mass bulk water supply project. No one would hesitate to share the cost for a viable project from a permanent source.

Conclusion: Improve paucity of water in DHA Islamabad with will and effort to search for more. Vision for Peak bulk water demands has to be dreamt for reality. Small Dams to get small water reservoirs is a need. Enhanced urbanization both residential and commercial in DHA Islamabad would need peak water demands. Therefore, sustained pursuance for ultimate bulk water qualifies the DHA Islamabad Logo "The Ultimate in Living".

## OUR ENERGY LIFELINE... "TIPS FOR HOME ENERGY CONSERVATION"



Col (R) Iqtidar Ahmed Farooqi  
Director Marketing  
DHA Islamabad

We are passing through times where dependence on energy has almost become our life-line... come to think of it nothing perhaps works without energy in our homes, offices, transportation, education and numerous other aspects of our day to day life. All the contemporary fossil fuels are fast depleting combined with global warming and shrinking water resources. All over the world efforts are being focused on exploring and developing alternate means of energy for the ultimate survival of mankind in contrast to the rapid population growth and urbanization. Use of renewable energy like solar, wind, bio mass and geo-thermal is gaining foothold at individual and collective levels.

Homeowners and builders are now using energy efficient and renewable technologies to save energy and money in residential and commercial buildings. With little awareness and investment we can conserve sizeable energy at our homes thereby saving up to about 40% on our growing bills. Some of the workable tips are:-

- Cross ventilated and well lit home designs to minimize use of electric lights and heating / cooling devices during day time.
- Use of energy efficient bulbs like LED and Energy Saver for up to 75% saving in light.
- Blanket water geyser with fiber glass to save up to 60% in energy losses.
- Optimize thermostat settings for appliances as under:-
  - Air-Conditioner -26°C
  - Water Geysers - Warm or lower setting
  - Refrigerators and Deep Freezers - Low in Winters & Medium in Summers
- Use programmable thermostats for calibrating use and timings for cooling/heating.
- Lighten your home wall colors - dark colors tend to absorb energy thereby causing loss of energy up to 30 percent.
- Insulate your home and plug the leaks - this could result in saving up to 40%.
- Use double glazed windows and drapes in summers to save up to 16% of energy.
- Maintain your appliances and regularly clean filters where installed.
- Installation of home based Solar and Wind power for a renewable alternate source of energy.

The key to achieving these savings is a whole - house energy efficiency plan in which you have to view your house as energy system with inter dependent parts. Energy efficient improvements not only make your house more comfortable but they impact yield long term financial rewards.

*"conserve energy for our better tomorrow"*

## DEFENCE VILLAS HANDING OVER CEREMONIES

A number of ceremonies have so far been held to hand over Defence Villas to privileged members in auspicious ceremonies. These 11 marla premium Villas offer you an incredible opportunity to live the lifestyle you've dreamed about for so many years.

Secretary Defence, Lt Gen (R) Syed Athar Ali, HMI (M) inaugurated the 1st batch of Defence Villas and handed over keys to the fortunate members. Vice President, Maj Gen Asif Ali, Administrator, Brig (R) Javed Iqbal along with senior officials of DHA Islamabad and joint partners were also present at the occasion.







## BUSINESS BAY HANDING OVER CEREMONY





Defence Housing Authority Islamabad has met another milestone by honoring commitment with its esteemed members.

Business Bay Phase I Sector F, a project launched on June 2008 and comprises of premium shops and apartments in the upcoming heart of business district, "Block 12" of Business Bay comprising of 8 Apartments and 12 shops with top quality fixtures and finishes were handed over to the fortunate owners in a ceremony. Many leading Brands and Retail outlet stores have also become functional to invigorate the commercial activities.

Ceremony was inaugurated by Vice President DHA Islamabad, Major General Asif Ali, H (M), along with Brig (R) Javed Iqbal, SIMI, Administrator DHA, Chairman Bahria Town, Malik Riaz Hussain and MD Habib Rafiq Pvt Ltd, Zahid Rafiq besides senior officials of DHA Islamabad.

## GROUND BREAKING CEREMONY OF DHA HOMES

DHA Islamabad organized ground breaking ceremony for 5 and 8 Marla DHA Homes during March 2010 located in DHA Valley. At the ceremony H.E. Mustafa Babur Haidan, Turkish Ambassador for Pakistan was the Chief Guest, along with Administrator DHA Islamabad Brig (R) Javed Iqbal, Chairman Bahria Town Malik Riaz Hussain, Managing Director Habib Rafiq Zahid Rafique and dignitaries of Rawalpindi/Islamabad along with a large number of people from different walks of life. State of the art equipment and technology is being used for fast track development of these quality homes.

At the ceremony, the Chief Guest said, "DHA Homes will offer great value in terms of location and quality of construction giving all modern amenities and facilities to its residents and this well designed project will be exclusive master planned community for the residents of Pakistan". Also addressing to the gathering, Administrator DHA Islamabad Brig (R) Javed Iqbal said, "DHA Islamabad provides its resident a feeling of comfort and social security encompassed within gated community. DHA Homes will be designed with highest construction standards giving a complete lifestyle experience". After the ceremony Chief Guest and other dignitaries visited the site and greatly appreciated the design, quality construction being done at the site.



## INAUGURATION OF DHA GRID STATION

No breakages. No faults. No fluctuation...life is good.

DHA Islamabad has marked another milestone towards better living solutions by providing uninterrupted power supply via an exclusive Grid Station to its residents. Vice President DHA Islamabad, Maj General Asif Ali, H (M) inaugurated the first ever "DHA Grid Station" in Phase II DHA Islamabad.



## DHA VALLEY AND OVERSEAS BLOCK ..BALLOTING



A grand ceremony was held during August 2009 at DHA Valley Point adjacent Islamabad Highway for the allotment of Plot numbers of DHA Valley and Overseas Block (5 and 8 Marla residential plots) through a transparent computerized Ballot. Brig (R) Javed Iqbal, Administrator DHA Islamabad was the Chief Guest of the Ceremony and also present on the occasion senior Officials along with a large presence of allies and other dignitaries of Rawalpindi and Islamabad. The master plan of Sector Blocks to facilitate the secure and fast access to important venues of twin Cities.

DHA Valley and Overseas Block have been connected to Islamabad Highway along with Phase II Extension of DHA Islamabad via 6 Lane DHA Expressway, A Ring Road inside DHA Valley will also connect major links of Sector Blocks to facilitate the secure and fast access to important venues of twin Cities.



## VISIT OF SECRETARY DEFENCE LT GEN (R) SYED ATHAR ALI, HI(M)



Secretary Defence Lt Gen (R) Syed Athar Ali, HI(M) visited DHA Islamabad to review the progress of ongoing projects during April 2009. President, Lt Gen Javed Zia, Vice President Maj Gen Asif Ali, Administrator Brig (R) Javed Iqbal and other senior officials were also in attendance.



## ADMINISTRATOR & OTHER OFFICIALS DHA ISLAMABAD VISITS HYDRAULIC MODEL STUDY OF SOAN RIVER AT NANDIPUR

## ADMINISTRATOR REVIEWS LAND AT BHURBAN MURREE



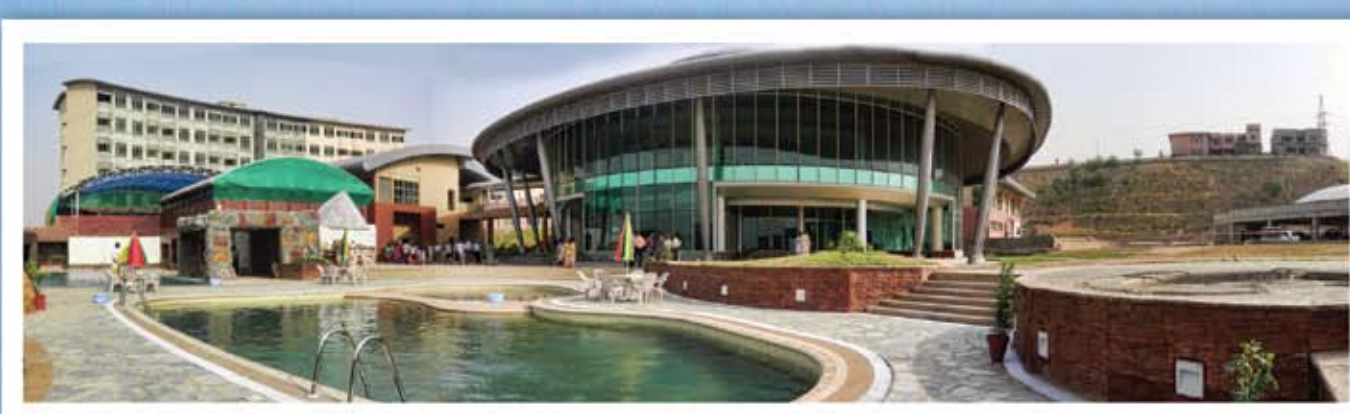
## Promotion CANDIES



DHA Islamabad like a true corporate body recognizes the proficiency, hard work and dedication of its employees. We acknowledge the sincere participation of some of the best employees in DHA and rewarded them with promotions. We wish you many such *happy moments* in coming years...

## Good News

## JACARANDA FAMILY CLUB DHA ISLAMABAD... OPENS ITS SWIMMING POOLS TO MEMBERS AND RESIDENTS MULTIPURPOSE HALL – COMING SOON



## Serving the Community better...



### JUNGLE RESTAURANT

Jungle Restaurant provides excellent and affordable food services with management of all kind of domestic and formal functions. We ensure high standards of hygiene and food quality and have some of the most experienced chefs in twin cities. Our restaurants feature a signature menu and its own unique dining experience.

### GREEN AREA

No community is complete without the facet of "green design" to the environment. DHA Islamabad firmly believes that environment must be preserved and nurtured as it influences the human attitude and behavior towards life. Our green areas are distributed into family parks, playgrounds and areas for sports activities.

### MASJIDS

The Holy Prophet (PBUH) said: "Of all the buildings the most beautiful and attractive in Allah's sight is a Masjid." DHA Islamabad always establishes "Masjids" in different sectors for the convenience of its residents.

### NURSERY

Sales of plants, pots and fertilizers of different varieties are available on very reasonable rates for the residents of DHA Phase I and II.

### AVICENNA MEDICAL CENTRE

Medical services are an integral part of any society. Avicenna Medical Centre in Phase I is providing 24/7 professional health care services to the employees/residents at very nominal charges including Ambulance services.

### COMMERCIAL ZONE

Daily requirements of retail and grocery items at DHA Islamabad have been facilitated with retail outlets and grocery stores. Many such other facilities are in pipeline which will improve the quality and convenience of life.

### GARBAGE DISPOSAL

High standard maintenance of community is perhaps the biggest challenge. DHA Islamabad endeavors to provide an optimum environment to meet all your aesthetic and hygienic needs. Residents are being extended with a comprehensive garbage collection system on daily basis.

### SECURITY SYSTEM

Security measures are yet another dimension of our premium community services that include 24/7 security patrol and manning of check posts on main entrances and extensive use of cameras and surveillance devices. All security personnel are linked with efficient wireless communication via a master control room.

### MAINTENANCE SERVICE

24/7 doorstep maintenance services like plumber, carpenter and electrician are available on a single call from your home. Our helpline numbers 051-5893013, 051-4347463-5, 051-5788517, 051-5788031, 111-555-400 (Extn: 131,222 & 223)

### FIRE BRIGADE SERVICE

Safety first is the prime objective of DHA Islamabad. In this regard, DHA Islamabad has its own fire brigade efficient enough to protect the community against fire and other hazards for the safety of residents and their properties. Fire fighting teams respond quickly and work as a highly organized team.

### POST OFFICE

This facility has recently been established in Phase II which is now functional & providing various postal services to DHA residents.

### SCHOOL & COLLEGE

Roots School System RSS positioned in Phase I and II, DHA Islamabad is a leading private sector educational institution styled on the modern educational system of international standards, specially designed to meet the requirement of the students to meet the challenges by involving the three E's approach EXPOSURE - EXPANSION - EXPLORATION. Roots School System is the only school in Pakistan providing continuous education from Montessori to undergraduate level.

### FOUNDATION UNIVERSITY MEDICAL COLLEGE (FUMC)

Foundation University Medical College located in Phase I, DHA Islamabad. It has state of the art lecture halls, labs, museums, dissection hall, equipment and computer cell. The college faculty comprises of highly qualified and experienced lecturers.

- ACADEMICS
- MBBS Program
- Basic Sciences Division
- Clinical Science Division

### GRID STATION

DHA Islamabad has marked another milestone towards better living solutions by providing uninterrupted power supply via an exclusive Grid Station for its residents.

### TELEPHONE EXCHANGE

Specifically laid underground telephone exchange ensures 24 hours line access to all the residential areas.

### BROAD BAND FACILITY

DHA Teleman, a joint venture company is providing state of the art Cable and Broadband solutions to DHA community.

### ROAD NETWORK

What makes the society alive is the infrastructure facilities especially the road network. Streets inside DHA Islamabad are 40 feet wide; the boulevards are 130 feet wide allowing easy flow of vehicles. Roads have been made keeping in view the smooth flow of traffic.

### EXPRESSWAY

DHA Islamabad is one of the few housing societies which have its own 6 lane Expressway linking Islamabad Highway with DHA Valley and Phase II Extension which will help to travel long distances in few minutes. Similarly Phase I is now linked with Sector F Expressway.

### DHA TELEMAN

DHA Teleman is joint venture company providing quality Cable, Telephony and Broadband services to various residential communities, corporate sectors and many loop holders of Rawalpindi and Islamabad.





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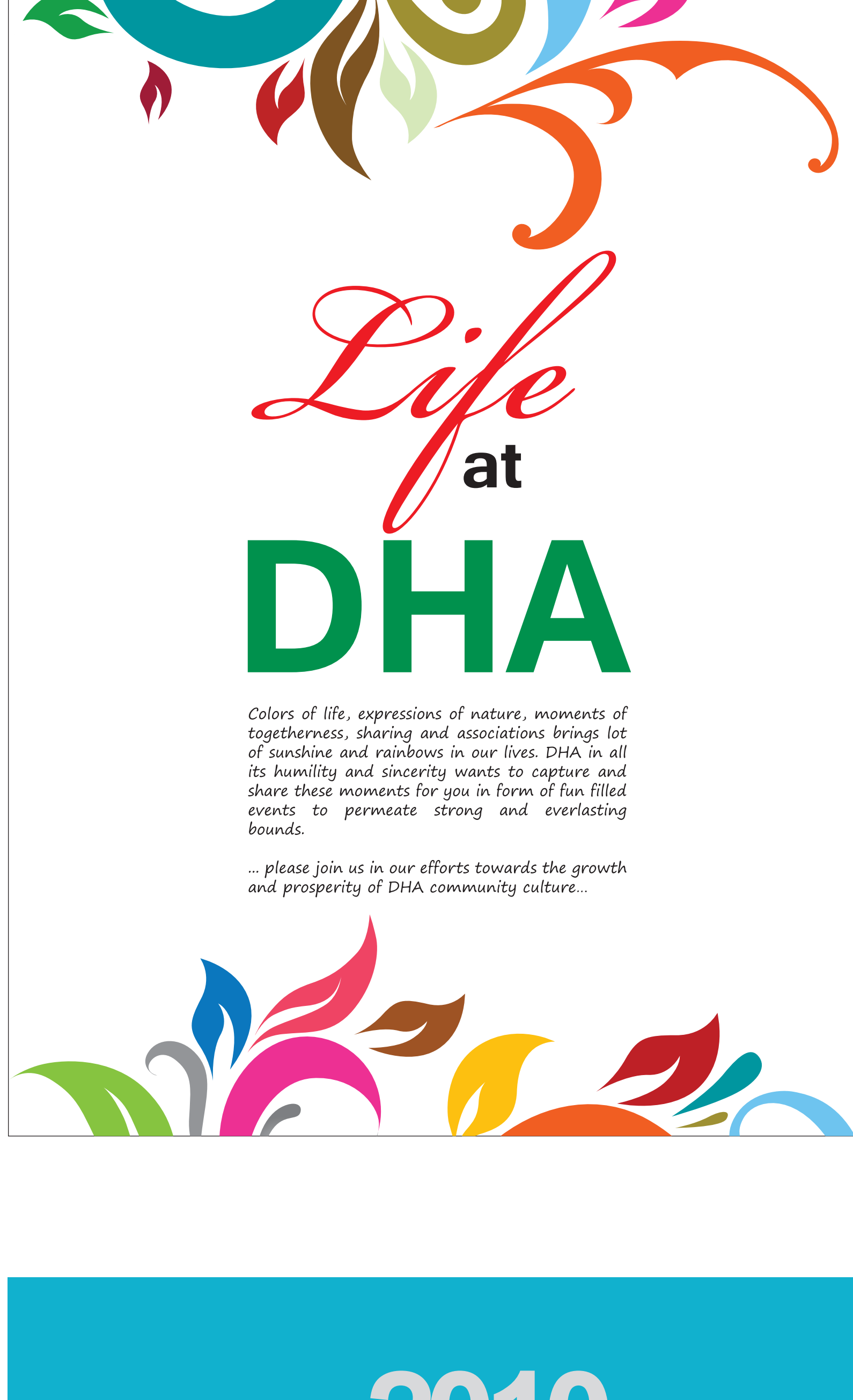
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Fax: +92 21 53443374

**Islamabad**  
DHA Phase II (CT)  
Islamabad Highway  
near Koka Bridge  
Zone V, Islamabad  
Tel: +92 51 5708908-09  
Fax: +92 51 5708905

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# Life at DHA

Colors of life, expressions of nature, moments of togetherness, sharing and associations brings lot of sunshine and rainbows in our lives. DHA in all its humility and sincerity wants to capture and share these moments for you in form of fun filled events to permeate strong and everlasting bonds.

... please join us in our efforts towards the growth and prosperity of DHA community culture...



## COMMUNITY Events

### BEST LAWN COMPETITION 2009

In pursuance of traditions and endless day and night efforts of DHA Horticulture Department and invaluable participation of DHA residents, Lawn Competition is another conventional event held every year between residents of all phases. Categories are segregated to award different lawns according to sizes. Dignitaries are invited along with DHA higher management to reward prizes and certificates to winners.

2009 had seen a very vibrant evening when this mega event occurred in Jungle Restaurant. A good number of residents participated in the function. Lt Gen (R) Muhammad Adraf, HJM(S)Rt honored the ceremony as chief guest along with Vice President and Administrator DHA Islamabad and distributed prizes among winners.

#### ILLUSTRATIVE JOURNEY TO 2009 LAWN COMPETITION



## LAWN COMPETITION 2010

A very colorful event of Lawn Competition holding evergreen memories was held in Jungle Restaurant. Lt Gen (R) Khateer Hasan Khan, HJ (W) honored the ceremony as chief guest along with Administrator and senior officials DHA Islamabad. Prizes and appreciation certificates were also awarded among winners and runners up.




## Tie your Wedding Knot with...

### DHA Starlit wedding Lawn

Sector F, Phase II  
DHA Islamabad

Celebrate your momentous event with us as we propose a complete wedding package for the day that comes once in a lifetime. Offering best catering services coupled with a diverse menu of your choice along with other garnishing items e.g. stage designing, DJ & sound system and fireworks etc.

#### Highlights

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- More than 1000 people (Round Table Sitting)
- Bridal Room
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- Scenic Landscaping


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Mob: 0321-8585043, 0322-8585139; after 4:30 pm  
UAN: 111 555 400 (Extn: 150)  
051 5788081 (Extn: 254, 150, 144)  
www.dhai.com.pk




## DHA Spring Walk

DHA Spring walk was organized in collaboration with PANAH to promote healthy lifestyles and awareness regarding prevention of heart diseases. Chief Guest of the occasion and President PANAH Major General (R) Masud-Ur-Rehman Kiani was present on the ceremony along with high officials of DHA Islamabad and PANAH. A large number of residents and guests attended the ceremony.



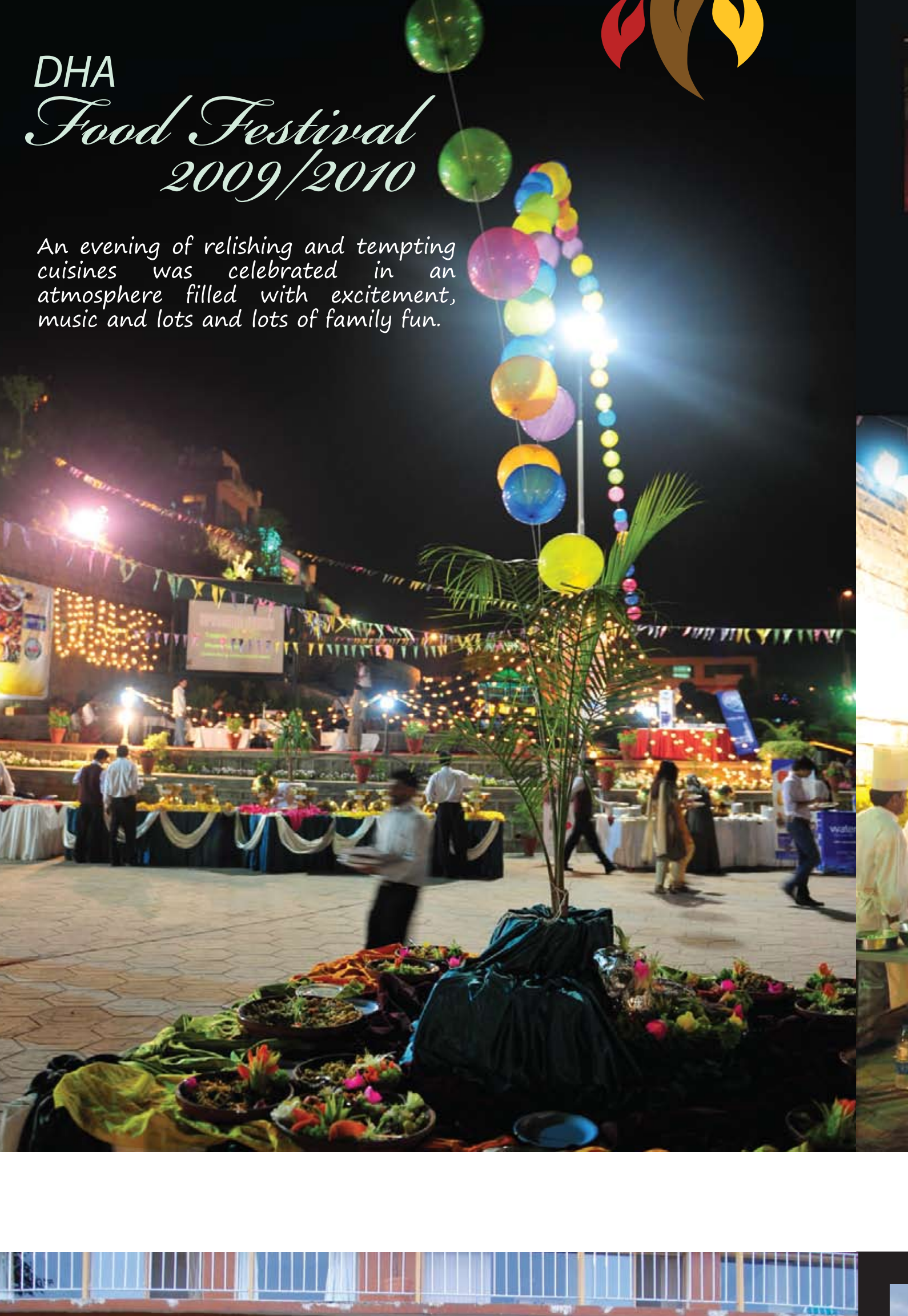

## A Healthier and Happier life is truly based on a Healthier and Happier heart

DHA Islamabad has yet shown another sincere concern towards its esteemed members and employees in collaboration with PANAH. On 28 August 2009, a Seminar was conducted regarding the awareness and causes of Heart diseases with a special documentary training on Cardio Pulmonary Resuscitation (CPR). Brig (R) Javed Iqbal, Administrator DHA Islamabad and Chief Guest of the occasion and President PANAH Major General (R) Masud-Ur-Rehman Kiani were present on the ceremony along with high officials of DHA Islamabad and PANAH.




## DHA Food Festival 2009/2010

An evening of relishing and tempting cuisines was celebrated in an atmosphere filled with excitement, music and lots and lots of family fun.

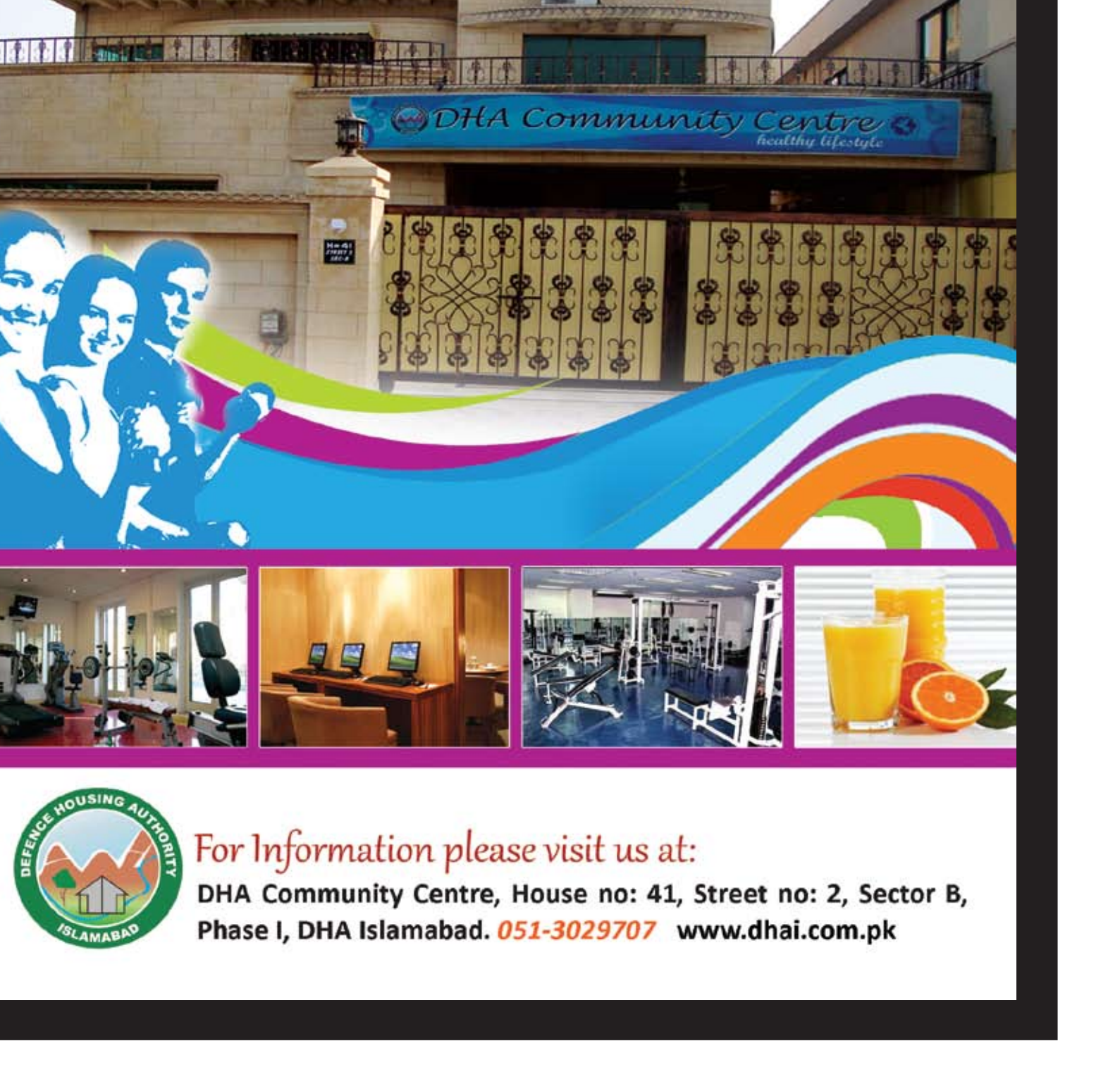



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- Ladies & Gents Gym
- Business Centre
- Cards Room
- Light Refreshment
- Ladies Room
- Reading Room



For Information please visit us at:  
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Phase I, DHA Islamabad. 051-3029707 www.dhai.com.pk



# VOICE YOURSELF EXPRESS YOURSELF

## MEMBER'S VOICE

You can now chip at this platform via any smart write-ups. From your valuable experience at DHA to any generic topic (including Politics), you are welcome to send us short articles, occurrence, poetry or DHA scenic photographs etc. Children can also voice expression via poems and paintings along with their pictures. Our email is [voice@dhai.com.pk](mailto:voice@dhai.com.pk).

## DHA ISLAMABAD – A SAFE & HOMOGENEOUS COMMUNITY LIVING ENTITY

DHA is amongst the best housing societies of the country primarily due to its well planned/laid out infrastructure and availability of essential facilities/services.

Phase I of DHA being located on high ground and surrounded by River Soan, has a beautiful landscape view. The houses/plots, main roads/avenues and streets are well laid out. Utilities like electricity, water and gas are available along with essential facilities of commercial area, restaurants, bank, school, mosques etc. It also has a well-established security system and home maintenance services. However, as all is not well always, there are certain areas needing improvements. For example, the security measures are not fool proof, traffic congestion due to close vicinity of DHA office, commercial area and school is a regular feature in the morning and afternoon, law enforcement is neglected and commercial area lacks in required size and quality. Above all, it's the lack of community development activities/facilities, which keeps the DHA far from being a safe and homogeneous community living.

In this regard establishment of various committees with members from residents and their regular meetings with management of DHA is essential for resolution of issues being faced by either side. Establishment of club, sports facilities, ladies circle and families welfare centers etc. will provide opportunities for the residents to frequently interact with each other and transform the community into a well knit entity. Holding various competitions/functions involving ladies and children will further improve the homogeneity.

**Abdul Rehman Rashid,**  
26, 1st Avenue, Sector A, DHA Islamabad

## "THAT WAS CLOSE"

by: COL (R) IJAZ AHMED RAFFI

It was January 2010 and I decided to eat out in the evening. Glutton as I am but the terrible 'musalsala' had something awful in it. Next morning the world within and without lost its balance. Everything the bed, the head, the roof went round. The stomach was in anguish and I rushed to the toilet but nothing worked. Vomiting followed; the gastric trouble hit my head and more dangerously my broken and weakened heart. The usual hope to get all right through homey totka's failed. I realized the finale had come; the pressure was on the heart, the blood pressure shot to the extremes. My wife telephoned the DHA number she found in my diary: Ambulance – Col Raffi "I know his house. I know everyone who lives in Ph-2" In a jiffy a bell at the door and in came Ahmed Sher and literally carried me to the ambulance. The next I knew I was in the Armed Forces Institute of cardiology (AFIC). I saw the face of senior Administration officer trying to encourage me. Once in the ward short visits from DHA officers from the main office to the Jaziranda Club ensued. My well wishers appreciated the quick ambulance service. Thank you DHA!

"Saving one life is like saving the entire humanity"  
AL-QURAN

## MAKE DHA BEAUTIFUL

The first impression an outsider gets about a community is the way it looks. DHA administration has spent a lot of money in re-engineering work of Phase-I. The society has come up very well with underground electricity, newly laid roads and trees planted on the sides. Now it is the responsibility of the residents to make it beautiful. We have to ensure that our streets and avenues are neat clean and present an open look. DHA Lahore and DHA-II Town serve as good community models for us.

Since the completion of re-engineering, I have observed a trend that residents want to annex the land between their boundary wall and the road. Masonry walls/ structures, hedges, barbed wires and plants/ trees have been planted up to the road. The road side which was meant for pedestrians, car parking, children playing etc have been occupied by the residents. At places if a car is parked on the road it is not possible for two cars to cross each other in the opposite direction. Some of the walls have been raised to a height that cars may bump into it at night.

Individual construction outside the houses gives a bad look to the area. We have to realize that land outside our homes is DHA property and it belongs to the community. We don't have to make it Raja Bazar where shopkeepers extend their shops even on to the roads. The looks of our roads and streets reflects on our community. A good community means better rental and sale values for our property. If we don't control this trend now it will become more complex and irreversible. DHA should carry out any construction required to take care of terrain outside the house. Also any plantation beyond 4 feet may be planned and carried out by DHA.

I will request the residents to follow the DHA bye laws for construction inside and outside our homes. Restrict our flower beds and bushes plants to 3 to 4 feet of our boundary wall. Beyond that the grassy area should merge with the road. Similarly ramps outside the gates may also merge with side and road. I will suggest it to DHA that the bye laws for outside the houses may be distributed to the residents at the earliest. The residents may be encouraged to follow the bye laws. I would also suggest that the residents not following the bye laws may be excluded from the spring flower competition.

Let us work to build a beautiful and serene community for ourselves. Let DHA become a model for others to follow. A little care for our neighbors will be beneficial for all of us.

**Brig Muhammad Akbar (Retd)**

## AH ARZ-E-WATAN

Ah arz-e-watan tere aangan mein yeh jo raks-e-marg jari hai  
Aur kargison pe dehishtat ka janoon tari hai.

Chand chehera tera khoon mein ghaltan dekhoon  
Geosay purpeth ka musallat paroshan dekhoon

Be cabab yun hi nahin teri yeh halat-e-zar  
Hum subhi mujam teray hain khatwar

Detay hain kaffara ub jaan k nazranay de kar  
Khak ho jeen gay tujhe khab suhanmay de kar

Dafn dehsat ko karen gay ruswai k iye  
Amin phir kashit karen gay teri rahnai k iye.

Mazhar Hussain Zaki  
H#584, S#45  
Sector J, Phase II

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## LIMELIGHT KIDS CORNER

ABDULLAH RASHID  
PHASE - 2

## Try, try Again

By: Maham Waheed  
Class: 6  
School: Beaconhouse DHA II

Try, Try Again,  
Always try again  
Once or twice though you may fail  
Don't give up cause it's a lesson you should heed.  
Try, try again,  
Never set yourself a failure  
Try, Try again  
Always try to succeed  
Always try again  
Time will bring u your reward  
Try, Try again,  
Don't ever let your Mark come down  
Try, try again  
Life will bring u many difficult stages  
So never feel misable upon failing once  
Never lose your patience nor your hope  
Try, try again,  
Try, try again because Life is a game filled with difficult stages.  
Life is where you learn to succeed  
It's from where you seek knowledge indeed.  
Try, try again to learn a lesson to reach your reward  
To reach your goal and glory.

## AN APPLE A DAY KEEPS THE KIDS AT PLAY

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Avicenna Medical Center, Jungle Restaurant Phase I, DHA Islamabad

## DHA LANDSCAPES...

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