



Senator (R) Javed Jabbar

A prominent Pakistani writer, communications practitioner, politician, intellectual, scholar and former information minister, Senator (Retd.) Javed Jabbar is a professional par excellence

He is unarguably one of the most acclaimed experts in communications and development related issues in Pakistan. At the dawn of 21st century, Javed Jabbar had a chance to strategize country's first proper media policy related to media affairs. He is credited with formulation of country's policy framework on media at the time when new channels and new media started emerging in Pakistan.

Former Federal Minister for Information & Broadcasting, Science & Technology, Petroleum & Natural Resources and Adviser to the CE of Pakistan on National Affairs, Javed Jabbar takes an active interest in diverse subjects. New laws proposed and drafted by him introduced independent TV and radio channels to Pakistan in 2002 and enabled unprecedented access by citizens to officially-controlled data through the Freedom of Information statute. Progressive reforms in other fields in the other Ministries were also introduced during his tenures.

Javed Jabbar also has vast experience in national and international policy making organizations in areas related to social development and environment. He is the founder of and led for 20 years, MNJ Communications (Pvt.) Ltd., one of Pakistan's and Asia's trend-setting communications and advertising firms. Several of today's leading brands were launched or advertised under his guidance. He has also mentored several highly successful marketing and advertising practitioners, including the Congress Chair Mr. Sarmad Ali, and his achievements and contributions have been recognized with several awards, both locally and globally.

He was the elected Chairman of AdAsia 89, the 16th Asian Advertising Congress held in Lahore attended by over 800

leading advertising and media specialists from around the world and Pakistan AdAsia 89 was described as a most memorable event by both overseas visitors and Pakistanis.

He is one of the co-founders of the Asian Federation of Advertising Associations, and in 1979, he also served as Secretary-General of the First Pakistan Advertising Congress.

His anthology, one of 16 books he has authored, "Pathways - selected writings" won the UBL Literature Prize 2017 for the Best English non-fiction Book of 2017 at the 9th Karachi Literature Festival in March 2018.

As part of his voluntary work, in 2008/2009, he has served as one of the four global Vice Presidents of IUCN – the International Union for Conservation of Nature, headquartered in Switzerland, the world's largest and oldest environment organization. He has represented Pakistan at UN conferences and contributes to conflict-management and conflict-resolution initiatives at the international, regional and national levels.

He has written and directed a wide range of prize-winning films, including several documentaries and advertising commercials. He also wrote, produced and directed the first English language feature length film of Pakistan (1976), acclaimed at overseas film festivals and titled: "Beyond the Last Mountain". This was the first feature film of the Pakistani cinema in which women were portrayed in a realistic, gender sensitive mode and in which well-educated women acted in leading roles. In 2015, the Pakistan Advertisers' Society presented him with its first Lifetime Achievement Award for his distinctive contributions to marketing and advertising.

In view of his contributions in the field of marketing and communications, media development and social agenda setting, the AFAA s honoured to induct Senator Javed Jabbar in the AFAA Hall of Fame.