

## PRESS CONFERENCE



### 95% Pakistanis Believe Switching To Alternatives Can Help Quit Cigarettes

### **PRINT COVERAGE**



As many as 86pc of Pakistani smokers who wanted to quit cigarettes were unsuccessful despite repeated attempts, reveals an opinion survey conducted in major cities across the country. 95pc of these Pakistanis, however, told that switching to alternatives allowed them to quit the harmful habit of smoking.

At a ceremony held in Islamabad, sharing details of the survey with media, Mirza M. Abeer, founder and CEO of Association for Smoking Alternatives Pakistan (ASAP), believes the best option is for smokers to quit, but the majority of smokers who cannot quit should at least move to safer alternatives such as e-cigarettes or heated tobacco products.

The survey was commissioned by the ASAP with over 600 smokers and users of alternatives to help understand consumer perceptions about cigarette alternatives in the country. The research was a component of anti-smoking campaign launched in early November to get 1 million Pakistanis to quit cigarettes.

# PAKISTAN TODAY

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# 95% PAKISTANIS BELIEVE SWITCHING TO ALTERNATIVES CAN HELP QUIT CIGARETTES

ISLAMABAD

PR

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try. The research was a component of ASAP's anti-smoking campaign launched in early November to get 1 million Pakistanis to quit cigarettes.

"This would help a lot in reducing the number of smokers in the country," he remarked

The survey asked the participants about the reasons for quitting and all of them highlighted that better health is one of the primary reasons for switching away from cigarettes, and 98 percent of the participants believed their health has improved as a result of switching.

The survey also covered the government's role, where 82 percent of participants believed the harm caused by cigarette smoking is a public health crisis in Pakistan, and 80 percent believed the use of alternatives to cigarette smoking can help reduce the number of smokers in the country.

About 89 percent of the participants were of the view that in order to help quit smoking, alternatives to cigarettes should be readily available to smokers in Pakistan. The survey also revealed that 86 percent indicated lack of awareness about the benefits of these alternatives as the major cause.

Lastly, 89 percent of participants also understood that the government should encourage existing users who do not quit cigarettes to at least switch to safer alternatives.

Mirza M. Abeer, a lawyer by profession, has founded the largest online community of smokers turned alternative users in Pakistan. His efforts take inspiration from the UK government's policies that encourage alternatives to cigarettes to reduce the country's smoking rates.

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## The Nation

Islamabad | Thursday, November 25, 2021

# 95pc believe switching to alternatives can help quit cigarettes

#### INP ISLAMABAD

About 95 percent of Pakistani smokers have opined that switching to alternatives allowed them to quit the harmful habit of smoking, reveals an opinion survey conducted in major cities across the country.

At a ceremony held here on Wednesday, sharing details of the survey with media, Mirza M. Abeer, founder and CEO of Association for Smoking Alternatives Pakistan (ASAP), believed the best option for smokers is to quit smoking, but the majority of smokers who cannot quit should at least move to safer alternatives such as e-cigarettes or heated tobacco products.

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# The Spokesman

Thursday, November 25, 2021

## Health Jambanh Corner

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# Statesman

Thursday, November 25, 2021

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# Islamabad POST

Friday, November 26, 2021

# Quitting cigarette difficult but possible: Survey

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### پاکستان میں 86 فیصد لوگ سگریٹ جھوڑ نا چاہتے، سروے رپورٹ



( فوٹو: اے ایس اے بی ( مرزا محمد عبیر، سی ای اوابیوسی ایشن فار اسمو کنگ آلٹر نیٹیوز، پریس کا نفرنس میں سروے کی تفصیلات بیان کررہے ہیں۔

پاکتتان کے بڑے شہر وں میں رائے عامہ کے ایک حالیہ سروے میں انکشاف ہوا ہے کہ پاکتانی سگریٹ نوشوں میں سے ۸۱ فیصدلوگ سگریٹ چھوڑ ناچاہتے ہیں مگروہ بار بار کو شش کے :اسلام آباد باوجود ناکام رہے ہیں۔تاہم ان پاکتانیوں میں سے ۹۵ فیصد نے بتایا کہ تمبا کو نوشی کے متبادل سے لوگوں کو سگریٹ نوشی کی نقصان دہ عادت چھوڑنے کاموقع ملا۔

اسلام آباد میں منعقدہ ایک پریس کانفرنس میں اس سروے کی تفصیلات بتاتے ہوئے ایسوسی ایشن فار اسمو کنگ آلٹر نیٹیوز پاکستان کے چیف ایگز مکٹیو آٹنیسر مرزا محمد عبیر نے کہا کہ سگریٹ نوشی کرنے والوں کے لیے بہترین اسے ترک کرنا ہے لیکن اکثریت تمبا کو نوشی سے پیچھا چھڑانے میں ناکام رہتی ہے۔البتۃ ایسے افراد کو چاہیے کہ وہ کم از کم محفوظ متبادل ذرائع اختیار کریں۔

یہ سروے ایسوسی ایشن فاراسمو کنگ آلٹر نیٹیوز پاکتان کی جانب سے فارسائٹ ریسر چ نے انجام دیا تھا جس میں ۱۰۰ سے زائد تمبا کو نوشوں اور متبادل استعال کرنے والوں کے ساتھ ملک میں سگریٹ کے متبادل کے بارے میں صار فین کے تاثرات کو سیجھنے میں مدد کے لیے کروا ہا تھا۔

یہ تحقیق ایسوسی ایشن فار اسمو کنگ آلٹر نیٹیوز پاکستان کی ایک ملک گیر مہم کا حصہ تھی نو مبر ۲۰۲۱ کے اوا کل میں شر وع کیا گیا تھا۔ اس مہم کا مقصد ۱۰ الاکھ پاکستانیوں کو سگریٹ جھوڑنے پر آمادہ کرنا تھا۔ اس سے ملک میں تمباکو نوشی کرنے والوں کی تعداد کو کم کرنے میں بہت مدد ملے گی، ۱۰ مرزا محمد عبیر نے کہا۔ ۱۱

سروے میں شرکاء سے سگریٹ چھوڑنے کی وجوہ کے بارے میں پوچھا گیااوران سب نے بہتر صحت کو سگریٹ چھوڑنے کی بنیادی وجوہ میں سے ایک قرار دیا۔ 92 فیصد شرکاء کا خیال تھا کہ متبادل ذرائع کے نتیجے میں ان کی صحت میں بہتری آئی ہے۔

سروے میں حکومت کے کردار کا بھی احاطہ کیا گیا۔ اس کے تحت ۸۲ فیصد شرکاء کا خیال تھا کہ سگریٹ نوشی سے ہونے والا نقصان پاکتان میں صحت عامہ کا بحران ہے؛ اور ۸۰ فیصد کا خیال ہے کہ سگریٹ نوشی کے متبادل کے استعال سے تمبا کو نوشی کرنے والوں کی تعداد کم کرنے میں مدد مل سکتی ہے۔

تقریباً ۸۹ فیصد شرکاء کاخیال تھاکہ تمبا کو نوشی چھوڑنے میں مدد کے لیے پاکتتان میں تمبا کو نوشی کرنے والوں کے لیے سگریٹ کامتبادل آسانی سے دستیاب ہو ناجا ہے۔

سروے میں بیہ بھی انکشاف ہوا کہ ۸۲ فیصد نے ان متبادلات کے فوائد کے بارے میں آگاہی کی کمی کوبڑی وجہ قرار دیا۔

آخر میں ۸۹ فیصد شرکاء کابیہ بھی کہنا تھا کہ حکومت کوجو موجودہ تمبا کونوش اگر سگریٹ نہیں چھوڑتے تو کم از کم حکومت کواس کے متبادل ذرائع استعال کرنے کی ترغیب دینے کے لیے ان کی حوصلہ افنرائی کرنی چاہیے۔

مر زامجہ عبیر پیشے کے اعتبار سے ایک و کیل میں جنہوں نے پاکتان میں تمبا کو نوشی ترک کرنے والوں کی سب سے بڑی آن لائن کمیو نٹی کی بنیاد رکھی ہے۔ان کی کوششیں برطانیہ کی حکومت کی ان پالیسیوں سے متاثر میں جو ملک میں سگریٹ نوشی کی شرح کو کم کرنے کے لیے سگریٹ کے متبادل کی حوصلہ افنرائی کرتی میں۔

۔ پاکتتان میں تمبا کو نو ثی کے متبادل کے لیے ایسوسی ایشن امید رکھتی ہے کہ حکومت پاکتتان اسی طرح کی پالیسیاں نافذ کرے گی اور تمبا کو نو ثی چھوڑنے سے قاصر افراد کے لیے جگیہ پیدا کرے گی۔

# Pakistan OBSERVER

Eyes & Ears of Pakistan

Widely read and trusted Daily

### 95pc Pakistanis believe switching to alternatives could help quit cigarettes: Survey

#### ZUBAIR QURESHI

Around 86 per cent Pakistani smokers who wanted to quit cigarettes were not successful despite repeated attempts, reveals an opinion survey conducted in the federal capital.

According to the findings of the survey, 95pc of these Pakistanis, however, said that switching over to alternatives allowed and helped them quit the harmful habit of smoking.

At a ceremony held in Islamabad, while sharing the details of the survey with media, Founder and CEO of The Association for Smoking Alternatives Pakistan (ASAP), Mirza M Abeer, said he believed the best option for smokers to quit were safer alternatives such as e-cigarettes or heated tobacco products.

The survey was commissioned by the ASAP and conducted by Foresight Research with over 600 smokers and users of alternatives to help understand consumer perceptions about cigarette alternatives.

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### **PRINT COVERAGE**



# پاکستان میں 86 فیصدلوگ سکریٹ چھوڑنا چاہتے تھے: سروے رپورٹ

اسلام آباد (خرنگار) پاکستان بی سگریت اوقی پہانوے فیصد نے بھی ہتایا کے آباکو فی کے تباول کرنے والوں بی سے چھیای فیصد لوگ جو سے لوگوں کو سگریت ٹوقی کی فتصان وہ عادت سگریت چھوڈ تا چاہج بچے بار بارکوشش کے باوجود کھوڈ نے کا موقع طاہب ملک بھر کے بڑے شہروں تاکام رہے جی تاہم الن پاکستانیوں بی سے بی کے گئے دائے عامہ سلم ہر رہے تیر 87 رہے تیر 88

بقيه 87 سرو ب ريورث

ك دائ عامد مرد س ش بيانكشاف كا كا كا ج استامية باديس برايس كالمائس بين سروس كالتعيالات عات موے الموی ایش فارسوکک آفرطونیا كتان كرجف مجزيجة فيمرم ذاهر فيرا كاك سحرست نوفی تڑک کرنے والوں کے لیے بہترین آ يش بي كرونها كوفي تركيس كر يك يكن ان ك الريد عالم الوقي الله يحد على ووالل كم الم محقوظ شياول ورائح كاطرف برحيس سيمرو سعال وكا ايكن فارسوكك الماثطاء بإكستان كاطرف عدشودع كياكياتما ورقادما كث ريس في في يوس سن ايرتمياكو توقی کرنے والوں اور متبادل استعمال کرنے والوں کے ساتھ ملک میں عمریت کے مثابال کے بارے میں صارفين كالأات كوكليش عارك ليكروا باتخاب هيتل السوى ايش فارسوكك المرعلع زياكستان كالك يوداق عصادير سرادة كال عدادوع كيا كيا قاجم كا معد 10 لا كال الما المتالية المارك على عد يموز نا قداس مكب شراتها كؤفى كرتي والون كي اتصاد كوكم كرتي ش



# اے ایس اے بی کا ملک میں تمبا کونوشی کے حوالے سے سروے

اسلام آباد (ساف رپورٹر)اے ایس اے 80 فیصد کہتے ہیں متبادل استعال سے تمبا کونوشی ریٹ چھوڑنا جائے تھے لیکن کوششوں کے شہروں کراچی، لا ہور اور اسلام آباد میں کیا گیا تھا چھیق اے ایس اے پی نے نومبر کے شروع میں کیا تھا، سروے کا مقصد 10 لاکھ یا کتانیوں کوسگریٹ چھوڑ ناتھا،سروے چیسوسے زائدتمبا کو نوشی اور متبادل استعال کرنے والوں پر کیا گیا،

ایی کا ملک میں تمباکو نوشی کے حوالے سے کرنے والوں کی تعداد میں کمی لائی جا سکتی سردے، 95 فیصد پاکتانیوں سگریٹ حچھوڑنے ہے، 89 فیصد کا کہنا تھاتمیا کونوشی حچھوڑنے میں میں متبادل سے مدول سکتی ہے، چھیاسی فیصدلوگ مدد کیلئے متبادل آسانی سے دستیاب ہونا جا ہے، 3 باوجود ناکام رہے، ستانوے فصد کے مطابق متبادل استعال کے نتیجے میں ان کی صحت میں بہتری آئی، 82 فیصد سگریٹ نوشی سے ہونے والے نقصان، یا کتان میں صحت کا بحران ہے،



اے ایس اے بی کے می ای اوابیر مرز اسیمینار سے خطاب کررہے ہیں

### **NEWSPAPERS WEB COVERAGE**



https://propakistani.pk/2021/11/25/pakistani-smokers-believe-switching-to-alternatives-can-help-quit-cigarettes/



https://www.urdupoint.com/en/health/95-pc-pakistanis-believe-switching-to-alterna-1409334.html



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https://buyingcigarettesonlinee.com/95-pakistanis-think-switching-to-alternatives-can-help-quit-smoking/



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### **WEB COVERAGE**



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https://e.dunya.com.pk/detail.php?date=2021-11-25&edition=ISL&id=5856132 65019305



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### Pakistani Smokers Believe Switching to Alternatives Can **Help Quit Cigarettes**

By Umer Tariq | Updated Nov 25, 2021 | 2:53 pm







95 Pc Pakistanis Believe Switching To

Alternatives Can Help Quit Cigarettes



5 days ago Wed 24th November 2021 | 04:30 PM



Reach  ${f 4}$  Millions + **People** 

Around 95 percent Pakistanis believe switching to alternatives can help them to quit the harmful habit of smoking and 86 percent smokers who wanted to quit cigarettes were unaccasasful dannita ranactad attampta, raccala an aninian aurocu aanductad in maiar aitias

### **EVENT SNAPSHOTS**













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# INTERNATIONAL

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### COAS for global convergence on Afghanistan

### **Audio** tapes a mere drama: **Imran**

PM says Pakistan's biggest problem is corruption; time needed to mend corrupt system; shocks to note a convicted person invited to speek in judges' moot; urges Sharifs to tell how London flats were bought; instead of providing evidence in court campaign started against judges, army; will provide interest-free loans to 4m deserving households for building their homes; citizens will get universal healthcare

SLAMABAD: Prime Minister Imran Khan Wednesday said Il would see with their own eyes Pakistan becoming the reatest nation, being his last ambition. He criticised the former chief justice's alleged audio and ther leaked documents, saying that the audio tapes that re coming out in the name of judges are all drama. He re-corned that Pakistan's biggest problem was corruption



#### A tale of two towers

Umar Cheema

SLAMABAD: Three years apart, two high-diso buildings apart, two high-diso buildings apart, two high-diso buildings are to the second of the sec

#### Nisar must tell who forced him to punish us, says Maryam

Warns today or tomorrow, he will have to tell nation the truth; thanks TV channel for analysing leaked audio clip leading to Nisar's admission; asks ex-CJP to submit affidavit in response to Shamim's; questions why ministers are defending Saqib Nisar

Muhammad Anis
pressurised for conviction of reference, while add to strength and her father while add to strength and her father while add to strength and her father while add to strength and strength and to strength and strength and to s

Dealers strike

Panic buying leads to long queues at filling stations

CARACHI/ LAHORE/ RAWALPINDI/ISLAMABAD/ PESHAWAR: Brawls, large-scale traffic jams and panic

ros.

Australia de la control de la control







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Now every Pakistani living abroad will earn reward points on remittances so banks and exchange companies to Pakistan with Sohni Dharti Remittance Earn reward points and redeem to get free of cost services and produ

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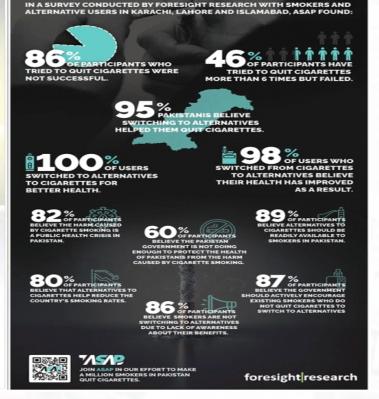














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# PAKISTAN ODAY

### IT'S UNFORTUNATE TO SEE CJP AND A CO **INVITED TO SAME EVENT, SAYS IMRAN KHAN**

RIME Minister Invan Khan Wednesday said was "unfortunate" to see that the Chief Justice of Pakistan and a "convict" who absconded the country were invited to speak at the same event.

The remaits were made at the Kamyab Jawan Corvention 2021 held here – days after a controversy was created after PML-N leader Navaz Sharif's address via a video link at the Asma Johangir Conference in Lahote.

Khan sold that at a function in Lahore the chief justice and Supreme Court judges were invited at a function.

"And who addresses that event? A man who has been convicted by the Supreme Court and RIME Minister Imran Khan Wednesday said

has been convicted by the Supreme Court and who has absconded from the country," remarked

the prime minister, terming it as 'unfortunate'. Khan believed that a nation is destroyed when it stopped considering looting money a bad thing. "When a nation's morals die, that nation dies," he asserted.

asserted. The control of the control

"Where did this money for the apartments come from?" he argued.
"You may call the courts bad, you may call the army bad and I have already been dubbed as bad.
"But answer from where did you get the money to buy those apartments," remarked Khan.
The pirme minister went on to say that he had been dragged to the court over an apartment he owned in the United Kingdorn when he was playing cricket and held no public office.
"I submitted all the details to the court." he said, pointing out that he had bought the apartment when he was a cricketer and not a public office holder. "Yet, I produced all the receipts, but they (PMI-N leaders) lied in the National Assembly (regarding their assets)."

The prime minister lauched four new projects for the uplift of the youth of the

for the uplift of the youth at the on the occasion. The projects include Kamyab Jawan Markaz,

Kamyab Jawan Green Youth Movement, Kamyab Jawan Innovation League and Kamyab Jawan Taient Hunt Youth Sports League.

The prime minister said such projects gave the people an opportunity to develop skills, get loans to start the businesses and "change their lives".

Sharing his experiences and difficulties he had faced throughout his career in arcitet, politics and philanthropy, he said he was able to overcome all the challenges through hard work and because he dreamed big.

The premier also said that when he started his political journey 25 years ago, he found corruption to be the country's biggest problem.

There was a corrupt system in place and that's wif it is talking longer for make things right," he said, adding that the link nation, however, had great potential and was on its way to itse and "become something that was beyond imagination".

### Maryam urges former CJP Nisar to come clean on audio tape



ISLAMABAD STAFF REPORT

Paikstan Muslim League-Nawaz (PML-N) Vice President Manyam Nawaz on Wednesday unged to the comment of the pair of

forced you to convict Nawaz Sharif and Maryam Nawaz? Who asked you to bring Imran Khan [into power]?

In the clip, which has not been independently verified by Pakistan Today, a voice, allegedly of the former CJR can be heard saying: "Let me be a little blunt about it. Unfortunately, here it is the institutions that dictate judgements, in this case, we will have to punish Mian sahab [Nawaz Sharilf, Il] have been fold "we have to bring Khan sahab (Imran Khan) [into power]."

Maryam further said that as soon as the audio clip came

out, propaganda regarding the clip began to prove that the clip was doctored despite the fact that a very renowned American company did the forensic analysis of the clip.

However, the former CJP has termed the audio fabricated and denied that the voice in the clip is his.

Talking about another leaked audio clip attributed to her regarding advertisements on sev-

Tailing about another leaked audio cilip attributed to her regaiding advertisements on several TV channels, Maryam 
admitted that the audio of her 
instructing the media fearm not 
to give advertisements to few 
channels is reduced. In 
the viral audio, Maryam 
was heard glying instructions to 
the media team to stop advertisements of several TV channels during the PML-N tenure. 
The daughter of former prime 
minister Nawaz Sharif had said 
that no advertisement will be 
given to 24News, 92News, 
SAMAA and ARY, 
AVENTELD CASE HEARING: 
Meanwhille, the Islamabad High 
Meanwhille, the Islamabad High 
Meanwhille, the Islamabad High

SAMAA and ARY.

AVENIFIED CASE HEARING:
Meanwhile, the Islamabad High
Court (IHC) accepted the request of Maryam's lawyer for
case adjournment and postponed further hearing on appeals in Aventiled property
reference till December 21.

>> CONTINUED ON PAGE OS

### IN A SURVEY CONDUCTED BY FORESIGHT RESEARCH WITH SMOKERS AND ALTERNATIVE USERS IN KARACHI, LAHORE AND ISLAMABAD, ASAP FOUND:



TANIS BELIEVE

100% OF USERS OF USERS
SWITCHED TO ALTERNATIVES
TO CIGARETTES FOR RETTER HEALTH

% OF USERS WHO SWITCHED FROM CIGARETTES TO ALTERNATIVES BELIEVE THEIR HEALTH HAS IMPROVED AS A RESULT.

NOT SUCCESSFUL.



I ASAP IN OUR EFFORT TO MAKE LLION SMOKERS IN PAKISTAN CIGARETTES.

foresight research

#### Dollar crosses Rs175 mark again with 74 paisas gain

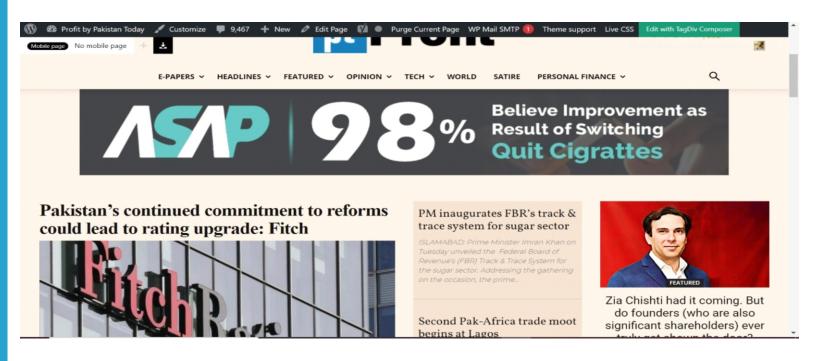
TILTP

Pakistani rupee falled to continue its winning streak against the US dollar on Wednesday, with the greenback crossing Rs175 mark yet once again. According to the State Bank of Pakistan, the Pakistani rupee shed 74 paisas (-o.42 percent) against the US dollar in the Inter-bank market, as the greenback opened at Rs174.30 and closed at Rs176.4, Within the open-market, the rupee was traded at 175.5/177 per dollar.

Overall, the local currency gained 20 paisas against the greenback during the last three days. The rupee's depreciation during the orgoing fiscal year 2021-22 has been Rs17.62 and Rs14.87 in the current year 2021.

According to currency experts, the government's announcement of reaching a deal with the international Monetary Fund (IMF) helped stabilise rupee during the previous two sessions. However, the two-day rally quickly fizzled out as

sentiments turned nervous when participants realised that IMF conditions are very demanding.
They, however, said that completion of the sidh review may help stabilise the exchange rate for a long period, adding it would arrest the rupee's slide and steer recovery of local currency against the greenback. They also said that large the participant is greenback. They also said that large the participant is greenback they also said that large the importance of the suited in ballooning of the current account deficit. Paidstant's current account deficit. Paidstant's current account deficit sharply widened to \$5.08 billion during the first four months [July-October] of the current fiscal reflects that a surplus of \$1.31 billion in the same period of the last year.
The experts said the latest efforts of the SBP might not help stabilise the exchange rate until roreign inflows are not materialised. They said the Saudi government has piedged \$3 billion as cash transfer to Paidstan for assisting in the balance of payment; however, such amount has not been transferred to the SBP yet, sending negative signals to the market.



### = Pakistan Today 9

## 151P 98% Believe Improvement as Result of Switching Quit Cigrattes

# Anti-smog squads target factories as winter sets in



LAHORE: The anti-smog squad van careens through choking traffic in Lahore, on its way to track down factories belching out smoke -- a seemingly futile task in one of the world's most polluted cities. Inside...

'It's unfortunate to see CJP and a convict invited to same event', says Imran Khan

PM launches four new projects for uplift of



NATIONAL

Rare white lion dies at Karachi Zoo NATIONAL

Dollar crosses Rs175 mark again with 74 paisas gain





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#### Sports

Shakibal Hasan blow as Tigers face big challenge against Babar Azam and Co in 1st Test

### **Sports**

Can't take India lightly in home conditions, says Williamson

### Sports

Australia opener Harris says Paine should play in Ashes

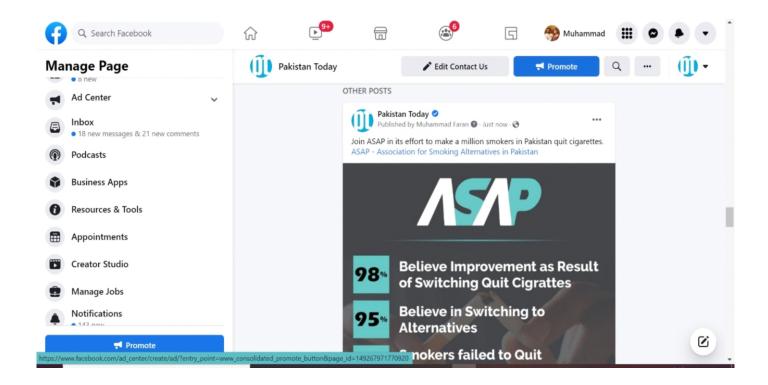
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# PAKISTANTODAY





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