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‘TRANSPARENCY IN PROPERTY PRICES TO END PARALLEL ECONOMY’

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KARACHI: Property prices should be transparent to eliminate the parallel economy, which is estimated to be three-time higher than the formal one, an ex-minister said on Wednesday.

“Pakistan’s official economy is around \$250 billion, while its actual estimated size is \$1,000 billion,” said Javed Jabbar, ex-federal minister, speaking at the concluding ceremony of the two-day MARCON 2016, the marketing conference, organised by the Marketing Association of Pakistan.

Jabbar said serious efforts are needed from federal and provincial governments to ensure disclosure of actual prices of properties at the registration stage. He said a registrar knows the actual property value, but he overlooks the undervaluation.

He appreciated the federal and provincial governments for initiating computerisation

of land record. “This will lead to true declaration of a property value,” he said.

Jabbar, on Panama leaks, said other tax havens should also be discussed.

Talking about image building of the country, he said there is need to establish “Pakistan Centre” across the world to build positive image of the country. He added that these centers should portray soft image of Pakistan and lifestyle of people.

On the occasion, Marvi Memon, State Minister and Chairperson of Benazir Income Support Program stressed the importance of marketing the positive image of Pakistan through products offered by the present government.



Minister of State/Chairperson Benazir Income Support Program (BISP), Marvi Memon Presented a Plaque by Mr. Javed Jabbar at Marcon 2016 held by Marketing Association of Pakistan at Karachi on 27 April 2016

Memon said around 5.2 million women and families are availing benefits under the BISP.

She said the project is aimed at to help women come out of poverty and improve their lives.

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Highlighting the success stories of BISP, she said women in Pakistan have made achievements and they are the role models for others.

newspapers also carried the story and picture)

Talking to reporters, she said the government sent one million children of 5 to 12 years to schools to build an educated Pakistan.

The minister said the proposed terms of reference for setting up commission on Panama Leaks are the best solution to resolve the controversy.



A Group Photo of the Participant of the eight Session on the topic on Brand Building in Connected World. Minister of State/Chairperson Benazir Income Support Program (BISP). Marvi Memon be Seen the Picture at Marcon 2016 held by Marketing Association of Pakistan at Karachi on 27 April 2016

In the last day of MARCON-2016, three sessions were held.

In the first two sessions, speakers shared their experience on the topics of television in the digital age, purpose driven marketing, connecting with ubiquitous customer of digital age and marketing of financial services.

A panel discussion was also held on the topic of marketing in the age of the empowered consumers.

(The Nation, Business Recorder, Pakistan Observer, Frontier Post and Urdu