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A publication of the Centre for Policy Studies

COMSATS University Islamabad
Note from CPS

The Centre for Policy Studies (CPS) aims to improve the lives of Pakistanis by contributing to an informed debate on policy and policy related issues. The content of this CPS Quarterly includes policy briefs, and an interview. The previous issues of the CPS Quarterly are available electronically on the CPS website at http://ww3.comsats.edu.pk/cps/.

Dr. Imran Syed
Head CPS

Editorial Note

The Center of Policy Studies (CPS) focuses on coherent and practicable responses on issues of public interest of policy makers. The CPS Quarterly helps support appropriate recommendations and policy options through sound theoretical and empirical research and global best practices in public policy analysis and management. The Quarterly helps create and execute a research agenda that promotes rigorous evidence-based public policy-making, analysis, and its implementation. Its agenda is to serve as a bridge between various stakeholders such as the academia, industry and Government for promotion of evidence-based policy research carried out by qualified and knowledgeable faculty and experts with the aim to promote the public awareness.

This issue of the Quarterly presents policy related research in five articles. The first is about, Women-focused Policy Making: The Rights-based Approach and Accommodating the Complexity of Women’s Issues, by Dr. Imran Syed, Head, CPS. The second is Use Social Media As A Marketing Tool, by Dr. Saeed Anwar. The third is an interview with Dr Sohail Inayatullah Related to Insights into Foresights, by Umar Sheraz. The fourth is Excessive Use of Smartphone and Its Impact on Human Health: Policy Perspectives, by Abaid Ullah. The fifth is about The Ozone Layer Depletion due to Climate changing and Environment Issues, by Dr. Zahara Bukhari.

Dr. Zahara Bukhari
Editor

Disclaimer: The views expressed in this publication are the views of the writers and are not necessarily the views of CPS or Comsats University, Islamabad.

By Dr. Imran Syed, Head, Centre for Policy Studies (CPS).

Summary

The rights-based approach to development has been growing in importance since the 1990s. Building upon the base of the Universal Declaration of Human Rights (UDHR), global structures for women’s rights have developed to address the particular issues that are generally faced by women. The rights-based approach has its detractors, such as, those who support a “traditional” view of development and those who support the idea of cultural relativism. To examine formulating policy that better accommodates the complexity of women’s issues, this Policy Brief takes a closer look at the areas of poverty and equal employment as experienced by women. In view of the examination, the brief recommends general points that should be kept in mind when developing rights-based policies for improving the lives of women.

Introduction

The support for rights-based approaches to improving lives has grown since the 1990s. These approaches stress that human rights can be an important means in fostering social change and development. However, the granting of rights does not come easily. In most cases the obtaining of rights, be they civil rights, or political rights, or economic rights, or human rights, usually comes in the wake of long, and oftentimes, violent struggles. The term rights, as used in this brief, refer to those legal rights that are embodied in international treaties or in national legislation. The national and the international levels both contribute to the shaping of rights. The interplay between the national and the international level is a two-way process and sometimes national rights can be a catalyst for debating and agreeing on international rights and sometimes the agreement on rights at the international or global level leads to national legislation on rights.

Women’s Rights and the Rights-based Approach

The Universal Declaration of Human Rights (UDHR), which was adopted by the United Nations General Assembly on 10 December 1948, is perhaps the most well-known global human rights document. Subsequent legal regimes building on the UDHR include global instruments that look at specific sub-areas of rights (such economic or cultural rights) or at the rights of specific groups of populations (such as women or children). With regards to women’s rights, even though women’s rights have many commonalities with human rights but there still is a need for recognizing the additional challenges that are faced by women. The recognition that many women’s issues are different from issues generally faced by men, has resulted in important new global conventions, such as, the 1981 Convention for the Elimination of Discrimination against Women (CEDAW). Internationally, the recognition of women’s rights as human rights was first brought up in a major way at the 1993 UN World Conference on Human Rights in Vienna. Subsequently, at the Fourth World Conference on Women, in 1995, the declaration of the Conference stated that “women’s rights are human rights” (UN 1996). International media attention was further garnered when Hillary Clinton, then the First Lady of the US, said at the 1995 conference that “I believe that, on the eve of a new millennium, it is time to break our silence. It is time for us to say here in Beijing, and the world to hear, that it is no longer acceptable to discuss women's rights as separate from human rights” (Clinton 1995).
Over the years, the advocates for global women’s rights have been successful in establishing several regimes that codify women’s rights and these regimes place a pressure on national governments to legislate and formulate policy that provides women greater rights. However, the process of going from global regimes to national policy is not simple or straight forward. Serious challenges to this process come from certain traditional views of the development sector and from a culture-focused view that sees values not necessarily being universal. The rights-based approach has been at odds with the traditional view of many in the development sector who see rights as secondary in progressing development. However, this view has changed with time and in many cases the area of rights and development are now seen as constitutive of each other and both as being essential for social change (Uvin 2004).

In terms of legislation and policy we need to recognize that the rights-based approach struggles with seeking universality and the moral force that comes with it, and balancing this aspiration with recognizing differences and then catering to differences using a rights-based approach. Cultural relativism poses a challenge to the universal applicability of rights and thus weakens the moral authority of any global instrument that advocates rights for women. The cultural relativist position is that rights are “contingent on the customs, practices and values of the cultures those women inhabit” (Terry 2007). The cultural relativism argument does not highlight that prevailing traditions, customs and cultural practices can, to a great extent, reflect exiting structures of power in society. In the case of women, a dominant structure in many societies, but to varying extents, is the institution of patriarchy. With particular relevance to the new millennium, the strength of traditional societal structures is weakening in the face of the ever increasing globalization and the influence of new social media. These developments have helped extend the space for expression and debate and have fostered a process of cultural change (Terry 2007).

To more fully understand how policy can better accommodate the rights of women, in addition to human rights in general, we need to look at specific instances where conditions are different for women when compared to men. The areas where notable differences can exist can include poverty, education, nutrition, sexual violence, employment, disease, reproductive rights, care giving, etc. This policy brief will try and generate general recommendations by specifically looking at two areas: poverty and employment. The reason for selecting these areas is that they are interlinked and this interlinking further highlights the intersectionality and the multifaceted nature of addressing women’s issues.

**Women, Poverty and Equal Employment**

Poverty affects both men and women. The difference is that women face specific issues that are not faced by men. These include that there are a higher number of women in the informal employment sector (thus more women suffer the disadvantages of this sector); women are paid a lower wage generally, both in the formal and the informal sector; and across the globe; more women are involved in unpaid work, such as, household chores and taking care of children and the aged; in households where the gender roles see men as the breadwinner the women are dependent on men for receiving money; etc. These gender specific disparities have an important effect on poverty levels that are experienced by women. There are some structural factors that mask these disparities and one important area is those demographic statistics that are not segregated on a gender-wise basis. For example, some methods to measure poverty use data collected on the basis of households thus are not able to provide specific data on conditions within the household.

In many countries legislation exists on promoting equal employment practices and against discrimination on the basis of sex. However, the pinning down of charges against harassment and exploitation of women are not that easy to achieve and the legislations, even though they may exist, their use is restrained by societal and cultural structures. The #Me Too movement, which started in the US in 2017, has shown the extent of sexual harassment and misconduct in the workplaces of the developed countries. One particular aspect that the #Me Too movement has highlighted is how difficult it is for women and men also, to share the incident of harassment at a public level. In the West, with all its development, women still face the unfairness of the
“glass ceiling” and lower pay for the same amount of work as men. In the developing countries the condition are far worse. Additionally, there are restrictions imposed by society and family on the kind of professions that are deemed suitable for women.

Conclusion

The rights-based approach to development offers an important means of improving the lives of the individual and groups that are disadvantaged. One group that is systemically disadvantaged is women. An examination of the areas of poverty and employment as they relate to women helps show the multifaceted nature of constraints that are faced by women. There is a clear gendering of poverty, driven in part, by the disproportionate numbers of women who are not in positions of paid employment but rather are involved in home making, child rearing, and care giving. This division of labor restricts many women from entering the workforce. However, women are able to surmount these constraints and find position of paid employment. Unfortunately, a disproportionate number of women work in the informal economy and generally conditions of employment in the informal economy means lower wages and lesser benefits when compared to the formal and documented economy. Of the limited number of women who are able to manage formal employment most receive lower wages then men for similar work and the women have to face the possibility of restricted promotions due to “glass ceilings”. These factors show some of the reasons due to which a higher percentage of women will be found in conditions of poverty than men. On top of the higher levels of poverty that are faced by women, their pathways out of poverty are steeper than men on account of lower levels of education, lesser nutrition, the higher possibility of discrimination and harassment at the workplace, etc. This research illuminates that in departing from traditional cultural norms and ongoing discriminatory professional practices, women face a confluence of hindrances. Policy makers need to be cognizant of the multiple disadvantages that women usually face, in comparison to men. The complexity of the poverty and the employment situation faced by women cannot be addressed by simply instituting rights to income and equality. The multifaceted context which contributes to disadvantaging women includes impediments to receiving education, restrictions on mobility, harassment at the workplace, notions of appropriate gender roles, weak policies supporting child care, the lack of policies providing maternity benefits, etc. There is a need to realize that for women to fully obtain the advantages of a rights-based approach, policy makers need to start by understanding the complexity of the situation that is faced by women. Then, in light of this understanding, policy makers need to legislate more than just narrow right-based policies specific to the workplace. These additional policies should address the as many as possible of the myriad of hindrances that are faced by women in general and subgroups of women in particular.

Policy Recommendations:

When using a rights-based approach to improve the lives of women, policy makers need to keep the following in mind:

- The conditions generally faced by women, and sub-groups of women, are very different from men.
- These different conditions usually involve multiple and intersecting constraints on women’s development.
- The effectiveness of a rights-based approach begins with understanding the multi-faceted constraints that are faced by women.
- The better understanding of the lives experience and the constraints faced by women then needs to inform broad rights-based policy making.
References


Use Social Media As A Marketing Tool

By Dr Saeed Anwar, Assistant Professor, (CPS).

Summary

Social media influence diverse areas. For ease of description social media space can be divided into four overlapping areas which include communication, publishing, entertainment and marketing (Barker, Bormann, Neher, 2012). The overlap in these different areas is responsible for squishy nature of social media, despite, the complexity associated with it. Focus of this policy brief is to analyze ‘how to use social media as a marketing tool.’ It is a form of online marketing. It aims at implementing a number of social media networks to accomplish marketing communication and branding goals. SMM mainly cover activities connecting or sharing content of social things, videos, and images for the sake of advertising.

Commonly used Social Media Platforms:

Social media sites such as Facebook, Twitter, LinkedIn, YouTube, Google+ and Instagram serve as significant target areas for marketers seeking to engage users. Among these Facebook (FB) is the prevalent and gigantic social media network on the internet, both in terms of recognition of name and majority number of users.

Steps Involved in SMM:

Marketing, in its true sense, is basically a four-step process;

1. Find Interested People (engaging users immensely)
2. Deliver Quality Content (reliable content)
3. Capture Information (focusing statistics)
4. Stay in touch (building a loyal fan base)
Benefits of SMM:

The two major benefits of SMM are increasing exposure and increasing traffic. In relation to Social Media Marketing Industry Report 2016 (Royal Pingdom, 2017), almost around 89% of all vendors specified that their social media campaign have created more publicity for their businesses. Secondly, 75% reported positive results for increasing traffic. Also, confirming to the fourth step involved in SMM (mentioned above), 68% of marketers have used social media to develop loyal fans and gaining 66% marketplace intelligence.

Figure 1 is showing the benefits of SMM focusing TOP OF MIND approach.

![Image of TOP OF MIND diagram]

Challenges involved in SMM:

Connecting and developing relationships with influencers and experts in the field of business will consequently help in achieving goals. Although, it requires time; however, there are certain ways to speed up the marketing process.

Therefore, the major challenges that need to be addressed are:

- Campaign that meets the competitive edge (following new marketing trends).
- Targeting an increase in Return on Investment (ROI), i.e., driving more revenue and sales.
- ‘Doing more with less’, means, marketers need to be more efficient and utilize right tools.
- To cope with social media crises. It places a potential online threat (attack) that has a harmful impact on business as well as reputation of that particular organization.

Using Social Media as a Marketing Tool in a most Effective Way:

Identification of Target Audience:

The first step involved in marketing is to know about the audience. Demographic and behavioral analyses are significant components of marketing and are used in identifying customers, considering, any advertisement
platform. Variables such as age, gender, income and occupation provide important hint about consumer behavior. Also, people who share same demographic profile commonly have the same purchasing behavior.

After identifying customers, second step is to see which social site they mostly use. For instance, teenagers tend to connect on platforms such as Facebook and Twitter, professionals over the age of 35 mostly use LinkedIn (Royal Pingdom, 2017).

Most of the social media apps have a ‘Search’ function to find out the targeted audience. Like Facebook’s graph search, Twitter’s advanced search and LinkedIn’s people search are used required specifications.

**Rules of Engagement for Social Media:**

How you develop real relationships with customers is a key aspect of engaging with them. Relationships are created by adding value to the conversations relevant to company/industry. Consumers do want to interact with their favorite brands. And in this way, they get hooked up with companies. In accordance with report (social media marketing industry report, 2016), “At least around 90% of masses or marketers would love to know the most effective social tactics and the ideal way to keep the interest of their audience with social media”. Few rules that need to be focused are;

- **Rule of providing good content:**

  To win audience trust, company should use good quality content. The more the original and organized content is available, the more the audience is likely to share and respond.

- **Rule of Listening:**

  Staying in touch with audience through liking, re-tweeting and responding through comments is a key skill in online as well as in the offline world.

- **Catalyze your community:**

  A lot of comments on a good content is not always a sign of a fully engaging audience. However, if followers are interacting with one another and moving on in new directions, it means you are very successful in engaging customers. Also, a company can put questions itself to keep the conversation going. Keeping in mind that it is a conversation between company and its audience, so, company should talk to the community as if it is talking directly on the phone or sitting next to its audience.

- **Be different:**

  Since social media is getting crowded, a company should try to stand out by stirring up a new issue or giving a new dimension to an old one.

**Viral Advertisements and Publishing Blogs:**

Basic criteria for viral marketing includes; the messenger, the message (content) and the environment (online media). They should be executed in an effective way for proper advertisement of content, that is, in the form of text, graphics and videos. Purpose is to enable social outreach. Also, easy sharing and downloading of content.

**Publishing** is a very critical step that makes the content available to the audience. Also, branding of ideas in a short and precise way leads to a good traffic rate. Ultimately, increasing ROI and reaching the target of success.
Protection against Social Media Crisis:

Social media is a modern-day technique because of its immense reach and lasting impression, as, it provides the real value. However, it can also creates real risk, if, not addressed properly. Sometimes posts and ads face a constant threat from competitor’s promotions. An employee can accidentally post a negative comment on a company’s Facebook account, or, the business is caught in a whirlpool of insensitive remarks on twitter (brandbastion, 2017).

Firstly, a company and different brands should have a proper plan and guidelines to act quickly and efficiently when a crisis begins. They should know how to handle things on social media and to be prepared for it. A proper crisis flowchart should be made with all the potential threats identified. They should build complex passwords for securing their social media.

A Company should respond immediately and doesn’t let offending posts stay on their accounts or better issue an apology or disclaimer. This shows that a company’s social media accounts are actively monitored. A Company should also avoid copy and paste crisis management and responds by putting an authentic human face behind the messaging. Another useful way to respond to crisis is to incorporate a little humor/joke into their social media messages. Tone can ease customer’s thoughts and help to enhance the company in a positive light. A Company can also make sure that their audience can also get the joke; otherwise it would make the problem worse. They shouldn’t respond to their customers in anger, no matter how annoyed the customer is.

A Company’s social media security would be protected if they follow these simple steps. Instead of fearing social media crisis, a company should employ understanding, empathy and to be sincere.

Conclusion:

Comparing Social Media and Traditional Advertising Channels:

Earlier traditional advertising channels are the only platform to spread the messages. It has created exposure for businesses for decades. TV, radio, newspaper/magazines were the marketing tools through traditional advertising channels. It is a one-way communication system. They are almost everywhere. But now we have advanced a lot, social media has replaced traditional communities and this is what appeals people in social networks. It’s like a two-way relationship. It allows the audience to engage with their consumers and to provide immediate feedback. Although traditional marketing can easily reach the target through local audience, and can be easily understood by most people. But it is more about providing the information to public with a very less interaction between the medium used and audience. Social media has now rapidly incorporated into our daily lives, both personal and professional and it is also less expensive. TV is the most expensive medium in terms of cost. Although TV can present stories with characters, graphics, written, sound, movements. Radio has no visual section. However, social medium varies from video streaming to text copy (Thurman, 2017).

Even, now, traditional elements can be merged into social media campaign. Thus, transition from traditional to social media can be one of the most impactful thing to be decided for business or for personal level. Social media gives the multiple outlets to market the brands proficiently. In this way, the perfect strategy is being made to define our goals.

Policy Recommendations:

Based on the above mentioned research, following policy recommendations are made to improve the use of social media as a marketing tool in Pakistan:
• Carefully drafted clear, specific, measurable messages should be shared on social media.
• The language used should not be offensive. The language should be decent and acceptable.

• The needs of every generation should be kept in mind while using social media as a marketing tool in Pakistan.
• The cultural differences should be kept in mind when using social media as a marketing tool in Pakistan.

• “Digital marketing is extremely crucial and vital in recent era in which mobile phones, display advertising, and any other digital medium is used effectively for marketing of products or services using digital technologies, mainly on the Internet.”.
• Social media has a potential advantage on Google in the future. However, Google is finding ways to bridge the gap, as, evidenced by some of their adjustments: Google Wave; Google’s collaboration tool to combat Twitter and Facebook. Some have marked it as “21st century e-mail”.

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http://royal.pingdom.com/study-ages-of-social-network-users [Date: 28/3/2017, Time: 11:00 PM]


Interview with Dr Sohail Inayatullah related to insights into foresights.

By Umar Sheraz, Senior Research officer, (CPS)

Dr. Sohail Inayatullah holds the UNESCO Chair in Futures Studies at the Islamic Science University of Malaysia (USIM) and a professor at Tamkang University (Taiwan) and an associate at Melbourne Business School (Australia). He has worked extensively with governments, international corporations, and non-governmental organizations around the globe to re-author their futures. He is co-editor of the Journal of Futures Studies, associate editor of New Renaissance and the author of more than 300 journal articles and books including, “The Causal Layered Analysis Reader and Globalization and World Systems”. He was a presenter at the USIM-COMSATS international workshop on foresight and innovation held in Malaysia from 10-14 May, 2018. He graciously agreed to give some time for an interview and the excerpts are given below.
Umar Sheraz: Dr. Sohail, Thank you very much for your time. So what is the role of a futurist and why is foresight important?

Dr. Sohail Inayatullah: The role of the futurist is dependent. Some ministries have them and their role is to help the government in anticipating new problems, identifying emerging issues and developing new solutions.

Second, many nation states have developed National foresight projects. The role of these foresight projects is to imagine where the country would be in a given time period, for example, Malaysia 2020. So you set up a vision and a target and that vision then funnels energy, resources and direction for implementation. So the role of a futurist is to anticipate the future and to anticipate opportunity. Second is to focus on a national vision or a corporate vision to give direction.

Umar Sheraz: How to use the outcomes of foresight workshops, to influence future strategy?

Dr. Sohail Inayatullah: Right now we are part of a capacity building workshop on futures, but client based workshops are more important. So for example, a company wants to figure out the future of X. This is what we are struggling on in terms of the uncertainty of the future, so please help us out in exploring the future of this particular issue. In such cases there is a particular focus and there are resources which are allocated.

So recently, I did a project with Victoria rural health, in Australia. There were about 50 CEOs in that room and for the first day and a half; we imagined the future of health, which was predictive, personalized, partnership based, participatory and preventive. On the second day, one of the directors was very upset and his view was that the work being done was great but the vision was too far into the future. We need something tangible. Then we broke into open space Technology and 7 CEO’s showed their interest to lead. They came up with 7 different research projects and the other people formed groups with the projects that they wanted to work on. Then we spent about two hours outlining the seven different projects. At the end of the second day, the head of the organization declared that he would provide funding to all the 7 projects. So that created dynamism, innovation and energy. And because the funding was allocated there was certainty about moving into the future space.

The head of foresight exclaimed that what we are doing is great; you are funding 2020 but what about 2030. So the head declared that 25 % the budget goes into the radical vision and the rest of the budget would go to the projects which create tomorrow. So this way client based workshops are more focused and you walk away with a sense of contributing towards the future. I helped them in trying to figure out the direction of the future and what alternatives exist.

Umar Sheraz: Some part of your work also includes fantasizing and storytelling. This is quite contrary to the work which we do in planning where there are lots of numbers and statistics. What is the role of storytelling in foresight?

Dr. Sohail Inayatullah: Forecast is rational and quantitative and the question that comes up is that do we have the ability of fulfilling that forecast. Story telling is based on metaphor and the hypothesis is that it is a different way of thinking about things. Stories are a deep ways of understanding who we are; they provide insight. I was involved in one project with a law enforcement organization. Now this group was thinking about genomics, about e-health, about new types of crime areas but those were the content areas. The issue for the head was how we should design the project. So I asked her, what is the metaphor of your project? Her reply was that right now the law enforcement community in this country is in a village and a tsunami of crime is coming and we are not ready for that tsunami. So then I asked her what is your role? She said that I am the officer with a machete and I am going to go through the jungle and make a clearing. I will then tell the law enforcement agencies to come with me to avoid the tsunami. So now through story telling she was able to know her purpose. Then we developed an integrated scenario in which she was the person with the machete creating the pathway. The law enforcement officers in the village are about to drown. “Will they go with
you?” she said, “Probably not, they do not want to go in the Machete ride”. Then the new scenario was that she takes them to a half way place where they are safe. Then we asked her HR colleague “what is your story?” She said “I am the white witch. I am the seer who gives advice to my friend who has a machete”. So as a team, one of them is a seer (the overall strategist), the second one is a doer. So within the metaphor, they found a way in which they could act and try to create a different future. That became very powerful. So the metaphor helps us to develop the capability to change.

Umar Sheraz: You are involved with foresight work in different parts of the world. In your observation, what is that nightmare scenario which is going to hit humanity really hard?

Dr. Sohail Inayatullah: The time between transfer of power between hegemons is disturbing. So when one hegemon controls the world, the world usually hates the dominant hegemon. When the dominant hegemon declines and emerging hegemon arrives there is a period of 10 to 20 years which is very difficult. I believe that we are in that transition; the rise of China and the decline of the US. There are going to be a very uncomfortable next 10 years. The old hegemon could be wise and say this is the emerging world. So let's make treaties and let's move forward and make a safe transition. Or they could choose to fight which creates a possibility of real wars. That worries me and when I look at south East Asia I can easily see this area as a site for major naval battles. And this is scary for me. Other than that my kids living in 2080, in an era where there is smog everywhere and dramatic climate change. That is really scary for me. So I guess the issue is governance. We are not wise enough to make a transition to a better global governance system. We are going to have this conflict between China and the US and everybody loses in this fight.

Electoral Integrity, Political Slogans and Paradoxes of Public Policy in Pakistan

By Dr. Muhammad Shakeel Ahmad, Assistant Professor, (CPS)

Summary

Elections are a fundamental tool of political expression that determine the nature and tone of public policy. Flawed electoral integrity and continued policy paradoxes undermine confidence of electorate over representatives which can lead to protests, political conflicts and damage voter turnout and sometime lead to regime change. During public policy formulation processes, some electoral pledges, slogans and manifestos are translated into public policies while others do not see the light of day. Why are a few pledges translated into public policies and others are not? Are electoral pledges a realistic representation of electorates? To what extent is electoral integrity a policy-oriented response of electoral pledges? This policy brief is an attempt to explain the challenges of electoral integrity and its relationship with electoral slogans and policy paradoxes in Pakistan.

Introduction

Political parties, policy makers, bureaucracy and other stakeholders always parade their intentions to initiate effective public policies, but their outcome is a severe paradox for common people and it effect a relationship of governing and governed (Pierre Lascoumes, Patrick Le Gales, 2007 ). Elections being a legitimate ground for those who are formulating policies are grounded on unevenness in hybrid societies like Pakistan. The electoral unevenness generates electoral authoritarianism where electorates can observe regular electoral exercise without democratic practices. Pakistan’s electoral history is entrenched in colonial restricted representative model which later transformed into universal suffrage in 1970. Since 1970s electoral processes

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1 As per Freedom House index 2017, Democracy is divided into four categories including full democracies, flawed democracies, hybrid regime and authoritarianism. Pakistan id included in hybrid regime.
have many ups and downs. From 2002 to onward, elections are being held on regular basis, but these elections have a problematic relationship with liberal democratic principles. Electoral history of Pakistan shows that elections are an instrument of authoritarianism rather than the instrument of emancipatory democracy (Jacques Rancière, 2017). The electoral legitimacy of powerful dominant representatives deeply affects public policy discourses in Pakistan. The paradoxical relationship of public policy has favoured those powerful groups who are assuming electoral power based on unevenness cause by paradoxes of public policy. The paradox of public policies and an idea of electoral integrity involve a vicious circle of sub-ordination and domination, which compels voters to participate in electoral process. Electoral process takes power from voters for the next five years. By taking electoral control, representatives enter into a bureaucratic arena of state for public policy formulation. Bureaucratization of public policy and disconnecting them from electoral arena causes policy paradoxes in Pakistan. Public policy instruments are key indicators through which electoral integrity can be understood. Public policy instruments like governance, tax culture, corruption, social development, etc are underdeveloped indicators in Pakistan. The state of underdevelopment is deeply entrenched in rhetorics of electoral integrity and policy paradoxes. (IFES, 2014)

Discussion and Analysis

Pakistan Tehreek-i-Insaf (PTI), the ruling political party under Imran Khan got electoral victory in 2018 general elections from Pakistan and is now attempting to translate their electoral promises into public policies (Victory speech). PTI electoral campaign and Prime Minister Imran Khan’s victory speech is to be reflected in public policy domains. The major challenge for PTI as the ruling political party in Pakistan is formulating a comprehensive public policy in the light of their electoral pledges and slogans. If these slogans and pledges are not transformed into public policy then it will be a severe challenge to electoral integrity in Pakistani society. “Integrity” in its normative context is an idea of honour and dignity with deep political motives and the tool of integrity other rival dominant political stakeholders for their own interest. (Holly Ann Garnett, Margarita Zavadskaya, 2017).

Electoral slogans and manifesto of political parties are produced as guiding principles towards formulating public policies. Before elections, political parties claim that through electoral slogans, campaigns and manifestos they will enable themselves to connect their programmes with public policies. In democratic societies there is strong electoral accountability and a close linkage between public policy and electoral pledges made by elected officials. (Lucy Mansergh and Robert Thomson, 2007).

In Pakistan’s electoral history, electoral pledges and public policy have inverse relationship with each other which causes policy paradoxes. During election campaigns, political parties make colourful pledges and slogans which can not be linked properly with public policy instruments. Politicians and political parties assumed power through popular transmission of electoral slogans and pledges as a political tool. Voters are mobilised and motivated by electoral rhetoric.

The present government of PTI got electoral momentum under the electoral slogans of “change”( Zulfiqar Ali, 2018). The electoral slogan of change became popular electoral slogan of youth and middle classes in recent elections 2018. The politics of change and youth mobilisation were more forcefully boosted in 2013 elections when election commission of Pakistan released statistical figures that out of 84 million registered voters, there were 47.8% voters in the 18-35 years age bracket (ECP). Electoral politics is now laminated by populist oriented electoral slogans, electoral promises and political rhetoric with minor focus on public policy. “Tabdeeli (Change)”, “Naya Pakistan (new Pakistan), “Do Nahee, Aik Pakistan (not two but one Pakistan) were the electoral slogans which were used by PTI to win the election (website). After getting electoral victory in 2018 elections PTI is now attempting to translate their electoral promises into public policy formulation. The victory speech of Prime Minister Imran Khan reflects policy guidelines towards translating electoral pledges into public policy domain. He said that people in Pakistan are dying from hunger and his policies will raise living standards of weaker segments of society. He also expressed that his policies will focus on human development. PTI slogans got severe setback in by-elections which was held on 15th October 2018 just two months after assuming power of the present government.
Sloganeering of electoral integrity and ambitious unfulfilled statements have been observed since colonial period. The previous electoral history during colonial and post-colonial period has witnessed a continuity of similar electoral pledges and slogans which could not compatible to the emancipation of common masses in Pakistan. The most popular neo liberal electoral slogans is “change” and which related to “Naya Pakistan” was not a new tactics of sloganeering but it is a continuity of earlier strategies of electoral colonization of people. “Roti, Kapra aur Makan (bread, cloth and shelter) was used by ZA Bhutto as an electoral slogan in 1966 when manifesto of PPP was drafted.( Philip E. Jones, 2003) The slogan got popularity in 1970 elections in rural and urban areas of West Pakistan. The opposing slogan was propagated by right wing political parties. This slogan was “Pakistan Ka Matlab Kia-Laillahailallah (What is a meaning of Pakistan-There is no god but Allah). Both slogans were unable to translate into the welfare of peasants and working classes. Similar slogans which were used to get vote in 1970s were, “Daal Roti Khain Gey-Bhutto ko layengey (We will eat simple fare but will ensure Bhutto’s victory). Similarly “Note be Dein Gey-Vote be Dain Gey (we will give money-we will give vote [Bhutto] . The promise of “Better Pakistan-Greater Pakistan” was propagated in 1979 when General Zia came into power (Hassan Abbas, 2005). During and after Zia “Bhutto” became an electoral slogan which was used as a symbol of political resistance. “Jeay Bhutto, Naraye Bhutto, Kal be Bhutto Zinda Tha-Aaj bhi Bhutto Zinda hay, Tum Kitney Bhutto Maroge-her gher se Bhutto nikleyga” were the popular electoral slogans.

Since 1988-1999, PPP and PML-N governments were repeatedly dissolved on the basis of corruption charges. During this period rapid electoral campaigns were launched. This period was also full of electoral pledges and slogan with minor attention on public policies. In 1980s new parties with new electoral pledges, slogans and songs emerged on the electoral arena of Pakistan. Charon Subon ki zanjeer-Benazir, “Mashriq Ki Behti” and “Benazir Ati hay-Ingilab Lati Hay” were used in electoral politics. Similarly other opposing electoral slogans like “Jaag Punjabi Jaag-Teri pag nau lag giya daag (Wakeup Punjabi your turban is stained) . Other slogans like Qadam Barahao Nawaz Shrif-hum tumerey saath hain” was entered into electoral campaign in 1993. Elections 2018 was full of elections slogans, songs and pledges. “Vote ko izzat do” (Respect to vote), Change, “Dehko Dehko Kon aya-sher aya”, “Mian de Narrey” on Jugni tune, “Khatron ka Killari”, “Aik Zardari Sub pe Bhari”, Rok sako to rok lo-tabdeeli at ray”, “Bibi Shaheed Rani ki Tasweer- Bilawal” were the slogans which sidelined the debate on public policy issues in Pakistan.

Conclusion

Electoral slogans and pledges have been used to distort popular debates on public policy issues in Pakistan. Politicians and political parties only try to win elections without policy oriented programmes. Primordial, clientelist and patronage-oriented politics has favoured the political noise of slogans and emotional populist electoral pledges. Emotional slogans are the basic characteristic of electocratic regimes. The paradoxes of public policy are entrenched in electoral pledges and electoral slogans which were used to deceive voters on large scale. These electoral pledges and slogans are the key tactics in the hands of political parties and politicians to steal the powers from masses. Only those electoral pledges got consideration in public policy domain who favoured powerful classes in electoral arena. Public policy seems as power policy to create hegemony over the powerless classes. Sloganeering of electoral integrity and discourses of public policies seems as a continued reproduction of web of structural power which help to make an order of silence amongst the common masses and favoured dominant segments in society.

Recommendations

1. Effective public policies could not be archived without ensuring electoral integrity. There is a need to ensure electoral integrity for effective public policy.
2. Ensure free, fair and transparent electoral process for all.
3. Civil societies, activist groups and larger societal watch over integrity of electoral process and formulation of public policies must be ensured.
4. Political parties who are unable to translate their electoral pledges into public policy after assuming power must be banned to contest elections for next two-three terms.
5. Electoral pledges that are used to steel the sentiments of voters and could be translated into public policy should be banned.
6. There should be a ban on political parties on fraudulent and emotional speeches/slogans who are not operationalize and unachievable.
7. Political parties, contesting candidates have clear understanding of country’s socio-economic profile and they should be encouraged to formulate effective public policy strategies for sustainable development of country.
8. Political parties and contesting candidates must be encouraged to affiliate themselves with leading think tanks of the country for preparing effective public policies.
9. There is a need to incorporate lower and powerless strata of society in public policy formulation process

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Excessive use of Smartphone and its impact on human health: policy perspectives.

By Abaid Ullah, Manager, (CPS)

Summary:

This policy brief is about extensive usage of smart devices especially smart phones and its impact on human health, especially the mental health of children. The Policy brief provides the background of the smart devices especially smart phones and various applications available for installation. Extensive usage of Smartphone has been discussed in the literature review and evidence has been collected through reading and giving reference of various online articles/journals. It has been observed that Smartphone usage has increased significantly and parents ignore their children while dealing with the device and this has created a gap
between the parents and the children. The best example is the kid’s recent demonstration held at Hamburg Germany for attraction of parents’ attention towards kids.

The other mental health issues which arise due to extensive Smartphone usage have also been discussed along with Dr. Redesky’s guidelines for Smartphone usage at home. Some statistics of the growth of the telecom sector in Pakistan has also been discussed along with the conditions of extensive usage of Smartphone and its impact on Pakistan youth.

**Introduction**

Smartphone are a very recent invention in the world and a big part of the world population is now dependent on Smart phones. A variety of brands are available in the market and people have a craze to buy Smartphone with value added features, and an increasing number of mobile applications provide comprehensive solution to everyday life. Smart phones also provide advanced computing capability like videos, ecommerce, information retrieval and internet facility to search the web. This technology has brought revolution in recent decades among the people’s lives and creates ease and comfort for many people but apart from its benefits, this revolution has some negative impact on human life.

This policy brief is about extensive usage of Smartphone and its negative impact on human health especially children associated with the Smartphone or directly affected by the usage of Smartphone. It has been noticed that people are more associated with their device and they have little time for their friends, family and relatives.

Smartphone has been introduced in the market in the late 90s, but its popularity increased after the launching of iPhone in 2007. The Industry has been revolutionized with the invention of iPhone which is perhaps Apple’s best product, with lots of features. People are so crazy to buy Smart phones that an advance booking system has been introduced in Europe whenever Apple launches a new iPhone version in the market. The First Android device was introduced in the market in the late 2008

Now a day’s people are accustomed to using Smartphone and they always keep it in hand and when kids ask any question or any other advice their parents reply has always been delayed and most of the time parent’s response comes in a mechanical way due to excessive usage of Smartphone and this creates bad impact on the children’s life. Through this policy brief we have tried to study the usage of Smartphone and its effect on human health.

**Smartphone usage impact on human health:**

Parents are so busy with their smart devices that they have very little time for their children. They have no attachment with their children and children feel that they are being ignored by their parents. (Hulsman(2014) highlighted the importance of healthy attachment of children with their parents and healthy attachment can be formed through eye to eye contact, skin to skin contact and talking with each other. But excessive use of mobile devices is creating a gap between children and their parents.

During last decades Smartphone usage has been increased and cellular companies are now functioning in every part of the world and providing their services to the users. Users are now more compatible with the device.

The International Agency for Research on Cancer (IARC), a subsidiary of WHO identified that electromagnetic fields radio frequency has generated carcinogenic directly linked with wireless phones usage and it has effects on humans. In 2011, a working group of 31 scientists comprising of 14 countries had assessed the potential carcinogenic hazard from exposure to radio frequency electromagnetic fields emitted by wireless communication devices in France and they have revealed that the hazard omitted from cell phones have a direct link with causing cancer in humans (WHO, 2011).
Communication channels have changed now days. Smartphone provide us various ways to interact with each other through text messages, whatsapp or so many other applications that are available on Smartphone that allows us to interact with each other. Even some time sitting at home parents and children communicate with each other through text messages and whatsapp. Many other apps are available on the Smartphone for communication. The problem is that the increasing number of communication channels through Smart phones plays a role in decreasing strong bonding between parents and their children.

A seven-year old child lead a demonstration at Hamburg Germany against parent’s excessive usage of smart phones. Children were carrying banners and chanting slogans against it. They claimed that we are being ignored by our parents because they are so busy with their smart phones and have little time for us. The children sent a strong message to their parents through this protest, that “Play with me, not with your smart phone” and “we are here we are loud because you are looking at your smart phones”.

Apart from the vital benefits of smart devices, a study conducted by (Harwood etal, 2014) identified close association between excessive usage of mobile phones and its impact on mental health and it leads towards stress and depression among the human beings.

It is hard for parents to balance between office, home and social life and a study suggests that this is creating an internal tension among parents and is leading them towards conflicts and negative interaction with their children. This study was published in: Journal of Developmental & Behavioral Pediatrics (Resnick 1997).

The prolonged time of Smartphone usage brings eye tension among people. The study conducted by Leonid Miakotko (2017) revealed Smartphone usage and its bad effects on human health. The study confirmed that extensive usage of Smartphone leads towards muscles tension like abductor pollicis and caused eye tension and fatigue, trapezius, extensor pollicis longus (Miakotko 2017).

**Pakistani youth and Smartphone usage:**

The telecommunication sector has brought substantial benefits in Pakistan’s fiscal, social and economic sector, and the numbers of users have increased from 0.3 million in 2000 to 34.5 million in 2014. The Cellular Tele density in Pakistan has also grown to 75.6% which was measured 22% in 2003-6. Pakistan telecom sector has received 7.14 billion foreign direct investments during the period of 2003 to 2013 and thousands of jobs were created in Pakistan. Telecom sector is one of the highest contributors to the National Exchequer. FBR have collected Rs. 57.78 billion GST tax from telecom sector (Yasir Imtiaz, etal, 2014)

A recent study conducted by (Ahmedetal, 2011) shows encouraging results and this piece of research was conducted for exploring trends of mobile phones usage among Pakistani youth and the findings of the study suggests that a majority of the Pakistani youth are very few who make longer than intended calls and they do not ignore their friends while engaging with their smart phone. Majority of Pakistani youth have no complaints of Sleep loss, depression and nervousness due to excessive use of smart phones and this ratio is less than other countries. Study also suggests that in Pakistan and very few Pakistani youth are in addiction of smart phones. Most Pakistan would be able to maintain decorum of Smartphone usage during social gatherings, driving and they are more focused on their priorities rather than Smartphone (Ahmedetal, 2011).

**Smartphones usage policy perspective:**

Dr. Redesky and his colleagues conducted his research in fast food restaurants and they explored that excessive usage of cell phones by parents are directly linked with few verbal and nonverbal interactions with their kids. Dr. Redesky and his colleagues through extensive research have laid down following
fundaments for the parents. It is suggested to not use smart devices during bedtime, lunch, dinner and breakfast. Parents need to identify space and time for mobile phone use during staying at home, for this purpose parents can use a separate room to use mobiles during selected course of time. Children feel more excited when their parents come back home after work and they want to spend some time with them and parents can play a more effective role in their children development. (Radesky, 2013)

The other important measure that can be taken by parents is to use mobile user tracker. There are various applications available and these apps can identify that how much time you have spent on Facebook, WhatsApp and email, office work etc. The parents can identify the importance of time spent on mobile and cut off their timing and can utilize this spare time for their children.

Parents can also identify the most stressful time during the use of mobile and can work on it when their children are occupied. This will help the parents to process the information instead of interrupting the time spent with their children who can react to your negative emotions with their own negativity.

Recommendation:

Keeping in mind Dr. Redesky suggestion, the following are recommendations for smart phones users.

- Identified suitable timing for mobile usage and create Work-life balance
- Avoid using smart devices during lunch time, tea time and family gatherings.
- Turn off notifications from your smart phone’s settings.
- Set specific boundaries for Smartphone usage

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The Ozone Layer Depletion due to Climate Changing and Environment Issues.

By Dr. Zahara Bukhari, Assistant Professor, (CPS).

Introduction

The past century has seen scientist discover that the planet has been warming up. Studies carried out indicate that the temperature of the earth from the beginning of the twenty-first century has risen by a degree Fahrenheit. This might appear a slight increase in temperatures but specialists in this field of study argue that it might have devastating effects not only on human life but also the entire earth biological diversities (Lubin & Jensen, 1995). A number of studies to determine the cause and effects of the ozone layer depletion have been conducted by guru researchers. Furthermore, this paper will start by addressing the role ozone layer plays as well as the responses people should have in order to minimize the effects of the ozone hole.

Role of Ozone Layer

The ozone layer, found in two regions of the Earth's atmosphere, plays pivotal roles to earth's life. Stratosphere is a region of the atmosphere found slightly above the earth's surface. On the other hand, the other region of the ozone is referred to as the stratosphere. The two layers show how ozone layer distributes in the atmosphere. Although stratosphere and troposphere constitute chemically identical oxygen atoms, they play different roles in the atmosphere and their depletion carry different effects humans and other living things. The upper ozone or sometimes referred to as stratospheric ozone or good ozone absorbs the ultraviolet light which damages biological life by allowing a small amount to reach the surface of the earth. The ozone absorbs ultraviolet radiation thus creating a source of heat which forms the stratosphere. In this regard, ozone, therefore, plays a crucial role in controlling the temperature structure of the Earth's atmosphere. Absence or depletion of the ozone layer affects the filtering capacity of the ozone layer thus, allowing more ultraviolet radiation to penetrate the atmosphere and reach the earth surface. It is common knowledge that this radiation carries harmful effects on animals and plants. Several studies indicate that bad ozone strongly react with other molecules and hence toxic to living systems. The same studies have further documented the harmful effects of ozone on human health, crop production and forest growth.

Causes of Ozone Layer Destruction

There are several factors that cause the destruction of the ozone layer. These factors include; first, water vapor is a strong destroyer of the ozone layer. The ozone layer is affected negatively by the presence of water vapor in that it suppresses the formation of the ozone layer by providing a decay path. Large quantities of anomalous stuff associated with ozone hole such as clouds lead to suppression of ozone by water vapor. Water vapor, carried by high-altitude craft also reduces the oxygen that makes ozone.

Secondly, the depletion of the available oxygen is another cause of ozone destruction. This is due to the fact that ozone is formed from oxygen and that actions or processes that cut down the viable plant life and cutting of trees that make oxygen lead to depletion of the ozone. Therefore, Lack of enough oxygen leads to the decay of the unstable ozone, which in turn attack the molecules not protected by fluorine, when the ultraviolet rays from the sun hit. It is also pertinent to note that the ozone layer depends on the UV-C light from the sun to make fresh ozone each day (Blaustein et al., 1994). Contaminants, therefore, reduce the equilibrium ozone concentration, allowing harmful ultraviolet rays to penetrate earth surface and damage sources of food.

Thirdly, the accumulation of gases more so carbon dioxide in the atmosphere which results from fossil-fuel emission, contributes a great deal to the depletion of the ozone layer. Human beings involve in activities that emit considerable amount of carbon dioxide into the atmosphere. For example, vehicular activities, factories, airplane activities, and coal plants release gases to the atmosphere increasing the concentration of carbon
dioxide. This increased burning of carbon in turn destroys the very fundamental storage of carbon. Other human activities that result in gas emission, which deplete the ozone layer, are methane produced from agriculture and landfills, oxide from fertilizers and other industrial processes, and the greenhouse gases (Stix, 1989). The later include the ability to trap more heat than carbon dioxide thus making the sun warming rays leave the earth and the greenhouse gases remain in the atmosphere. These gases lead to an increase in earth's temperatures leading to changes in patterns of the weather, and also changes in the climate. In a nutshell, the gases carry along effects that are harmful to the ozone layer and failure to reduce human activities that lead to emission of these gases, then ozone will continue to deplete.

Human beings are supposed to be the custodians of the environment but, unfortunately, they are the ones behind its destruction. They ought to ensure that the environment is preserved for the survival of the ecosystem. This is, however, not the case because human activities in the recent past have and continue to destroy the environment. The need to meet economical demands, for instance, has driven human beings to engage in deforestation which increase the severity of ozone destruction. This act of converting forests into towns and farmlands leads to release of carbon dioxide into the air. Living plants act as storage of such carbon dioxide and on their death and decay, the same carbon dioxide is released back into the air. Clearing grasslands and forests for timber make a large amount of atmosphere and increases greenhouse gas amount in the atmosphere. Moreover, the destructions of rain forests that form a cooling band along the equator have led to massive climatic changes in the world today. The carbon emissions that result from deforestation seem to have more damage to the ozone layer than the one caused by vehicular activities and factories. It is, therefore, paramount to conserve the environment.

Last but not least, ultra violet rays are damaging the ozone layer from the outside. This happens because we are busy destroying the ozone that protects us from harmful rays from the inside with carbon dioxide and other ozone depleting substance that we release into the air.

**Effects of Ozone depletion**

There is a widespread public and scientific concern and interest about the loss of ozone in the atmosphere. This is informed by the devastating effects of a depleted ozone when it comes into contact with life forms. In short, what I mean is that destruction of the ozone carries with it an ugly destructive side.

Problems of ozone depletion have substantial effects on bio diversity in that it's exposed to ultraviolet rays that reach the earth. The ultraviolet light carries harmful health consequences on human beings and animals. UV-B, for instance, reaches the surface of the earth due to ozone depletion and may cause cancer of the skin. Surveys indicate that, by the year 2075, around sixty million Americans will succumb to skin cancer because of depletion of the ozone layer.

In addition to skin cancer, depletion of the ozone also causes other diseases such as malaria and other infectious diseases. Cases of cataracts, for instance, will increase as a result of ozone depletion. Depletion of the ozone also leads to climatic changes, change in weather conditions, and other ecosystem changes which affect the quality of air, food, and water increasing the vulnerability of a person to health risks. Research indicates that such changes alter the distribution of some infectious diseases and may cause death due to heat waves. Then health status of many people in the world may be affected by diseases and injury caused by extreme weather conditions. Harmful gases released to the air may also cause cardio respiratory diseases, diarrhea diseases, malnutrition, and increase in death.

Secondly, the environment in general will be negatively affected by the depletion of the ozone layer. This is because the life cycle of plants and animals leading to disruption of the food chain. Animals will be severely affected by this situation. Aquatic life will also be affected since the oceans will be hit hard, as well (Zurer, 1998). The microscopic organism may not be able to survive. Other animals, which depend on, such organism in the food chain, will certainly die out. Furthermore, other ecosystems, for example, deserts and forest will also be harmed.
The depletion of the ozone layer will have harmful effects on the production and supply of food. Agricultural sector all over the globe will be hampered due to the emission of gases that do not sustain growth. Rising temperatures and increased frequency of events also affect growth. The spread of diseases and pests caused by uncontrolled environment hampers productivity in agriculture. High latitude areas will register decreased productivity, whereas low latitudes areas register low-crop yields. The climatic changes, as seen above, affect the population in negative ways.

The depletion of the ozone layer will also affect the earth’s climate due to the changing wind patterns, throughout the world. This in itself has devastating effects on the life of plants and animals on earth. Houghton, Ding, &Giggs (2001) assert that in overall, climate change have negative effects on water resources and fresh water systems. They further argue that arid and semi arid areas are much exposed to climate change thus the effects on water system in such areas are worse.

Depletion of the ozone layer, which leads to, climatic changes, will lead to ethnic conflicts. These conflicts arise due to competition for limited natural resources rendered scarce by the climactic changes. Africa as per now fight over the control of vast natural resources sleeping on African lands, future conflicts will be based upon the fight over scarce resources. Arctic Climate Impact Science (April 2008) argue that climatic changes will bring about draught, shortage in water, and coastal flooding, which will affect, local as well as regional populace. It might also lead to internal relocations and displacements and might impose pressures to migrate. The climatic change will cause uneven conflicts throughout the globe. In some places, climatic changes will produce benefits whereas, in other instances, it incurs costs. It is, therefore, essential to note that different places and sectors will be impacted in different ways by changes in climate.

**Actions to protect the ozone layer**

Depletion of the ozone layer is a thorny issue not only to environmentalists but to the world at large because of the devastating affects it has on the climate. This calls for the formulation of approaches to cut down the effects of the ozone layer depletion. This can be done by reducing the activities that lead to this problem.

First and foremost, educating the general populace by creating awareness on the detrimental effects their activities have on the climate is essential. This is informed by the fact that climatic changes leading to destruction of the ozone layer are caused by human activities.

Other approaches have been also advanced to reduce the destruction of the ozone. For example, an international agreement, which came to, be termed as the Montreal protocol on Substances that Deplete the Ozone Layer as instituted by a number of governments to discontinue the emission of harmful gases to the environment (Jones &Shanklin, 1985). Since then, the agreement has registered significant improvements because most industries resorted to developing substitutes that are friendly to the ozone (Manfred, 1993). If all countries are going to observe and adhere to this international agreement, then the ozone layer is expected to recover in the coming fifty years or even less.

**Conclusion**

In conclusion, as we have seen above, ozone layer plays critical roles in maintaining the temperature of planet earth. The paper has looked at the causes of the ozone layer destruction and some of the effects it carries. Ozone layer is by a large percentage destroyed by the greenhouse effect gases and human activity, a dangerous phenomenon which is on the rise impacting the globe negatively. This destruction is of a serious magnitude, and it not only calls for the formulation of policies but also implementation of these policies to curb this global menace. It also needs a quick intervention failure to which the planet will sink into devastating climate mess hard to rectify in the future. In a nutshell, this paper has given an overview of the ozone layer, a brief description of the causes of ozone depletion, and the effects it has on the environment. It concludes with giving recommendations on how to curb further destruction of the ozone layer by offering insights of how its initial status can be regained. However, room for further research to improve on the
findings of the paper ought to be carried out in order to maintain an environment free from climatic challenges.

Policy Recommendations

- The laws related to Environment need to be implemented with strictness.
- Waste from factories in the forms of smoke or chemical disposal in water should have strict laws against the factory owners with severe punishments.
- To reduce pollution we should promote new technologies like the electric cars instead of diesel, petrol, and gas cars that produce toxic fumes in the air and result in damaging the ozone layer and human health.
- More trees and plants need to be planted to protect the environment and ozone layer. Just like our PM Imran Khan has started the green Pakistan campaign.
- Some countries like the United States are conducting experiments on more dangerous weapons than the atomic bomb in space. This is damaging the temperature and the ozone layer, so sufficient world environmental policies should be created to prevent these experiments.
- Government forest policies should review their strategies and implement strict restrictions on trees being cut. More employees should be hired as forest protection guards to cover an appointed area.
- A population increase is also a major factor that increases pollution. So proper population control strategies should be implemented worldwide.

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