

# REPORT ON OLYMPIC DAY 2018



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## **Foreword**

On behalf of NOC, Pakistan Secretariat and the whole Olympic family of our country I present to you a comprehensive report on Olympic Day 2018 that we have celebrated on June 30<sup>th</sup> in Lahore. This year's Olympic day has embarked on a journey to ensure sustainability following the guidelines provided in the IOC Sustainability Strategy. With the slogan of Plan, Preserve Plant we have started a national campaign to plant more trees and preserve existing trees so that, we can protect our environment for giving our younger generations a more cleaner and healthier Pakistan.

Olympic family being the key stakeholder of The Olympic Movement in Pakistan is at the forefront in promoting mission and strategies of the IOC not only within the Olympic family but also to the whole nation across Pakistan. That's why this year Olympic Day was all about engaging civil society (children, students, youngsters, adults and elderly particularly women) for celebrating the spirit of Olympism.

I feel honoured to share that despite harsh and uncertain weather conditions, by the grace of God Almighty and the tireless efforts of my team we were able to put up an extraordinarily successful event. Reading this report will give you a step-by-step take insight through all the stages my dedicated organising committee has been through right from planning to implementation and wrap-up.

I proudly say that we have managed the event legacies very well as we are on our way to implement the national level campaign of Plant, Preserve Plant with the collaboration of our local partners.

Kind Regards

**Muhammad Khalid Mahmood**

Secretary General

Pakistan Olympic Association

**Conceptualizing the Legacy:**

This year's Olympic Day has been special in terms of two important things, firstly we kept the theme of Plant, Preserve Plant that is completely in line with the sustainability strategy of the IOC. Lt. Gen (R) Syed Arif Hasan, President Pakistan Olympic Association, leading the Olympic Movement advised the Olympic Family to make any workable ideas permanent feature of their promotional plans to create a conducive, healthy and pollution free environment not only for the athletes but also to foster the campaign to attain a pollution free Pakistan for the younger generations. Secondly, apart from athletes and sports community we purposely engaged active social organizations and members of civil community in our celebrations. Main objective behind this engagement was to further spread the Olympic Values (Respect, Friendship and Excellence) in the civil society along with the awareness campaign of plantation.



**Timeline:**



**Pre- Event****ORGANIZING COMMITTEE**

<b>Syed Muhammad Abid Qadri</b> Vice President POA	<b>Chairman</b>
<b>Mr. Saqlain Zahoor Raja</b> Director General (Sports) Wapda Sports Board	<b>Dy. Chairman</b>
<b>Mr. Muhammad Shafiq</b> President Pakistan Handball Federation	<b>Member</b>
<b>Mr. Muhammad Jahangir</b> Associate Secretary POA/Chairman Pakistan Karate Federation	<b>Member</b>
<b>Mr. Idris Haider Khawaja</b> Secretary General, Punjab Olympic Association	<b>Member</b>
<b>Mr. Ahmer Mallick</b> Secretary General, Pakistan Table Tennis Federation	<b>Member</b>
<b>Mr. Khalid Bashir</b> Secretary General, Pakistan Basketball Federation	<b>Member</b>
<b>Mr. Muhammad Arshad Sattar</b> Secretary General Pakistan Wrestling Federation	<b>Member</b>
<b>Mr. Parvaiz Ahmed</b> Secretary POA Election Commission	<b>Member</b>
<b>Mr. M. B. Javed</b> Director Administration, Pakistan Volleyball Federation	<b>Member</b>
<b>Mr. Tariq Wahid Khan</b> Director, National Olympic Academy, POA	<b>Member</b>
<b>Ms. Sumera Sattar</b> Lady Member POA/ Member POA Sports Commission	<b>Member</b>
<b>Syed Aaqib Sherazi (Baseball)</b> Young Ambassador from NOC Pakistan for YOG 2018	<b>Member</b>
<b>Mr. Muhammad Razaq Gill</b> General Secretary Wapda Sports Board	<b>Coordinator</b>
<b>Ms. Ada Jaffery</b> Secretary POA Women & Sports Commission	<b>Dy. Secretary</b>
<b>Mr. Muhammad Khalid Mahmood</b> Secretary General, Pakistan Olympic Association	<b>Secretary</b>

## **PARTNERS**

### **Implementing Partners:**

#### *Wapda Sports Board*



Main implementing partner was WAPDA Sports Board and we are grateful to their higher management and team for providing us the venue and manpower for holding this amazing event. Apart from venue there services and facilities during the planning phase were extraordinarily generous.

#### *Venture 4 Communications:*



Designing and Printing for all branding material was beautifully completed by the Venture 4 Communications along with the Olympic Day Shirts.

### **Participating Partners:**

To make the event a thorough success and a true demonstration of the Olympic Spirit we invited range of participating organization that are mentioned below:

#### **1- Federations:**

- Pakistan Handball Federation
- Pakistan Karate Federation
- Pakistan Wrestling Federation
- Pakistan Basketball Federation
- Pakistan Table Tennis Federation
- Pakistan Swimming Federation

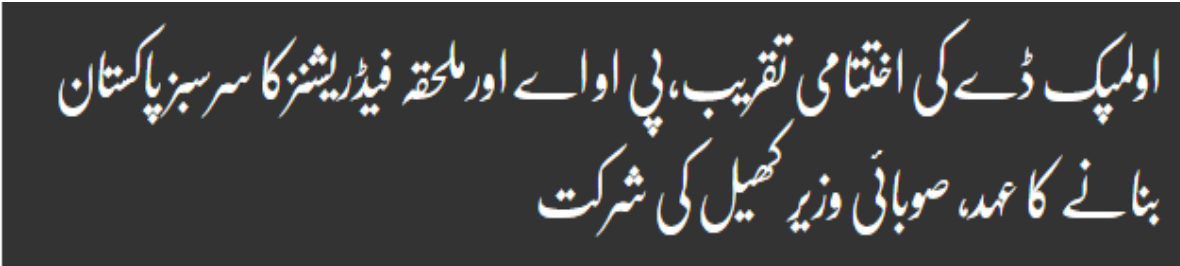
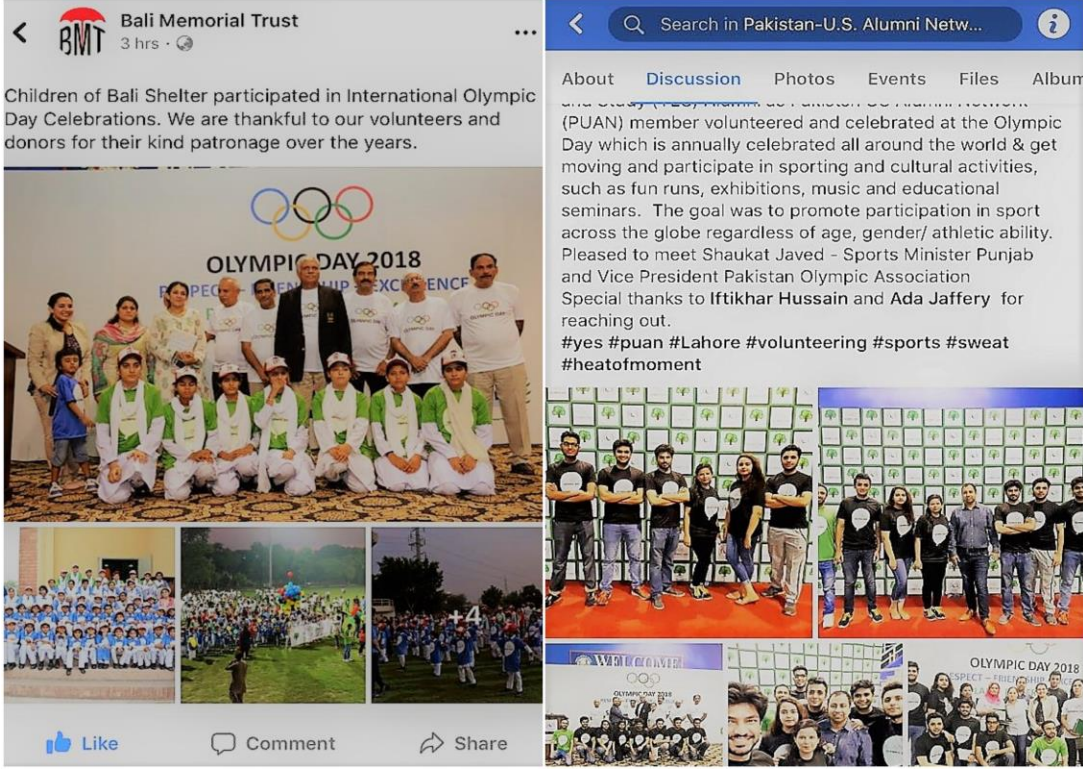
#### **2- Bali Memorial Trust**

#### **3- Pak-US Alumni Network**

#### **4- LGS, Beaconhouse, Chouefat International and other private schools**

## Media Coverage:

Lahore based Media personal of print and electronic media and Sports Journalist Association of Lahore (SJAL) were invited to attend and cover this international event. Pak US. Alumni Network, Brand Bridge and Bali Memorial Trust took part in clicking the event pictures and uploaded them on their respective pages on social media.



01/07/2018 2 تبصرے

لاہور: 01 جولائی (پلیئرز ڈاٹ پی کے / ضیاء بخاری سے) پاکستان اولمپک ایسوسی ایشن کے زیر اہتمام اولمپک ڈے تقریبات کے سلسلہ میں ہونے والی رنگارنگ تقریبات جو کہ 23 جون سے جاری و ساری تھیں انکا اختتام ایک پروقار تریب میں ہوا۔ صوبائی وزیر کھیل شوکت جاوید اختتامی تقریب کے مہمان خصوصی تھے

Source: <http://players.pk/?=684>

## **Branding and Promotional Materials:**

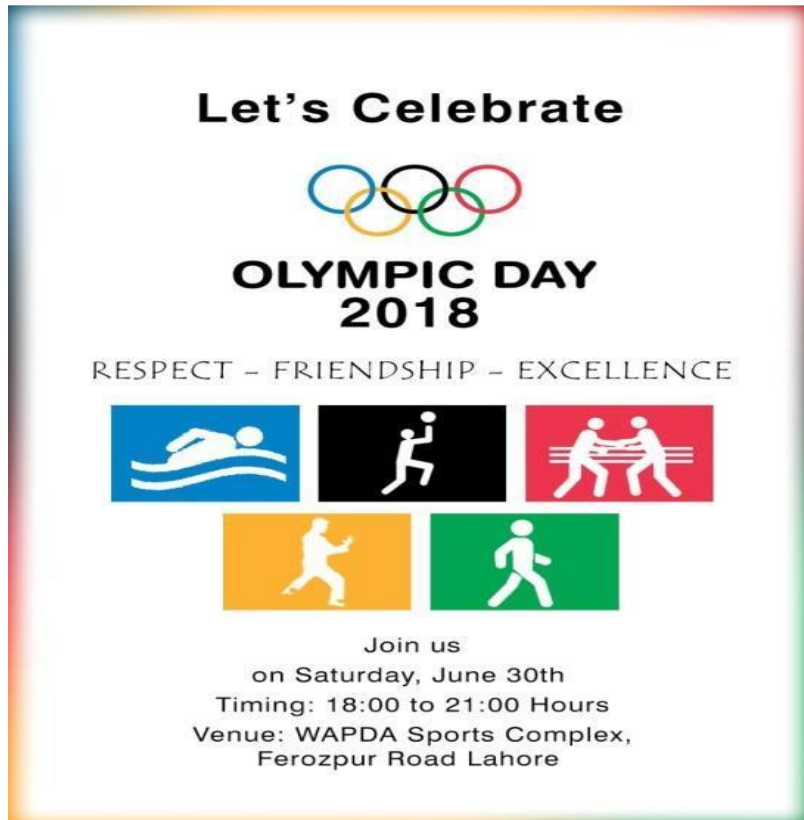
### ***Branding:***

Venture 4 Communications and Brand Bridge collaborated with us on The Olympic Day at Wapda Sports Complex, Lahore. We are thankful to both communication partners for their tremendous support at managing and executing the event.

### ***Promotional Materials:***

- T Shirts Olympic Day 2018
  - ❑ White for Athletes and Officials.
  - ❑ Blue for Children.
  - ❑ Red, Green, Yellow, Black and Blue were especially designed for Volunteers and Teenagers.
- Backdrop Flexes on the theme of the IOC Sustainability Strategy for managing the legacy of the event.
- Entrance Flexes on The Olympic Movement for the promotion of the Olympic Movement.
- Customized Media Wall designed for promoting The Olympic Day and Plant, Preserve Plant Campaign.
- X-Stands all across the venue for the promotion of Olympic Day and Plantation Drive.

### ***Invitation card:***



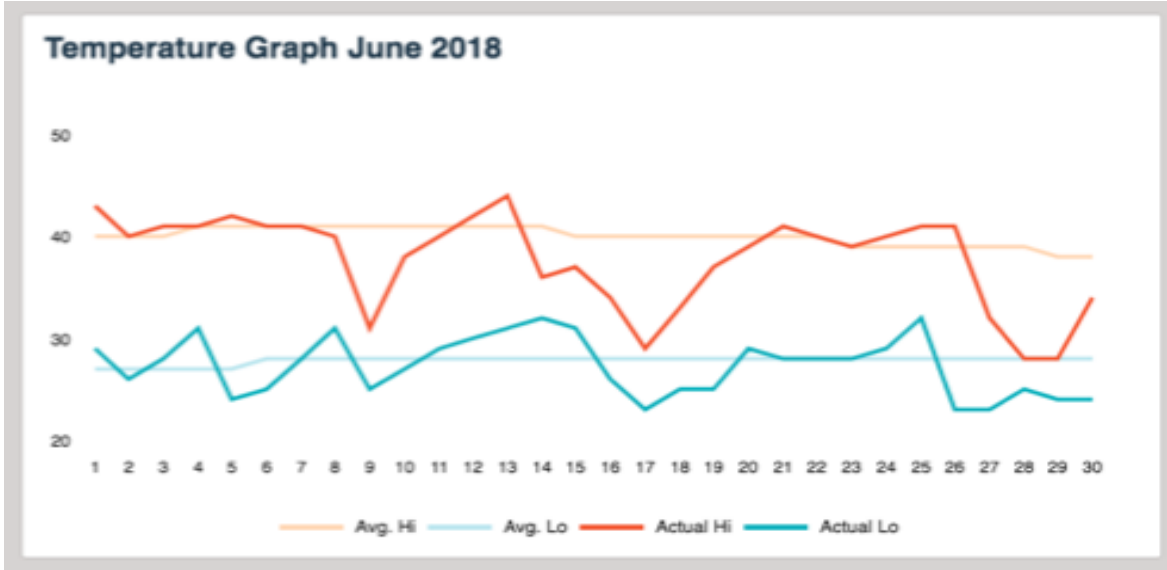




**Contingency Plan:**

Keeping in view the unpredictable weather conditions during the month of June, a contingency plan was developed right there in the planning phase.

Heavy Rain, Thunderstorm or Extreme Humidity were expected as the temperature was constantly fluctuating as shown in the graph below:



Source: [Accuweather.com](http://Accuweather.com)

Indoor as well as outdoor arrangements were planned and layouts for the execution of the event were made both ways. All partnering organizations were informed about Plan A (Outdoor Execution) and Plan B (Indoor Execution) for smooth implementation.

### On the Event Day

Venue was well facilitated with the sitting arrangements, food and water services, the event was arranged with flexes, banners, good ventilation, sports equipment and welcoming arrangement for the guests and participants was managed by the organizing committee.

#### **Venue Arrangements:**

WAPDA SPORTS COMPLEX, CHUNGI AMAR SIDHU, FEROZEPUR ROAD LAHORE was chosen as the venue for this year. The complex provided with the setting of Swimming Pool, Basketball Court, Main Ground and the Hall. Refreshments were served to participants which included Water, Juices and Biscuits.

We are thankful to the higher management and operational team of WAPDA for pulling up a prodigious event in collaboration with NOC, Pakistan. Security measures along with the traffic routes were well planned so that a convenient and easily accessible venue is provided to all attendees.





**Major events during the Olympic Day were as follows:**

- Exhibition Matches Men & Women (Basketball, Handball, Karate, Swimming, Table Tennis, Volleyball, and Wrestling)
- Olympic Day Walk (Olympians, Athletes, Coaches, Managers, Students, Volunteers, Children, Parents and Dignitaries)
- Tree Plantation at the Sports Complex by Vice President, NOC and Sports Minister Punjab, Pakistan.
- Musical Chair Competition conducted by Young Ambassador (YOG 2018)
- Closing Ceremony
- NOC, President Message focusing Environment Sustainability

**Sporting Events at the Olympic Day:**

National Sports Federations concerned were requested to report at 1730 hours at WSC to organize competition on 1800 to 1900 hours. All the matches were played at Wapda Sports Complex, Lahore in the games respective area.

**1. BASKETBALL MATCHES:**

Basketball Matches were played at Basketball Court between different club and school level teams. National athletes of the basketball team were also present to boost the morale the young athletes. Vice President POA, Syed Muhammad Abid Qadri visited the matches and also chaired the event.





## 2. HANDBALL MATCHES:

Handball Matches were played between Lahore College for Women University Lahore and University of Punjab. International Athletes of National Handball Team i.e. Ms. Ghazala Siddique (Vice Captain National Women Handball Team), Ms. Asma Ikram, Ms. Sadaf Parveen, Ms. Sehrish Maqsood, Ms. Nazish Maqsood, Ms. Bisma Afzal and Ms. Urwa Naz were present at the occasion. President PHF/ Treasure POA, Mr. Muhammad Shafiq graced the event as Chief Guest.



### 3. KARATE COMPETITION:

Karate (Men & Women) Competitions were held between Lahore Red vs Lahore White (Men) and Lahore Red vs Lahore White (Women). International Athletes of Pakistan Karate Handball Team i.e. Mr. Saadi Ghulam Abbas (Gold Medalist Asian Karate Championship), Mr. Naseer Ahmed (Silver Medalist South Asian Karate Championship), Ms. Kulsoom Hazara (Silver Medalist South Asian Karate Championship), Ms. Benish Akhtar (Silver Medalist South Asian Karate Championship) and Ms. Qurat ul Ain (Silver Medalist South Asian Karate Championship) were also gave their presence on the mat to support and encourage children who intend to become national level karatekas in future.

Apart from it, Mr. Shah Muhammad Shan, National Coach Karate, Sh. Muhammad Umar, Managing Director, Toyota Lahore was the Chief Guest and was accompanied by the Chairman Pakistan Karate Federation Mr. Muhammad Jahangir along with other officials of PKF.



#### 4. SWIMMING COMPETITION:

Teams of Lahore Gymkhana, Lahore Grammar School, DHA Sports Complex and Model Town Lahore participated in Swimming Competitions of Olympic Day 2018. Swimmer of National U12/14/16 i.e. Mr. Mikail Faisal Ijaz, Mr. Adeel Razaq, Mr. Dawood Nauman, Mr. Ibrahim Rashid, Mr. Feroze Khawaja, Mr. Ali Raza, Mr. Shayan Sohail, Mr. Taimoor Shahzad Mr. Rafay Sohail participated. Mr. Hamza Malik and Mr. Yahya Khan Swimmer of Pakistan Swimming Team were also present.

Mr. Namdad, Legal Advisor, GHQ Rawalpindi was Chief Guest whereas Dr. Muhammad Khawar Saeed, Medical Superintendent Mayo Hospital Lahore and Mr. Shahzad Siddique, Vice President Punjab Bank were Guest of Honor. Mr. Muhammad Hafeez Bhutti, National Coach/ International Referee and Director Sports Punjab were the ones behind putting up the event so successfully.





## 5. TABLE TENNIS MATCHES:

Table Tennis Event was held at Swimming Pool. International and Top ranking Athletes of Pakistan i.e. Mr. Asim Qureshi, Mr. Mehmud Zahid, Mr. Saleh Mustafa, Mr. Taimoor Khan, Ms. Fatima Khan, Ms. Kalsoom Khan, Ms. Perniya Khan and Ms. Saadia Falak Sher participated. Mr. Ahmer Malick, Secretary General Pakistan Table Tennis Federation was Chief Guest. Mr. Irfan ullah Khan, National Coach/ Vice President Pakistan Table Tennis Federation and Mr. Abdul Qayum, Legal Advisor Pakistan Table Tennis Federation were also present.





## 6. VOLLEYBALL MATCHES:

Volleyball Matches were played between Pakistan WAPDA and Punjab. International Players of National Volleyball Team i.e. Mr. Naseer Ahmed (Captain National Senior Team), Mr. Muhammad Zubair, Mr. Umar Riaz (Captain National Junior Team), Mr. Basit Ali and Mr. Fakhuridin played Volleyball Matches. Mehr Javed Iqbal, Vice President Punjab Volleyball Association was Chief Guest. Mr. M. B. Javed Director Administration PVF and Mr. Kafayat Ullah, National Volleyball Coach were also present.



## 7. WRESTLING COMPETITION:

Wrestling Competitions took place between Pakistan Wapda, Pakistan Army HEC and Punjab. International Wrestlers. Most interesting part of the wrestling events were the presence of the Commonwealth Champions i.e. Mr. Muhammad Inam (Commonwealth Games Gold Medalist), Mr. Muhammad Bilal (Commonwealth Games Bronze Medalist) and Mr. Tayab Raza (Commonwealth Games Bronze Medalist). It was indeed an honour for young school and club boys and audience to see the champions on mat along with other wrestlers. General Secretary Pakistan Wrestling Federation Mr. Muhammad Arshad Sattar was present along with other officials of PWF and Mr. Muhammad Abdul Mobeen, President PWF honoured the event as Chief Guest.



Olympians, Executive members of the NOC and the Secretary General of Pakistan Olympic Association personally visited all events and competitions which was of great appreciation for the athletes and officials of the federations.

Volunteer team made sure that children have been to all sporting venues not only to cheer the participating athletes but also to get inspiration. The sports complex gave the feel of a sporting festival with smiling faces and clapping hands.

### **CHILDREN OF BALI MEMORIAL SHELTER SCHOOL/COLLEGE & UNIVERSITY**

Understanding the role of sport in shaping community and caring for the underprivileged Bali Memorial trust was invited. A dedicated team of volunteers showed all exhibition matches to the children and served them refreshments. These young girls from the age of 5 to 16 showed great excitement and passion, which was indeed extremely satisfying for us. Special musical chair competition for Bali Girls was arranged and winners were awarded with cash prize and gifts. They also participated in the Olympic Day Walk with other young athletes, champions and Olympians. Representative from Bali Memorial along with some senior students were honoured during the closing ceremony and diplomas were distributed. The students of Lahore Grammar School, American Lycetuff, International School of Choueifat, Lahore Pre-School, Beaconhouse School, Convent of Jesus and Mary, Pak Turk and Pak-US Alumni Network and Punjab College and University Of The Punjab also participated. The Children of Bali Memorial Trust were also attend and showed great excitement and passion, which was indeed extremely satisfying for us.





## PAK US. ALUMNI NETWORK



Pakistan Olympic Association greatly encourages the role of active youngsters outside the sporting community. Pakistan- United States of America Alumni Network is one of the greatest alumni network at the global level. We are proud to share that one of the members of the organizing committee is part of Pak-US Alumni network. Therefore, we invited volunteer team of young people from this network and they were of great help in managing the children and following the queue sheet of the event on time.

## MUSICAL CHAIR

The event of Musical Chair was organized during the closing ceremony. It was the project activity of Syed Aaqib Sherazi Young Ambassador from NOC Pakistan for YOG 2018. The Children of Bali Memorial Trust and other participating schools participated in Musical Chair with utmost excitement and took part actively. Gifts were distributed to the winners at the end of the competition.



### **OLYMPIC DAY WALK**

Olympic Day walk was also part of the celebrations, it started off with the balloon releasing ceremony that was too exciting for the kids. Children. Mr Shaukat Javed, Minister of Sports and Home Department, Govt. of Punjab inaugurated the Walk. Office Bearers/ Member Executive Committee POA, Presidents/ Secretaries General of National Sports Federation, Olympians, Civil Society, Athletes and students of different school as well as Children of Bali Memorial Trust also participated.



## PLANTATION

### *Theme of Plant Preserve Plant*

For the awareness of people and to build a better place to breathe in tree plantation ceremony was organized to educate people about the importance of plantation and how beneficial it is for us and our future generation. The honourable Chief Guest Mr Shaukat Javed, Mr Muhammad Khalid Mehmood, Secretary General of the NOC, Pakistan along with Olympians and other dignitaries planted a fast growing tree. This planting demonstration was to show the younger generation that we all as a society needs to become more responsible for our environment.





### Closing Ceremony:

The ceremony started with the recitation from the Holy Quran. The National Anthem of Pakistan was played and Mr Muhammad Khalid Mahmood, Secretary General POA thanked all the participants on behalf of POA and Organizing Committee of Olympic Day 2018. He specifically called all present Olympians on stage and awarded those Olympic Day Honorary Shields. Olympic Diplomas were also given to the Olympians and all participating groups during the closing ceremony. Secretary General also emphasized on the celebration of the Olympic values in its true sense and shared his thoughts on the significance of this day along with the plantation drive initiated by the NOC, Pakistan. Chief Guest also addressed the gathering and greatly encouraged the participation of youth and children. Message from the president was also read by the Vice President, POA. (See details in the next section).







## Post-Event

Keeping the spirit of Olympics in mind the event of Olympic Day 2018 was a great success indeed as we catered people of all the generations; children, youth and adults. Activeness, energy, and passion were throughout seen in the participants which added liveliness to the event. Other than the flourishing ceremony of Plantation, the highlight of the event was Olympic Day walk which was led by our Chief Guest Mr. Shaukat Javed .It was a blissful event because of the efforts of Organizing committee and POA Secretariat. The event wouldn't have been pulled off without the active participation of Volunteers and the participants who were around 1000 people. At the end of the event, venue was decommissioned and press release was sent to print and electronic media.

### **Managing Legacy:**

As mentioned in the pre-event section we conceptualized the legacy of plantation right in the beginning and NOC, Pakistan made it sure that message of Plant, Preserve Plant goes across all stakeholders. Apart from the plantation during the Olympic Day we have send letters to all affiliates ( See appendix B for details) to promote the drive and glad to share that some the associations and federations have already started to execute as shown below in news of a local newspaper.

Event generated a range of intangible legacies such as:

- Spirit of Volunteerism
- Motivation for plantation
- Awareness on the Olympic Movement
- Aspirations to become a part of The Olympic Movement

## **NSA to support POA campaign by planting 20,000 trees: Tehmina Asif**

PPI | Updated July 17, 2018



KARACHI: Chairperson NSA Tehmina Asif seen with young softball academy players; Director Academy Mohammad Nasir and other officials here on Sunday.

Source: <https://www.dawn.com/news/1420510>

**MESSAGE**  
**LT GEN RETIRED SYED ARIF HASAN, HI (M)**  
**PRESIDENT**  
**PAKISTAN OLYMPIC ASSOCIATION**



**“Ladies and Gentlemen, honourable guests, athletes and my dear children,**

Let me apologies for not being with you. However I am with you in heart and spirit. I would like to first of all congratulate worthy Vice President POA, Mr. Shaukat Javed, on getting the portfolio of Sports Minister for the province of Punjab and thank him for accepting our invitation to chair this gathering. He has always been an eminent member of Pakistan Olympic Association and I am quite confident that he will do his best for resolving grass root problems in the Province.

I am indebted to Chairman WAPDA Lt Gen (Retd) Muzammil Hussain and his team for their unceasing support in the venue engagements. I am very grateful to the Chairman, Presidents and Secretary Generals of all federations, athletes, coaches, managers, Bali Memorial Trust, students and volunteers for being here today and lastly, I feel great pleasure in appreciating my POA Secretariat team members along with the organizing committee for making this year’s Olympic Day a great success.

Olympism as we all know is a philosophy of life which, places sport at the service of humankind. Vision of the International Olympic Committee is to “Build a better world through sport” and the three Olympic Values of Respect-Excellence and Friendship underpin it across the globe. Moreover, Olympic Agenda 2020 greatly emphasizes on credibility, sustainability and youth. We would therefore, as always like to send a message to all concerned that we should do all to ensure that the Youth that we talk about gets a fair chance and opportunities to develop and actualize their aspirations. 64% of our population is below the age of 30 and a majority of them do not have access to recreational facilities. We need to cater for not only for the children in school but also those 25 million children out of school. We need to address the issues of our youth. So on this Olympic Day let us rededicate ourselves to work for the development of youth through sports and convince others to do so too.

This year is symbolic in other ways also for the NOC. We have been working towards Gender Equality for the last few years and can rightly be proud of what we have been able to achieve. But we still have a long road ahead. We have also instituted measures for the protection of athletes.

Sustainability and efforts for a clean and green environment are at the heart of Olympic Agenda 2020 and UN Agenda 2030. A degraded environment has a negative impact on sport itself but also on the athlete and all those who participate in any physical activity. Through the collaborative efforts of National Olympic Committees and Civil Society across the globe IOC & UN are striving to achieve the sustainable development goals (SDGs) related to health, well-being and climate action etc. So this year we will lay a special emphasis on assisting in the prevention of environment degradation. Let us all take this strategic roadmap on the way of effective implementation by taking small initiatives in our daily life. This year therefore we have given it a theme of Plant and Preserve Plant. We have requested federations and sports governing bodies all across Pakistan to highlight the significance of plantation for the

safety of our environment. This year's dedicated Olympic Day for the cause of plantation is a stepping-stone to bring the IOC Sustainability strategy to life in Pakistan. I request you all to contribute for the crucial cause of environmental sustainability so that we can build and preserve a green future for Pakistani children. Let's show our commitment and responsibility towards our planet by planting and preserving at least one tree. I request each and every one of you to plant one.

I hope and pray that with the cooperation of sports and civil society we will see cleaner, healthier and green Pakistan in the years to come.

Please remember "PLANT PRESERVE PLANT, PLANT PRESERVE PLANT".  
Once again I thank you all for being here today".