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Dear Reader,

Float like a butterfly and sting like a bee, sang Muhammad Ali. Breakthrough Generative AI technology has added much more than just a touch of exponential to Muhammad Ali's strategic thinking.

In our lead article the **Christensen Institute team** asks the question what will job creation look like in the age of AI. It finds that market-creating innovations create jobs, and not just at the companies that launch them, but across their supply chain and partners. So, how might innovators, armed with breakthrough Generative AI technology, usher in new businesses that are not just premised on efficiency but unlock whole new markets that expand, rather than shrink, job opportunities? More than Generative AI, a mindset that embraces blue oceans and the courage to lose sight of the shore, will achieve the desired outcome.

In our next piece **Frank Furness** offers a Step-by-Step Guide for Mastering the Art of Creating Your Own Custom GPT (Generative Pre-trained Transformer). Creating a custom GPT, he says, is a bit like raising a digital pet—it needs clear guidelines, proper training, and regular attention to perform at its best. “The good news is that unlike real pets, you can edit its behavior instantly if it starts chewing on the metaphorical furniture. It's like having a digital mini-me, except it doesn't need sleep and won't raid your refrigerator at midnight.”

Ruth Umoh follows up with “The C-suite's secret weapon,” a piece on how Hybrid COO roles might soon be the new CEO prerequisite “This isn't about title inflation. It's survival. In an environment defined by complexity, speed, and constant disruption, companies need leaders who can think cross-functionally, act decisively, and drive results across the entire enterprise. There is tremendous pressure on organizations now to adapt to changes at a scale and complexity we haven't seen before.”

Eddy Quan is up next with a provocative piece titled “how to use emails to get free meals at expensive restaurants.” Eddy “this stuff isn't complicated” Quan needs to be told that there ain't no such thing as free meals, and that there are always strings attached.

Finally, our new regularly scheduled column TOM, or Top-of-Mind, that deals this time with the bane of AI in journalism, calling it a double edged sword, an instrument for the propagation of all that is good and kosher, or the furtherance of evil designs that play havoc with the moral compass and render humanity divided and distressed.

May the spirit of sacrifice prevail and take firm hold in the minds of mankind this Eid ul Azha, and May Allah accept our offerings, aameen 🙏

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The Christensen Institute | 7 min read



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The C-suite's secret weapon

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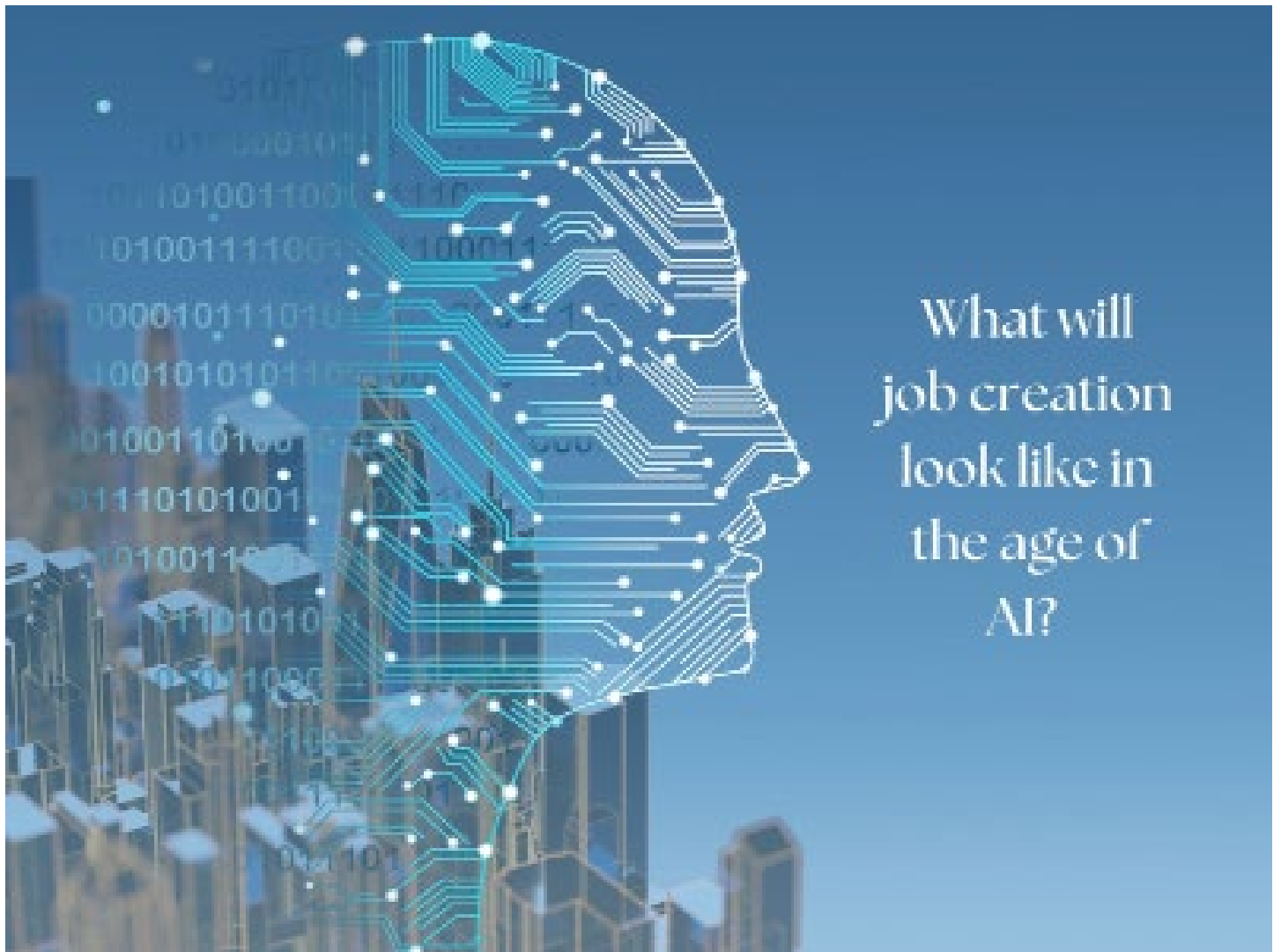
how to use emails to get free meals at expensive restaurants

Eddy Quan | 4 min read



Artificial Intelligence & Journalism

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What will
job creation
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The Christensen Institute team | 7 min read

Dear Friends,

AI. You can't read a news headline (or newsletter) these days without at least a mention, and our newsletter this month is no different. That's because AI will, most likely, come to either reshape or redefine how we operate daily.

It's no wonder, then, that when we asked you, our community, at the end of last year which areas of emerging research you were most interested in learning about through the Christensen Institute, the two most chosen areas were AI and the future of work/the economy.

I'd urge you to read our co-founder, Michael B. Horn's, most recent pieces covering the integration of both these topics, thanks to his newly published Jobs to Be Done research, *Job Moves*. His piece, "[Can AI help employees love their jobs again?](#)" argues that "AI is often framed as a force that will replace jobs...[but] could be a tool that enables employees to craft more meaningful and engaging roles and careers—if they know how to harness it."

In his other piece, "[Hacking the job interview: Know what you 'suck' at.](#)" he writes that "in an era where AI tools are helping people fine-tune their resumes to match the skills and credentials asked for in job descriptions... how do you navigate the delicate balance between self-promotion and humility as you're

seeking to get a job?” And elaborates on why this matters tremendously to eventual job satisfaction.

Finally, Michael’s former Blended Learning research colleague, Heather Staker, continues exploring the frontier of disruptive classroom teaching & learning strategies. Heather is turning AI rhetoric into reality by helping educators harness AI into more flexible, personalized learning for individual students. You can read more about this in her trailblazing piece, [“A new era for teachers as AI disrupts instruction.”](#)



Because of the fast pace of social media and the news cycle, it may seem like many already have the answers to how AI will impact our lives. But because AI is still an emerging technology, we’re continuing to ask some fairly big questions about AI’s disruptive potential.

Question 1: AI stands to disrupt whole industries, and with it, the world of work. That begs a second-order question: What will job creation look like in the age of AI?

While there are plenty of forecasts about job losses brought on by automation, fewer are making the case for where large-scale job growth might come from. In their landmark article, [The Capitalists’ Dilemma](#), Clayton Christensen and Derek Van Bever described how market-creating innovations create jobs—not just at the companies that launch them, but across their supply chain and partners. How might innovators, armed with breakthrough Generative AI technology, usher

in new businesses that are not just premised on efficiency but unlock whole new markets that expand, rather than shrink, job opportunities?

Question 2: Disruptive Innovation has always been a market phenomenon, neither good nor bad, right nor wrong. But with the rise of AI tools that emulate tone, emotion, and behavior (and as our director of education research, [Julia Freeland Fisher](#), is coming to find), human connection itself is exceedingly vulnerable to disruption. Bots offer a frictionless alternative to real, messy human

relationships and are a compelling answer to our longstanding loneliness

epidemic. This puts the Institute in a transformative position: **If AI could disrupt human connection, what policies, tools, and cultural shifts can safeguard real relationships? If we can predict a disruption that would do away with something as critical as human connection, how can our research and advocacy pave a different path forward?**

Question 3: What are we missing? It’s hard to spot startups with the greatest disruptive potential in this quickly moving market. **What do you think are the most exciting, under-the-radar products or services that could potentially disrupt other industries?**

We’d love your opinions, musings, and follow-up questions.

All our best,

The Christensen Institute team

Mastering the Art of Creating Your Own Custom GPT: A Step-by-Step Guide



Frank Furness | 12 min read

So, you've been using ChatGPT for a while, and now you're thinking, "Wouldn't it be amazing if ChatGPT knew exactly what I wanted without me having to explain it every single time?"

Well, my friend, that's exactly what custom GPTs are for! Let me walk you through how to create your very own personalized AI assistant that thinks like you (minus the coffee addiction and occasional existential crises).

What is a Custom GPT, Anyway?

Think of a custom GPT as ChatGPT after it's been to a specialized training camp. It's still ChatGPT at its core, but now it has special instructions, knowledge, and capabilities that make it uniquely suited to help with specific tasks or topics that matter to you.

It's like having a digital mini-me, except it doesn't need sleep and won't raid your refrigerator at midnight.

Why Create a Custom GPT?

Before we dive into the how-to, let's talk about why you might want to create one:

- **Save time:** No more explaining your company's style guide every single time
- **Consistency:** Get responses that follow your preferred approach
- **Specialized knowledge:** Give it documents only relevant to your field
- **Automation:** Create an assistant that knows exactly how to handle routine tasks

Plus, it's just plain cool to say, "Oh, that? It's my personal AI assistant. No big deal." (Though I recommend not actually saying this at parties, unless you want to spend the evening explaining what GPTs are.)

It's also a cool way to drive business. Add a link at the

bottom of your email signature, below your articles, blogs and videos and have customers wondering how you did this....

How to Create Your Own Custom GPT

Step 1: Access GPT Builder

First things first, you'll need a ChatGPT Plus subscription to create custom GPTs. I know, I know—another subscription. But think of all the time you'll save not having to explain your brand voice for the thousandth time!

Once you're subscribed:

1. Log into your ChatGPT account
2. Look for "Explore" or "Create" in the menu
3. Select "Create a GPT" or "GPT Builder"

Step 2: Start with a Clear Vision

Before jumping in, take a moment to clarify:

- What specific problem will your GPT solve?
- Who is it for? (You, your team, your clients?)
- What tone should it have? (Professional, casual, sarcastic?)
- What knowledge should it have access to?

This pre-planning will save you from creating yet another "Jack of all trades, master of none" GPT that joins the ever-growing collection of digital assistants that sound impressive but aren't actually that useful.

Step 3: Name and Describe Your GPT

Give your GPT a name that clearly communicates its purpose. "MasterOfEverything9000" might sound cool, but "QuickSocialMediaPostCreator" tells people exactly what it does.

Write a clear description that explains:

- What the GPT does
- Who it's designed for
- How it should be used

Remember: good descriptions attract the right users and set proper expectations. Bad descriptions lead to conversations that start with "Why aren't you helping me plan my wedding? Your name is WeddingPlanner!" "Yes, but I'm a planner who works AT weddings, not someone who PLANS weddings..."

My GPTs are called – **Ask Frank – LinkedIn Maximizer and**

Ask Frank – Your Video Strategy Coach

Step 4: Define the Instructions

This is where the magic happens! In the instructions field, you'll essentially be programming your GPT's personality and capabilities without writing a single line of code.

Good instructions include:

- **Role and identity:** How should it introduce itself?
- **Knowledge limits:** What should it know or not know?
- **Response format:** How should information be presented?
- **Tone and voice:** Formal? Casual? Funny? Sarcastic?
- **Handling specific questions:** Any particular approaches to common questions?

The more specific your instructions, the better your GPT will perform. Think of this as writing a job description for your digital employee.

Step 5: Upload Knowledge

This step is optional but powerful. You can upload PDFs, documents, and other files that contain specialized knowledge your GPT should have access to.

This is perfect for:

- Company guidelines
- Product specifications
- Research papers
- Training materials
- That novel you've been working on for six years (don't worry, your GPT won't judge the plot holes)

Remember that the documents you upload will only be accessible to this specific GPT, and they'll influence how it responds to queries related to that information.

Step 6: Configure Capabilities

Decide which additional capabilities your GPT should have:

- Web browsing: Can it search the web for information?
- DALL-E image generation: Can it create images?
- Code interpreter: Can it run code?

Choose wisely based on what your GPT needs to accomplish. A recipe GPT probably needs image generation to show the final dish, while a coding assistant needs the code interpreter.

Step 7: Test Your GPT

Before sharing your creation with the world (or just your annoyed colleagues who are tired of hearing about AI), test it thoroughly!

Try asking questions that:

- Are directly related to its purpose
- Are slightly off-topic to see how it handles them
- Might be challenging based on its limitations

This testing phase is crucial for refining your instructions and ensuring your GPT behaves as expected.

Step 8: Refine and Iterate

Based on your testing, go back and refine your instructions. This is often an iterative process—you'll notice patterns in how your GPT responds and can adjust accordingly.

Don't be afraid to say things like "When asked about X, always emphasize Y" or "Never suggest Z even if directly asked."

Step 9: Publish and Share

Once you're satisfied with your creation, decide whether to:

- Keep it private for personal use
- Share it with specific people or your organization
- Publish it publicly in the GPT store

If you're creating it for professional purposes, consider starting with limited sharing to gather feedback before a wider release.

Watch the video I have created showing exactly how to do it – [click here](#)

Common Pitfalls to Avoid

- **Vague instructions:** "Be helpful" is too general;

"Provide step-by-step guidance for using our product's API" is specific.

- **Overloading with documents:** More isn't always better; focus on quality information.
- **Unrealistic expectations:** Your GPT won't have perfect domain expertise unless you provide that knowledge.
- **Neglecting to test edge cases:** What happens when someone asks something completely unrelated?

Final Thoughts

Creating a custom GPT is a bit like raising a digital pet—it needs clear guidelines, proper training, and regular attention to perform at its best. The good news is that unlike real pets, you can edit its behavior instantly if it starts chewing on the metaphorical furniture.

Remember that your GPT will only be as good as the instructions and knowledge you provide it.

Take the time to craft clear guidelines, and you'll end up with a powerful tool that saves you time and makes you look like a tech wizard to your less AI-savvy colleagues.

Now go forth and create your digital mini-me! Just remember that if you create a custom GPT with your sense of humor, you're legally required to laugh at its jokes. I don't make the rules, I just report them

Also, remember, if you would like to hire me to speak at your next conference or just coach your team, please email me at frank@frankfurness.com. ■

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The C-suite's secret weapon



Hybrid COO roles might soon be the new CEO prerequisite

Frank Furness | 12 min read

The C-suite is evolving fast—and operational muscle is now the price of entry.

More companies are fusing COO responsibilities into other top roles, giving CFOs, CTOs, and presidents direct control over execution as well as their functional strategy. This isn't about title inflation. It's survival. In an environment defined by complexity, speed, and constant disruption, companies need leaders who can think cross-functionally, act decisively, and drive results across the entire enterprise.

“There is tremendous pressure on organizations now to adapt to changes at a scale and complexity we haven't seen before,” Anat Lechner, clinical professor at NYU Stern, tells my colleague Lily Mae Lazarus. “The COO has to grow another wing, so to speak.”

That evolution is reshaping the C-suite. Salesforce and PayPal are among the companies that have recently fused operational and financial leadership to streamline decision-making and break down traditional silos. The same shift is happening for CTOs, as organizations recognize that technology is no longer

a separate pillar of business. The COO's mandate now extends beyond supply chains and logistics to include scaling AI initiatives and overseeing platform transformations.

Ultimately, companies are betting that the future belongs to leaders who can deliver operational excellence through a cross-functional lens. “The new conversation is about COOs as strategic partners,” says Lechner. “You have to manage long-term vision and short-term execution. If you can't think cross-functionally and lead with emotional intelligence, you won't last.”

This evolution has turned the COO into one of the most powerful springboards to the CEO seat. Nearly half of the new CEOs in 2024 rose from president or COO roles, underscoring that operational leadership is no longer a secondary skill set—it is the defining currency of executive success. Companies want leaders who can think and operate across multiple dimensions simultaneously, and hybrid COO roles are increasingly becoming the ultimate proving ground.

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how to use emails to get free meals at expensive restaurants



Eddy Quan | 4 min read

One of the best ways to land your next email client and learn email marketing at the same time is to sign up to the email lists of local businesses you use and see what emails they send or don't send.

A dead simple example of this is local restaurants.

I make a lot of dinner reservations and one thing I've noticed is they always ask for your phone number, email and highlight if the reservation is for a special occasion like an anniversary or birthday.

Now you would think the reason restaurants ask for this information is so they can market more to you right?

As a marketer, I love being sold to. And more than anything, I love when businesses show initiative in their marketing endeavours.

I repeat. I want to be sold to. And believe it or not, most consumers love to being sold to.

When people say "I hate being sold to!" what they really mean is they hate to feel like they are being sold to.

But make no mistake about it.... As consumers, we all love being sold to (that's a huge marketing insight btw).

So back to the restaurants.

Of the several dozen reservations I've made in the past few months, I've yet to receive a single email from any of these restaurants outside of reminding me of my upcoming reservation....

Which tells me that these restaurants are leaving a ton of money on the table.

It's just another example of how a vast majority of local businesses underestimate the power of email.

Here are just 3 types of emails any email marketer could come in and help these restaurants out with:

1) An automated special occasion reminder email. Every time you make a reservation, many of these restaurants ask you to tick a box if you're celebrating a special occasion such as a birthday or anniversary. So any restaurant could whip up an email which is

scheduled to go out 7-10 days before the annual date with a link to make a booking. You could even offer them a discount for booking early. This email could be customised based on the occasion and an email tag created when the customer first makes a booking.

2) Chef's special email. Many of these restaurants have a weekly "chef's special" menu. Why not turn this into a weekly email from the chef or restaurant owner with a simple story explaining how the dish came about or how it's made then finish with a booking link?

3) Quiet night promos. As you can imagine, restaurants make most of their money on weekends since less people eat out early in the week. Which is why many of them run promos during the week. My favourite bar for instance has a burger promo every Monday. Guess how many times they have emailed me about this promo? Exactly none. By simply emailing all their past customers every Monday reminding them of this promo, they would get far more bookings.

If you're wondering how I came up with these emails, I simply just came up with them because they are the most obvious emails I would send.

And seeing as none of these restaurants ever send a single email, I'm more than confident that any email marketer with a bit of "go-getter" attitude could make an offer to write emails for these restaurants/bars/cafes and do very well.

I'm not saying you'll make a ton of money doing this (restaurants are already struggling with low margins), but at the very least you could probably get a few testimonials and maybe even a free meal.

But before you go out and become the go-to email marketer for your local restaurant scene, you might want to get "the bible" of email marketing by checking this out:

<https://eddyquan.gumroad.com/l/writeselltwice>

Your man

Eddy "this stuff isn't complicated" Quan

Eddy Quan <eddy@eddyquan.com>



ARTIFICIAL INTELLIGENCE & JOURNALISM

A double-edged sword

As the technology continues to advance, newsrooms face a pivotal choice over whether AI will become a friend to journalism, strengthening its foundations, or a foe that quietly erodes them, says Asad Baig, the director and founder of Media Matters for Democracy who writes on media and digital freedoms, media sustainability and countering misinformation. Writing in *The News on Sunday* (May 4, 2025), Asad Baig pointed out that in 2023 readers of the respected technology outlet CNET were quietly being served articles written not by journalists, but by artificial intelligence.

“The stories, many covering complex financial advice, were presented without any disclosure that they had been AI-generated. It was only after independent journalists and critics began examining the articles that glaring errors came to light. These articles were rife with flawed calculations, misleading information and instances of plagiarism.” What made the episode more unsettling was that CNET’s newsroom itself had initially failed to catch them. For a brief but telling moment, AI had slipped into journalism’s bloodstream without the kind of rigorous oversight that is supposed to safeguard public trust.

“The future of journalism in the age of AI will not be determined by the technology itself, but by how thoughtfully the profession rises to the challenge it presents”

– Asad Baig, director and founder of Media Matters for Democracy

Deep fakes, the darker side of AI

The darker side of AI’s influence on journalism has already begun to materialize. AI-powered tools are now capable of producing highly convincing deep fakes that can easily deceive even a trained eye. The technology to fabricate a politician’s speech, invent a protest that never happened and create an entire event from scratch is no longer reserved for sophisticated actors.

Fabricated AI-generated images of Donald Trump being arrested went viral a couple of years ago, spreading confusion even among reputable media outlets before being debunked. Similarly, a fake narrative about Olena Zelenska, the first lady of Ukraine, purchasing a luxury car with aid money circulated widely, with AI-generated imagery lending it a veneer of authenticity. When it becomes impossible for audiences to distinguish the real from the fabricated, trust in media and in verifiable reality itself begins to erode.

Exacerbating already fragile state of information ecosystem

AI has also made it easier for bad actors to scale disinformation campaigns. Synthetic accounts, automated networks and coordinated troll armies now spread false narratives at speeds and volumes that were unimaginable just a few years ago. Entire online ecosystems can be flooded with persuasive but false information within minutes of a major event. This places enormous pressure on journalists and

“Allocation of 2,000 megawatts of electricity for Bitcoin mining and Artificial Intelligence data centers to ‘transform Pakistan into a global leader in digital innovation’

– Finance Minister Muhammad Aurangzeb

fact-checkers, who must work against the clock to debunk falsehoods before they solidify in the public imagination. In this way, AI has acted as a destabilizing force, exacerbating the already fragile state of the information ecosystem.

Revolutionizing modern journalism

When used thoughtfully and ethically, AI can revolutionize modern journalism. In the everyday rhythms of a newsroom, AI can automate repetitive tasks that would otherwise drain time and resources, such as transcribing interviews, sorting through large datasets and monitoring public records for newsworthy developments. It can assist investigative journalists in sifting through thousands of documents, spotting patterns that might otherwise go unnoticed. It can help make sense of hundreds of gigabytes of public data, locate obscure records, and, in some cases, generate useful predictions.

“If left to profit motives alone, the same tools that promise efficiency could very well deepen disinformation and erode trust further”

AI can also help newsrooms surface local stories that would not have emerged through traditional editorial processes, by analyzing open data or social media chatter in ways no human team could feasibly manage, but only if it is deployed meaningfully within newsroom systems as part of the underlying workflow rather than as a detached addition.

Empower, not automate, journalism

AI does not replace the journalist; it equips the journalist to do more meaningful work. “This distinction is central to how we at Media Matters for Democracy are approaching the question,” writes Asad Baig. “Our goal is not to automate journalism,

but to empower it. We want to ensure that journalists are supported by AI and not displaced by it. In line with this vision, we are assisting modern newsrooms in designing and deploying their own custom-built AI enterprises tailored to their specific editorial and operational needs. These platforms are built not only for efficiency but with an emphasis on reliability, transparency and control, particularly in areas like data handling, research and analysis, and knowledge management. By creating in-house AI solutions that reflect newsroom values and editorial goals, we seek to eliminate the risk of errors and hallucinations, such as seen in the CNET example.”

“To succeed, the US will need to support companies at all layers of the AI ecosystem, and partner with allies around the world”

– Brad Smith, president of Microsoft

If left to profit motives alone, the same tools that promise efficiency could very well deepen disinformation and erode trust further. But if integrated carefully, with a commitment to ethical standards and a recognition of AI’s limits, these technologies could also revitalize journalism at a time when it is needed most.

AI is neither a friend nor a foe by default. It is a set of tools, powerful and neutral only in theory, but profoundly shaped by human choices in practice. The future of journalism in the age of AI will not be determined by the technology itself, but by how thoughtfully the profession rises to the challenge it presents.

MAGA changes gears

Meanwhile, top executives at American AI giants OpenAI, Microsoft and AMD have appeared at a US Senate hearing to outline ways they believe Washington can stay ahead of Beijing in the artificial intelligence race (Dawn, May 12th, 2025). The US Senate Commerce Committee, chaired by Republican Senator Ted Cruz, is looking to cut regulatory barriers to US artificial intelligence after China’s DeepSeek shocked the world with a high-quality, affordable AI model last year. The US tech industry has seized on that development to lobby the Trump administration for more favourable

“Societal advances from AI will accelerate in the next few years through US investment”

– Sam Altman, CEO of OpenAI, maker of flagship AI model ChatGPT

“AI does not replace the journalist; it equips the journalist to do more meaningful work”

policies, arguing that promoting worldwide use of AI that reflects democratic values is a matter of national interest.

Sam Altman, CEO of OpenAI, maker of flagship AI model ChatGPT, is testifying, as are Brad Smith, the president of Microsoft, and Lisa Su, CEO of AI chipmaker Advanced Micro Devices (AMD). Microsoft is a major backer of OpenAI. Altman told the panel he expects societal advances from AI to accelerate in the next few years through US investment. The development of AI has depended on specialized computer chips, huge amounts of data to train large-language models, vast amounts of energy and a technically skilled workforce. Smith told the panel that to succeed, the US will need to support companies at all layers of the AI ecosystem, and partner with allies around the world.

Pakistan’s stagnant digital landscape

Time is running out, begins the Dawn Editorial (May 12th, 2025). According to the latest Human Development Report, published by the UNDP, Pakistan ranks among the 26 states that scored the lowest on its Human Development Index. However, this year’s report, which focuses on the possibilities unlocked by AI for human development, notes that, if adopted strategically, technology can significantly enhance human potential. Disappointingly, the agency has noted that Pakistan’s digital landscape remains largely unchanged even though it is home to one of the world’s largest workforces of freelancers and promising AI talent.

Paradigm change in the offing?

Pakistan’s Ministry of Finance has announced the allocation of 2,000 megawatts of electricity for Bitcoin

“Pakistan currently has about 7,000MW of surplus capacity and has been advocating its sale to new sectors, like data centers” – Power Minister Sardar Awais Leghari

mining and Artificial Intelligence (AI) data centers to ‘transform Pakistan into a global leader in digital innovation’ (Dawn May 26, 2025). Finance Minister Muhammad Aurangzeb has said that this strategic allocation marks a pivotal moment in Pakistan’s digital transformation journey, unlocking economic potential by turning excess energy into innovation, investment, and international revenue. Power Minister Sardar Awais Leghari has said Pakistan currently had about 7,000MW of surplus capacity and had been advocating its sale to new sectors, like data centers.

Pakistan’s underutilized power generation capacity is now being repurposed into a high-value digital asset. AI data centers and Bitcoin mining operations, known for their consistent and heavy energy usage, provide an ideal use case for this surplus. Redirecting idle energy, especially from plants operating below capacity, allows Pakistan to convert a long-standing financial liability into a sustainable, revenue-generating opportunity. Bilal Bin Saqib, CEO of the Pakistan Crypto Council, has emphasized the transformative nature of this initiative, explaining that with proper regulation, transparency, and international collaboration, Pakistan can become

“Rather than eyeing the water on the other side of the fence, we need to ensure that on our side of the fence there is zero wastage of this critical resource” – Author

a global crypto and AI powerhouse. Proper regulation and transparency being the keyword here.

Seeking advantage in adversity

The Top-of-Mind focus group has arrived at the considered conclusion that WATER issues plaguing the world, in particular the subcontinent, have no place on the front-burner, the globally hyped specter of Water Wars notwithstanding. The basis of that reasoning is founded on spirituality and an unshakable belief in the Creator as the provider of sustenance, and what is water if not a central part of that sustenance? Rather than eyeing the water on the other side of the fence, we need to ensure that on our side of the fence there is zero wastage of this critical resource. Seeking advantage in adversity is the smart way forward. Let that sink in. ■

Column by Adil Ahmad, Correspondent, TCS Octara.Com