

**NATIONAL NEWSPAPERS
READERSHIP DAY**



First Day Of Issue



**NATIONAL NEWS PAPER
READERSHIP DAY**
25-09-2021
PHIL. PUBLIC BUREAU KARACHI

**NATIONAL NEWSPAPERS READERSHIP DAY
COMMEMORATIVE POSTAGE STAMP
September 25, 2021**

SALIENT FEATURES

Size of Stamp	:	56 x 35 m.m.
Size of Print	:	54 x 33 m.m.
Number of Stamps in a sheet	:	(3 x 5) 15 Stamps
Perforation	:	13 C
Denomination	:	Rs. 20/-
Colours	:	CMYK
Printing Technology	:	Lithography (Offset)
Paper	:	100 GSM W/M Gummed Paper
Gum	:	PVA
Quantity	:	0.6 Million (6 Lacs)
Designer	:	Mughiz Khan
Printer	:	National Security Printing Company, Karachi.



**NATIONAL NEWSPAPERS READERSHIP DAY
COMMEMORATIVE POSTAGE STAMP**

September 25, 2021

The All-Pakistan Newspapers Society (APNS) in 2019, declared 25th September as National Newspaper Readership Day to promote newspaper reading habit in Pakistan. The selection of 25th September is related to the publication of the first multi-page newspaper "Public Occurrences" from America in 1690. The day is being celebrated every year to encourage and inculcate awareness among the youth of the country. Different activities and competitions are arranged in universities and educational institutions to promote reading habits. The newspaper across the country, publish special issues on this day to educate the masses on the benefits of newspaper reading.

The President of Pakistan Dr. Arif Alvi in his message last year, stated, "I really appreciate the initiative of APNS in promoting the habit of reading among the people which would significantly help in educating them about modern day's problems and issues. I would also like to extend my heartfelt felicitations to the entire nation, APNS and newspapers on National Newspaper Reading Day."

The President of Pakistan, Dr. Arif Alvi, in his message for National Newspaper Readership Day highlighted it's importance by saying, "Despite the growth of electronic and digital media, newspapers still play a significant role in creating awareness and educating the people about various economic and social issues. Currently, the world is facing the challenge of fake news and newspapers need to discourage this trend by promoting responsible, impartial, truthful and authentic journalism. Furthermore, newspapers are required to play its role in countering fake news and inculcating moral values in society."

The President also urged all citizens of the country, particularly the youth, to develop the habit of reading to keep themselves abreast of the latest developments in the arena of international politics, economy, science and technology, particularly in the fields of artificial intelligence, cloud computing and big data.

Similarly, the Prime Minister of Pakistan also expressed his support towards the day and congratulated APNS for such a step. "Newspaper is an important source of information for all. Despite variety of challenges faced by newspaper industry in the present age of modern media, importance of print media remains intact especially in combating the challenge of fake news and false information," said Prime Minister of Pakistan, Mr. Imran Khan on National Newspaper Readership Day.

Furthering to the cause associated with the day, the Federal Minister for Information and Broadcasting, Chief Minister Punjab and Chief Minister Sindh also shared their messages highlighting the importance of National Newspaper Readership Day and congratulating APNS for their efforts.

The Federal Minister for Information and Broadcasting, aptly said, "Despite aggressive inroads of digital broadcast, online and social media, relevance of print media, newspapers, can hardly be underestimated. It becomes even more credible because the menace of fake news has wracked havoc on the authenticity of information available for the public consumption; especially after the sensationalism of photo shopped videos and infographics in the social media."

"Reliance on well-researched facts for filing a news story so that it could pass the rigorous editorial check, before finding a place in print edition of a newspaper lends credibility to a print media story vis-à-vis hastily drafted and sometimes unscrupulous content of readily available means of dissemination of information".

Newspapers have always been the source of authentic information with sources. Nothing goes into print without verification and absolute check and balance of truthfulness in content. This makes our traditional media first choice for accurate information. To promote newspaper reading habit for a balanced and well aware society, APNS introduced National Newspaper Readership Day with a message to fight fake news, adopt newspaper reading habit and also teach children to read newspapers for balanced news and happenings.

The Chief Minister of Punjab, Sardar Usman Buzdar also highlighted the importance of print media by sharing, "Newspaper reading is the need of the hour. The electronic media, in their fight for breaking the news, is damaging its own roots while social media, without any check and balance, is out of control and often false. Hence, in this time and age, newspaper reading becomes all the more important. I believe the habit of newspaper reading should be instilled in our people once again. Regular newspaper reading provides information and news to people as per their needs, interests and requirements, and keeps them updated."

The Chief Minister Sindh, Murad Ali Shah, appreciated the APNS and urged all citizens to stand together with the cause. "Let's all join hands and vow to develop a habit of reading newspapers and checking facts before falling prey to fake news and rumours. We should also instill the habit of reading newspaper in our children as well so that they grow up to become responsible and socially aware citizens of Pakistan," shared Murad Ali Shah, CM Sindh.

Last year, APNS launched the National Newspaper Readership Day with a number of messages from "Don't spread rumours. spread verifiable news" to "We don't cover up the fact. We uncover them" and from "Fight fake news. Pick a copy of a newspaper today and every day" to "Encourage your child to read. Start with a newspaper." All these messages hold immense importance keeping in mind the time we live in and our social structure. With the advent of social media, it was considered that newspapers will be dead in no time. However, with the influx of fake news and incorrect information, it made the existence of newspaper more important and relevant than ever. Print is completely based on facts and information

with sources, which other media may not pay much importance to. Also, the stories in print are investigative and detailed, which the limited word count stories cannot compete with.

On National Newspapers Readership Day, Pakistan Post is issuing the Commemorative Postage Stamp of Rs 20/- denomination each on September 25, 2021.

TERMS OF SALE

The Commemorative Postage Stamps will be available for sale from at all important Post Offices in the country.

Overseas orders for Stamps, First Day of Issue Covers and Leaflets should be addressed to the Manager, Philatelic Bureau, Karachi GPO or Manager, National Philatelic Bureau, Islamabad GPO, accompanied by a Bank Draft or Crossed Cheque encashable in Pakistan.

Issued by
THE DIRECTOR GENERAL, PAKISTAN POST, ISLAMABAD.
www.pakpost.gov.pk