

# Roy achieves milestone by bringing Adams to Pakistan

BY SAADIA QAMAR

KARACHI - Shezad Roy has done wonders in terms of the local music pop scene lately. By bringing in an international musician to Pakistan he has definitely become a pioneer in creating a better image of Pakistanis on the global forefront. No wonder a milestone achieved that would be remembered by many who were either directly or indirectly involved and hence became part of the recent mega event: 'Bryan Adams Rock for a Cause'.

Giving details, Roy said that he has been into charity since he was a child. "I have supported charitable causes since childhood, the reason being probably my parents were into it, hence this cause concerning the poor grew within me as well. I have been supportive of Imran Khan and Abdul Sattar Edhi for some time now."

His talented Zindagi Trust is making waves these days in Pakistan with the idea of eradicating poverty along with ensuring the cause of education for the under-privileged, which according to Roy today is his primary concern. "Poverty in rural parts of the country has grown numerous folds. I believe we are in the very process of evolving things at the moment, but what



is required is a complete revolution in the field of education."

With 36 schools all over Pakistan and eight in Karachi, where illiteracy is rampant in the slums,

Roy has pioneered his cause way back in 2002, when he opened up his first school in a small vicinity of Karachi, called Manzoor Colony. Since then there has been no looking back. Roy is focusing on two other projects, Mother-Child Health Care and Girl's Secondary Education but his primary concern today remains 'I'm Paid to Learn'. So far this programme has made him won laurels, even at the governmental level with Tamgha-i-Imtiaz to his credit, while he being one of the youngest recipients and till now the only popstar who has received this honour.

Bringing Bryan Adams and making him perform in Karachi comes to an even greater credit.

Roy had primarily thought that he would earn Rs 20 million for his Trust, so as to establish more schools in the rural areas, most definitely in northern Pakistan. But with the net expenditure unbound, when Adams turned up for two days, most of the money has been used to meet the bills and expenditures, with the chartered aircraft for the guest, the infrastructure for the concert, and the evident security concerns in case of any mishap; Roy indicated that as much Rs 10 million alone is what will be evidently be used for setting up better school building and education facilities for the poor and underprivileged children of Pakistan.

Playing host to Adams was a

privilege, no doubt; but what was more was the fact that Adams was a State guest, with a dinner reception hosted by the President and the Prime Minister in Islamabad. Roy said "I am thankful to the people of Karachi, and more importantly to the establishment for letting this mega event happen, in a very remarkable manner."

In the pipeline, what more is there; more videos of his current numbers from his hip-hop album 'Buri Baat Hai', tour to India and performance alongside Bryan Adams this year and another news hot and fresh, just out of the oven 'Another International Act by an internationally acclaimed singer, in 2006'.