

Mazhar Yusuf, the scion of textile journalism and founder of Pakistan Textile Journal passes away



A Vision

A vision have I
Precise, clear, defined,
A vision of villages, overflowing with abundance,
And orchards and gardens and fields
Ringing with songs of happy children—
Children of contended, proud peasants,
With rosy cheeks and books in their hands,
A spark in their eyes
And full of hopes for a brighter tomorrow.
A vision have I
Of a people rid of all taboos, superstitions,
Alive to a new set of values, social norms,
Whom greed and temptation will no more goad,
But ideals of common zeal,
And service to the country and nation.
A vision have I
Of factories and dams and ports and roads
And schools and colleges and labs
These, our monuments to the world, shall be,
A Shalamar in every heart.

Mazhar Yusuf

A chapter closes as veteran journalist Mazhar Yusuf, a known scholar, author and poet who founded Pakistan Textile Journal, passed away on 12th November, 2009. He was 84, and though suffering from Parkinson's disease led an exemplary and active life. He regularly contributed articles to a number of English and Regional language newspapers for many years and recently a compendium of his writing was published as 'Selected Writings of Mazhar Yusuf'.

Mazhar Yusuf started his career in 1948 as a junior reporter in the newspaper, Sindh Observer. Aware of the immense potential of Pakistan's new textile industry he started the monthly magazine "The Cotton & Textile Journal" in Dec 1950, renamed as Pakistan Textile Journal in March 1953. The new trade publication brought relevant and practical technical and marketing information for the fast growing textile industry in Pakistan.

Sincere to his job Mr. Mazhar traveled extensively for more than 50 years to report on the latest innovations in the textile industry. From the first ITMA Lille in 1951 - he did not miss any edition until 1995 ITMA Milan. A regular at international press conferences, he always brought unique and interesting facts and information to his readers. Mr. Yusuf represented Pakistan as an economic journalist at the International Seminar on the Role of Economic Journalism at Berlin (Germany) – 1963. He led a delegation of Pakistani writers to the Peoples Republic of China in 1989.

Those who knew him as an Editor in Chief, Pakistan Textile Journal would like to know that he also published and edited in a purely honorary capacity the six monthly scholarly journal "Sindhological Studies" for the Institute of Sindhology, University of Sindh, for nearly 15 years. Mr. Yusuf also served on the Governing Board of the Institute of Sindhology and was former member, National Institute of Historical Research, Islamabad. In this context he also attended two conferences on Sindhi Language, Literature and Culture with elaborate programs of Arts & Crafts Shows, Sindhi & Mushairas (Poem recitals) and literary sittings.

Mr. Yusuf through his firm Sindhi Kitab Ghar published textbooks several important books on Sindh's history and culture in recent years.

Always ready to bring about positive change in his publication he started a strong Internet edition of Pakistan Textile Journal, www.ptj.com.pk in 1998, which has now become a popular and highly visited textile information site.

Since 2001 he had limited his international travel and gradually handed more responsibilities to his son Nadeem Mazhar and daughter in law Amina Baqai who now carry on the legacy of Mr. Mazhar Yusuf. He is survived by his life partner Naema Sultan Begum, the daughter Uzma Mazhar, the senior editor, SHE magazine.

The poem of Mazhar Yusuf wrote in 1972 reflects on the great visionary he was. ♦