Faisalabad Serena Hotel, August 5th, 2018

Faisalabad Serena Hotel hosted a Creative Writing Competition

The importance of understanding the cultures for organization increases many folds when

it has a highly diversified workforce

The importance of understanding the cultures for organization increases many folds when

it has a highly diversified workforce

The importance of understanding the cultures for organization increases many folds when

it has a highly diversified workforce

The importance of understanding the cultures for organization increases many folds when

it has a highly diversified workforce

Culture, being an inter disciplinary core, offers several perspectives that we can approach to understand the dynamics of any country or society. Pakistan being a multi-dimensional society is extremely rich and for the world to know about it, the best way to promote it is through Arts & Literature.

Faisalabad Serena Hotel under the Cultural Diplomacy Initiative of Serena Hotels announced a Creative Writing Competition in the mid of JULY where the participants had to submit their write ups in both Urdu & English language on the topic given “Faisalabad in 2028” at the provided link till 5th August. After receiving an overwhelming response from all over the country.10 best manuscripts were selected for the finale. The event was graced by the endowed panel of Mr. Tahir Khalil (Jang Group) & Ms. Sanam (Dawn News).

Nayab Nasir from Lahore got selected as a Winner by the unanimous decision of the panel judges. Her article was published in the leading Magazines of the country & the coverage of the event was covered by top-notch Newspapers.

**ABOUT SERENA HOTELS**

Serena Hotels has established itself as one of the world’s leading hospitality brands offering quality accommodation, unique holiday and conference solutions, cultural heritage and adventure tourism. Its collection of 35 unique hotels, resorts, safari lodges and camps, palaces and forts located in East Africa (Kenya, Tanzania, Zanzibar, Rwanda and Uganda), Mozambique and South Asia (Pakistan, Afghanistan and Tajikistan) are in some of the world’s most interesting, enchanting, historic and exotic settings.

*Press Contact*

*Mehak Khan  
Manager Marketing & Communication  
Tel: +92 307 7778811*[*mehak.khan@serena.com.pk*](mailto:mehak.khan@serena.com.pk)

A group of people sitting at a table

Description generated with very high confidence

A group of people sitting at a table

Description generated with very high confidence