

MALIKA-E-MASHROBAT



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DEPARTMENT OF MEDIA STUDIES

KINNAIRD COLLEGE FOR WOMEN

LAHORE

SESSION (2021-2023)

**THE DOCUMENTARY IS RELATED TO TEA HISTORY, TEA
CULTURE AND TEA HABITS IN OUR DAILY LIFE**

MALIKA-E-MASHROBAT



**A PROJECT REPORT SUBMITTED TO
KINNAIRD COLLEGE FOR WOMEN
IN FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF
MASTER OF PHILOSOPHY
IN
MEDIA STUDIES
BY
NIDA QAISER
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DEPARTMENT OF MEDIA STUDIES
KINNAIRD COLLEGE FOR WOMEN LAHORE
SESSION (2021-2023)**

**RESEARCH REPORT APPROVAL
KINNAIRD COLLEGE FOR WOMEN**

Date: 13-06-2023

I hereby recommend that the report prepared under my supervision by

Name of Candidates: Nida Qaiser

Registration No: F21MPMSO13

Entitled

Title:-“Malika-e-Mashrobat” be accepted in partial fulfillment of the requirements for the degree of

MASTER OF PHILOSOPHY (M.Phil.)

IN

MEDIA STUDIES

In Charge of Research Report

Head of Department

Recommendation concurred in

Committee For the final Examination

1. _____

2. _____

3. _____

4. _____

RESEARCH COMPLETION CERTIFICATE

It is certified that Ms. Nida Qaiser of MPhil (session 2021-2023), Department of Media Studies has carried out research work entitled “Malikaa-e-Mashrobat” under my supervision.

It is assured that research work is original and has not yet been published anywhere else.

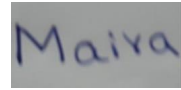
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Signatures of Supervisor

Dated: 13-06-2023

Dr. Maira Qaddos

Assistant Professor



Signatures

Head of Department



ANTI-PLAGIARISM DECLARATION

I certify that this is my own research work. The work has not, in whole or in part, been presented elsewhere for assessment. Where material has been used from other sources, it has been properly acknowledged. The similarity index of the research report is 16%. If this statement is untrue and I am found guilty of plagiarism, the punitive actions against me should be taken as per Kinnaird Anti Plagiarism Policy.

Nida Qaiser

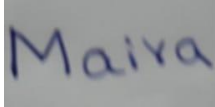
F21MPMS013

M.phil (Media Studies)

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Signature of Supervisor:



Signature of HOD:



DECLARALTION

This final year project is presented in partial fulfillment of the requirement for M.Phil in Media Studies.

I declare that this project titled “Malikaa-e-Mashroobat” is the result of my research and field work except in references; it is assured that this work is original and has not been published or submitted anywhere else.

Candidates' Signature:



Candidates' Name: Nida Qaiser

Date: 13-06-2023

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I would begin with thanking Allah Almighty for bestowing his blessings and for giving me the courage to accomplish my goal. This is for my parents, for their incessant support, throughout these two years of my postgrad, and my siblings. I would like to extend my gratitude to my Head of Department, Dr. Kiran Karamat for all her guidance and motivation. Thank you to Dr. Maira Qaddos, my research advisor, for directing me towards things I have never thought about. Special thanks to my husband Tanweer Asif, for all his love, support and courage, and my adorable children Jerusha & Joel for their patience and a friend Imran Khan for his help and editing it so brilliantly and being so patient with it. This goes out the entire batch of Media Studies (2021-2023), finally we did it. Thank you respondents of my survey for giving your time to fill up the questionnaire for tea habit survey.

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ABSTRACT

Tea has a traditional status in our society it has become a social norm in our culture. In rural areas of Pakistan, traditional drinks are replaced with tea. From small gatherings of friends to greater social events, tea has a significant role and impact on the minds of people. Tea has a considerable persuasive effect on people's lifestyles, including its effective health benefits. Although, the majority of respondents wasn't know about the health hazards of tea. Yet it is used as a start-up on daily basis. From domestic to official tea has served as a refreshing break. No matter what the occasion could be, in happiness or grief, tea has a considerable role in hospitality. The research concludes that there is a considerable amount of people who can't even imagine their day without tea, and there is nothing that can be replaced with tea. According to the study, tea culture is evolving day by day and it is becoming a fashion in a traditional way and people feel calm and relax in the ambience of tea cafés. The music and atmosphere of tea cafés effect in a positive manner. The study analyzed the importance of tea in our routine life, evaluating its effects on health whether they are positive or negative. For the authentication of the report, interview slots of nutritionists are added to the documentary. The research indicates that tea should be taken as beverage only because it its' become an addiction it may cause tiredness and exhaustion.

Keywords: Social norm, Society, Traditional value, Tea cultural, Ambience, Stress relief

INTRODUCTION

Tea has a literary status in our society. In many literary circles, tea is considered an essential ingredient. Chai dhabas are the simple establishment that catered to the working class and fourth-grade labor which includes especially truck drivers, to have a quick stop for refreshment during their long commutes. These Chai Dhabas have a long history in Pakistan. They soon converted into open-air cafés for people to sit with friends and family to converse long debates on politics or gossip about their daily affairs. The modern dhabas have recently taken over the streets of Lahore and Karachi at present. The advanced generation is more persuaded toward sitting late at night with friends and enjoying the same old tradition of chai dhaba as a culture. These tea cafés in the name of upgraded chai dhabas are all about the Garma garam chai being served in small glasses, giving you the desired energy lift up and refreshment, all within just a few minutes. The fancy ambiance and the truck art wall design with deep feels of ancient culture give you all the desired vibe until it takes 20 minutes to get a cup of tea served at your table and you fall into love with it.

Tea has many positive effects on our health, it relieves fatigue. People living in China use tea leaves in their daily diet to neutralize the acidity of the food. Many people also use tea as an energy drink. Tea was started 5000 years ago, 2732 AD, in China, when the king of China "Shen Nung" discovered tea leaves in wild trees (History of tea, n.d). It is said that the king was sitting under a tree and his servant was boiling water for drinking under the same tree when suddenly some leaves from the tree fell into the water. Knowing little about herbs, the king wanted to drink the water that his servant had mistakenly prepared. The word chai comes from the Chinese word "chah" which they use for tea which means "mixture".

The old history of tea makes it one of the world's earliest beverages. It was mostly used for medicinal purposes until the 17th century and when tea made its way to the United Kingdom it was started used as a beverage. The British introduced the tea culture to the subcontinent. The British brought tea seeds from China to the subcontinent in 1836. Later, tea seeds were cultivated in Assam, India. Now, the biggest tea-producing countries are in the Sub-Continent in which China, India, Kenya, and Sri Lanka are the top countries for tea production in the world, and the most tea-consuming country is "Turkey" where tea is used the most.

The United Kingdom celebrates “National Tea Day” as more than simply a holiday, their love for tea is so deep that communally they consume more than 60 billion cups a year. It was founded on April 21st in 2016 as movement providing opportunities for future generations of tea drinkers to understand and appreciate the world of tea, the drink of their choice for the past two centuries with benefits. The date of April 21 was chosen because it is also Queen Elizabeth's birthday! National Tea Day is observed in the United Kingdom every year it's a time Britain takes to celebrate its ancient relationship with the immersed drink. A tea 'Festival' at Chiswick House & Gardens in London, which is celebrated on that special day, also charity and fundraising events are held across the country. Some celebrate it in tea rooms, hotels, cafes, and pubs through special events.

International Tea Day was started in 2005 in New Delhi, India. After that, in 2006 and 2008, World Tea Day was also celebrated in Sri Lanka. After that, the trade union movement also organized conferences regarding World Tea Day. In 2019, a proposal was made to the United Nations Food and Agriculture Organization to celebrate "International Tea Day" worldwide. After which all the countries of the world designated May 21, 2020, as International Tea Day for the first time. According to UNO, tea is a medicine. And it has many positive effects on health. The purpose of celebrating this day is to bring high-quality tea to all the countries of the world through sustainable cultivation, besides providing proper facilities to the tea growers. Earlier this day was celebrated on December 15 but since the tea growing season starts in May in many countries, May 21 was designated as "International Tea Day". This day is a source to express the economical, biological, and physical benefits of tea worldwide. The theme for this day is “Tea and Fair Trade” to glorify the economic facts of tea, especially in the areas where it grows. These areas are poverty-compressed and fair trade will enhance their resources and access to the international market, and also be helpful in the extermination of poverty. The United Nations reserved this day to spread awareness among the people about the financial outcomes of major producers of this crop in the world so that they can get profitable results in the production of the worlds' largest used beverage.

Tea is mostly produced in areas of Asia that are poverty-ridden and people associated with its business are below the mark, tea is used in these countries as a general drink among masses of every class and sector because of its easy availability and low cost. Countries

including India, China, Sri Lanka, Nepal, Vietnam, Indonesia, Bangladesh, Kenya, Malaysia, Uganda, and Tanzania are highly tea-producing countries, while these countries are half of the world in terms of population. This is the reason that the importance of international tea day increases with the interest of a large-scale community. The farmers do not have easy access to the markets and processing units. A largely used drink like tea must have a smooth business that should provide relief to the poor farmers in order to meet their provisions and eliminate poverty. International tea day suggests the benefits of tea also appreciates the people behind its production and provides them more facilities to run their business. To make just one pound of finished tea It takes around 2,000 tiny leaves and the best tea comes from high advancements and is hand-picked. Tea plants grow wild in different areas of Asia and over 35 countries cultivate tea as a plantation crop.

1.1 Topic

The topic of this documentary is related to tea history, tea culture in the society and tea habits in our daily life.

1.2 Title

The title of this documentary is “Malika-e-Mashroobat” (the queen of beverages). As tea is consider as the most consuming drink in the world after water.

1.3 One-liner

To know the purpose and importance of tea by getting knowledge about the world’s most consuming beverage.

1.4 Basic idea

We drink the most popular beverage in the world on daily basis, sometimes more than once. The documentary will provide brief information about its origin and current status in the world. Other than its taste and benefits, tea also contributes to culture and socioeconomic development. The basic idea of this documentary is to understand the need to make it an international day by the UNO (United Nations Organization).

1.5 Scope

This research evaluates the impact of the effects of tea on health, its average consumption, and unknown facts. It is grown in over 35 countries, and the cultivation of tea supports the living hood of over 13 million people. As the topic is related to tea so Lahore's most famous tea restaurants and tea stalls will be highlighted to know its recent need.

The basic idea of this documentary is to highlight the tradition of tea in society and its great journey from China to Europe by Dutch traders, then from Britain to the Subcontinent because in the 1830s, the first tea estates were established in the Indian state of Assam, using tea plants brought from China by the British. Furthermore, its importance in our community and routine life will also be illustrated. (National Today, 2022) Trade Unions named it an international tea day in 2005, and later on, in 2019 United Nations passed the resolution to observe it as an annual international tea day on 21st May.

1.6 Need of the Project

Tea has a traditional status in our culture. In our society, hospitality cannot be imagined without tea. According to research (Mukhtar, 2014), it is the second most consumed drink in the world after water which states the self-explanatory importance and worth of tea around the world. And it's the first most consuming beverage in the world. No one can deny the importance of tea in our daily life. Tea is an essential part of every home, but it has become necessary for everyone living in the house. Be it working class or high-class society, tea has become a lifestyle in our society.

There are numerous types of herbal teas with unique benefits which include reducing the impact of stress, protecting us from every chronic disease, fight cholesterol, its ability to strengthen the immune system is essential for a 21st-century lifestyle. The medicinal benefits of tea have been known for thousands of years, no matter the variety. And now, modern science is backing up a lot of those benefits. There are 3,000 types of tea in the world, each with its own specific characteristics and different ways of making it according to taste, characteristics, color, and benefits. The major types include black, green, white, herbal, and oolong. Herbal teas are known as the healthiest tea. It is interesting that all teas come from the same plant whether it's

black, oolong, green, or white comes from the *Camellia sinensis* plant in the same way that all wine comes from the grape.

1.7 Clarity of the topic

Pakistan's tea culture is rich and diverse with various regions of the country each region has its own range of flavors and varieties. In Karachi, Elaichi Chai and Adrack chai (ginger tea) are popular, whereas Doodh Pati Chai (a very thick and milky version) is preferred in Punjab. Varieties of sweet biscuits accompany and are enjoyed with tea in Pakistan. There are various tea brands in Pakistan but Tapal Danedar and Lipton are the top-selling tea brands in Pakistan with fantastic taste, aroma, and flavor. They give a strong tea flavor and they are the top choice of tea lovers.

Pakistan has imported 30 million tons of tea each year from 15 different tea-producing countries. Currently, Kenya is the largest tea supplier to Pakistan. Tea export from Kenya to Pakistan has shown steep growth in recent times, in 2018 tea worth USD 440 Million was sold by Kenya to Pakistan. The climate of Punjab, Pakistan is not suitable for tea crops whether Assam, India is the single largest tea-growing region in the world. The low altitude, rich loamy soil conditions, ample rainfall, and unique climate help it to produce some of the finest orthodox leaf teas.

According to The Express Tribune (2022), Assistant Minister of Food Security Jamshed Iqbal Cheema during his visit to the National Tea and High-Value Crops Research Institute (NTHRI) at Shinkiari, Mansehra said that Pakistan has a great potential for growing tea, Pakistan can grow its own tea as the country has 178,000 acres of tea cultivable land. Also, National Tea Research Institute NTRI plays a very important role in the production and promotion of tea cultivation in Pakistan. The government is providing an opportunity for private companies to invest in and promote the tea trade in Pakistan, which would also create thousands of jobs for the locals. The Ministry of Food Security has allocated a Rs8.5 billion budget for high-value crops and cluster development in Pakistan's major cities.

LITERATURE REVIEW

DW Documentaries (2022) defines that tea is the most-consumed beverage in the world after water. In their documentary, they found the latest trend for this traditional drink. The purpose is to find a sustainable tea that is produced affordably and without the use of pesticides, in a climate-neutral way, under fair working conditions in the USA. They wonder what happened to the tea taste that was in their childhood. Balts Tomas and Hannes Saarpuu traveled to Georgia and stayed to observe the climate of Georgia. they found that the climate in that country is ideal for tea cultivation they rented an overgrown tea plantation. In this documentary, the young founders want to produce tea and tea beverages as sustainably and healthily as possible. Also, they got inspiration from Ketan Patel is working on making his Jalinga Tea Garden completely CO2-free in the Indian state of Assam. The plantation owner Ketan Patel has been growing his tea organically for the last 17 years, and instead of coal, he now burns pellets made from plants his next ambitious goal is 'zero waste' he wants that everything that grows on the farm will also be used.

Nioteas (2019) in this series of documentaries, the host has traveled to many different locations throughout Japan to learn about how tea was first discovered and how it has evolved over time in different places of Japan. In Tokyo, they absorb how people have adapted tea to fit into modern life. In Shizuoka, they met a farm family that grows green tea in harmony with nature, in the same way in Kyoto and Uji, they trace down the origins of tea and found the reason why it plays such an important role in Japanese culture even today. In south Japan, they observe that climate change can affect tea and how farmers can change certain aspects of the tea to produce the exact flavor as per their choice.

Food and agriculture organization of united nations (2022) in this documentary, a cup of tea is considered comfort and connection among people. Tea is the best beverage and most consumed after water. Egypt, China, Afghanistan, Sri Lanka, and Vietnam produce 60% of the world's tea. The documentary shows that in the pandemic covid19, consumption of tea increased in many regions. Consumers appreciate the health benefits of tea. Tea is also a subject to volatile prices and the effects of climate change.

Tea plants can be cultivated in some regions of Pakistan. According to this report tea plants are usually cultivated in tropical and subtropical regions with at least 50 inches of rainfall per year in those specific areas. Some species grow more slowly and produce a better taste but these high-quality teas come from a height of up to 1500 meters. Tea plants can become trees if they grow wild, while cultivated tea crops will be routinely pruned (Red News, 2021).

Urdu Point (2020) the host Zaofishan visited a well-known doodh patti stall owned by a very educated man, Imran, an MBA graduate from IBA. Imran has a deep love for doodh patti and he refuses to name it chaye. He doesn't like traditional 9 to 5 jobs and wanted to be his own boss by starting his own business. Imran says that doing MBA has helped him set up his own business. Imran can make doodh patti himself and started a business with a small tea stall and keeps experimenting with new flavors on his own, even we can enjoy 15 delicious doodh patti flavors at his small tea stall.

China Hour (2018) Damian Harper explores the story behind a tea leaf that falls into the water and changes its taste. He travels around the world to explore the history, origins, and development of tea, as the tea was born from the encounter between water and fire between life and death. The fate of tea has become the fate of the Chinese people, for thousands of years, people of the East have discovered the meaning of life through a cup of tea, even the Japanese tea ceremony has its origins in China. The lives of Chinese people have been entangled with tea, from the plantations of tea to the barren plains to the search for tea to planting one's own. Over the years, tea has journeyed all over the world and influenced many cultures with its existence, from Asia to Africa, tea has found its home in the soils of different nations of the world. Even though England doesn't produce its own tea, it has the biggest consumption of tea in the world, thanks to its elegance and rich culture of enjoying afternoon tea which has been followed by Asians as well. Nowadays some people exist because of tea, as tea is their constant companion and these people are the tea producers all around the world.

Rao (2013) this short film is a sequence of montages that shows four different people making tea in a tea shop. Starts with a ten-year-old boy selling tea in Bombay at the Gateway of

India, then an 18-year-old girl with her tea shop in a mid-level town, A 19-year-old Kashmiri fella in a Barrista, and an 80-year-old man's tea shop at Kerala's busy bus-stop. There are four different points of view of life through a series of sensuous shots that celebrate the process of making tea and a series of painted graphics that recreate their thoughts. Began with an innocent 10-year-old who has escaped a violent life in his village, a slightly bitter yet adventurous Kashmiri boy who has escaped a false charge of stone pelting, a brave girl who has rejected child marriage, and an old wise though pessimistic Malayali who is doubtful of rapid change in life. The short film is a view of the rapid change that India is going through and what it means to those people whose faces we never notice as we go along sipping our cup of tea every day. The tea is just similar to the people of India that changes with every language, culture, and climate yet serves the same purpose everywhere, always a constant in instability.

Moazzam (2016) this Documentary explores the image of tea farming in Pakistan and the facilities that are given by the government to the farmers who grow tea plants and plucked leaves on their own. Also, the government researches tea and its process. National Tea Research Institute occupied an area of 60 acres in the government initiative tasked to conduct research for tea plantations so that we can save the amount spent on importing tea and this institute is hardly able to produce fifty to sixty thousand kilograms of tea per year. Pakistan is the third largest importer of tea. According to statistics of the NTRI, one person consumes 1 kilo of tea per year which makes it very easy to assume that a country in which everyone drinks tea two times a day, which means the country is unable to produce even one percent of the current demand of the country.

Gravitas (2020) the host Palki Sharma describes the story of tea which is 4,000 years old. The journey has witnessed from political slogans to personal memories. This magical drink finds a portion everywhere. Tea supports 35 countries through its cultivation and supply. This beverage changes the mood, relieves stress, and provides comfort in various ways. Its history is driven by ancient China and then tea was brought to Japan. It's the first thing people take all around the world as a startup in the morning. Tea has a unique and traditional history.

SIGNIFICANCE OF THE STUDY

The purpose of this documentary is to illustrate that tea has become a social need in our society. From early morning to late night, from gatherings to the office, tea has played an essential role in our lifestyle. In many literary circles, tea is considered an essential ingredient and if it is a matter of literary circles, how can one forget the Pak Tea House, "Pak Tea House" located on Mall Road is a literary hangout, in 1940 two Sikhs. The brothers started a tea house called "India Tea House" which was later changed to Pak Tea House after the partition of India, this tea house was the center of attention of many literary figures. Literature has witnessed many ups and downs, which is the reason why even today Pak Tea House has the status of a literary circle, and this documentary will highlight the legendary aspect of tea in society by covering famous tea cafés of Lahore. As tea has a traditional status in our culture. The documentary will explore the world's most expensive tea and the cheapest tea in the world.

SCRIPT

لہے۔ ہمارے معاشرے میں چائے کے بغیر چائے ہمارے کلچر میں روایتی حیثیت کی حامل مہمان نوازی کا تصور بھی نہیں کیا جاسکتا۔ ایک تحقیق کے مطابق دنیا میں پانی کے بعد چائے ایک ایسا مشروب ہے، جس سے سب سے زیادہ استعمال کیا جاتا ہے۔ ہماری روزمرہ زندگی میں چائے کی اہمیت کا لازمی جز ہے بلکہ یہ گھر میں رہنے سے کوئی انکار نہیں کر سکتا۔ چائے ہر گھر والے ہر فرد کی ضرورت بن چکی ہے۔ مزدور طبقہ ہو یا

ہائی کلاس سوسائٹی، چائے ہمارے معاشرے میں ایک لائف سٹائل بن چکی ہے

اگر ہم چائے کی تاریخ کی طرف جائیں تو پتا چلتا ہے کہ چائے کا آغاز آج سے 0005ء سال پہلے زمسین، چائے سے ہوا، جب چین کے ایک بادشاہ "شین زنگ" نے چائے کے 2732ء، پتوں کو جنگلی درختوں میں دریافت کیا۔ کہا جاتا ہے کہ بادشاہ ایک درخت کے نیچے پینے کے لئے پانی ابارتاتھا کہ اجازت درخت سے بیٹھا ہوا تھا اور اس کا نوکر ن کی خوشبو بہت اچھی لگی اور چونکہ کچھ پتے اس پانی میں آگئے، بادشاہ کو معلومات رکھتا تھا تو بادشاہ نے وہ پانی پینا بادشاہ جڑی بوٹیوں کے متعلق بھی چاہا جس سے اس کے نوکر نے غلطی سے بنا ڈالتھا۔ بادشاہ کو اس کا اذائقہ کڑوا لیکن بہت فریڈ شنگ لگا چاہے جلدی اس دور کے معزز وب بن گئی اسی دور میں چائے بڑھانے کا پتہ سندیہ مشر

س کالرز بھی چین کے دورے پر تھے انہوں نے جب پہلی بار یہ مشروب چکھا تو انہیں یہ بہت پسند آیا اور وہ واپس جاتے ہوئے چائے کے بیج اپنے ساتھ لے گئے چائے کے لوگوں کو پینے کی چیز بہت پسند آتی ہے۔

چین کے اہم عناصر تھے اور چین کو طاقت اور معاشی اثر و رسوخ حاصل ہوئے۔ برآمدی سامان میں چائے رباتھا۔ اس وقت چین کی ثقافت میں چائے، ریشم اور مٹی کے برتن اہم کردار ادا کر رہے تھے۔ سولہ سوچھ پن میں جاوا کے جزیرے سے چائے کی پہلی کھوپ

برطانیہ میں چائے کی مقبولیت کا سہرا ملکہ
Catherine of Braganza
کے

سر جاتا ہے۔
Catherine
پررت گال کی شہزادی جس کی شادی
Charles 2

AUDIO VIDEO DOCUMENT

Scene	Audio	Visuals	Duration
1.1	BGM "Tea Pouring"	Establishing shot of tea pouring from kettle to tea cup	5 sec
1.2	<p>چائے ہمارے ک لچر م میں روایتی حیثیت کی حامل ہے۔ ہمارے معاشرے م میں چائے کے بغیر مہمان نوازی کا تصور بھی سکتا۔ نہہیں کیا جا ایک تحقیق کے مطابق دنیا میں پانی کے بعد چائے ایک ایسا مشروب ہے، جسے سب سے زیادہ استعمال کیا جاتا ہے۔</p> <p>BGM</p>	Tea making shot	8 sec
1.3	<p>ہماری روزمرہ زندگی م میں چائے کی اہمیت سے کوئی انکار نہیں کر سکتا۔ چائے ہرگز ہر لازمی چیز ہے بلکہ یہ گھر میں رہنے کے ہر فرد کی ضرورت بن چکی ہے،</p>	Shots of tea cups	9 sec
2.1	<p>مزدور طبقہ ہویا پانی کا لاس سوسائٹی، چائے ہمارے معاشرے م میں ایک لازمی سٹائل بن</p>	Tea cup shots with eatables	10 sec

	چ کی ہے،		
2.2	اگ رہم جائے کی تاریخ کی طرف جا میں تو پتا چلتا ہے کہہ جائے پھلے ۲۰۰۵ء کا آغاز آج سے سال ۲۰۳۷ء سے ،اوہ سے ہندیاچ،	Animated picture of King “Shen Nung”	6 sec
2.3	جائے کے پتوں کو جنگلی درختوں میں دریافت کیا۔ کہا جاتا ہے کہ	Animated video shot stared with king and his servant	5 sec
3.1	بادشاہ ایک درخت کے نیچے بیٹھا سے کھواتھا اور پینے کے زور لئے پانی ابل رہا تھا کہ اجازت درخت سے کچھ پتے اس پانی میں آگئے، بادشاہ کو ان کی خوشبو بہت اچھی لگی اور چونکہ بادشاہ جڑی بوٹیوں کے متعلق معلومات بھی رکھتا تھا تو بادشاہ نے وہ پانی پینا چاہا جس سے اس کے زور غلطی سے بچا کہ اس تھا۔ بادشاہ کا اذائقہ کوڑا لیکر بہت ریفریٹنگ لگا	Animated shot (king took tea from his servant)	12 sec

3.2	چاپے جلدی اس دور کے معزز افراد کا پسنندیدہ مشروب بن گئی اسی دور میں چاپانی بدھ سکالرز بھی چین کے دورے پر تھے انہوں نے جب	Animated shot And picture	6 sec
3.3	جب پہلی بار یہ مشروب چکھاتے اور وہیں یہ بہت بہا یا ہوئے جائے کے بیچ	Animated shot	7 sec
4.1	چاپان کے لوگوں کو پینے کی بہت پسند آئی۔	Ancient Japanese picture	4 sec
4.2	چین کے برآمدی سامان میں چائے اہم تھی اور چین عنصر کو طاقت اور معاشی اثر و رسوخ حاصل ہو رہا تھا اس	Animated shot	7 sec
4.3	وقت چینی ثقافت میں چائے، ریسم اور مٹی کے برتن اہم کردار ادا کر رہے تھے۔	Animated shot	5 sec
5.1	سولہ سوچھہ پن میں جاوا کے جزیرے سے چائے کی پہلی	Animated shot of world globe	3 sec

5.2	چین سے ہالینڈ بھیجی گئی جلد 6 لوگوں میں ایک فیشن ایبل مشروب بن گیا اور وہاں سے یورپ کے دیگر ممالک میں پھیلتی چلی گئی .	Animated shot of shipping tea	7 sec
5.3	برطانیہ میں چائے کی مقبولیت کا سہرا Catherine of Braganza کے رسے کا تاپے جا	Animated shot of Catherine of Braganza	4 sec
6.1	کت 1685 . ملکہ نے والی اس غیر ملکی خاتون نے چائے کو برطانیہ اشرفیہ کا	Catherine of Braganza taking tea	7 sec
6.2	مقبول ترین مشروب بنادیا یہ وہ دور تھا جب برطانیہ دنیا بہر میں اپنا تسلط رہا قائم کر تھا	Animated shot	8 sec
6.3	انیسویں صدی کے وسط تک برطانیہ ایک مضبوط سلطنت بن چکی تھی اور دنیا کے بڑے حصوں پر اس کی حکمرانی قائم تھی ہندوستان پر بھی برطانیہ راج	Animated shot of world globe	6 sec

	<p>قائم تھا اس لئے ایسٹ انڈیا کمپنی مشرق سے برقی سم کے اجناس کی تجارت کی ذمہ دار لیکن تھی تھی اسے جائے کی پتی</p>		
7.1	<p>ی کی یوز کہ ابھی تک جائے صرف چین میں</p>	Animated shot	2 sec
7.2	<p>تھی انگریز چاہتے تھے کہ وہ اپنی نوآبادی میں جائے خود کاشت کریں سو ایسٹ انڈیا کمپنی</p>	Picture of tea field	3 sec
7.3	<p>نے 1848ء میں جائے کی کاشت کا ارادہ جائے کے لئے اپنا ایک جاسوس رابرٹ فورچون چین بھیجا رابرٹ</p>	Animated picture of East India Company	4 sec
8.1	<p>کے لفظ جائے چائے زبان کے لفظ "matcha" کے پے ہیں جس کا مطلب ہے "مکسچر" یعنی چائے</p>	Animated shot	6 sec

	ایک مکسچریے BGM		
8.2	پہر سال 12 مئی کو چائے کے عالمی دن کے طور پر منایا جاتا ہے اس کا آغاز رےک تراہب سی م 2005 شہر نئی دلی سے ہوا۔	Animated shot of tea cup and hands	5 sec
8.3	دسم ہر 9102 م میں یونائیڈڈ نیشن فوڈ اینڈ ایگریکلچر آرگنائزیشن کے سامنے " انٹرنیشنل ڈے بہر میں ایندوک" منانے کی تجویز پیش کی گئی۔ جس کے بعد دنیا کے تمام ممالک نے 12 مئی 2002 کو پھلی دفعہ چائے کے عالمی دن کے طور پر مخصوص کیا	Picture of united nations conference	7 sec
9.1	گیا۔ اس دن کو منانے کا مقصد یہ ہے کہ ہاڈ بیدار کاشت کاری کے ذریعے اعلیٰ کوالٹی کی چائے دنیا کے تمام ممالک تک	Animated shot of tea field and flying bird	5 sec

	پہنچائی جا سکے،		
9.2	<p>- چین میں رہنے والے لوگ اپنے روزمرہ کے کھانوں میں چائے کے پتوں کو اسے استعمال کرتے ہیں تاکہ کھانوں کی تیزابیت کو دور کیا جاسکے۔ چائے کے ہماری صحت پر مثبت بہت سے اثرات بھی مرتب ہوتے ہیں۔ چائے تھکاوٹ کو دور کرتی ہے۔</p>	Animated shot	8 sec
9.3	<p>چائے کے ان صحت پر اثرات کے متعلق غذائی ماہر، مایہ نہ بیگ حجاز سے پتال لاپور سے باتیں کی ہیں کہ</p> <p>(Nutritionist's interview)</p>	(Nutritionists' interview)	15 sec

10.1	میڈیا اسٹڈیز کنیئرڈ کالج سے لاہور میں ک بی گئے ایک سروے کے مطابق 73----- فیصد لوگوں کے لئے جائے کو چھوڑنا تقریباً ذامہ کن ہے	Kinnaird logo and survey results through Pie Chart	8 sec
10.2	کیوں کہ جائے کے بنا وہ دن بھر تھکاوٹ محسوس کرتے ہیں اور 03- فیصد افراد کے جائے کا مطابق کوئی اور نمل بدل	survey results through Pie Chart	4 sec
10.3	نہ ہیں۔ جب کہ 16 فی صد افراد جائے کے شوق کے لیے ٹی کیفیز اور جائے ڈھابہ کا رخ کرتے کا ہیں۔ کیوں کہ وہاں ماحول اذہب ہیں پرس کون کرتے ہیں۔	survey results through Pie Chart	4 sec
11.1	سقاڈم ریڈ سے ٹورنٹ کے لیے جارہے ہیں۔ BGM	Tea Café' shots	6 sec
11.2	جہاں ایک یا دو نہ ہیں بلکہ مختلف اقسام کی جائے بنائی جاتی ہیں لاہور میں جائے کہ یہ موجود کیے کہ یہ	Tea café' shots	8 sec

	لوگوں کی توجہ کا مرکز		
11.3	ہیں ہیں جہاں رات دیر تک چائے کے شوقین لوگوں کا اربہ تاپے رش لگ موسیقی اور گرم چائے کا ام تراج ماحول کو مزید پسرس کون بنا دیتا ہے	Tea café' shots	10 sec
12.1	چائے کو ہمارے معاشرے میں ادبی حیثیت بھی حاصل اور آگ ربات ہو ہے - ادبی حلقوں کی تو پاک ٹی ہاؤس کو کیا سے فراموش کیا جاسکتا ہے ، مال روڈ پر واقع " پاک ٹی ہاؤس " ادبی ہا	Tea cup with books animation	4 sec
12.2	بیتھک کی حیثیت رکھتا ہے ہکس وڈ نیم 1940ء، بھاڈیوں نے " انڈیا ٹی ہاؤس " کے نام سے چائے کا یہ کیا کیا شروع ڈاہ جو بہدازان تقسیم ہندوستان کے بعد پاک ٹی ہاؤس میں تبدیل کیا گیا، یہ ٹی ہاؤس بہت سی ادبی شخصیات کی توجہ کا مرکز	Pak Tea House shots and animated story	15 sec

	تھا۔ اور اس ٹی ہاؤس		
12.3	نے ادب کے بہت سے عروج و زوال دیے دکھائے ہیں، یہی وجہ ہے کہ آج بھی پاکستانی ہاؤس کو ایک ادبی حلقے کی حیثیت حاصل ہے۔	Pak Tea House shot	6 sec
13.1	دیہات ہویا شہر، مزدور طبقہ ہویا ہائی کلاس چائے سوسائٹی کی اہمیت سے کسی کو اندازہ نہیں ہے۔ بس ضرورت اس بات کی ہے کہ چائے کو صرف ایک مشروب کی حیثیت دی جائے اور اسے اپنی زندگی کی بے وجہ عادت نہ بنایا جائے۔ تاکہ ضرورت بھی پوری ہو اور صحت بھی برقرار رہے	Tea taking shots	12 sec
TOTAL DURATION			8 minutes 4 seconds

TECHNICAL METHODOLOGY

4.1. Approach

This documentary is descriptive as it has included shots of the interview taken from nutritionists are added. The shots of tea points also added for better visualization.

4.2. Genre

The genre of this documentary is informative because it helps to better understand some unknown facts and figures by the audience.

4.3. Target Audience:

The target audience of this documentary is the general public of Lahore, both male and female.

4.4. Phases of Production

This phase involves gathering information needed for this documentary as the documentary is descriptive and informative. It also requires research to know the stages and journey of tea, also its effects on health and medicated use over the years. Also, interviews will be scheduled with nutritionist to know its effects on health and the average use of tea daily basis.

4.4.1 Pre-Production

While making a documentary, pre-production is a phase in which all the work before production or actual shooting occurs. The pre-production phase includes interviews to approach a nutritionist to know about the average use of tea as an adult, also its effects on health. Furthermore, draft out appropriate questions for the interviews. The shooting of the documentary was estimated to be completed in 4 weeks. Because famous tea points in Lahore are expected to be covered. Also, in pre-production, a graphical representation of some scenes has been made for smooth production. The script and audio-visual board was prepared for the documentary beforehand.

4.4.2 Production

In the production phase, the actual shooting of the documentary will take place. After finalizing the dates of interviews with the respective people, the shoot was continuing. The aim is to put a lot of effort to make this documentary helpful for others. The addition of voice-over, background music, and transitions was added according to the shots. The camera shots and angles are significant while shooting for something. The documentary has a range of shots, from close-ups to wide shots. Close-ups will highlight the facial expressions of people while interviewing them. The shots convey the whole context of the documentary. On the other hand, wide-angle shots are used to display the fields to show the setting more clearly. Other shots might include lens shifting from long shots to extreme close-ups.

4.4.3 Post Production

A very clear voice-over is added in the background of some shots, which narrate the point of view in the documentary. For the shot of this documentary, both natural and artificial lights are used. For explanation of history events, animation has added in the documentary.

BUDGET

Final Budget Paper

Project name: Malikaa-e-Mashroobat
 Genre: Documentary
 Duration: 8 minutes 4 seconds
 Language: Urdu
 No. of Episodes: One time

Head of Accounts	Qty	Names/Description	In House	Out Source
Pre-Production				
Director	1	Nida Qaiser	Yes	
Producer	1	Nida Qaiser	Yes	
Fuel for research		For personal vehicle	5,000	
Production				
Camera facilities & equipment		All technical facilities	-	5000
Food	2	6 days shoot	-	6,000
Car & Fuel	1	1 car	6,000	-
Communication		Mobile Cards	-	1,000
Post Production				
Editing + Graphics and Animation		5 shifts/5,000 per shift		20,000
DVD cover	3	3 DVDs with cover		800
Project printing	3	3 Project Files		6,000
Miscellaneous		Budget allocated for unseen Expenses		1000
TOTAL OF ALL EXPENCES				50,800

CONCLUSION

This documentary is attempt of know the level of tea habits in the citizens of Lahore. Tea has a traditional status in our culture. In our society, hospitality cannot be imagined without tea. Study concludes that tea is an essential part of every home; nevertheless it has become a necessity of every person living in the house. It could be a working class or high class society, tea has become a lifestyle in our society.

According to a survey conducted through this research in Lahore, it is almost impossible for 37 percent of people to give up tea because tea makes them feel tired throughout the day and according to 30 percent of people There is no substitute for tea and they can't even imagine a day without having tea. Tea has both positive and negative effects on health and 48% people didn't even know the health hazards of tea, and 5.20% people takes tea thrice a day. While 35% takes tea once a day, 25% said that never spend a day without tea in their life.

While 61 percent of people go to tea cafes and chai dhabas for their passion for tea because the atmosphere there calms them down and they enjoy the ambience.so such kind of places should be maintained by the authorities as they directly or indirectly promote the old art culture as well.

It could be village or city, working class or high class society; no one can deny the importance of tea. The only requirement is that tea should be given the status of a drink only and should not be made a habit of one's life for no reason. So that the need is fulfilled and health is also maintained.

6.1 Recommendations

The recommendations for this research are:

- Tea should be considered as a beverage only because if it becomes an addiction, it may cause tiredness and exhaustion.
- People should be educated about health hazards of tea as according to this study a huge majority doesn't know about it.
- Government should support tea cafés because ambience of tea cafés helps in socialization.
- Tea cafés should be encouraged because they contain the art culture of ancient Lahore and people think that it's a great modus towards restoration.

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ANNEXURE

Tea Habits in the Citizens of Lahore

Gender:

Male Female Other

1. Are you a tea lover?

Yes somehow Don't Know No

2. How often do you take tea?

Once a day

Twice a day

Thrice a day

More than thrice

I don't take tea

3. Do you feel urge/ desire to take tea in a specific time?

Very often

Often

Sometimes

Occasionally

Never

4. Have you spent any day without tea in your life?

Many times

Sometimes

Never

5. What is a cup of tea in your life?

Need

Habit

Refreshment

Other (please specify)_____

6. How would be your whole day if you skip tea?

Refresh Tired Exhausted Other

7. Would you replace your tea habit with some other beverage?

Yes

I will try

I am not sure

Never

8. At what age did you start taking tea?

1 to 10 years

10 to 20 years

20 to 30 years

Other (please specify)_____

9. Do you know the advantages of tea?

Yes.

Somehow

No

10. Do you know the health hazards (disadvantages) of taking tea?

Yes.

Somehow

No

11. How often do you visit tea cafés in Lahore?

Regularly

Frequently

Occasionally

Rarely

Never

12. Do you feel the difference in taste of tea at home or in a café?

Yes.

A bit

No

13. Tea cafés are becoming an integral part of food culture in Lahore.

Strongly Agree

Agree

Neutral

Disagree

Strongly disagree

14. Ambiance of tea cafés effect the tea Habits in a positive manner.

Strongly Agree

Agree

Neutral

Disagree

Strongly disagree



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