

**COMPARATIVE STUDY OF EDITORIALS TREATMENT OF
THE DAILY DAWN AND DAILY THE NEWS
INTERNATIONAL ON
ELECTRICITY CRISIS IN PAKISTAN**

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Abstract

This research explores the coverage of electricity crisis in Pakistan by the Daily Dawn and Daily The News International in their editorials during June 2010 to May 2011. The results proved that the overall coverage about the electricity crisis by these newspapers neither favorable nor unfavorable but remained neutral. Researcher used framing theory as theoretical framework and also six hypotheses were developed and tested through content analysis. In which three hypotheses were accepted and three were rejected. For this research study 49 editorials were studied. All editorial sentences are divided into five categories; Causes, Effects, Reactions, Solutions and Miscellaneous of the electricity crisis according to the nature of data. The study finds out that both newspapers gave 22.06% and 36.57% unfavorable coverage. Both the newspapers gave 41.35% neutral coverage on the issue. The results also show that both the newspapers have given more neutral coverage than favorable or unfavorable.

Keywords: editorials, electricity, treatment, crisis, newspapers

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Introduction

Energy is the basic need of human being. It is the best source of lifeline. No one can live without energy. It makes and develops the infrastructure of any country. The countries who have spare energy can rule the world, today the all game is of energy. The one who win the game is the ruler of the world. Electricity is one of the more desirable sources of energy throughout the world. Unfortunately Pakistan is facing electricity crisis due to gap between demand and supply, management failure and wrong policies of government regarding this crisis. The researcher select the topic “Comparative study of editorials treatment of the Daily Dawn and Daily The News International on electricity crisis in Pakistan” to check the role of media regarding this issue. The researcher checks the editorial treatment of two elite newspaper of Pakistan regarding load shedding, outage, and power failure or electricity shortage. He also checks the coverage about impact of load shedding and find out the solutions of crisis.

Electricity shortage:

Electricity shortfall is the world’s problem. It is becoming worst day by day, especially in developing countries. Electricity shortage actually is a gap between demand and supply. When demand increased and supply can’t meet the demand, the electricity shortage is created.

Electricity shortage in Pakistan:

Pakistan is facing this problem from 2005 on a large scale. Electricity shortfall reached up to 8500 MW in summer season while 3000 MW in winter and increasing day by day due to mismanagement, demand and wrong policies of government related to electricity. (Dawn.com, 2012)

Demand of electricity in Pakistan:

Electricity demand is increasing day by day in Pakistan. It is increased 9.78% over the last 5 years. Actually 83.1% of electricity is consumed for domestic use in residential areas. That’s why the demand of electricity increased day by day as the population increased. (Saleem, 2011).According to ministry of water and power (Oct, 2012) the total demand of electricity of Pakistan is 14400 MW while it is generating 11405 MW through different sources like hydel, thermal, IPPs. So the total short fall of electricity in Pakistan is 2995 MW.

Rationale of the newspapers:

The researcher has chosen the elite newspapers of Pakistan. Both newspapers claim objectivity and balance and having large circulation throughout the country. The readers of the

both newspapers are highly qualified and of different state of mind. The other reason of the selection of the newspapers is their focus on all issues of the country. Another purpose is to check the editorial treatment, fairness and objectivity of the electricity given by the Daily Dawn and The News International.

Rationale and Significance of the study:

Electricity crisis has become a burning issue of the country. It affects from individual to whole community and paralyzes the social life of people. It damage industry, agriculture, health, education, economy, technology and social sector. Media treats with this issue in different aspects. Some create exaggeration, sensitization while others covered problems of people, protests, boycotts and electricity shortfall during electricity crisis. The researcher conducted a research to check the editorial treatment of the Daily Dawn and the Daily News International on electricity crisis so that the real facts can be digout and to suggest the newspapers how to cover this kind of issue.

Energy is a life line of a nation. The current energy consumption trends in Pakistan are extremely in efficient, especially in the domestic sector. Load shedding can be controlled by applying the energy saving methods. This research study attempts to determine the coverage of main stream newspapers that how they can be helpful to control an important issue of load shedding. This can be done only throw proper media coverage. This research will be helpful for media practitioners too. This study will also helpful for the students and researcher in future studies. This research would also be helpful to explore the unfavorable coverage of electricity crisis and suggestions for the favorable coverage.

Statement of the problem:

This study has been design to investigate the comparative study of editorials treatment of Daily Dawn and Daily the News International on electricity crisis in Pakistan.

Objectives of the study:

As the aim of the study is to explore the role of media in the problem of load shedding, the research has following objectives.

- To explore the coverage of electricity crisis in Pakistani print media.
- To dig out that to what extent electricity issue is highlighted by Daily Dawn and Daily the News International.

- To find out the comparative coverage of the Daily Dawn and Daily the News about electricity crisis.
- To find out how much highlighted the causes and effects of load shedding by the main stream newspapers, Daily Dawn and Daily the News.
- To find out the ratio of coverage about the reactions and solutions of the electricity crisis.
- To check out how the media frame this issue.
- To suggest, how the press can be helpful in this kind of issue.

Research Methodology

This study is conducted to check the editorial coverage of the Daily Dawn and Daily The News International about the electricity crisis of Pakistan during June 2010 to May 2011.

Research Design:

This research is conducted through content analysis. Qualitative and quantitative methods are used in the research for analyzing data.

All editorials of the Daily Dawn and Daily The News International from June 2010 to May 2011 are the universe of the study. While, the population for this study considered all editorials/editorial notes using the words; electricity crisis, shortfall, cut in electricity, load shedding, renewable energy and electricity shortage in the headline of editorials, leading paragraphs and all sentences of editorials of selected newspapers from June 2010 to May 2011. Tator said that “editorial is the official opinion of a newspaper, through this one can analysis the policy of a newspaper on a specific issue.” Total population of this research comprised on (49 editorials) 648 sentences. Daily Dawn published (22 editorials) 291 sentences while Daily The News published (27 editorials) 357 sentences about the topic.

In fact, researchers selected editorials related to electricity published in Daily Dawn and Daily The News International during selected period of research are taken as the unit of analysis. The period of research comprises on 1 year from June 2010 to May 2011.

Content Categories:

The researcher conducts this research through content analysis and divided whole related content into different five categories. According to the nature of the content these categories are stated as under;

- **Causes**

The sentences which highlight the causes of electricity crisis would be considered in this category.

- **Effects**

The sentences which highlight the effects of electricity crisis would be considered in this category.

- **Reactions**

The sentences which highlight the reactions of electricity crisis would be considered in this category.

- **Solutions**

The sentences which highlight the solutions of electricity crisis would be considered in this category.

- **Miscellaneous**

The sentences in the editorials which are not related to electricity crisis but give in editorials and the sentences which are not related to other four categories are included in this category.

The coverage of electricity crisis into valued newspapers of Pakistan has been analyzed according to these slant categories. The researcher divide slant into these categories;

- **favorable**

If the sentence in the favor of government and on reality basis it will be included in favorable slant.

- **Unfavorable**

If the sentence against the government it will be included in unfavorable slant.

- **Neutral**

If the sentence is not in the favor or against the government will be included in this category.

Slant coded separately for each of the five categories. Where of frames based on these slants.

The coverage of electricity crisis of Pakistan framed as favorable, unfavorable and neutral.

Findings

This section is comprised on findings of the research. The result shows that overall coverage in both newspapers 41.35% remained neutral, 36.57% unfavorable while 22.06% remained favorable. Findings also shows that the both newspapers give more coverage on solutions as

compare to causes, effects & reactions. Both newspapers gave 153 (23.61%) sentences on the solutions of the electricity crisis while 144 (22.22%) on effects, 118 (18.20%) on reactions and 106 (16.35%) sentences on causes of the electricity crisis in Pakistan. The both newspapers gave 49 editorials comprised 648 sentences on electricity crisis in the proposed period of research during June 2010 to May 2011. Daily The News International gave more editorial coverage as compare to Daily Dawn. Findings are given ahead in the shape to tables and graphs.

Table 1

Month wise coverage of Daily Dawn about electricity crisis during June 2010 to May 2011

Month	Total editorial	Total sentences	Categories				
			Causes	Effects	Reactions	Solutions	Miscellaneous
June 2010	0	0	0	0	0	0	0
July 2010	1	12	2	2	1	6	1
August 2010	0	0	0	0	0	0	0
September 2010	1	12	1	2	5	3	1
October 2010	2	28	8	5	4	8	3
November 2010	2	30	11	5	5	9	0
December 2010	1	13	4	1	5	3	0
January 2011	4	52	11	8	13	11	9
February 2011	3	34	3	14	5	12	0
March 2011	1	12	1	2	2	7	0
April 2011	3	36	7	8	9	7	5
May 2011	4	62	11	20	5	21	5
Total	22	291	59 20.27%	67 23.02%	54 18.55%	87 29.89%	24 8.24%

This table depicts the month wise coverage of Daily Dawn about the electricity crisis during June 2010 to May 2011. It shows that in July 2010 it published 1 editorial comprised on 12 sentences,

in September 2010 it published 1 editorial comprised on 12 sentences, in October 2010 it published 2 editorials comprised on 28 sentences, it also published 2 editorials in November 2010 comprised on 30 sentences, in December 2010 it published 1 editorial comprised on 13 sentences, while in January 2011 it published 4 editorials comprised on 52 sentences, in February 2011 it published 3 editorials comprised on 34 sentences, it published 1 editorial in March 2011 comprised on 12 sentences while 3 editorials in month of April 2011 comprised on 36 sentences and it published 4 editorials in the month of May 2011 comprised on 62 sentences. All editorials published about electricity crisis comprised on causes, effects, reactions solutions of the crisis.

Table 2

Month wise coverage of Daily The News International about electricity crisis during June 2010 to May 2011.

Month	Total editorials	Total sentences	Categories				
			Causes	Effects	Reactions	Solutions	Miscellaneous
June 2010	2	24	3	6	6	6	3
July 2010	2	34	0	12	2	6	14
August 2010	1	11	2	2	3	2	2
September 2010	0	0	0	0	0	0	0
October 2010	3	43	7	15	9	8	4
November 2010	1	16	3	3	0	7	3
December 2010	4	52	4	11	9	8	20
January 2011	3	40	4	2	10	6	18
February 2011	1	15	3	0	1	0	11
March 2011	4	59	8	13	5	10	23
April 2011	4	46	9	8	17	9	3
May 2011	2	17	4	5	2	4	2
Total	27	357	47 13.16%	77 21.56%	64 17.92%	66 18.48%	103 28.85%

The findings in this table shows the month wise editorial coverage of Daily The News International about electricity crisis and depicts that in the month of June 2010 it published 2 editorials comprised on 24 sentences, while in July 2010 it also published 2 editorials comprised on 34 sentences about the crisis. It published 1 editorial in August comprised on 11 sentences, while 3 in October 2010 comprised on 43 sentences about the topic of the research. The newspaper published 1 editorial in November 2010 comprised on 16 sentences, while 4 in December 2010 comprised on 52 sentences. It also published 3 editorials in January 2011 comprised on 40 sentences, while 1 in February 2011 comprised on 15 sentences. It published 4 editorials about topic comprised on 59 sentences in the month of March 2011 and 4 in the month of April 2011 comprised on 46 sentences. The newspaper published 2 editorials in May 2011 comprised on 17 sentences. All editorials published about the electricity crisis comprised on causes, effects, reactions and solutions of the crisis.

Table 3

Comparative coverage of the editorials of Daily Dawn and Daily The News International on electricity crisis during June 2010 to May 2011.

Categories	No. of Sentences	Newspapers	
		Daily Dawn	Daily The News International
Causes	106 16.35%	59 9.10%	47 7.25%
Effects	144 22.22%	67 10.33%	77 11.88%
Reactions	118 18.20%	54 8.33%	64 9.87%
Solutions	153 23.61%	87 13.42%	66 10.18%
Miscellaneous	127 19.59%	24 3.70%	103 15.89%
Total	648	291 44.90%	357 55.09%

The finding of this table shows the comparative analysis of the coverage of both newspapers. It shows that Daily The News International given 357 (55.09%) sentences on the issue in the purposed period of research while Daily Dawn give 291 (44.90%) sentences which shows that Daily The News International given 11.81% more coverage than the Daily Dawn. This table shows that Daily Dawn given 59 sentences while Daily The News International give 47 sentences on the causes of electricity crisis. It also shows that Daily The News International given 77 sentences on the effects of the crisis while Daily Dawn given 67. Both newspapers published 118 sentences on the reactions of the crisis in which 54 given by Daily Dawn and 64 by Daily The News International. The Daily Dawn given 87 sentences on the solutions of the problem while Daily The News International 66 sentences. 127 sentences remained miscellaneous in which Daily Dawn given 24 and remaining are given by Daily The News International.

Table 4

Slant wise comparative coverage of the editorials of Daily Dawn and Daily The News International about electricity crisis during June 2010 to May 2011.

Slant	Total sentences	Newspapers	
		Daily Dawn	Daily The News International
Favorable	143 22.06%	72 11.11%	71 10.95%
Unfavorable	237 36.57%	120 18.51%	117 18.05%
Neutral	268 41.35%	99 15.27%	169 26.08%
Total	648	291 44.90%	357 55.09%

This table shows the slant wise comparative coverage of the selected newspapers about the electricity crisis during purposed period of research. It shows that Daily Dawn gave more

favorable and unfavorable coverage than Daily The News. While The news gave more neutral coverage than Daily Dawn. It also shows that both newspapers gave 648 sentences in the editorials about the electricity crisis during June 2010 to May 2011 in which Daily Dawn gave 291(44.90%) and Daily The News gave 357(55.09%) sentences. These figures shows that Daily The News gave more coverage on the issue as compare to Daily Dawn.

Table 5

Crux of the research

Newspapers	Categories	Total Sentences	Favorable	Unfavorable	Neutral
Daily Dawn	Causes	59	13 22.03%	23 38.98%	23 38.98%
	Effects	67	0	67 100%	0
	Reactions	54	3 5.55%	28 51.85%	23 42.59%
	Solutions	87	56 64.36%	0	31 35.63%
	Miscellaneous	24	0	2 8.33%	22 91.66%
Daily The News International	Causes	47	7 14.89%	25 53.19%	15 31.91%
	Effects	77	0	70 90.91%	7 9.09%
	Reactions	64	14 21.87%	20 31.25%	30 46.87%
	Solutions	66	49 74.24%	0	17 25.75%
	Miscellaneous	103	1 0.97%	2 1.94%	100 97.08%
Total		648	143 22.06%	237 36.57%	268 41.35%

Table 1.18 highlights the total findings of the research. It shows the number and percentage of sentences about categories; Causes, Effects, Reactions, Solutions, Miscellaneous and slant; Favorable, Unfavorable and neutral in both newspapers during proposed period of research.

Conclusion

This research has been conducted to investigate the coverage of Daily Dawn and Daily The News International about the electricity crisis of Pakistan during June 2010 to May 2011. The researcher focused on variety of research questions and objectives. But the main focus remained on; coverage of electricity crisis, causes of electricity crisis, effects of electricity crisis, reactions regarding electricity crisis and solutions about electricity crisis in the elite newspapers of Pakistan. The researcher focused on to check the editorial coverage of Daily Dawn and Daily The News International about the electricity crisis and explored the realities and solutions of this crisis. This research is based on many research questions but it focuses on the slant and quantity of coverage. Gathered data showed that both the newspapers gave very less coverage to this issue and them remained neutral to a greater extent.

The finding showed that both the newspapers published 49 editorials comprised 648 sentences about electricity crisis during proposed research period. Daily Dawn published 22 editorials comprised 291(44.90%) sentences while Daily The News published 27 editorials comprised 357(55.09%) sentences which showed that Daily The News give more coverage than Daily Dawn about the issue. And this data proved the H1 that “It is more likely that Daily The News International has given more coverage than that of Daily Dawn on electricity crisis issue.” The data showed that Daily Dawn published 72(11.11%) favorable sentences, 120(18.51%) unfavorable sentences and 99(15.27%) neutral sentences while Daily The News International published 71(10.95%) favorable sentences, 117(18.05%) unfavorable sentence and 169(26.08%) neutral sentence. The overall coverage of Daily Dawn about the crisis during proposed period of research remained unfavorable while in Daily The News it remained neutral. Both newspapers published 143(22.06%) favorable, 237(36.57%) unfavorable and 268(41.35%) neutral sentences. It showed that the coverage about electricity crisis in both newspapers remained neutral.

The findings also support H2 as Daily Dawn gives 59(9.10%) sentences on causes of the issue while Daily The News give 47(7.25%) sentences in this regard. So H2 proved that “It is more likely that Daily Dawn has given more coverage to the causes of the issue than that of Daily The News International.”

The researcher divided the data into 5 different categories; causes, effects, reactions, solutions and miscellaneous. Both the newspapers published 106(16.35%) sentences on causes in which 59(9.10%) by Daily Dawn and 47(7.25%) published by Daily The News International.

144(22.22%) sentences published on effects of the issue in which 67(10.33%) by Daily Dawn and 77(11.88%) sentences were published in Daily The News. Both newspapers published 118(18.20%) sentences on reactions of electricity crisis in which 54(8.33%) sentences published by Daily Dawn and 64(9.87%) by Daily The News. 153(23.61%) sentences published on solutions of the crisis in which 87(13.42%) sentences remained in Daily Dawn and 66(10.18%) in Daily The News. These figures do not support H3 that “It is more likely that both the newspapers did not present the proper solutions of the issue in their editorials” because both the newspapers has given sufficient coverage about the crisis. Coverage on the solution about the crisis in both newspapers remained more than any other category of the research. Miscellaneous is the 5th category of the research and both newspapers gave 127(19.59%) sentences on it in which 24(3.70%) sentences remained in Daily Dawn while 103(15.89%) in Daily The News International.

The results of the findings rejected H4 “The ratio of unfavorable coverage in the category of effects would likely to be more in Daily Dawn as compare to Daily The News International” as Daily Dawn gave 67 sentences on the effects of the issue while Daily The News International gave 70 sentences in this regard.

The findings rejected H5 “The ratio of unfavorable coverage in the category of reactions would likely to be more in Daily The News International as compare to Daily Dawn” as Daily Dawn gave 28(51.85%) unfavorable sentences on the reaction of the crisis while Daily The News International gave 20(31.25%) sentences in this regard.

One of the hypotheses H6 “The overall ratio of favorable coverage of the electricity crisis would likely to be more in Daily Dawn as compare to Daily The News International” has accepted because Daily Dawn gave 11.11% favorable coverage on the issue while The News International gave 10.95% favorable coverage. So findings proved the H6.

The findings also gave the answers of the research questions. It gave answers of the research questions 1 and 2 that “How much coverage is given respectively by Daily Dawn and Daily The News International on electricity crisis from June 2010 to May 2011”. It showed that Daily Dawn has given 22 editorials comprised 291 sentences and Daily The News has given 27 editorials comprised 357 sentences. Daily Dawn gave more coverage on solutions of the issue as compared to causes, effects and reactions, as it gave 153(23.61%) sentences on solutions. Moreover it gave more unfavorable coverage as compare to favorable and neutral coverage as it

gave 120(18.51%) unfavorable sentences. Answering question No. 3, i.e. “How is the electricity crisis issue treated by Daily Dawn”. The findings of the research proved that Daily Dawn treated the issue unfavorably and focused on the solutions of the issue.

The findings also give answer of the research question “How is the electricity crisis issue treated by Daily The News International”. The data show that Daily The News presented the issue in neutral way and gave more coverage on effects of the issue. Data show that Daily The News gave 169(26.08%) neutral sentences which are more than the favorable and unfavorable sentences. Moreover it gave 77(11.88%) sentences on effects of the issue which are more than causes, reactions and solutions of the issue.

One of the research questions was about the differences and similarities in treatment of the electricity crisis by both the newspapers. The findings showed that both newspapers gave almost same coverage regarding the causes and effects of the issue. In other areas where both the newspapers gave similar coverage were the reactions of the court, government, people, media organizations and foreigner aid donors about electricity crisis. Whereas both newspapers gave different solutions of the issue but the main focus on the renewable energy. The other similarity between both the newspapers regarding coverage of electricity crisis is that both the newspapers highlighted this issue in the winter more than in summer season. Whereas the difference in this regard remained Daily The News gave bulk of miscellaneous about the issue while Daily Dawn focused on the topic in depth. Another difference remained that Daily The News gave more coverage to the issue as compare to Daily Dawn.

The last research question was “Did both newspapers present satisfactory coverage regarding solutions of the issue.” The finding showed that both the newspapers presented satisfactory coverage about the solutions of the crisis. Both newspapers gave 23.61% coverage to the solutions of the issue which is more than any other category. Both newspapers focused on the many solutions as; renewable energy, construction of dams, proper management, proper policies and plans and focus on installation of low price technology.

The overall ratio of coverage about the issue remained unsatisfactory because both newspapers published just 648 sentences in a year. As well as it remained neutral as a whole. Daily Dawn criticizes and highlights the unfavorable points of the crisis as compare to Daily The News International. Findings showed that frames remained neutral on this issue in the perspective of

framing theory. As both newspapers gave 41.35% neutral coverage which is more than that of favorable and unfavorable coverage.

Discussion

The neutral portrayal in both newspapers shows that both the newspapers remained objective on the issue. They try to highlight the realities of the issue and try to highlight the solutions. Both newspapers stress on the government to understand the nature of the issue and suggest doing something about the issue before the time has passed. It is amazing fact that both the newspapers give more coverage in winter season whereas the common thinking is that the need of electricity remained less in that season. Actually in this duration a dispute was created between government and electric supply companies on the oil and gas supply. And the other reason behind the more coverage in this season was the shortage of water and increase in gap between demand and supply. The people protest against electricity shortage in this season as compare to summer. So that media have to highlights this issue in this season. As Daily Dawn is a big and reputable national and international newspaper that's why it have to focus on the all issues of the society and the international community. So it is compelled to give less space to the all issues. Because of this reason it covers this crisis less than Daily The News but give in depth coverage about the issue. Whereas Daily The News give more coverage on the issue but much of this coverage remained out of topic.

Suggestions

Pakistan is facing a very swear condition of electricity shortage and it is increasing day by day. It is the need of time to get valid solutions. In the light of the findings of the research there are some suggestions for the government and for the media to overcome the issue now and in future. It is the suggestion of researcher that Pakistani government should rely on their own resources rather than foreign aid. It should focus on the issue sincerely and take necessary actions on the time. It should make proper policies and plans to tackle the problem. Government also should focus on the re infrastructure of the power plants. As well as starts new power projects on the short and long term basis. It should focused on the construction of dams and other renewable energy sources (wind & solar).

Government should have to start these power projects on the ground reality basis as it have to starts wind energy projects in coastal areas of Pakistan and solar energy panels should install in plane areas of Pakistan because of the hot climate.

The other suggestions of the researcher to the government are; to appreciate private organizations, individuals and investors in this kind of projects but strictly follow the terms and conditions. In the light of findings of the research there are some suggestions for the media practitioners about the coverage of such kind of issues. The media practitioners give more coverage on the public problems. Media should have to focus on the ground realities of the any issue and should give objective coverage. Media should have to work in the national interest and try to unite the public on such kind of issue.

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