

For children especially

Seher Zaman

working in several different countries and experiencing a variety of cultures. Her profession and love of children gave her a background for her ideas. That and the dearth of facilities for children in

planned most of the activities outdoors.

The centre does have some indoor activities. It is divided into sections such as the centre which has a soft play area and an imaginary play area. There is a video games room, table tennis table and a coffee shop. Goods on sale are baked to American and European recipes such as Brownies, Chocolate Chip cookies, carrot cake, banana bread, queens cake and more.

idea of selling pieces of the equipment and can have it made and delivered on demand. Such a venture was not easy to create and the groundwork accomplished through trial and error has proved unique and successful.

Nadine David, renowned artist, Mr. Colin David's daughter designed the logo and the hoarding for the centre. Sharleen herself has designed the crockery and she has also done most of the paintings on the walls. Beautiful wall covering such as the one in the indoor swimming pool area were purchased at the Sunday Market. Local material has been used in the production of the swings and the trampoline.

a major source of advertising. As those children who came on organised trips directed their parents back to their source of entertainment. Another objective of the center is to provide a healthy environment for children to develop a healthy and positive state of mind. The children are encouraged into learning things on their own. Enhancing a sense of independence and giving the children a chance to make decisions and solve problems.

So far there is no competition and business is improving rapidly. The place will soon play a very important hand in raising calm and composed generation of intelligent children who are a

An activity centre called 'In 'n' Out Land' has started near Qaddafi Stadium. It opened in December 2001 and has a range of facilities for children.

'In 'n' Out Land' is a haven for the active child and a starting ground for the not so active. It is totally child orientated and bursting with vitality. It caters for children up to the age of twelve years. It is the first of its kind in Pakistan and can accommodate up to 200 children at any one time.

The aim of the centre is to promote physical activity, improve hand eye coordination and build stamina. Sharleen who is the entrepreneur of the centre strongly believes that a child's work is play and that this role should be encouraged. To quote Sharleen "Children mimic adults and learn vital skills for life through play, the way they know best." The charges for play at the centre range from Rs. 50 to 100 for different activity packages.

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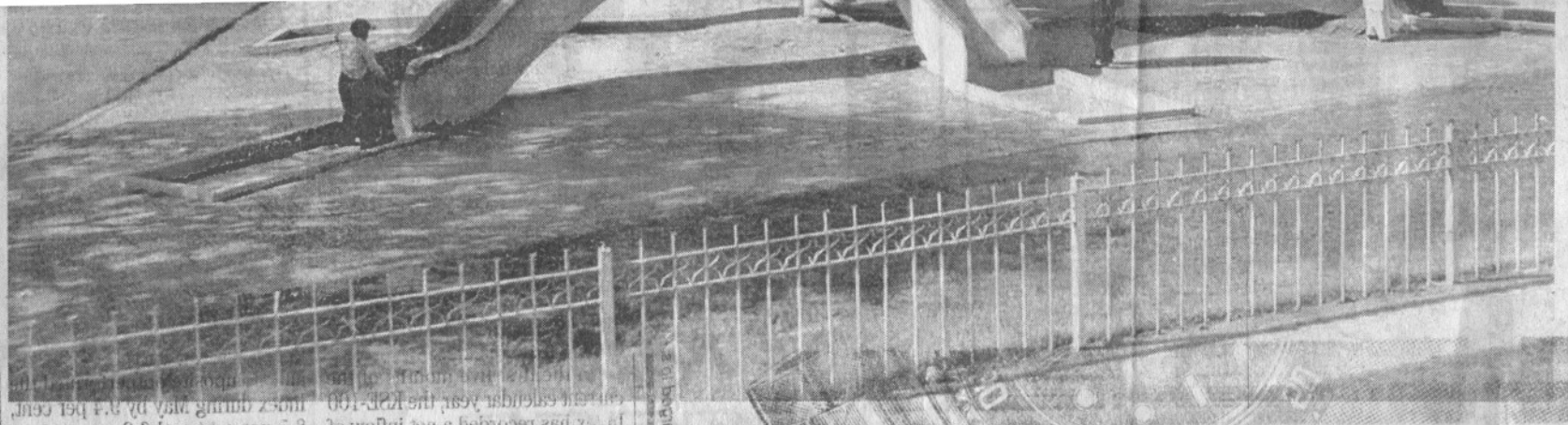
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In 'n' Out Land incorporates a day care centre for children up to the age of five. Either on a permanent or part time basis for the benefit of working parents. All the equipment is designed to help each child attain his or her milestones. 'Daisy Roots' also offers a 'Mum & Toddler' group on Tuesdays and Thursday, where mothers can meet and their children play and learn to socialize with their peers. There is also a drop in facility for the stressed out parent who needs an hour or so to themselves. The staff is friendly and energetic and is there to help and supervise the children. All staff members are trained in first aid.

Sharleen and her husband work together in running the business. She came up with the idea and he came up with the name. Sharleen feels that the Ayah culture may be cheap and convenient but it doesn't necessarily lead to a well brought up child. Training people to see that investment in a child's exposure to the world will take time. Starting from an early age children can accomplish so much by being exposed to a variety of skills and interactions.



The Aya Culture has emerged since the practice of 'Doulas'. Doulas who used to help in child delivery also stayed with the mother for the period of 40 days and at times even longer. This is an ancient tradition, families even of the pre-partition India and even today went on to keep these Dayees until the child was weaned. This practice gradually took shape of keeping maids for the children for the preoccupied mother. Women of the rural or less developed areas cannot afford to keep such maids. But the affluent of the country can even go so far, as too have Filipino maids let alone local ones.

Sharleen trained and worked as a pediatric nurse,

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Pakistan led her to create In 'n' Out Land. A place of stimulation for children, like her daughter who craved for some excitement to the daily routine and interaction with others.

Furthermore she said that abroad most of such play places are located indoors due to damp weather conditions. Since Pakistan has a longer range of pleasant weather she

There is also the sand and water play with access to the garden. Tea at the Wendy house, a jump on the trampoline, a glide through the trees or a quick swim in the pool is all offered outdoors.

Sharleen is aware that quite a few people have tried to copy her idea and expects to see something similar in the near future. She is open to the

It was a major investment. Sharleen also designed the equipment herself such as the imaginary sailboat, balancing beams and the main attraction the jungle gym. This metal construction is made up of three floors, with various entrances and exits. It is padded for safety and is designed to work their way through the system.

School field trips have been

need of the hour.

Therefore it is deliberately suggested that young mothers stop taking their children to McDonalds or the Joy Land, when they can send their little ones to In 'n' Out Land. The children will exert their energy in a safe and secure environment and the mums can relax and enjoy some chitchat over a cup of tea with others in the same boat.