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## From the Editorial Desk

The world of higher learning is changing rapidly all over the world as increased globalization, more competitive economies, and a vigorous debate on how university graduates are faring in the job market defines public perception of universities as powerhouses of knowledge and innovation. The impact of mobile and cloud technologies, digital transformation and interconnectivity of learners and educators has not only reshaped the learning environment but it has potential to change the educational landscape in terms of defining the career paths for future graduates which has largely been left unexplored so far.

All this calls for a proactive and vigilant approach toward setting curriculum and reshaping the learning environment in higher education institutions. UMT is cognizant of this reality and the many conferences, seminars, and visits by foreign educationists vouch for the consistent efforts that are being made to make the University a convergence point for innovation and knowledge.

This issue of the newsletter is quite comprehensive as it covers conferences encompassing a broad range of subjects. However, the UPIC Conference promoting interfaith dialogue and harmony bears special mention on account of its relevance in the turbulent times that we live in, and also because our future is inextricably linked with a kinder and tolerant worldview, where coexistence is recognized and acknowledged.

This time the editorial team has interviewed entrepreneur and real estate business icon Zeeshan Ali Khan who is a role model for those who aspire to reach new heights through a combination of business savvy skills and the opportunities that have opened up due to the IT connectivity. His insight into how he broke the barriers in a tradition bound industry would be read with interest by many.

The image features a motivational quote centered over a background of a bright blue sky and a choppy blue ocean. The quote is written in a bold, dark teal, sans-serif font. The sky is a clear, vibrant blue with a few wispy white clouds on the right side. The ocean is a deep blue with white-capped waves, suggesting a bright, sunny day.

**SUCCESS CONSISTS OF GOING FROM  
FAILURE TO FAILURE WITHOUT LOSS  
OF ENTHUSIASM**

# Rector UMT Emphasizes on the Role of Academia-Industrial Linkages for Promoting Doctoral Programs at ACDOC 2017



Dr Hasan Sohaib Murad emphasizes the need for promoting Doctoral Programs at ACDOC 2017

The Asian Conclave on Doctoral Programs (ACDOC) 2017 organized by UMT in collaboration with National Business Education Accreditation Council (NBEAC) was held on February 6, 2017 at Serena Hotel, Islamabad. **Dr Hasan Sohaib Murad**, Chairperson NBEAC and Rector UMT, gave the welcome speech. He highlighted the objectives of ACDOC 2017 and emphasized that business schools should work to uplift the quality of doctoral programs across the board. Dr Hasan

**Business schools should work to uplift the quality of doctoral programs**

Sohaib Murad gave an example of North American Universities, which are mutually promoting quality research and doctoral programs. He reiterated that it is time for synergizing efforts; schools should come out of institutional boundaries

and support doctoral students from other schools in Pakistan. Dr Murad also emphasized the importance of organizing research conferences for collaboration and developing scholarly networks.

He said that industry too, is a key stakeholder of doctoral programs. The success of doctoral programs is critical for their own success.

There is a dire need to improve linkages between academicians and industry, and reorient the focus of business schools from pure academic research to applied research. In the end, Dr Hasan said that ACDOC 2017 is envisaged to bring together directors of doctoral programs and deans of business schools to share their experience and develop a cohesive strategy to contribute towards sustainability and success of doctoral programs.

Earlier, **Dr Shahid Amjad Chaudhry**, Chairperson AMDIP, highlighted repercussions of recent global developments, including Brexit and the rise of right wing politics in leading countries, for Asian economies, in general and Asian business schools, in particular.



Leading educationists, deans and directors of business schools snapped together at the conclusion of the event

# Speakers of all Faiths Pledge to Eliminate Extremism at UPIC 2017



Dr Hasan Sohaib Murad, Rector UMT, stresses upon the importance of interfaith dialogue while addressing the opening session

As many as 60 scholars, academicians, intellectuals and diplomats associated with US-Pakistan Interreligious Consortium (UPIC) took part in the conference on the theme of 'Building Bridges: Discovering the Foundations for Interreligious Harmony,' held from March 27-29, 2017. The conference was hosted by UMT in collaboration with Intersections International, Berkley Center for Religion, Peace and World Affairs Center for Global Dialogue.

Addressing the inaugural session, **Dr Hasan Sohaib Murad**, Rector UMT, said that UPIC is promoting dialogue between Islam, Christianity and Judaism. Islam is the religion of peace and the religion of humanity. He added that UMT is committed to conduct interfaith research. "Faith helped us in finding meaning in our beings that where we came from and where we are to return."

**Yuriy Fedkiw**, US Council General, said that the US government believed in interfaith dialogue among the followers of all faiths. **Robert Chase**, Founding Director, Intersections International, added that UPIC was connecting people of different faiths and bringing them

closer to each other. **Imam Malik Mujahid** said that interfaith movement should address all social, cultural and political issues.

**Syed Ali Raza**, Punjab Minister for Higher Education, said that no faith allowed hatred, intolerance and malice against the followers of other religions. The Constitution of Pakistan guarantees the rights of minorities and no one could deprive any individual of these rights on the basis of religion. **Dr Hans Kochler** was of the view that interfaith harmony faced many challenges that needed to be addressed by adopting a realistic approach. Former diplomat

**Shamshad Ahmad** reminded everyone that Pakistan had played a key role in engaging composite dialogue, which was a way forward to reject the extremist narrative. The 3-day conference was marked by the presence of scholars, educationists, policy makers, faculty members and researchers on interfaith dialogue. Parallel sessions were marked by vigorous discussions and exchange of ideas.

In the recommendations put forward by the speakers after in-depth contemplation and discussion, it was said that the faith-based conflict, extremist narrative and religious intolerance were a big threat to the peace and harmony of the world today. Stereotypes and misconceptions regarding religion are the result of wrong interpretation of religious texts. Similarities rather than differences of these Mosaic religions need to be highlighted by religious scholars and globally responsible citizens must think, discuss and share their perspectives on these themes.

**No faith allowed  
hatred, intolerance  
and malice**



Distinguished panelists and speakers of the UPIC Conference

# UPIC 2017 Pictorial Highlights



## Dr John Esposito Throws Light on the Future of Islam and the West

**Dr John Esposito**, Professor of International Affairs and Islamic Studies at Georgetown University, Washington, DC, delivered the Mumtaz Ahmad Memorial Lecture at the UMT Campus on March 29, 2017. He spoke on 'Islam and West: What Next?'

Speaking on the occasion, Dr Esposito said that when he decided to do his PhD in Islamic Studies, his colleagues were of the view that he would never get a job. However, his training in three religions: Islam, Hinduism and Buddhism, did get him a job. The Iranian Revolution in 1978 put the Islamic World on the global map, though not necessarily for all the right reasons. Dr Esposito stated that at that time Dr Mumtaz introduced Islam in the modern context and helped to remove many misconceptions regarding Islam.

He was one of the founders of the American Council for the Study of Islamic Societies. He played a unique role in the true projection of Islamic world because he was trained in



Dr Hasan Sohaib Murad, Rector UMT, and Muhammad Mian Soomro, Trustee ILM Trust and Member of UMT BoG, present souvenir to Dr John Esposito

Middle East Studies as well as South Asian Studies. **Dr Hasan Sohaib Murad**, Rector UMT, and **Muhammad Mian Soomro**, Trustee of ILM Trust and Member, UMT Board of Governors, also graced the occasion with their presence and presented special souvenirs to Dr John Esposito. The lecture was moderated by **Dr Uzma Rashid**,

Assistant Professor, Department of Sociology, (SSS&H), and attended by global scholars, deans, directors and faculty members. It is worth mentioning that Dr Mumtaz Ahmad was a renowned social scientist, scholar and top ranked academician of Pakistan. The lecture was held as part of the three-day UPIC Conference.

## UMT Delegation Participates in ICMBT 2017



Dr Hasan Sohaib Murad with key speakers at the ICMBT 2017

A UMT delegation consisting of **Dr Hasan Sohaib Murad**, Rector UMT, **Bob Wheeler**, Dean SBE, and **Dr Haroon Rasheed**, Chairperson,

Marketing Department, SBE, participated in the International Conference on Management, Business and Technology (ICMBT)

2017, organized by the Institute of Business and Management (IoBM), and University of Engineering and Technology (UET) on March 12-15, 2017. The ICMBT 2017 provided an international forum for business researchers, entrepreneurs, scientists and engineers to present the latest research and its applications in management, business and technology to contribute to the society. The UMT delegates shared ideas, and innovations with their peers on all aspects of management, business, economics, finance and technology.

# 600+ Participants from 40 Institutes Attend the Conference on Clinical Psychology



Dr Hasan Sohaib Murad highlights the scope of Clinical Psychology in the present world

The Institute of Clinical Psychology at UMT organized an International Conference titled 'Clinical Psychology and the Developing World: Issues, Challenges and Solutions' on March 9-10, 2017 at Faletti's Hotel, Lahore. The conference attracted more than 600 participants from 40 institutes, renowned universities and educational institutions around the globe.

Delivering the inaugural address, **Dr Hasan Sohaib Murad**, Rector UMT, highlighted the scope of Clinical Psychology in today's world and how UMT is playing a role in providing viable solutions to those in need of treatment.

**Dr Zahid Mahmood**, Director ICP, emphasized the need to raise the standard and status of the profession in a developing country where Clinical Psychology is setting the foundation as an individual entity. **Dr Douglas Trimble**, Professor of Psychology from Eastern University,

Pennsylvania, USA, spoke of creating a striking parallel between man and his attachment with God, and Clinical Psychology as a bio-psycho-social and spiritual study of human beings.

**Dr Anila Kamal**, Director, National Institute of Psychology, Islamabad, talked about gender issues and challenges of Pakistan. **Dr**

**Mohammad Amjad Saqib**, Executive Director, Akhuwat Foundation, shared the psychological issues related to poverty. **Amra Khan**, clinical psychologist and an MNA, discussed the government support programs to alleviate poverty.

The participants were also involved in scientific sessions. There were 300 empirical papers which were presented in 28 different scientific sessions.

**Dr Rebecca Fox**, **Dr Anya Evmenova** and **Dr Paul Pevet** also attended the sessions. There were 10 delegates from USA and Canada who gave 4 keynote addresses, organized 2 workshops, and chaired scientific sessions. Also, 11 pre-conference workshops were held. **Abid H K Shirwani**, DG UMT, presided over the concluding ceremony. He appreciated the efforts made by the ICP organizers and students on making the conference a success. At the end, **Dr Sadia Saleem**, Conference Secretary, also thanked Dr Hasan and UMT management for their support in making this conference a huge success.



Abid H K Shirwani, DG UMT, with national and international participants at the conclusion of the conference

# UMT Hosts 3rd International Conference on Pure and Applied Mathematics (UICPAM) 2017



Dr Hasan Sohaib Murad, Rector UMT, presiding over the welcome session of UICPAM 2017

The 3rd International Conference on Pure and Applied Mathematics (UICPAM) in collaboration with Centre for Mathematics and Its Applications (CMAP) of UMT, Abdus Salaam University of Mathematical Sciences, Lahore, Dalhousie University Halifax, Canada, and University of Louisville, Louisville, Kentucky, USA, was held on March 4-6, 2017 at Faletti's Hotel in Lahore.

The conference was attended by 50 national and international guests and 16 speakers. The opening session was graced by the presence of **Dr Hasan Sohaib Murad**, Rector UMT, and **Abid H K Shirwani**, DG UMT, **Dr Muhammad Azhar Iqbal**, Dean

**SSC, Dr Mohammad Showkat Rahim Chowdhury**, Director CMAP, and Prof **Dr Bertis Little**, University of Louisville, Kentucky, USA.

While delivering the inaugural speech, Dr Hasan Sohaib Murad stated that UMT is proud to host this conference. He added that through such conferences, knowledge is disseminated and problems are resolved. Conferences are important for the ecosystem of research. Dr Hasan was of the view that Mathematics is the first discipline of the universe and plays a very important role in the advancement of science and technology today. Pure Mathematics has provided basic

theoretical tools to solve real world problems. Its role is inevitable in interdisciplinary sciences and social sciences as well. The application point of view of Pure Mathematics has given rise to Applied Mathematics, he said. The UICPAM 17 aimed to build a connection between these two areas. The participants provided an overview of the latest development in several areas of Pure and Applied Mathematics. It served as an important forum for scholars, professionals and academics to discuss their researches related to Applied Mathematics.

**Conferences are important for the ecosystem of research**

Dr Hasan Sohaib Murad was the patron of the conference while the international advisory board consisted of renowned professionals and academicians from Canada, Saudi Arabia, France, South Africa and the USA. The conference concluded on a city tour for the benefit of international participants particularly.



A view of the distinguished guests, educationists and mathematicians attending the conference



## Global Forum on Islamic Economics Draws Leading Scholars and Practitioners



Dr Hasan Sohaib Murad, Rector UMT, addresses scholars of Islamic Banking and Finance

The Institute of Islamic Banking (IIB) at UMT organized the 2nd Global Forum 2017 on Islamic Economics, Finance and Banking (IEFB) on January 25-26, 2017 at Faletti's Hotel, Lahore.

This was a flagship event of UMT which turned out to be a great success while engaging world-renowned economists, scholars, intellectuals, and students who were invited to share their original research and innovative ideas on 'Islamic Financial Market: its Challenges and Perspectives.'

**Dr Hasan Sohaib Murad**, in his inaugural address, opined that the objective of this conference was to provide a platform to connect practitioners, professionals, and religious scholars with those who are involved in teaching and research globally. He said that the IEFB aims to provide an insight into the pace and progress of Islamic Banking and Finance.

**Dr Rukhsana Kalim**, Dean IIB, thanked the foreign guests who had

travelled from far to attend the Global Forum. **Prof Khurshid Ahmad**, Chairman, Institute of Policy Studies, Islamabad, talked about the success, failures, hopes and risks of Islamic Banking. Other speakers included **Dr Muhammad Imran Ashraf Usmani**, **Javaid Bhatti**, **Justice Khalil ur Rehman**, **Dr Maliah Sulaiman**, **Dr Monzer Kahf**, **Dr Marjan**

**Muhammad**, **Dr Nasim Shah Shirazi**, **Dr Šukrija Ramić**, **Sheikh Essam Muhammad Ishaq**, **Dr Muhamad Abduh**, **Dr Sheila Yussuf**, **Dr Mehboob ul Hassan**, **Mufti Aziz ur Rehman**, **Ali Atosh**, **Mujeeb Baig**, **Dr Fahim Khan**, **Dr Atiq uz Zafar Khan**, **Muhammad Ayub**, **Dr Saad Azmat**, **Shiraz Butt**, and **Dr Kausar Abbas**.

Speakers from the State Bank of Pakistan (SBP) mentioned that the bank is finding viable solutions to replace the current banking system with Islamic Banking system.

There were 5 panel discussions which were conducted in the conference. Around 50 research papers were presented in 11 sessions on different themes and about 300 people attended this Global Forum. The event concluded on vote of thanks by Dr Hasan Sohaib Murad.



Attendees of the Global Forum 2017 snapped at the conclusion of the event

# Speakers at 5th ICTC 2017 Share Emerging Textile Technologies



Dr Hasan Sohaib Murad, Rector UMT, delivers the welcome address during the 5th ICTC 2017

The School of Textile and Design (STD) at UMT in partnership with the Textile Institute, UK, organized the 5th International Conference on Textile and Clothing (ICTC) on March 24-25, 2017 under the leadership of **Dr Hasan Sohaib Murad**, Rector UMT, and Prof **Dr Mumtaz Hasan Mailk**, Dean STD. **Abid H K Shirwani**, Director General UMT, also graced the occasion with his presence.

Addressing the opening ceremony, Dr Hasan delivered effusive remarks and applauded the effort of Dean STD and his team for organizing such a mega conference. **Almas Hyder** from LCCI briefed about economic situation in Pakistan for potential of investment in the textile industry. **Khalid Mahmood Rasool** from Master Textile shared his valuable thoughts about 'Dilemma of Stagnant Textile Exports of Pakistan.'

**Dr Lubos Hes** from Technical University of Liberec, Czech Republic, briefed about water vapor and air permeability of disposable protective clothing in wet state.

Several international scientists threw light on emerging textile technologies. **Prof Salah M Saleh** from Egypt talked on the preparation of nanocotton and nonocollgan, and

its application on cotton-polyester blend fabric using layer-by-layer technique.

**Prof Salihu Maiwada** from Nigeria highlighted the exploration of the combination of digital technology with manual methods of printing to achieve precision of home textiles. **Dr Amilia Visileanu** from Romania talked on personalized textile medical devices.

**Dr Mehmet** from Turkey talked on investigation of quasi-static behavior of 3-D integrated core sandwich composites under 3 point bending. Prof **Dr Tahir Shah**, spoke on

research and innovation in technical textile. Scientists, PhD scholars and professionals from Punjab University, Lahore, National Textile University, Faisalabad, University of Engineering and Technology, Lahore, Textalk, Charcoal, Lahore Chamber of Commerce and others presented research articles.

The topics covered comprised of Energy Economy in the Textile Industry, Green Material for Future, Development of Functional Textiles using Nanoparticles, Next Generation Textile Fibres, Textile Fabrication Technologies and Processes, Textile Testing and Characterization, Textile Marketing and Management, Technical Textiles, Textile Fashion and Design, Textile Composites and Nano-technology in Textiles.

The Fashion and Design Department of STD continued to play a vibrant role. The STD Couture Exhibition 2017 was successfully organized for the first time in the history of the School.

It is worth noting that HEC approved grant for the 5th ICTC 2017 while co-partners Textile Institute, UK, and Textalk promoted the conference in their respective domains.



Distinguished guests and organizers snapped with Dr Hasan Sohaib Murad and Abid H K Shirwani at the conclusion of ICTC 2017

# 6th Invention to Innovation Summit

The 6th Invention to Innovation Summit was held on March 8-9 2017 at University of the Punjab in collaboration with UMT, Pakistan Science Foundation, Institute of Research Promotion, and supported by all leading institutions, R&D organizations and corporate sector.

The event was inaugurated by **Dr Hasan Sohaib Murad**, Rector UMT, Prof **Dr Mohammad Nizamuddin**, Chairperson, Punjab Higher Education Commission (PHEC), **Dr Muhammad Ashraf**, Chairman, Pakistan Science Foundation, Ministry of Science and Technology, Islamabad, **Ahsan Iqbal**, Federal Minister for Planning, Development and Reforms, and dignitaries from industry and government sector. Addressing on the occasion, Dr Hasan emphasized that there is a dire need of serving the society by conducting problem oriented research.

The Summit was attended by more than 3000 visitors who represented Higher Education Commission (HEC) of Pakistan, Pakistan Science Foundation (PSF), Institute of Research Promotion (IRP) R&D Fund, Economic Cooperation Organization Science Foundation

(ECOSF), and other higher education supporting organizations.

**There is a dire need of serving the society by conducting problem oriented research**

The Summit offered 9 highly focused technology presentation sessions on provincial priorities. The session also included technology presentations, policy workshops on Science and Technology (S&T) priorities related to Punjab, and Research and Development (R&D) sessions to strengthen the academia. Funding sources awareness sessions were hosted by Riphah University, South Asian Triple Helix Association, University of the Punjab, and UMT, respectively.

The two-day Summit was also attended by various national and international guests from Finland **Antti Johannes Kaskinen**, Founder and CEO of KOULU Group, Area Director (MEA), Benecol Division, Business Controller, Food Division, Northern Europe on Finnish Education System Promoting

Innovation.

**Abid H K Shirwani**, CEO IRP, DG UMT and Director ORIC-UMT, took the opportunity to thank the University of the Punjab for its warm hospitality. He added that such events promote entrepreneurship and innovation among the youth.

The Summit included 30 technology awards and cash prizes of about 4 million, which were awarded in various sectors of technology by prominent members of industry, government and non-government organizations. Also, seed money for startups, best session, best presentation and best poster were awarded in various sectors of technology.

The concluding ceremony was graced by the keynote speech of **Dr Amjad Saqib**, Founder Akhuwat. Various R&D executives from different sectors of industry also shared their experiences.

**The Summit included 30 technology awards and cash prizes**



Dr Hasan Sohaib Murad shares his views with researchers, government representatives and academicians



Distinguished guests at the 6th Invention to Innovation Summit

# 4th Deans and Directors Conference Outlines Agenda for Improvement of Business Schools



Dr Hasan Sohaib Murad, Chairperson NBEAC and Rector UMT, gives the welcome speech during the inaugural session

National Business Education Accreditation Council (NBEAC) held 4th Deans and Directors Conference at Serena Hotel, Islamabad, on February 7-8, 2017. **Dr Hasan Sohaib Murad**, Rector UMT and Chairman NBEAC, was one of the keynote speakers at the two-day conference of National Business Education Accreditation Council (NBEAC) of Higher Education Commission, Pakistan.

While addressing the conference, Dr Hasan Sohaib Murad congratulated NBEAC on its 10th Anniversary and mentioned that we have a total of 129 business schools, out of which 70 are public sector and 59 are private sector.

Pakistani business schools are benefiting from the accreditation process of NBEAC and we strongly believe that there will be an improvement in the quality of business schools.

**Ahsan Iqbal**, Federal Minister for Planning, Development and Reform, was the chief guest at the inaugural ceremony. While speaking on the occasion, he said that business education has witnessed a remarkable transformation as it is linked to almost every sphere of life.

The conference was attended by deans, directors, HoDs, and senior faculty members as they are responsible for strategic decision making, which aims to synchronize the internal business school operations. Out of 180 business schools, representatives of 167 schools attended the conference.

The delegation of UMT School of Business and Economics (SBE) was led by **Bob Wheeler**, Dean, who attended various conference sessions and workshops. The session on CPEC and the role of business schools was particularly highlighted in terms of

future planning of SBE academia. The workshop on refining peer review skills provided valuable insight to the team as well.

Dr Hasan gave the vote of thanks to all the participants, speakers, panelists and organizers. He applauded the efforts of the NBEAC team in successfully conducting the 4th Deans and Directors Conference. He announced that the 5th Deans and Directors Conference will be held in Gwadar next year. He also mentioned that suggestions and recommendations for the next conference are invited from all sides.



Ahsan Iqbal, Federal Minister, and Dr Hasan Sohaib Murad, Rector UMT, with distinguished educationists

# CTL Organizes Conference on Innovation and Internationalization in Pakistani Higher Education



Dr Hasan Sohaib Murad stresses upon the importance of collaboration in higher education

The Center for Teaching and Learning (CTL) at UMT in collaboration with George Mason University (GMU), USA, organized an international conference titled 'Innovation and Internationalization in Pakistani Higher Education' on March 20-21, 2017 at the UMT Campus.

The conference highlighted research, innovative educational practice, and new knowledge generation as a result of the Collaboration for Faculty Excellence in Teaching and Research (CFETR), a two-year partnership program between UMT and GMU.

In his welcome speech, **Dr Hasan Sohaib Murad**, UMT Rector, said that the CFETR was fostering collaboration and strengthening ties between Pakistan and the USA through faculty exchanges, joint research, and scholarly work to further the collective understanding of effective pedagogical practices and expand research competencies. Dr Murad acknowledged the efforts of GMU for supporting and guiding the researchers throughout the process. **Sadia Asif**, Director CTL, played an instrumental role in conference support and preparation. The keynote

speakers of the conference were **Dr Rebecca K Fox**, Principal Investigator CFETR, **Dr Anastasia P Samaras**, Professor GMU and Co-Principal Investigator CFETR, and **Dr Anna Evmenova**, Associate Professor, GMU.

Also, 40 outstanding CFETR fellows from UMT, GMU and other professionals were invited who shared their scholarship and research experiences in individual and roundtable sessions, plenary sessions, and interactive workshops. The conference brought together around 225 academicians, graduate students, researchers, US government officials and administrators. **Yuriy Fedkiw**, US Consul General in Lahore, said that the US government recognizes

that strong economies depend on strong educational systems. He said that the US government has partnerships with 9 different universities of Punjab and is investing \$9 million through US-Pakistan Academic Linkages Program.

Throwing light on the US-Pakistan Knowledge Corridor (UPKC), the Consul General said that it would cater to up to 10,000 Pakistani students pursuing their PhDs in the United States in the next 10 years.

Overall, the conference provided a unique platform to educationists to interact and share their vision related to innovative practices being offered in the fields of teaching and research.



Selective gathering of academia at CTL Conference

# Speakers of SME Conference 2017 Stress upon Building Institutional Linkages for SME Development



Dr Hasan Sohaib Murad, Rector UMT, throws light on growth potential of SME sector

The 2nd International SME Conference on ‘Catalyzing SME Growth through Research’ was organized by UMT School of Business and Economics, Ministry of Industries and Production, and Small and Medium Enterprise Development Authority (SMEDA) at PC, Lahore from March 15-16, 2017.

Academic partners included University of Lahore, Pakistan, George Mason University, USA, and BCNED-University of Surrey, UK, whereas AMDIP, United Nations Industrial Development Organization (UNIDO), Italian Development Cooperation, and Akhuwat Foundation were institutional partners of the conference. The conference provided a platform to

stakeholders to share their research and institutional support structures for galvanizing SME sector development. It provided an opportunity to various public, private and international development organizations to interact and engage in meaningful dialogue for SME sector development.

**Dr Hasan Sohaib Murad** congratulated the organizers for holding an international conference this year and emphasized that developing the small and medium business sectors is essential for economic development. The conference included four international speakers – including **Yasuhiro Tojo**, Chief Representative, JICA, **Dr Rebecca Fox**, George

Mason University, USA, **Karen Wrightsman**, George Mason University, USA, and **Lin Zhao**, CPEC Research Center. **Shiekh Allauddin**, Minister for Industries, Commerce and Investment, Government of Punjab, and **Ghulam Murtza Jatoi**, Federal Minister for Industries and Production, were chief guests on the occasion. **H E Serdar Deniz**, Counsel General of the Republic of Turkey in Lahore, also graced the event. Dr Hasan Sohaib Murad, Rector UMT, and Sher Ayub Khan, CEO SMEDA, were patrons of the conference.

The conference included the participation of 9 public sector organizations, 7 private sector organizations and 6 international development agencies.

Also, 14 research papers were presented (from over 50 submitted papers) - each paper was reviewed by one local and one international fellow and 5 best papers were awarded a cash prize of 25,000 rupees each. The 2nd International SME Conference concluded on the distribution of souvenirs to the speakers, presenters and panelists.

It drew a positive response from SME professionals, researchers, practitioners and members of the academia.



Distinguished guests attending the conference session

# UMT-SGS Organizes Course on Understanding the Causes and Resolution of Terrorism

The School of Governance and Society (SGS) organized a five-day course in collaboration with the Higher Education Commission (HEC) and Terrorism Research Initiative (TRI) on 'Understanding the Causes and Resolution of Terrorism' to enhance security through collaborative learning at Faletti's Hotel from January 30-February 3, 2017. **Muhammad Feyyaz**, Assistant Professor, SGS, was the Course Director.

**Abid H K Shirwani**, DG UMT, delivered the inaugural speech on behalf of Dr Hasan Sohaib Murad. He warmly welcomed all the national and international guests, resource persons and speakers. The theme chosen for this course was underpinned by improving understanding about the causes, analysis and resolution of terrorism.

A total of 20 speakers were invited to share their insights into important facets of the phenomenon. The course also included simulated exercise to analyze and develop counter narrative.



Abid H K Shirwani, DG UMT, and Rahat ul Ain, Director SGS, with participants of the course

The speakers included academics, analysts, practitioners, consultants, military experts, journalists and researchers. **Prof Alex Peter Schmid**, a pioneer in this field, **Dr Richard Jackson**, Founder of Novel Theoretical Tradition, Critical Terrorism Studies, **Dr Farhan Zahid**, **Dr Khurram Iqbal**, and **Ahmed Rashid** attended the session.

The military perspective was

represented by **Lt. General Masood Aslam** and **Waheed Arshad**, **Dr Omit Hodwitz**, and **Dr Alaistar Reed**, Director ICCT, the world's largest database on terrorism.

**Dr Brian Phillips** from the Center for Research and Teaching in Economics, stated the underscoring problems associated with the labeling of terrorists and criminals.

Speakers included **Abdul Basit** from the International Center for Political Violence and Terrorism Research, Singapore, **Dr Khurram Iqbal** from NDU, Islamabad, **Dr Feriha Peracha**, Pakistani Neuropsychologist, Director Army De-radicalization School (Saboon), Swat, **Maria Bastos**, Westminster University, UK, **Shoab Bajwa**, international consultant on financial crimes, UK, **Dr Alaistar Reed** and **Dr Richard Jackson**.

Later working groups' presentations on analysis and formulation of counter narrative were given.



Muhammad Feyyaz, Course Director, snapped with attendees of the course

# French Higher Education Delegation Meets Rector UMT for UMT-Pak-France Collaboration

**Dr Hasan Sohaib Murad**, Rector UMT, met a diplomatic delegation from the French Embassy, Islamabad, headed by **Sébastien Cartier**, Higher Education Attaché, and **Stephane Gaillard**, Director, French Center, Lahore, on February 2, 2017. The delegation shared their vision to collaborate with UMT to enhance Pakistan-France relations.

Dr Hasan Sohaib Murad said that UMT is keen to establish strong relations with French and other universities of the European Union based on strategic objectives. He said that engineering education in France was world-class and UMT would like to benefit from the partnership with selected universities, which are working for sustainable human development.

Dr Murad offered the delegation full support and facilitation, in case French professors join UMT. He assured the delegation that UMT faculty would systematically collaborate with French researchers in delving into the areas of Archeology, Anthropology,



Architecture and Health. The French delegates said that they were incredibly impressed to learn about various degree programs, faculty strength, and facilities provided to UMT students.

The purpose of the visit was to connect UMT with top-tier French counterparts for educational, social and cultural cooperation.

Sébastien Cartier informed UMT Rector about a number of opportunities like scholarships,

summer programs for the students, and faculty grooming projects available in the French universities and other European countries. He also talked about French language classes to be started at UMT and the promotion of the culture of both the countries.

The delegation said that French Embassy is looking forward to sponsor research projects in the areas of engineering, energy, water, agriculture, and climate change.

## Dr Hasan Sohaib Murad Holds Meeting with Kemal Yuksek, President, Turkish Aviation Academy

**Dr Hasan Sohaib Murad**, Rector UMT, held a meeting with **Kemal Yuksek**, Associate Professor and President, Turkish Aviation Academy, on January 16, 2017 at UMT. It is worth mentioning that work has already accelerated between UMT and Turkish Aviation Academy, which focuses on regional marketing and aerospace training programs. UMT is offering MSc in Air Transport Management program for Pakistani students in collaboration with the Turkish Aviation Academy.

As IATA Premier Circle Member<sup>7</sup> in the field of IATA trainings in 2015, the Turkish Aviation Academy has achieved more than 50 trainings in 2016 and is preparing to welcome its trainees from all over the world in their elite training this year. The Academy has opened its doors to Pakistani students through UMT.





## Dr Hasan Sohaib Murad Chairs 22nd Meeting on Academic Planning for 2017-18



**Dr Hasan Sohaib Murad**, Rector UMT, chaired the 22nd meeting on academic planning for 2017-18 on March 20, 2017. The meeting was attended by deans, directors, CoDs,

and Heads of Management Offices. Speaking on the occasion, Dr Hasan gave guidelines on academic planning for 2017-18 and stressed upon the importance of coordination

between faculty members and students. He added that best practices in teaching and academic quality should be implemented and strengthened in the future.

### Strengthening ORICs for Trust Building between Industry and Institutions

The South Asia Triple Helix Association (SATHA) of UMT, IRP and ORIC in collaboration with University of the Punjab held a meeting on strengthening ORICs for trust building between industry and institutions. The meeting was part of the 6th Invention to Innovation Summit held on March 8-9, 2017. **Abid H K Shirwani**, Director ORIC and DG UMT, representatives from academia, industry and government participated in the meeting. The opening session was chaired by Prof **Dr Tahir Jamil**, Director ORIC, at Punjab University. He pointed out the weaknesses and emphasized on building consensus. Other participants from GCU, LCWU, BNU, FC College, UVAS, Directors of ORIC from Karachi University and UET Peshawar also expressed their views in order to build an environment of trust among industry



and institutions. **Umer Saleem**, Convener, LCCI Committee on Industry Linkages, renewed the commitment to continue working with the academia. **Rahmat Ullah**, Chief Coordinator, IRP, presented SATHA Entrepreneurial University Framework and Trust Building Measures. **Ghulam Abbas**, Program Manager, ECO Science Foundation, ECOSF, also presided over the session. **Abrar Ahmad**, CEO, Shafi Reso Chemical (SRC), SRC Pvt. Ltd. and Eng. **Nisar Mohyuddin**, GM, Diamond Jumbolon Industries, presented industrial case studies. **Saad Nasrullah**, Director, Hamayuns

IP Consulting, discussed the importance of Intellectual Property Rights in delivering technologies to industry and inspiring trust. **Ghulam Mujtaba** from Intellectual Property Organization (IPO) of Pakistan shared the government policies related to IP. All participants gave productive suggestions to build sustainable and economically viable Pakistan. They discussed ways to build strong trust between academia and industry. The participants decided to promote need based research by giving facilities to faculty on research.

## Abid H K Shirwani Delivers Talk at LCCI



**Abid H K Shirwani**, President South Asia Triple Helix, and DG UMT, was invited to deliver a talk in a seminar on 'Impact of Globalization on Public and Private Sector in Pakistan' at the Lahore Chamber of Commerce and Industry (LCCI) on January 9, 2017. Sharing his views with the select

gathering, he emphasized that Pakistani businesses need to adapt in order to respond to the global realities. The seminar addressed security issues regarding development, impact on economic decisions under political pressures, emphasis on research and education,

management styles of public and private sector, need for liaison committees between traders, private and public sector, and influence of investments on banking and manufacturing sector. **Abdul Basit**, President LCCI, **Khawaja Khalid Farooq**, Former Chairman NACTA and IG Punjab, **Wang Zihai**, President, Association of China Enterprise, **Chaudhry Anees Iqbal**, Chairman, Turkey Tumsiad, **Sohail Malik**, Digital Banking Head, Finca Bank Global, **Ammara Farooq**, Chairwoman, Sepla Foundation, and **Ali Khan**, Group Director Beaconhouse, were present on the occasion. **Awais Saeed** and **Hassan Amjad** from LCCI played an integral role throughout the discussions. **Ahmed Saeed**, **Ahmed Qureshi** and **Attique Ahmed** also highlighted important perspectives of the subject.

## IBCE 2017 Soft Opening Ceremony

Addressing the soft opening ceremony of IBCE 2017 at IBCE Secretariat on March 14, 2017 at UMT. **Abid H K Shirwani**, DG UMT, said that this conference and exhibition would assist the government in achieving the goal of economic development and growth. He emphasized that UMT has taken the initiative of organizing IBCE, with an aim to bring awareness of the significance of this event among stakeholders.

The University aims to create strategic linkages between business, academia, and government that would have a multiplier effect on trade and economic development in Pakistan. The vision of the UMT



management is to provide a platform to students and the youth for global business networking, technology transfer, and trade promotion, with a strong infusion of educational thrust. The guests of the event were **Anis Iqbal Chaudhry**, Chairman, TUMSIAD Turkey, and **Tanveer**

**Sidduiqi**, MD Albayrak, who said that the initiative taken by UMT would contribute to the economic empowerment of Pakistan, and in coming years, this would become a platform for business transformation. They expressed their best wishes for the forthcoming IBCE 2017.

## UMT-QEC Ranked in W Category for the Fifth Time in a Row



UMT-QEC  
AWARDED 92.5%  
SCORE BY HEC-QAA

The Quality Enhancement Cell (QEC) of UMT has achieved 92.5% for the period ending on June 30, 2016, which leads QEC again in 'W Category.' The quantitative assessment is conducted by the Quality Assurance Agency of HEC Pakistan on yearly basis. For the last

five years, UMT QEC has maintained its ranking in 'W Category' (85 - 100%). This has been made possible due to the visionary and dynamic leadership of **Dr Hasan Sohaib Murad**, Rector UMT, and **Dr A Rashid Kausar**, Head QEC, for continuous support in achieving this

great milestone. Attaining 'W Category' for the last five years consistently shows the passion and enthusiasm of the whole team. Due to these efforts, QEC of UMT has always enjoyed a very good reputation amongst the peers and the regulatory authority (HEC).

## UMT Recognizes Achievements of Dr Sammia Shahid and Dr Saima Gulzar

**Abid H K Shirwani**, DG UMT, presented souvenirs to honorable faculty members in a special ceremony that was organized at UMT to acknowledge their outstanding achievements. It is worth mentioning that **Dr Sammia Shahid**, CoD, Department of Chemistry, School of Science, has been presented with the 'Best University Teacher Award 2015' by the HEC while **Dr Saima Gulzar**, Associate Professor, School of Architecture and Planning, was the recipient of the 'Best Research Paper Award.' The appreciation ceremony was attended by a large number of faculty members and other senior officials. Speaking on the occasion,



Abid H K Shirwani congratulated the two faculty members and said that

they are a role model for their students.

## UMT and British Council Plan to Explore Academic Partnerships in the UK

**Hajira Khan**, Project Manager, Higher Education and Skills, British Council, visited UMT on January 10, 2017 at the invitation of Office of Internationalization (OIN) at UMT. The OIN team consisting of **Dr Naveda Kitchlew**, **Naseem Khan Achakzai**, **Irfan Bajwa** and **Sami Bajwa** welcomed the guests and discussed various collaboration

opportunities between UMT and the British Council. UMT's involvement in strategic partnerships for Higher Education Innovation and Reform, (SPHEIR) and Going Global 2017 was also discussed. The officials from the British Council and UMT decided to collaborate for future ventures.



# UMT and STDU, China, Ink MoU for Academic Collaboration

**Dr Hasan Sohaib Murad**, Rector UMT, and **FEI Rong**, Vice-President at Shijiazhuang Tiedao University, China, signed an MoU on behalf of their respective organizations on February 21, 2017. The MoU aims to foster collaboration between the two varsities regarding combined research in information technology, computer science, engineering, locomotive technology and building infrastructure. The faculty and student exchange program will also be launched, which would help train the manpower expected to play a key role in China-Pakistan Economic Corridor, a mega project that is believed to be a game changer in the region.

UMT faculty will teach at the Chinese University whilst Chinese professors would be imparting necessary technical skills to Pakistani students at UMT. Similarly, students from both sides would be provided opportunities to complete Master and PhD degrees. Furthermore, there will be no fees for UMT students who get registered in the doctorate programs.

The process of faculty and student exchange program would also be starting. The Chinese delegation consisted of **Hongzhuang Zhang**,



Director of International Students, Prof **Zili Bai**, Dean, School of Internationalization Education, **Cathy Cheu** and others. It is worth mentioning that UMT is the only institution in the private sector which is establishing academic collaboration with China's Shijiazhuang University.

While expressing his views, Fei Rong, said that we were delighted to ink an MoU with UMT, which we believe is one of the best universities of Pakistan. He said that they would give an orientation to the Chinese Government about UMT as soon as they get back to China, and seek more support for UMT students and faculty members coming to China.

Dr Hasan Sohaib Murad was also informed that UMT had been opted

for this collaboration after thoroughly investigating other public and private sector universities of Pakistan. The Chinese delegation also said that after touring the campus, they were satisfied to see one of the finest infrastructure established at UMT, which shows the management's commitment to the stakeholders.

Dr Hasan Sohaib Murad said that UMT is preparing skilled and trained manpower for CPEC. Already a number of UMT alumni were rendering their services in China's top-tier companies, which is a matter of great pride for all of us as our degree programs are comprehensive. He said that this MoU between the two universities would assist the governments of both the countries in the implementation of CPEC.

## Collaboration between UMT and ENSA Nantes, France

UMT is being linked with one of the leading French universities, ENSA Nantes for possible future collaboration; Pakistan Green Building Council in collaboration with the Embassy of France in Pakistan, is working in this regard. A meeting between **Marie Paule Hagland**, Higher Education Attaché at the Embassy of France in Islamabad and a Professor at ENSA Nantes, School of Architecture of

Nantes along with **Aqrab Ali Rana** met **Dr Yusuf Awan**, Dean, School of Architecture and Planning (SAP) at UMT was held at the Campus on March 13, 2017. This is a part of Pakistan GBC's program to support its partner universities to enhance their capabilities in the areas of sustainable infrastructure development and green building design and construction in Pakistan.



Dr Yusuf Awan, Dean SAP, presenting souvenir to Marie Paule Hagland from the Embassy of France

## IIB Enters into Partnership with Amanah

The Institute of Islamic Banking (IIB) at UMT signed an MoU with Amanah Institute of Islamic Finance and Economics (IIFE), Germany, on March 29, 2017 at the UMT Campus. **Dr Rukhsana Kalim**, Dean IIB, and **Muhammad**

**Ashfaq**, CEO, Amanah IIFE, signed the MoU on behalf of their respective organizations. The Amanah IIFE is an international organization based in the heart of Europe, with headquarters in Germany.



## UMT Signs MoU with YOCFAN to Ban Drug Addiction

UMT and Drug Advisory Training Hub, a project of Youth Council for Anti Narcotics (YOCFAN) signed an MoU on January 27, 2017 to declare UMT a Drug Free Campus, with a complete ban on smoking and legal or illegal drugs in the university premises. The ceremony was held at the UMT Campus where **Dr Naveda Kitchlew**, Associate Dean Internationalization and Academics, and **Syed Zulfiqar Hussain**, Consultant, Anti Drug/Narcotics Campaign, signed the MoU.

Speaking on the occasion **Dr Hasan Sohaib Murad**, Rector UMT, said that our aim is to provide healthy and positive environment to young people in the university and also outside the campus. UMT is the first and only institution not only in Pakistan but also in the South Asian Region, which is declared to have a drug free campus. The rationale of the drug free campus program is to stop smoking and use of legal or illegal drug activities, with an aim to provide the basic and evidence based



information to students against addiction of any kind. YOCFAN will soon be establishing an educational and counseling center with the help of UMT.

## UMT and CDRS Sign MoU for Youth Development Projects

The Office of Internationalization (UMT) under its Sustainable Development Initiative facilitated an MoU between UMT and Comprehensive Disaster Response Services (CDRS) for carrying out joint youth and social development projects on January 2, 2017.

The MoU was signed by **Dr Naveda Kitchlew**, Associate Dean Internationalization and Academics, and **Todd Shea**, Executive Director, CDRS, on behalf of UMT and CDRS. This partnership will enable the staff and students of UMT to actively participate in community development, and also help in providing internships to UMT students with CDRS and all its



partner organizations. CDRS is registered since 2006 as a non-profit society for disaster relief and social welfare work in AJK and Pakistan. It was established by Todd Shea after his deployment to Pakistan in

October 2005, to assist with the earthquake relief efforts. The need to resolve the crises made Todd stay in Pakistan. The Government of Pakistan has also awarded *Tamgha-i-Eisaar* to CDRS in recognition of their work.

## UMT-SBE Awarded 2 Palmes of Excellence in Eduniversal Ranking 2016

3 PALMES OF EXCELLENCE - EXCELLENT BUSINESS SCHOOL WITH REINFORCING INTERNATIONAL INFLUENCE	RANK BY PALMES LEAGUE	DEAN'S RECOMMENDATION RATE 2016
LAHORE UNIVERSITY OF MANAGEMENT SCIENCES (LUMS) - SULEMAN DAWOOD SCHOOL OF BUSINESS	1	109%
2 PALMES OF EXCELLENCE - GOOD BUSINESS SCHOOL WITH STRONG REGIONAL INFLUENCE	RANK BY PALMES LEAGUE	DEAN'S RECOMMENDATION RATE 2016
INSTITUTE OF BUSINESS MANAGEMENT (IOBM)	1	57%
UMT - UNIVERSITY OF MANAGEMENT AND TECHNOLOGY SCHOOL OF BUSINESS AND ECONOMICS	2	31%

The Eduniversal Business Schools Ranking for 2016 has awarded 2 Palmes of Excellence to UMT School of Business and Economics. This showcases SBE as a leading business school with strong regional influence. The Eduniversal rankings are based

on a rigorous evaluation methodology whereby 1000 best business schools in 154 countries are selected and divided within each country into 5 levels of excellence, which Eduniversal titles as the Palme of Excellence. It is worth mentioning

that Eduniversal is a global ranking and rating agency based in Paris and specializes in higher education. The company has established strong expertise in evaluating academic institutions and programs internationally since 2007.

## UMT Computer Science Department Wins SATHA Innovation Awards 2017

The 6th Invention to Innovation Summit held on March 8-9, 2017 included various thematic sessions, invited lecturers and technology workshops organized by various universities.

The Summit displayed more than 500 innovative projects by academia and industries. **Dr Hasan Sohaib Murad**, Rector UMT, and **Abid H K Shirwani**, DG UMT, along with other speakers graced the event with their presence.

The Summit included SATHA Innovation Award and Dinner for academia and industry. The Innovation Summit has become a national mark for the development of indigenous technologies.

The Computer Science Department at UMT also earned awards. A 'Technology Award' shield was won for the project 'iDeliver' which is



The key speakers during SATHA Innovation Awards

being supervised by **Arifah Azhar** and **Arslan Asif**. iDeliver technology is about revolutionizing the shopping and delivery of FMCGs by developing the application for connecting merchants with consumers via associates. The project was selected from amongst 50+ other projects from similar category. The Optical Mark Reader (OMR) supervised by **Farooq Ali** and **Dr Malik Tahir Hassan** earned a medal

and certificate. The OMR has been tested by grading different quizzes and exams in UMT and its result came out to be very accurate. The project has been given to ORIC for finding potential buyers. The project Management Information System for Jamiiat Hospital supervised by Emmen Farooq has earned a medal and certificate. The project completed in collaboration with AFAQ, which also runs a charity hospital.

## SBE MS Programs in Marketing and Management included in Eduniversal Best Masters Ranking 2016/2017



It is a proud moment for UMT and SBE that the MS Management and MS Marketing programs offered by UMT-SBE have been included in the Eduniversal Best Masters Ranking 2016/2017 (6th edition). The ranking celebrates academic excellence through analysis of more than 17,000 programs from 1000 universities and schools in 154 countries. The outcome demonstrates the quality of

the education imparted within UMT: its schools, institutes, faculties and various related entities, whose programs have been evaluated according to the three main criteria of Eduniversal Methodology which includes the reputation of the programs and institution, first graduate salary and overall student satisfaction. The ranking results were legally registered and filed on

February 6, 2017 by a Bailiff in France (Maître Grouselle, Bailiff). It is worth mentioning that ever since its first publication in 2011, the Best Masters Ranking team spends several months evaluating thousands of international postgraduate programs. This selection represents global academic leadership and compliments the academic expertise of UMT.

## UMT-SBE to Work on Management Simulation by the Smith School of Business, USA

UMT-SBE has been chosen among the five top schools to work on a beta Management Simulation by the Smith School of Business, University of Maryland, USA. The selection was made from over 100 schools in the Global Business School Network.

A team of six SBE students from the Information Systems Department and MBA Program worked with schools from Morocco, India, Cote d'Ivoire

and the Smith School in the USA. There was a successful Skype session as well as simultaneous simulation on laptops with all the students. The Smith School intends to launch an international Management Simulation in 2018, and SBE will be one of the competitors.

The SBE Faculty Council has also unanimously passed a Strategic Plan (2016-2019) for SBE. The 10 goals

within the plan, each accompanied by KPIs, strategies and responsibility for accomplishing the goal, will give SBE the opportunity to be in the world rankings of business schools, as well as leading to international accreditations such as EQUIS and AACSB.

SBE is proud to join with other UMT schools and institutes in bringing our University to international levels.

## SBE Students Share Interactive Session with Benje Williams of Amal Academy

SBE students held an informative and interactive career session with **Benje Williams**, CEO, Amal Academy, at the UMT Campus on January 30, 2017. The session was an attempt to make students aware about the challenges they can face in their career path. In this era of hard competition nothing is worse than missing an opportunity.

**Dr Hasan Sohaib Murad**, Rector UMT, graced the occasion with his presence. Benje Williams explained ways to help students face challenges with confidence and use strong communication skills. **F Robert Wheeler III**, Dean, UMT-SBE, also encouraged students to apply for Amal Fellowship Program for better career plan.



# UMT Department of Gender Studies Holds First Board of Studies Meeting

The Department of Gender Studies at (DGS) UMT held its first Board of Studies (BoS) meeting on February 9, 2017 to approve Bachelor in Gender Studies and Graduate in Gender Studies programs. The agenda of BoS meeting was to approve Bachelor in Gender Studies and Graduate in Gender Studies programs, scheme of studies and complete course outlines.

**Dr Abdul Hameed**, Dean, School of Advanced Studies (SAS), chaired the session, welcomed all members and highlighted the steps involved in the establishment of Department of Gender Studies (DGS). **Ambreen Salahuddin**, Assistant Professor and Department In-charge, Department of Gender Studies, UMT, formally introduced the background and the need to introduce degree programs in Gender Studies. She shared the vision of the Department and details of degree programs being offered under the auspices of Department of Gender



Studies. After her brief presentation, she invited all board members for their valuable suggestions. As per rules, the present members from academia were **Dr Riffat Haque**, Chairperson, Department of Gender Studies, Allama Iqbal Open University, and **Dr Sarah Shahid**, Director, Women Institute of Leadership and Learning, HoD, Department of Gender and Development Studies, Lahore College for Women University, Lahore.

Members from the industry included **Salman Abid**, Regional Director, Strengthening Participatory Organization (SPO), and **Bushra Khaliq**, CEO WISE, whereas Ambreen Salahuddin, Assistant Professor and Irum Rasheed, Lecturer, Department of Gender Studies, UMT, represented the DGS faculty. After a thorough discussion and recommendations by the board members, Bachelor and Graduate programs were approved.

## OIN Invites Anwaar ul Haq Kakar to Highlight Importance of CPEC for Balochistan

The Office of Internationalization (OIN) held a session on CPEC titled, 'Voice of Balochistan' on January 24, 2017 at the UMT Campus. **Anwaar ul Haq Kakar**, a spokesperson of Balochistan Government, shed light on strategic importance of CPEC. The session was a part of Sustainable Development Initiative headed by **Dr Naveda Kitchlew**, Associate Dean Internationalization and Academics, and **Naseem Khan Achakzai**, Social Development Specialist at the OIN.

Anwaar ul Haq stated that CPEC is viewed as part of Chinese efforts to revive the Silk Road network across South and West Asian region. The project, with a projected cost of \$46 billion, has been identified as a significant development in China's

relationship with Pakistan through its infrastructure development, especially Gwadar Port in Balochistan. The corridor will provide China direct access to the Indian Ocean region and

shape its presence in the Middle East. These developments will also affect the mineral rich province of Balochistan. This project also has great strategic value for Pakistan.



Dr Naveda Kitchlew presents souvenir to Awaar ul Haq Kakar at the conclusion of the event



## More than 300 Students Awarded Gold Medals at Rector's and Dean's Merit Award Ceremony



Dr Hasan Sohaib Murad appreciates the hard work of award winners during his address

More than 300 brilliant eagles were applauded and given the confidence to move ahead and make a difference in the academic career during the Rector's and Deans' Merit Award Ceremony held on February 17, 2017.

As many as 177 male and 190 female students secured merit awards. The School of Social Sciences and Humanities (SSS&H) led by Prof **Dr Abdul Hameed** had the highest number of merit award winners. A total of 64 students from SSS&H were conferred Rector's and Deans' merit awards followed by SBE which succeeded in claiming 55 titles. Speaking on the occasion, **Dr Hasan Sohaib Murad**, Rector UMT, said that he was delighted to see

hardworking students making headway in their studies. He said that it was amazing to see such a talented turnout of students from various fields. Some 35 students from the School of Systems and Technology (SST), 28 from School of

Engineering (SEN), 33 from School of Commerce (SCA), 21 from School of Science (SSC), 22 from School of Textile and Design (STD), 13 from School of Architecture and Planning (SAP), 21 from School of Health Sciences (SHS), 37 from School of Professional Advancement (SPA), 6 from School of Law and Policy (SLP), 4 from School of Governance and Society (SGS), 18 from Institute of Aviation Studies (IAS), 8 from Institute of Communication and Cultural Studies (ICCS) and 2 from Institute of Islamic Banking and Finance (IIB) qualified for the awards. The event was gracefully hosted by **Saleem Ata**, Controller Examinations and his team.



A group of award recipients snapped with Rector UMT and senior faculty members

## Syed Imad ud Din Asad Teaches Course on Islamic Finance at Katholieke Universiteit Leuven

As part of the ongoing collaboration between Katholieke Universiteit Leuven (KU Leuven) and UMT School of Law and Policy (SLP), **Syed Imad ud Din Asad**, Director SLP, is teaching a graduate-level course on Islamic Finance at KU Leuven, Belgium, for faculty exchange. He is teaching this course for the third consecutive year.

The course is a condensed version of the course on Islamic Finance that is being taught in LL.M. in Commercial

Law program at UMT School of Law and Policy (SLP), which also serves as a testament to the fact that the quality of courses offered by SLP is at par with the ones offered by top law faculties in the developed world.

As part of the exchange arrangement, professors from KU Leuven or its partner universities will teach short courses at SLP in the fall of 2017. A professor from KU Leuven's partner university taught a short course at SLP in 2015; 3 professors from KU

Leuven's partner universities taught short courses at SLP in 2016.

SLP is the only law school in Pakistan, which is engaged in active collaborations with European and North American law faculties that not only entail knowledge sharing but also cultural interaction. All of these collaborations are based on reciprocity and equality. No other law school in Pakistan has achieved this level of recognition and distinction.

# UMT Successfully Launches SPA Case Research Unit

UMT successfully inaugurated its newly inculcated Case Research Unit (CRU) in School of Professional Advancement (SPA) on February 15, 2017. The CRU takes on the exigent task of cultivating case study research as a legitimate part of organizational research by producing highly contextualized teaching case studies, narratives of practice, corporate tales, and weekly newsletters.

The CRU has been set up to initiate research in close proximity to real time business issues and challenges being faced by organizations in Pakistan. The CRU promotes a dual relationship between academia, and industry as they engage in real time projects and collaborations.

The inauguration ceremony of CRU invited brilliant minds from academia who have pioneered case study research as well as its industrial



partners to highlight the importance of case study research and its role in tackling the contemporary business challenges. **Dr Hasan Sohaib Murad** acknowledged the working of CRU and provided visionary guidance on designing narratives of practices from within the classrooms. The chief guest was **Dr Syed Zahoor**

**Hassan**, Professor at LUMS who stressed upon the collaborative and synergistic role of all the faculty members in developing cases. It was an honor for the SPA team to learn from experiences of Dr Syed Zahoor Hassan, who has promoted a culture of case study methodology at the heart of business education.

## Case Research Unit (UMT-SPA) Signs MoU with the University of Lahore

The Case Research Unit (CRU) at the School of Professional Advancement (SPA) signed an MoU with the Lahore Business School, University of Lahore (UOL), on 'Promoting Institutional Cooperation through Research Based Collaboration' on January 9, 2017.

The purpose of this MoU was to work in a symbiotic and knowledge resource sharing initiative on designing effective teaching case studies and developing robust linkage with industry in order to bridge the gap between industry and academia. Both institutions look forward to share and gain mutually beneficial academic outcomes from this collaboration. This important event was attended by CRU SPA faculty



members which included **Dr Naveed Yazdani**, Director SPA, **Talha Zubair Ahmed Khan**, Lecturer and Head CRU, and **Aleena Shuja**, Lecturer and Member CRU. The

Lahore Business School team comprised of **Dr Ijaz Ahmed Qureshi**, Dean, and faculty members **Dr Imran Hameed** and **Dr Muhammad Ali Asadullah**.

## SPA Invites Renowned Journalist Aftab Iqbal to Share his Experiences

The School of Professional Advancement (SPA) organized a talk show titled, 'Multiple Intelligences, One to One with SPA' at UMT on February 18, 2017. **Aftab Iqbal**, renowned journalist and television anchor, was the chief guest on the occasion. He shared his personal experience and mental abilities which have paved the way for his success. Aftab Iqbal shared thought-provoking experiences with the faculty and students of SPA. Stressing upon the well being factor, he emphasized that Pakistan is not an inferiority ridden country. We have our share of tough times but the time has come to prepare our people for the future. He



was of the view that a university like UMT can play a leading role in this regard. Our moral values have to be strengthened and youth has to play a

key role in future. The need is to maintain our integrity as a nation and develop strong connection with Allah.

## SBE Invites Ahmad Iqbal, Former WB Consultant, for Inspirational Talk

The School of Business and Economics (SBE) invited **Ahmad Iqbal**, Chairman, District Council Narowal, and Former Consultant at World Bank, Merrill and Lynch, for talk with students on March 17, 2017. He spoke on 'Pennsylvania to Narowal-Journey to Serve my Homeland.' He briefed the audience about his educational background, work experience and shared his vision on governance and local governments. He mentioned some of

the key initiatives taken by him during the last couple of months. He urged the students to look for entrepreneurial opportunities and mentioned some of the main products of Narowal, which can bring value addition and branding. He added that he was inspired by his father, **Ahsan Iqbal**, Federal Minister, who had also returned to serve the motherland. The session ended with concluding remarks from **F Robert Wheeler**, Dean SBE.



## Collaboration between ICP and Akhuwat Foundation



The Institute of Clinical Psychology (ICP) has developed a close liaison with Akhuwat Foundation as they share common vision to help people. A meeting was held on January 20, 2017 at the UMT Campus. **Dr Zahid Mahmood**, Director ICP, UMT, and **Dr Amjad Saqib**, Executive Director, Akhuwat Foundation, are

actively involved in this collaboration. ICP has given a significant input in the educational activities undertaken by the Akhuwat Foundation and provides counseling services to their students. The ICP staff visited Akhuwat College, Lahore and met **Anwar Chaudhary**, Principal Wing Commander.



## ICP Organizes Drugs Prevention and Awareness Seminar for Youth

The Institute of Clinical Psychology, (ICP) at UMT organized a seminar on 'Drugs Prevention and Awareness among Youth' in collaboration with Global Welfare Organization (GWO) at UMT on February 3, 2017. It was attended by students, alumni and faculty members of ICP along with the representatives from GWO.

**Dr Zahid Mahmood**, Director ICP, in his opening remarks, welcomed the chief guest **Brigadier Khalid Mehmoood Goraya**, Force Commander Anti-Narcotics Force Punjab. **Sobia Ikram**, resource person GWO, conducted a brief

interactive session with the audience related to patterns of drug use, attributes of the drug addict, causal and prognostic factors leading towards drug addiction.

Brigadier Khalid highlighted the role of Anti-Narcotics Force in taking steps towards drug demand reduction and making Pakistan a drug free country. **Dr Hasan Sohaib Murad**, Rector UMT, stated that it is the responsibility of any institution to minimize and eradicate this menace. He told about the efforts of UMT in making it a drug free institute and also gave valuable suggestions to

accelerate such efforts at public level. **Dr Zafar Iqbal Mian**, Chairman, Global Welfare Organization and Rehab Center, motivated the students to join hands against drug addiction.

While concluding the session, Dr Zahid Mahmood shed light on the efforts of ICP for the community.

He told about the academic contributions and course structure of MS Clinical and Counseling Psychology, where assessment and management of drug addiction is taken as compulsory part of teaching and training.

## DGS Organizes Seminar on Women's Rights



The Department of Gender Studies at the School of Advanced Studies held a seminar titled 'A Dialogue on Women's Rights' in connection with International Women's Day at the

UMT Campus on March 9, 2017. The ceremony was conducted by **Iram Rasheed**, Lecturer DGS. **Ambreen Salahuddin**, Assistant Professor and In-charge DGS, delivered the

welcome address. The worthy guest speakers included **Hina Butt**, MPA, Punjab Assembly, **Fareed Paracha**, Naib Ameer, Jamat i Islami Pakistan, **Fauzia Viqar**, Chairperson, Punjab Commission on the Status of Women, **Mumtaz Mughal**, Resident Director, Aurat Foundation, and **Dr Abdul Hameed**, Dean SAS and SSS&H.

The speakers emphasized the need to make the masses aware about women's rights and talked about problems related to women of today. Dr Abdul Hameed gave concluding remarks and presented UMT souvenirs to the guest speakers. The session was well-attended and audience participated enthusiastically in the question and answer session.

## DELL Organizes Research and Publications Seminar



The Department of English Language and Literature (DELL) of UMT held an informative seminar titled 'Research Publications: Problems and Solution' on March 17, 2017 at the UMT Campus. **Dr Nadia Anwar**, Assistant Professor, DELL, was one of the key persons responsible for holding the seminar.

The purpose of the seminar was to address the problems faced by researchers and early career faculty in writing and publishing research

articles and find their possible solutions. The interactive seminar was planned in two parts: one highlighting the specificities of the route early career researchers are required to do in order to establish their position in academia, and the other demystifying the publishing process from editorial point of view.

**Karen R Wrightsman**, a doctoral candidate and a Graduate Research Assistant, and **Dr Rebecca K Fox**, Professor of Education and Academic

Coordinator from GMU, USA, shared their suggestions and experiences on the two perspectives, respectively.

Wrightsmen discussed several topics which have to be understood for PhD purposes. She guided early career researchers on how to prepare for academic writing and publication. She discussed her own experiences from her academic and professional life and encouraged students to work hard.

## UMT-LRC Arranges Visit to Faiz Ghar



The Learning Resource Center (LRC) of UMT arranged a tour to Faiz Ghar on January 26, 2017.

It was an interesting visit for the students of SSS&H and SAP, as they got a chance to explore various aspects of Faiz's personality. Faiz

Ghar is a project of the Faiz Foundation Trust, set up for the promotion of the progressive and humanistic ideas of literary icon Faiz Ahmed Faiz.

The students keenly viewed the letters, manuscripts, marriage

certificate and academic degrees of the prominent poet. The photographs of Faiz and his articles of daily use were also displayed. Books, magazines and other printed materials are also available for display in the library, which was set up through a generous grant from the Government of Punjab. Faiz Foundation Trust is a place where Faiz lived during his last years and it became his resting place too. The purpose of this visit was to familiarize the students with memorabilia of Faiz.

The Faiz Foundation arranges activities that include art performances, seminars, workshops, exhibitions, literary gatherings, commemoration of special days, training classes, and special activities for children, such as art competitions, essay competitions, guided tours, music classes and painting exhibitions.

# Knowledge @UMT



## Threshold: A Spatial and Ideological Barrier in South Asian Fiction A Case Study of Pakistani Women Fiction Writers

Ambreen Salahuddin, Muhammad Zakria Zakar, Ahmed Usman

### Abstract

This paper discusses the symbolic significance of the threshold of home, a constructed perceptual barrier between male and female spaces, with reference to the fiction produced by Pakistani women writers. There are famous anonymous adages: "It is a man's world" and "Woman's place is in the home." This sums up the reality as seen by patriarchy. Taking these notions as basis, spaces for women are defined. First category is "Home" and second category is "Outer Space." This paper focuses on one space which is seen as the space inside the home, yet it is the separator between the inner space and outer space, i.e. threshold. Crossing the threshold constitute an age-old form of restraint and constraint as far as South Asian religious, cultural, social and literary tradition is concerned. In South Asian tradition, this boundary-line or threshold is symbolized occasionally as Laksman-rekha, a notion from Hindu mythology. This notion comes from Ramayana, which comprises a set of legends and stories and a rich part of South Asian literary and religious tradition. Complete works of twenty-six Pakistani women fiction writers, writing in six different languages were studied for this purpose. It was seen that threshold plays a significant role in determining the status of women of this society, i.e. if the women stays within the boundary-line or not.

### Introduction

In South Asian religious, cultural and literary tradition, Ramayana holds a significant place. Ramanujan (1991, p.46), as quoted by Hirst and Zavos (2011) states, "In India and in Southeast Asia, no one ever reads the Ramayana or the Mahabharata for the first time. The stories are there, 'always ready.'" The notion of Lakshman-Rekha comes from Ramayana. Hakim (2013, p.9) narrates, "In everyday speech, the phrase "lakshman-rekha" often serves as a metaphor for the regulated conduct and ascribed roles in society." Lakshman-Rekha is a notion that has been much used in differentiating between socially constructed gender identity of males and females (Abraham, 2001). Sita from Ramayana crossed the line marked by her husband Ram's brother, Lakshman. This line was called as Lakshman-Rekha in the story. She crossed this line and was caught by the men of Rawan in Sangal Deep. Since it was wrong for Sita to cross the threshold which was the boundary-line for her, she was caught by Rawan i.e. she got into trouble. So it is highlighted through this tale that whenever any Sita i.e. any pious woman who is told to stay within the line or threshold and she crosses it, she will surely get into trouble for this disobedience. Breaking the barrier or crossing the Lakshman-Rekha is actually a symbol of exercising one's own will and making one's own decisions. Choosing to exist as one wills implies disobedience which is not what a woman should do.

*Threshold: A Spatial and Ideological Barrier in South Asian Fiction - A Case study of Pakistani Women Fiction Writers by Ambreen Salahuddin, Muhammad Zakria Zakar & Ahmed Usman*

**Note:** This paper is available online at: [http://pu.edu.pk/home/journal/9/Vol\\_31\\_No\\_1\\_JanJun2016.html](http://pu.edu.pk/home/journal/9/Vol_31_No_1_JanJun2016.html)

# 10

## Ways to Improve your Management Skills

By Flavilla Fongang,  
Director, 3 Colours Rule



- **Define your Vision and Broadcast it:** In order to engage your team to deliver the best of their abilities, you need to have a clear vision of your company's reason to be. For this you need to have a meeting and share your vision via email or post it in places where it can be seen on a regular basis.
- **Get Personal to get Engagement:** When you find out what your team wants, you can transmit to them the possibilities that will trigger their engagement to your vision. Organize a brainstorming meeting and also one-on-one meetings.
- **Recognize the Power of Influence through Personal Branding:** Good personal branding gives you the power of influence. Have a clear vision of the image you and your team want to project, and communicate this to them. Follow the company's clear code.
- **Maintain Great Communication:** "Well" entails creating a culture in which your employees can share common goals and work with you to meet them. This boosts their engagement (spirit energy). Ask your team questions and invite them to do the same. Use verbal or written communication to engage your team.
- **Understand the Power of Gratitude:** Publicly acknowledging the contributions of your employees is even better. Make it a habit to say, "Thank you."
- **Make Work More Fun:** When you enjoy working for the company and/or the people you work with, you are most likely to stay. However, it's important to find the right balance, so employees can stay engaged with your vision. Have a laugh at work and encourage your team to enjoy themselves.
- **Learn how to Make your Top-performing Employees Stay:** Pay them what they deserve. This is the most common and basic issue you can resolve. Be as competitive as possible. Challenge them and communicate a clear company vision.
- **Handle Toxic Employees:** Ask them open, honest, and direct questions. Use the information you gather to develop the best plan of action. Arrange a meeting with the employees concerned to set limits on their behavior. The last option might be to let them go.
- **Admit your Mistakes:** Admitting your mistakes shows strength of character and influences your team members to do the same. So, lead by example.
- **Learn how to Manage Former Co-workers:** Arrange a group meeting and one-to-one meetings to start reshaping your relationship. Discuss how your role and responsibilities have changed and how it will benefit them too. Empower your team.

*Adapted from: <https://trainingmag.com/10-ways-improve-your-management-skills>*

# Alumni Success Story

**Adeel Raza**  
**CEO and Co-Founder**  
**MailMunch**  
**Washington DC, USA**  
**BBIT – Batch 4**



## About me and UMT

I would like to thank UMT team for giving me an opportunity to share my success story with everyone. My name is Adeel Raza and I graduated from the University of Management and Technology in 2009. My major subject was Business and Information Technology. Life at UMT has been a memorable one and paved the way for my success. It enhanced my entrepreneurial passion of learning computer and guided me to the best of my abilities.

## My Entrepreneurial Journey

I have always been passionate about internet, software and business. I started several online businesses throughout my career, ranging from social apps to eCommerce stores and business apps. My latest venture reaches over a billion people every year which is almost like one among seven people viewing it. I am a strong believer in the power of entrepreneurship. It has been at the core of everything I have achieved so far, and will achieve in the future. I fell in love with computers back in school and started programming at a very young age. I did not pursue a degree in CS (Computer Sciences) because I was already a self-learned programmer by the time I had to start my university. Instead, I chose a business degree because that would teach me the skills most required to actually run and maintain a business. And that it did. The critical and analytical skills which I learnt at UMT have been of great help.

Entrepreneurship is the single best thing that could happen to any person with ambitions. In my childhood, I loved setting up lemonade stands and selling handmade activity books to friends and family. I believe the best and most assuring compliment you can ever receive is when someone is willing to pay you for what you have to offer. It means they are willing to trust you with money, not just words. I would strongly, strongly encourage all young students of UMT to believe in their ideas and go for it. And do not wait to finish your studies because by then most people are under pressure to find a job.

## My First Big Success

My first big success was in 2010. Exactly two months after graduating from UMT, a US based company, Webs.com, acquired one of my products called ContactMe which was a CRM for small businesses. This was the first time when I knew for sure that I was going in the right direction. As part of the acquisition, I moved to the US and worked at Webs for few years. During this time, I learnt how internet businesses work and scale globally. I would not trade this time with anything. Things we learn at a workplace are very different from the things we experience at a university. It is more real and practical.

## About MailMunch

After few years at Webs, the entrepreneur inside me encouraged to start the next venture, and this time with all the knowledge that I gained at work. So I started to discuss ideas with my best friend and we came up with MailMunch, an email marketing startup for small to medium size businesses. MailMunch helps businesses generate and nurture leads from websites and grow their business. Our forums and pages are viewed by over 1 billion people every year. We have also generated millions of leads for businesses during this time. It took us almost a year to turn this into a 7-figure business. We have customers from all over the world, but I love it when we get customers from Pakistan. Some popular local ones are ProPakistani, TechJuice, etc. But my proudest moment was when the Shaukat Khanum Memorial Cancer Hospital & Research Centre (SKMCH&RC) decided to be our premium customer. Helping such a good charitable organization while managing their donors and shareholders has been a very gratifying experience.

## The Success Mantra

One of the most important parts of starting a business is to have the right co-founders and team. There should be trust, and work compatibility between the founders. I am fortunate enough to have my best friend from school as a co-founder. We have done dozens of startups together and know the professional strengths and weaknesses of each other which help us to manage expectations and plan the roadmap.



# OCS Organizes Recruitment Drives with Careem and UBL Fund Managers

The Office of Career Services (OCS) and Careem held a recruitment campaign on March 29, 2017.

Careem is co-founded by **Mudassir Sheikha**, a Pakistani Entrepreneur.

Careem Pakistan proposed a part-time captainship for UMT students which will benefit them in catering for unemployment opportunities. Students were also registered on the occasion. **Zareen Khan**, Senior Officer, OCS, was present to facilitate the recruitment drive.



OCS and Careem Pakistan join hands for career opportunity



OCS and UBL hold talent hunt session

The Office of Career Services (OCS) also conducted a recruitment test at the UMT Campus with UBL Fund Managers for the posts of Business Development and Advisory on February 22, 2017. The recruitment team conducted a test that was based on evaluating the analytical abilities of the applicants.

A total of 37 students from BBA, MBA, BBS, MS in Marketing, Finance, Sales, Management, BCom and MCom appeared for the test.

## OCS Inks MoUs with Corporate Partners



Abid H K Shirwani, Director General UMT, signed an MoU with M Majid Khan, Chief Operating Officer, Crescent Brands



Khalid Naqi, Director OCS, and Waseem Malik, Head of Operations, Pakistan Microfinance Network (PMN), signed MoU

## UMT-OPA Celebrates World Forest Day

World Forest Day or International Day of Forests is celebrated worldwide every year on March 21 to increase public awareness among communities about the significance of forests on Earth.

UMT Office of Participant Affairs (OPA), Environmental Protection Society (EPS), The Knowledge School (TKS) and Department of Media and Communication, UMT, in collaboration with Fiber Glass Engineering (FGE) organized a documentary making contest titled DocumenTree 17 on March 21, 2017 at the UMT Campus. **Arshad Mirza**, CEO of Fiber Glass Engineering (FGE), was also present on the occasion.

The event started with recitation from the Holy Quran followed by *naat*. Apart from UMT, students from Punjab University, Lahore College for Women University (LCWU), and Kinniard College for Women showcased their documentaries.



**Muhammad Zahid Wariach**, CEO TKS, was chief guest on the occasion **Khalid Naqi**, Director OCS, and **Dr Muhammad Yusuf Awan**, Dean SAP, also attended the event. Students from the TKS Quaid and Johar Town campuses performed a tableau.

The judges of the contest were **Dr Hannan Ahmad**, Chairperson, Department of Media and Communication, UMT, **Dr Anjum**

**Zia**, HoD of Mass Communication Department, LCWU, and **Dr Farah Khan**, HoD of Botany Department, LCWU. The first prize of Rs 30,000 was won by **Qurat ul Ain** of Punjab University, second prize of Rs 20,000 was given to **Ahmed Faraz** from Ameer ud din Medical College and third prize of Rs10,000 was given to **Muhammad Adeel** from UMT. Souvenirs and certificates were also distributed.

## UMT Galz Zone Organizes Seminar on Honor Killing

To make students aware about violence against women, the Galz Zone of UMT-OPA hosted a seminar on 'Honor Killing—There is no Honor in Murder,' on February 20, 2017 at the UMT Campus. The distinguished guests of the session were **Amna Ulfat**, Member Punjab Assembly, **Waqas Azez**, News Anchor, Neo News, **Mehwish Nisaar**, Senior Media Person, Channel 24 News and **Dr Nadia Anwar**, Assistant Professor, Department of English Language and Literature, UMT. The speakers were of the view that girls become victims of honor killing due to prevailing stereotypes. They all shared the view that many girls were



murdered in the name of honor by their own family members. UMT Dramatics Club also showcased a skit which was appreciated by all the guests. At the closing session,

**Muhammad Ali Nasir**, Head OPA, presented souvenirs to the guest speakers and distributed certificates among the participating students, followed by a group photo session.

## UMT Sports Society Organizes Fighting Alliance 5

UMT Sports Society in collaboration with Impact Sports organized Fighting Alliance 5 (UMT) Mixed Martial Arts (MMA) competition for students on January 28, 2017.

The Mixed Martial Arts Pakistan was established to promote martial arts, i.e., boxing and wrestling styles in Pakistan with particular focus on mixed martial arts competition. Teams of renowned cricketers **Inziam ul Haq** (Inzy), **Mushtaq Ahmed** (Mushy) and **Muhammad Irfan** (Irfy) with different weight categories competed in this event.

Fighters from all over Pakistan and abroad participated in the event. There were more than 50 participants and five fighting rounds were held.



UMT is the first university to promote MMA in Lahore. The winner of the black belt was **Shah Hussain** from UK, from Team Inzy. All the

guests and the ambassadors appreciated the efforts of OPA and UMT Sports Society for organizing such an exciting event.

## UMT Super League Enthralls Cricket Fans

The Sports Society of UMT Office of Participants Affairs (OPA) arranged UMT Super League (USL)-2 from March 8-15, 2017 at UMT Greens. **Khalid Naqi**, Head OCS, **Saleem Ata**, Controller of Examination, **Major Ibrar Hussain**, Head OFM, and **Muhammad Ali Nasir**, Head OPA, inaugurated the Super League and revealed the coveted champions trophy.

There were 24 registered cricket teams from different schools and departments of UMT. It is worth mentioning that a team of special students was also included in the Super League.

All matches were played in flood light. The final match was played between Friends 11 and Baloch Tigers. It proved to be an exciting event and a thrilling one which was cheered by UMT community.



There was a strong participation from all sides and everyone got a chance to enjoy their favorite sport. **Ibrahim Hasan Murad**, Director, AQA UMT, awarded a trophy with a cash prize of Rs 20,000 to the winning team and Rs 10,000 among the runners up.

Award for the 'Man of Series' was given to **Zeeshan Farooq**, **Almas Ayub** was the 'Best Batsman' whereas **Shahid Iqbal Bhutta**, was declared the 'Best Bowler.' They were also rewarded with trophy and a cash prize of Rs 2000.

# UMT Winning Team ACM-ICPC 2016 will Participate in World Finals of 2017

The UMT team of ACM-ICPC 2016 has qualified for the world finals which will be held at Rapid City, South Dakota in USA during May 20-25, 2017.

The ACM International Collegiate Programming Contest (ICPC) is a multi-tier, team-based, programming competition operating under the sponsorship of ACM and headquartered at Baylor University. UMT organized the regional contest for the Pakistan Region in November 2016. Apart from ACM and IBM, **Dr Hasan Sohaib Murad**, Rector UMT, approved substantial financial support for this event.

The event was held in two stages; whereas in the first stage more than 400 teams from all across the country participated from their home cities in a grilling online programming competition round.

This helped in shortlisting almost 100 top teams for the second leg of the event which was organized at UMT Lahore Campus on November 27-28, 2016. **Dr M Umar Suleman**, faculty member at the Department of Computer Science at UMT, Regional Director for Pakistan Region, helped to organize the event. The Department of Computer Science at



UMT took this initiative to organize this event with the consent of **Dr Shaukat Iqbal**, Dean SST, and under the leadership of **Dr Adnan Abid** from SST, who managed this event with the help of a dedicated team involving faculty, students, and staff from various departments of the university.

**Dr Masroor Hussain** from Ghulam Ishaq Khan Institute of Engineering Sciences and Technology (GIKI) was the chief judge. The chief invigilator for on-campus round of the regional event was **Dr Yasir Niaz** from University of Central Punjab (UCP), Lahore, who was supported by

faculty members from FAST, Lahore. A team comprising of **Abdul Rehman**, **Syed Zeeshan Ali**, and **Awab Ahmad** from UMT, Lahore, was declared to be the champion of this regional contest. The team was mentored by **Nabeel Sabir Khan**, a faculty member from the Department of Computer Science at UMT.

It is worth mentioning that this year's competition is the biggest ever computer programming competition in the history of Pakistan, which was not only successfully organized by UMT, Lahore, but was also won by our talented students on account of their hard work.

## Nadia Jaffery Represents UMT at 1st National Graduate Conference at AIOU, Islamabad

It is a moment of great pride for the UMT community that **Nadia Jaffery**, UMT MPhil ELM student, represented Department of Education, School of Social Sciences and Humanities (SSS&H) at UMT, at the 1st National Graduate Conference at Allama Iqbal Open University in Islamabad, where 27 universities

participated from different regions of Pakistan. A team of 23 reviewers selected Nadia's research paper titled 'Exploring Barriers to ESLL for Adults' supervised by **Dr Yasira Waqar** for presentation in round table discussions and received the Best Presenter Award at NGC AIOU on March 15-16, 2017.



## SBE Team Wins 1st Runner Up Prize at ICAP Olympiad

The ICAP Olympiad competition was held at the headquarter of The Institute of Chartered Accountants of Pakistan (ICAP) in Lahore. The SBE team comprised of BS Accounting and Finance and BBA (H) students. A total of 37 teams participated in the competition from different universities. UMT-SBE team stood as the 1st runner up and won cash prize along with a trophy.

It is worth noting that ICAP is a professional body of Chartered Accountants in Pakistan. It represents accountants engaged in public practice, business and industry, and the public and private sectors. ICAP envisions preparing dynamic 'business leaders' for the 21st century, capable of addressing the challenges being faced by the corporate sector of Pakistan and the global economy.



## SBE Students Study at Tianjin Polytechnic University, China

The batch of 9 students from the School of Business and Economics (SBE) went to study at Tianjin Polytechnic University, Tianjin, China. The visit was a result of an MoU signed between the two institutions for teachers and students exchange programs. Tianjin University (TJU) is the first modern higher education institution in China, and now a national university under the direct administration of the Ministry of Education of China. The university industries are characterized by bringing forth new ideas to technology, initiating high-tech enterprises, and transforming scientific and technological achievements into industries.



## SAP Students Display their Creative Designs

The creative work of Basic Design-1 was displayed by Batch 7 participants from the School of Architecture and Planning (SAP) on January 15, 2017 at the UMT Campus.

Prof **Dr M Yusuf Awan**, Dean SAP, took keen interest in the work of Batch 7 participants along with the faculty members. He appreciated the work produced by the participants. **Alvina Fatima** from SAP was also present on the occasion.



# Life@UMT



Prof Khurshid Ahmad presides over meeting of the Board of Governors (BoG) and Board of Trustees (BoT)



Abid H K Shirwani, DG UMT, plants a tree on National Green Day activity



UMT alumni (Multan Chapter) snapped on the occasion of a special get-together organized by the Office of Alumni



Yasmeen Hameed, literary figure, addresses the UMT Lahori Nashita and Adbi Baithak



Saeed Anwar, former legendary cricketer and renowned Islamic speaker, addresses students, staff and faculty at UMT Campus



Students of MPhil (EL) give final assessment performance on Shakespeare's King Lear



OPA Clubs and Societies organized a peace walk to condemn Indian brutality in Occupied Kashmir



UK delegation visited UMT for the launching of Leisure Leagues organized by UMT-OPA



An enthusiastic display of winners of SST Cricket League



Students of SST hold open house session of their final projects



DELL faculty and students cultural visit to Kataraj, Khewra Salt Mines and Kallar Kahar



Spectators watch as a thrilling Mixed Martial Arts match is in progress at UMT



# UMT Clubs and Societies

## Health and Wellness Society

The Health and Wellness Society of UMT-OPA aims to promote 'healthy life' for a prosperous Pakistan. The Society encourages UMT participants to engage themselves in diverse activities to boost their physical and mental powers. UMT Health and Wellness Society organizes seminars, workshops and visits to hospitals, villages and food industries and much more as an active society of OPA. It allows students to gain an insight on the practical aspects of healthcare, and build rapport with professionals.

The Health and Wellness Club encourages all students to participate and pursue careers in health related fields. Our main objective is to make students aware about the latest happenings of the professional field and how to deal with emergency situations. The Club participates in various health-related campus activities and is very much focused on the spiritual and physical development of the community.

The goals of Health and Wellness Club are to function as an academic and informative system for UMT students and refine them into the best leaders of tomorrow. The management welcomes all students to register for UMT Health and Wellness Club and join the community which aims to serve them on all occasions.





# Training and Development at UMT

The UMT Training and Development Department organizes training programs for UMT employees on regular basis. These trainings entail professional and technical skills catering for on-job needs of staff at all levels. All staff members are required to undergo a minimum of 5 days for (i.e. 40 hours/employee) of training per year.

To further explore the potential of UMT employees, the Department is conducting Learning Focus Group Interaction (LFGI) activity which is an excellent tool for human capital development that broadens the horizons of the participants through discussions on specific case studies, books review, articles review, business games or movie shows. Our training and development process starts from conducting training need assessment, developing annual training calendar, selecting training method, ensuring effective transfer of training and conducting post training analysis.



Abid H K Shirwani awards certificate to Mohsin Ehsan for participating in workshop on 'Achieving Service Excellence'



Participants of the 'Learning Focus Group Interaction on Initiative and Drive' snapped with DG UMT



Sadia Asif conducts training on 'Effective Communication Skills'



Participants figure out a way to solve a problem during training on 'High Achievers'



Training on 'Personal Grooming and Manners at Workplace' in progress



UMT security guards receive training on 'Courtesy and Manners'

**Iftar Dinner and Food Ration Distribution at ILM College, Harbanspura**



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# ILM Group of Colleges Expands its Network



MoU signed for ILM College Canal, Jhang



MoU signed for ILM College, Okara



MoU signed for ILM College, Harbanspura, Lahore





## Interactive Sessions on Rejuvenating Employees



The Knowledge School Network (TKS) organized a workshop on 'Rejuvenating Employees' on April 6, 2017 at Hospitality Inn in Lahore. This training workshop was inaugurated by **Zahid Wariach**, CEO TKS, and **Mariam Murad**, Director, TKS Network.

The prime objective of this workshop was to equip employees with skills that can enhance their working and communication capacity and competence. The team participated with a will to learn and apply these skills to make TKS a brand that people would prefer to tag with. The program was carefully phased in four segments to get maximum advantage of these

interactive sessions. This training workshop was elegantly and professionally conducted by **Gul-e-Zehra Abbas**, Training Head, TKS, and was co-facilitated by **Nabiha Naeem**, Training Officer, TKS.

This workshop was designed to help participants gain confidence and enhance their ability to confront issues without compromising their profile and professionalism by coming up with positive and creative solutions. After the workshop, the participants not only learned proven techniques and strategies that reinforce teamwork, improve communication and reduce stress but also learned how to deal with difficult people in challenging situations. All

team members of TKS Head Office actively participated in these sessions. The concluding ceremony was graced by **Abid H K Shirwani**, Director General UMT, as chief guest. He gave a robust speech to highlight the importance of this training and how participants can ensure quality and standardization by practically applying these tips and concepts at their workplace.

At the end, he distributed certificates and gifts among the participants and took the opportunity to appreciate the trainers' professional way of involving the participants throughout the day.

# Systems Orientation Meeting of TKS for New Investors



The Head Office of the Knowledge School Networks organized a Systems Orientation Session for its new campuses on February 18, 2017 at UMT. The purpose of this full day event was to share the standards and services of TKS Network by giving them a comprehensive presentation by all heads of departments. This was a wonderful learning experience, first of its kind and participants learned more about TKS. The top representative of 25 plus TKS new schools attended this mega event.

**Zahid Wariach**, CEO TKS, welcomed the participants and highlighted the progress of TKS over the last year. He shared the future vision of the TKS and presented a road map which was envisaged with strategies that would lead TKS among the top brands. The CEO also gave a comprehensive presentation, 'How to get maximum admissions; strategies that work,' about the tips and techniques to make their schools, the best among competitors.

**Dr Hasan Sohaib Murad**, Chairman TKS and ILM Colleges, also spoke about his inspirations related to TKS and making it a group for others to inspire and follow. He highlighted that we are planning to train our teachers by inviting professional trainers' from Finland and Japan. He also inaugurated the School Management Software as this tech innovation would give TKS schools an edge over its competitors.

Later, **Muhammad Taufeeq**, Director Marketing TKS, gave an insight on 'Marketing-An Insight.' **Gul-e-Zahra**, Training Head, delivered her motivational speech on teaching and Training. In the end, **Abid Nathaniel**, Director Academics, delivered his ideas and thoughts on academic excellence. The gift distribution ceremony was graced by Zahid Wariach, CEO TKS. He distributed gifts among Network Associates to develop a good relationship between their stakeholders and the network.

## TKS and OUP Collaborate on Training Session

The TKS Network in collaboration with the Oxford University Press (OUP) organized training workshops in Sialkot and Lahore exclusively, for TKS teachers on March 18 and 25, 2017. The facilitators from OUP were **Tazanfal Tahseen**, **Sharmeen Tariq** and **Sadia Qureshi**. Teachers from TKS Schools actively participated and explored new techniques of active teaching through presentations and learning resources. The topics covered by the facilitators included role of a teacher, active learning, and pair-share and group work.



# UMT Sialkot Campus

## UMT Sialkot Campus and TheIIEER Host International Conference

UMT Sialkot Campus in collaboration with The Institute of Engineers and Researchers (TheIIEER) held International Conference at Best Western Hotel, Islamabad under the supervision of **Dr Shahid Bashir** and **Dr Ali Abdullah**. The presenters from global academia discussed various topics.

Addressing on the occasion, **Syed Belal**, Director Campus, UMT Sialkot, stated that we aim to raise a culture of quality research for all, regardless of race, creed or circumstance to achieve their full potential. The conference was attended by representatives from UMT Sialkot Campus, COMSATS Islamabad, National University of



Science and Technology (NUST), Islamabad, Southeast University (Nanjing China), China University of Petroleum, China, Sungkyunkwan University (Suwon, Korea), Jeju National University, Korea and

University Tenaganasional Putrajaya, Malaysia. The conference attracted 45 attendees and keynote speakers in addition to guest speakers, two session chairs speakers, and nearly 10 other PhD speakers.

## More than 227 UMT Students Awarded Rector's and Dean's Merit Awards

UMT Sialkot Campus organized the Rector's and Dean's Merit Awards ceremony for outstanding students on March 9, 2017.

The ceremony was attended by renowned businessman **Khalid Pervez Mughal** and his family, Owner of Surgikare and UMT Partner in Sialkot, **Toheed Akhter Chaudhry**, Mayor of Sialkot, **Adnan Arshad Sethi**, Senior Vice President, Sialkot Chamber of Commerce and Industry, **Syed Muhammad Belal**, Director Campus, deans and directors from UMT Lahore, staff, faculty members and students. The Office of Controller Examination managed the



event. More than 227 students were given Rector's and Dean's awards. Students who got 4.0 GPA across all semesters were given the Rector's Merit Award while those students who secured more than 3.75 GPA were awarded with Dean's Merit

Award. Students qualifying for the Rector's Merit Award will get exemption in tuition fees for six credit hours. Those who received the Dean's Merit Award will get exemption in tuition fees for three credit hours.

## HEC Awards NRPB Grant to Research Project of Dr Mudassar Abbas, UMT Faculty Member

The Higher Education Commission (HEC) of Pakistan has given provisional approval to the project of UMT Faculty Member **Dr Mudassar Abbas**. The three-year project titled 'Silver Nanoparticle Compound Materials for Advanced Biocidal Application' will cost Rs 7,205,348 and a laboratory will be set up for successful implementation of the project. The research proposal was submitted to the HEC through the UMT Office of Research Innovation and Commercialization (ORIC).

The research grant has been awarded under the National Research Program for Universities (NRPB). It is worth noting that the NRPB has been initiated by the HEC to meet the current challenges of researchers working in local universities/DAIs of Pakistan and to promote R&D with facilitation. **Dr Hasan Sohaib Murad**, Rector UMT, has congratulated Dr Mudassar Abbas, as this achievement serves as a benchmark for all faculty members in their respective fields.



## Manan Aslam Represents UMT in the 9th ASAE International Conference, Bangkok

A research paper authored by **Manan Aslam** and **Dr Shahid Bashir** from UMT Sialkot was presented (oral + poster) by Manan Aslam, Faculty Member, School of Business and Economics (SBE) in the 9th ASAE International Conference in Faculty of Economics, Kasetsart University Bangkok, Thailand on January 12, 2017. He represented UMT during his presentations and discussions with the international community.

He also chaired few sessions in the conference. He was the only Pakistani presenter, which is a huge honor for him and UMT community.

This visit was mainly sponsored by the Australian Centre for International Agricultural Research (ACIAR) who provided the financial as well as technical support to him.



## Dr Hanan Ahmad Presents Paper at IAFOR International Conference on Arts and Humanities 2017, USA

**Dr Hanan Ahmad**, Professor and Chairman, Department of Media and Communication, UMT, presented a paper titled 'Watching Terrorism: Psychological Effects on Pakistani Youth' at the International Conference on Arts & Humanities 2017 (IAFOR) held in Hawaii, USA on January 5-7, 2017.

He chaired the conference session 'Humanities: Media, Film Studies, Theatre and Communication.' He was

designated as Senior Reviewer and Head of Technical Review Committee. Dr Hanan presented souvenir to **Dr Joseph Haldane**, IAFOR CEO, on behalf of **Dr Hasan Sohaib Murad**, Rector UMT.

Dr Joseph Haldane showed interest to organize international conference in Pakistan in collaboration with UMT. An MoU between UMT and IAFOR is expected to be signed soon in this regard.



# Research and Publications



## UMT Press Publishes 'Engaging Secularism, Limits of a Promise'

The latest publication of UMT Press, 'Engaging Secularism, Limits of a Promise' by **Dr Tarik Jan**, appeals to every conscious mind to be a part of discourse on secularism and its role in this ever changing world, that we live in. The discourse presented is simple and straight, and invites the masses and academics to engage in dialogue and resolve issues through

pragmatism. The book presents an incisive, analytical and objective narrative of a phenomenon that impacts all of us in one way or the other. It is available in all the leading books stores and can also be purchased from UMT. The book has been reviewed by renowned literary figure **Orya Maqbool Jan**.

### Engaging Secularism Limits of a Promise

Tarik Jan



## Research Paper Authored by Ahmad Usman and Dr Sajjad Shami Gathers Over 100 Citations

A research paper titled 'Evolution of Communication Technologies for Smart Grid Applications' authored by **Ahmad Usman** and **Dr Sajjad Shami**, published in Elsevier's prestigious journal 'Renewable and Sustainable Energy Reviews' in March 2013, has gathered 100+ citations in under four years, as reported by Google Scholar.



## Research Paper Authored by Muhammad Yousaf Jamil Accepted for Presentation at International Conference in USA

A research paper authored by **Muhammad Yousaf Jamil**, Director QEC, UMT, titled 'Role of Knowledge Management in Achieving Organizational Performance: Proposed Framework through Literature Survey' has been accepted by International Journal of Arts and Sciences (IJAS) after a double blind review process. IJAS is committed to tear down the silos of academia and integrate education within the larger sphere that encapsulates us all.



INTERNATIONAL  
JOURNAL  
OF ARTS AND SCIENCES

Reviewers accepted the paper for oral presentation at the IJAS International Conference for Business and Economics, which will be held at Harvard Medical School. This is a great moment of pride for us that the work of our researchers is acknowledged internationally.







## Real Estate Guru, Zeeshan Ali Khan, on Creating Leading Property Portal of Pakistan

*As Co-founder and CEO of Zameen.com, the leading online real estate database of Pakistan Zeeshan Ali Khan began his highly successful B2B e-commerce portal in the UK in 2003, immediately after he graduated from Imperial College London with a Bachelors and Masters degree in Chemical Engineering. Towards the end of 2006, Zeeshan moved to Pakistan and co-founded Zameen.com and Bayut.com with his brother Imran Ali Khan. Zameen.com quickly gained prominence as the leading property portal in Pakistan.*

*In an exclusive interview with the editorial team of UMT Moments and Momentum, Zeeshan Ali Khan shares his entrepreneurial success story and future prospects of zameen.com.*

**Q: You were running a successful B2B e-commerce portal in the UK. What motivated you to venture into online real estate in Pakistan?**

**A:** I started Zameen.com with my brother Imran Ali Khan. Both of us are British nationals but we wanted to do something for Pakistan. You can pick up a lot from the UK and implement it back home with contextualised solutions. We thought we could use our experience in the IT sector and bring it back home. And that's exactly what we did in 2006. The real estate sector presented itself as the perfect opportunity; we wanted to create a solution-based platform that could help untangle the many knots we saw.

**Q: Zameen.com changed the traditional way of conducting property transactions. What was your biggest challenge in convincing agents and sellers to use your portal?**

**A:** At the moment, we have around 12,500 agents on the website from across Pakistan. They are serving the needs of over 3.7 million monthly visitors. However, when we started out obviously these were not the

numbers we had on the portal. When we started, we hit a roadblock because most of the real estate sector is not IT savvy. We had to begin educational drives to help agents see the potential that the portal offered their business. We helped agents see how things like return on investment and cost per lead could be something they used in their businesses.

**Q: Your company is credited with creating Pakistan's first real estate index. How did this come about?**

**A:** Zameen.com has more than 6 million listings and counting at the moment. We realised at one point that we had a lot of data and we could do a lot more with it for the general public. It was difficult because of the fluctuations that the market sees, and how the trends varied from one locality to the other. We essentially ensured that all the data that was going into the Zameen Index was absolutely accurate. We worked with a team from LUMS to develop the Zameen Index - it is a complex system of collecting data, processing it and then filtering it to ensure accurate results. The Zameen Index is our effort to help equip people with the right kind of information and

knowledge so they can make better real estate decisions.

**Q: Zameen.com is backed by VC (Venture Capital Funds) which you don't find in Pakistani startups. How did you make this happen and what is so unique about it?**

**A:** In 2014, the same year that we launched our magazine and app, we closed a major investment deal with Catcha Group & Frontier Digital Ventures. Then we closed an investment round of USD 9 million in 2016 followed by another round of USD 20 million. More than anything else we knew how important networking was.

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capable of making  
money**

Apart from that, we had Gilles Blanchard join us as Chairman. The kind of insights that he gave us about the property market were unparalleled. He told us that we

needed to keep a revenue-focused approach - you need to have an idea that is capable of making money.

**Q: Pakistan's real estate market was once rife with speculation and dearth of information for both buyers and sellers. To what extent have online portals like Zameen.com changed the business landscape?**

**A:** Our data driven approach is evident in all the products we have produced, all the tools we have

**Be target oriented and make sure that you are employing a data-driven approach**

developed and all the solutions we are working on even now. Data is at the heart of everything we do. Be it the magazine, the blog or anything else what is at the center of all the advice we give, all the information we release, is good data.

**Q: In a short span of time, Zameen.com has built credibility among buyers and sellers. How did you make this happen?**

**A:** By ensuring that our solutions were quality solutions. Our emphasis on ensuring that the user was happy at the end of the day is the reason that we have managed to reach the heights that we have.

**Q: Your real estate portal was named among the top 5 property portals of the world by PPW. How did you make it happen?**

**A:** The quality of our data and the quality of the work that we do plays a big part in us coming to this point. It has enabled us to offer better content than anyone else. When there is no regulation in the market, you need to build the right kind of tech to address the issues that you see. And that is what we did.

**Q: What has been the role of Zameen.com in promoting entrepreneurship and employment opportunities in Pakistan?**

**A:** When we started out we were just two people and we are now employing more than 1,000 people across the country - and those numbers are continuing to rise day by day. We are operating in more than 30 cities across the country. In terms of employment opportunities, I think the numbers speak for themselves. As our operations expand further and further, the number of people we have on board are increasing as well.

When it comes to entrepreneurship, I guess the work that we do has helped open a lot of doors in Pakistan. Whenever we are on an international platform we go out and promote Pakistan and help investors see the potential that the country has. A few years ago, no one could have thought that so many tech companies and startups would be a part of our IT sector but here we are. We are doing our bit to help move things along in the right direction.

**Q: How would you describe the organizational culture at Zameen.com?**

**A:** In one word: open.

We have a diverse set of people, from varying backgrounds, working at our offices. In some cases, women have taken the lead and are heading their own teams. We also employ people from different faiths. These are things that we are very proud of. There is no *seth* culture here and this is certainly not a one-man show. The average age of someone that works at Zameen is 26 years, which makes us a company driven by young people. Whatever success we achieve is because of the people who work here.

**Q: Do you think that mentorship programs in universities by entrepreneurs like yourself can give an edge to those aspiring for successful startups?**

**A:** Mentorship programs can have young entrepreneurs streamline their

ideas and make them more cohesive. I think what would really work is if someone came in and hung out with the team. You can see how the people - the leaders - that we have on board take things forward; the practical side of things.

A big issue with Pakistan is that we don't focus on how to create localised and contextualised solutions. The sooner students realise that they can be innovators in the true sense, the better.

**Q: How can universities like UMT prepare graduates for leadership roles in the real estate business?**

**A:** In terms of real estate, there needs to be more structured education specific to the sector.

Someone who wants to excel in the field needs to know how to sell, needs to have an understanding of how the sector works, needs to know it inside out. We need courses on the regulations, what goes into being a good salesman and more.

**Q: Your advice to aspiring entrepreneurs?**

**A:** Think big and think far. Be honest to yourself and be honest to the job. And don't forget the importance of networking!

You also need to believe in yourself and believe in your idea. But don't stop there, think strategy. Be target oriented and make sure that you are employing a data-driven approach. That's the only way for you to know how and where you will grow.

**Q: Zameen.com is a product of innovative thinking making use of IT solutions. Where do you see the company 5 years from now?**

**A:** Our vision is to keep working on all real estate problems in Pakistan, whether it's data or policies or a lack of awareness in the sector.

We believe in innovation that corresponds to ground realities and in the future, we will continue on this path.

**EVERY  
ACCOMPLISHMENT  
STARTS  
WITH THE  
DECISION TO TRY**

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