

## Content Highlights

UMT Welcomes  
Dr Muhammad  
Aslam as Rector

01



International  
Conference on  
Contemporary  
Issues of Muslim  
Societies

03

UMT and  
KOULU Group  
Host Workshop

05



Exclusive  
Interview: Maria  
B, Entrepreneur  
and Fashion  
Designer

39




## From the Editorial Desk

One of the most significant developments in the 27+ year history of UMT this year is the passing of the leadership mantle from Dr Hasan Sohaib Murad to Dr Muhammad Aslam, a respected educationist with impeccable credentials and recipient of the Sitara-e-Imtiaz in 2013 for his dedicated services. It was a moment of reflection for the entire UMT community, especially those who have been associated with the University since its inception. The unwavering commitment and vision of Dr Hasan, who has the distinction of being the Founding Rector, was widely acknowledged by all those who attended the impressive investiture ceremony held at the UMT Campus in May 2017.

Another major development with positive implications for UMT students is the drive towards collaboration with Chinese institutions in order to maximize academic collaboration and contribute to the success of CPEC. The 'International Conference on Contemporary Issues of Muslim Societies' raised many thought provoking questions regarding what it means to be a Muslim in the modern world. The pioneering initiative by UMT to reap the benefits of the Finnish education system, globally recognized for its innovative approach, in collaboration with the KOULU Group, will go a long way towards application of the ideas that emerged from the workshop jointly organized by the two entities.

The launch of TEDxUMT offers big opportunities to develop it as an inter-university forum for sharing inspirational ideas and talks. This time, in an exclusive interview with our team, renowned fashion designer and businesswoman Maria B discussed how entrepreneurship, hard work and a grass roots approach helped her attain international stature. We hope you will enjoy reading this issue of the newsletter.





SUCCESS IS NOT JUST WHAT YOU  
ACCOMPLISH IN YOUR LIFE,  
IT IS ABOUT WHAT YOU INSPIRE  
OTHERS TO DO



## UMT Investiture Ceremony Promises Inspirational Leadership for Future



Dr Hasan Sohaib Murad, Chairman, ILM Trust, presents souvenir to Dr Muhammad Aslam, Rector UMT

After providing 27 years of inspiring leadership, **Dr Hasan Sohaib Murad** passed the mantle to **Dr Muhammad Aslam** in an impressive investiture ceremony held at the UMT Campus on May 22, 2017. The entire UMT community gathered on the occasion to pay glowing tribute to Dr Hasan Sohaib Murad, Founding Rector UMT, and now Chairman ILM Trust, for his contributions to the educational landscape of Pakistan and to welcome Dr Muhammad Aslam, as the new Rector of UMT.

Addressing on the occasion, Dr Hasan thanked the UMT community for the immense support and hard work that led to the establishment of

UMT as a premier institution of higher learning. He stated that his 27+ years with UMT have been memorable ones, as he was surrounded by selfless and dedicated BoG members, friends and colleagues who helped him in all times. He further shared that family support played a major role in his success.

He also thanked his inseparable friend **Abid H K Shirwani**, DG UMT, for sharing his responsibilities. Dr Hasan welcomed Dr Muhammad Aslam to UMT and stated that the institution is proud to have an extremely competent leader with years of academic experience along

with the distinction of leading one of the most renowned institutions of engineering and technology in the country. He shared that the 'Rector Search Committee' pursued a thorough quest for this extremely crucial position, shortlisted Dr Aslam and acknowledged him as the most suitable candidate on all grounds of merit.

Once the assumption of charge was signed, Dr Muhammad Aslam delivered his first speech in UMT as its Rector. He thanked Dr Hasan for entrusting him with UMT leadership. He stated that UMT has become one of the best universities of Pakistan as it is offering more than 150 programs, 600+ faculty and 32 departments. He emphasized that the University can achieve better accreditation in global ranking if we focus on the faculty development and PhD research programs.

During the investiture ceremony, Dr Hasan presented souvenir to Dr Muhammad Aslam. Dr Hasan also received mementos from Abid H K Shirwani and **Rana Iftikhar Ahmad**, Director, External Affairs. **Aneesa Rahat**, Registrar UMT, hosted the proceedings.



UMT senior faculty members attend the special investiture ceremony organized to welcome Dr Muhammad Aslam

## Chinese Consul General Inaugurates Center for CPEC to Enhance Pak-China Friendship

**Long Ding Bin**, Consul General of Peoples Republic of China, visited UMT on the invitation of **Dr Haroon Rasheed**, Director, CPEC Business and Research Center at UMT. Upon arrival, he hoisted the Chinese flag while **Dr Muhammad Aslam**, Rector UMT, hoisted the Pakistani flag. National anthems of both countries were also played.

Sharing his views, **Dr Hasan Sohaib Murad**, Chairman, ILM Trust, said, "The faculty is committed to undertaking research on CPEC, which is the future of Pakistan; we are working very hard on students and preparing them, in a professional capacity, to contribute to the mega project and shape a new future." He further added that it was the responsibility of all higher education institutions to generate trained manpower to deal with the future challenges which will arise once CPEC is up to speed.

The Chinese Consul General, while speaking on the occasion, said that Pakistani and Chinese universities



could successfully implement CPEC. He added that the corridor would bring prosperity for Pakistan and stabilize the economy through 'One Road, One Belt' vision. He added further that UMT is the first university that he has visited in Lahore, and its campus and facilities are truly impressive. He expressed hope that trained professionals from Pakistani universities such as UMT would make CPEC a success. After the inauguration ceremony, Dr Haroon Rasheed briefed the guests about the progress of CPEC initiative

at UMT. Chinese language instructor **Hui Qi** briefed the guests about Chinese language classes while **Abid H K Shirwani**, DG UMT, and **Robert F Wheeler**, Dean SBE, were also present on this occasion. CPEC Business and Research Center aims to raise awareness among students and the public over CPEC and its various dimensions. Besides conducting in-depth research, seminars and workshops, the Center would focus on connecting the Pakistani market to its Chinese counterparts.

## AMDISA Representatives Discuss Collaboration Opportunities with AMDIP



**Prof Lakshman R Watawala**, former President, Association of Management Development

Institutions in South Asia (AMDISA), along with **Prof H M Hennayake Bandara** visited UMT

and Association of Management Development Institutions in Pakistan (AMDIP) Secretariat on May 2, 2017. The meeting was attended by **Dr Hasan Sohaib Murad**, Founding Chairperson AMDIP, **Dr Naveda Kitchlew**, AMDIP Lahore Chapter, and **Memoona Zareen**, Secretary AMDIP. The aim of the visit was to discuss possible collaboration opportunities between AMDIP and AMDISA. The distinguished guests appreciated the role of AMDIP in developing management education in the region through institutional collaborations.



# International Conference on Contemporary Issues of Muslim Societies Draws 300 Attendees



Dr Abdul Hameed, Dr Ejaz Akram, Dr Zahid Bukhari, Dr Hasan Sohaib Murad and Dr Ahmed Hanan during the conference session

The Department of Sociology in collaboration with the Department of Media and Communication at UMT organized an 'International Conference on Contemporary Issues in Muslim Societies and Cultures' on April 5-6, 2017 in collaboration with the Higher Education Commission (HEC) and The United States Educational Foundation in Pakistan (USEFP).

More than 300 attendees and presenters from over 12 countries attended the conference and discussed contemporary issues and challenges faced by Muslim societies across the globe.

Addressing the inaugural session, **Dr Hasan Sohaib Murad**, Rector UMT, emphasized on bringing together diverse and mutually acceptable perspectives from multiple disciplines for a better understanding of issues faced by Muslim communities.

He gave examples of recent events which have made an impact on the lives of Muslims and stated that we need to re-think about the concept of becoming better Muslims.

**Dr Uzma Rashid**, Associate Dean, School of Social Sciences and

Humanities (SSS&H) at UMT, said that deliberation and discussion on the diversity within Muslim communities across the world is the need of the hour. She stressed upon the importance of these discussions for attaining a deeper understanding of the contemporary issues and challenges that Muslim intellectuals need to ponder in order to ensure a more just and equitable existence.

Presentations were made in plenary sessions and included active audience participation and insightful debates.

The delegates also participated in informal collegial discussions. The conference included a presentation about 'Muslim Societies at a Crossroads: Facing Challenges from Within and Without' by **Dr Zahid Bukhari**, a talk on 'The Promise of Pakistan: Decolonial Theory and State Formation' by **Dr Salman Sayyid**, **Dr Syed Kazim Raza Bagheri's** discussion on the 'Factors of the Emergence and Spread of Radicalism and Terrorism in the Islamic World,' and **Dr László Csicsmann's** talk on 'The Securitization of Coexistence: Muslim Minorities in the European Union in the Light of the Refugee Crisis.'

The conference concluded with the vote of thanks by **Dr Humaira Ahmed**, Conference Convener. She highlighted the role of Muslim intelligentsia and universities in fostering debate and research on Muslim identity and consciousness. **Dr Ahmed Hanan**, Chair, Department of Media and Communication, and **Dr Abdul Hameed**, Dean, SSS&H, awarded tokens of appreciation to the participants.



A view of the distinguished guests attending the conference proceedings



## UMT Inks MoU with PSCSCU and CCFCs, China

A high level meeting was held between UMT Management and delegation from Pak Study Center of Sichuan University (PSCSCU) and CCFCs, Chengdu, China, on April 4, 2017 at the UMT Campus. The aim of the meeting was to sign an MoU for the International Business Conference and Exhibition (IBCE) 2017 and educational support for UMT. The Chinese delegates included **Dr Song Zhihui**, Executive Director, Pak Study Center of Sichuan University, and **Tiansu Li**, Chairman, Chamber of Commerce for Commercial Service, Chengdu. On this occasion, **Dr Hasan Sohaib Murad**, Chairman IBCE, and **Abid H K Shirwani**, Chief Organizer IBCE and Director General UMT, briefed the delegation regarding UMT objectives, projects and goals. The guests were also briefed about



IBCE 2017 and its broader objectives for business transformation and economic empowerment. This was followed by an MoU signing ceremony in which Dr Hasan Sohaib Murad and Abid H K Shirwani

signed the MoU on behalf of UMT while Dr Song and Tiansu Li were the Chinese signatories. The meeting concluded on vote of thanks and both parties assured their support to strengthen cooperation in the future.

## Chinese Delegation Visits UMT to Strengthen Pak-China Relations

A Chinese delegation along with representatives of the Mizab Group visited the UMT Campus on May 24, 2017. The delegation was warmly received by **Dr Hasan Sohaib Murad**, Chairman ILM Trust, and **Dr Muhammad Aslam**, Rector UMT, along with senior officials of the UMT management.

Many important matters related to economic and academic cooperation between the two friendly nations were discussed during the course of the visit.

The Mizab Group is one of the leading corporate entities of Pakistan. The Group is dedicated to bringing social and economic change, and prosperity in society. It fosters unique innovation for generating employment opportunities in the



country. It has a diverse and dynamic business portfolio and a workforce comprising of 5300+ employees with an annual turnover totaling billions.

The Group has built a name for professional working environment and offers unparalleled services to its clientele.



## UMT and KOULU Group Organize Workshop on Building Blocks of Education Excellence



Satu Jarvinen and Jerker Polso conduct professional development training

UMT organized a professional development training workshop titled 'Building Blocks of Education Excellence – Sharing the Secrets of Finland,' in partnership with KOULU Group, the Finnish educational expert organization, on May 16-17, 2017 at Hospitality Inn, Lahore. This was part of a series of workshops held in Islamabad, Lahore and Karachi to offer K12 School Leaders an opportunity to gain insight into the globally respected and highly successful Finnish educational practices.

Leading Master Finnish Trainers **Satu Jarvinen**, Partner and VP Education Services at KOULU Education Group Ltd. and **Jerker Polso**, Assistant Principal and Doctoral Candidate at Vaajakoski Comprehensive School, were invited to demonstrate the success factors leading to top quality teaching practices in Pakistan.

The workshop dealt with general management of schools and skills development. It also provided a forum for peer networking to exchange experiences and ideas related to current and emerging issues associated with modern trends. The workshop was attended by school

principals, academic heads, administration heads, coordinators and senior subject teachers as they are responsible for shaping the environment for high-quality teaching.

The workshop comprised of three main elements: introductory lectures which addressed the main topics, participatory workshops where the participants applied the freshly gained knowledge in their own context, and reflective discussions led by the experts for building a joint understanding of the topics.

The need of working towards stronger contextualization of the topics was also emphasized.

**Maraim Hasan Murad**, Director TKS and Project Head of Finnish Educational Trainings at Pakistan, planned and organized these workshops. It is worth noting that UMT is a pioneer in promoting innovative educational strategies and programs.

The certificate distribution ceremony of the Lahore workshop was performed by **Bob Wheeler**, Dean SBE. **Dr Muhammad Aslam**, Rector UMT, attended the Islamabad session whereas Mariam Hasan Murad distributed souvenirs in Karachi.

All the distinguished guests emphasized the need to launch educational reforms in Pakistan, and congratulated the participants on completing the training sessions successfully. They also appreciated and thanked the KOULU Group Ltd. for sharing their vision of Finnish education excellence, and for guiding and teaching the participants in a very professional and practical manner.



Distinguished guests and professionals snapped at the conclusion of the workshop



## UMT Becomes the First Academia to Launch TEDxUMT in Pakistan



It is a proud moment for UMT that the Office of Information Systems (OIS) and CENTIN successfully launched the first TEDx event at the UMT Campus on April 22, 2017. TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics from science and business to issues of global impact. The concept of TEDxUMT was introduced by **Hassan Cheema**, an SBE student. He was encouraged by **Dr Nauman Shah**, Chairperson, Department of Information System, and **Usman Khalid**, Director CENTIN, to pursue his dream. **Ahmad**, **Hashir** and **Shahwar**, friends and batch mates helped him in the manifestation of

this idea. He was also guided by his teachers.

After a rigorous application process, tests and interviews, the license was issued to hold a TEDx event at UMT. TEDxUMT brought together a

remarkable line-up of speakers and performers from different line of fields. These included **Ayyaz Ahmad**, Director of Business Development for Sang-e-Meel Publications, **Moezz Khan**, Vice-President at Ilm-o-Adab, an NGO, **Sabahat Rafiq**, President and Executive Director at United We Reach, **Saad Idrees**, Director, Social Innovation Lab, **F Robert Wheeler III**, Dean SBE, **Abubakar Javed**, Music Producer/Project Director at Alhamra Arts Council, **Faheem Azam**, Actor, Writer and Director, and The Drum Clinic, a community of drummers. These individuals have done remarkable work in their respective fields and are an inspiration for the community.





## Collaboration between University of Munster and SLP

As part of the on-going collaboration between University of Munster (Munster) and UMT School of Law and Policy (SLP), Munster and SLP have set up research collaboration in Comparative Constitutional Law. **Dr Niels Petersen**, Professor of Law, University of Munster, is the faculty-in-charge at Munster. **Syed Imad-ud-Din Asad** is the faculty-in-charge at SLP. The first project of Munster and SLP is a comparative study of the application of the doctrine of

proportionality by the German Constitutional Court and the Pakistani Supreme Court. This research collaboration with a prestigious European university is another achievement for SLP. SLP is not only maintaining its lead, but also improving it. Syed Imad-ud-Din Asad, Director SLP, and his team have expressed gratitude towards **Dr Hasan Sohaib Murad** for his patronage, which made all this possible. It is worth mentioning that



with 15 faculties, 593 professors, and more than 43790 students, Munster is one of the largest and most diverse German universities.

## SLP Talks on Cooperation and Confrontation

**Syed Imad-ud-Din Asad**, Director, School of Law and Policy (SLP), invited **Frédéric Verheyden**, Ambassador of Belgium, to deliver a talk to undergraduate and graduate students at UMT-SLP on April 19, 2017. Based on his experience as a diplomat in different countries, he shared his personal views on cooperation and confrontation within and between countries in the current international context.

Members of the Lahore High Court Bar Association also attended the



event. The talk was followed by a question and answer session, during which Verheyden and the audience

discussed international relations, European cooperation, Belgian politics, and Muslims in Europe.

## Board of Faculty Meeting Held by Department of Gender Studies

Meeting of Board of Faculty (BoF) of School of Advanced Studies for approval of Graduate Gender Studies and Bachelor in Gender Studies programs of Department of Gender Studies was held on May 5, 2017. The programs were discussed and approved by worthy BoF members including **Dr Abdul Hameed**, Dean SAS and SSS&H, **Dr Julie Flowerday**, Professor of Sociology, Forman Christian College, **Dr Sarah Shahed**, HoD, Department of Gender

and Development Studies, LCWU, **Dr Muhammad Shoaib Pervaiz**, HoD, Department of Political Science, UMT, **Dr Naveda Kitchlew**, Associate Dean Internationalization and Academics, SBE, **Dr Elizabeta Zelinka**, Associate Professor, Department of Education, **Dr Uzma Rashid**, Associate Dean, SSS&H, **Ambreen Salahuddin**, In-charge Department of Gender Studies, UMT, **Ali Islam Ghauri**, In-charge Department of Anthropology, UMT,



**Iram Rasheed**, Lecturer, Department of Gender Studies, UMT, and **Muhammad Asif Khan**, Lecturer, Department of Anthropology, UMT.



## Dr Abdul Hameed Presides over Meeting of SSS&H Board of Faculty



Prof **Dr Abdul Hameed**, Dean, chaired the 11th meeting of Board of Faculty (BoF), School of Social Sciences and Humanities (SSS&H) at

the UMT Campus on April 18, 2017. The agenda of the meeting included amendments in present programs and proposal submission of various

programs. Apart from internal members of BoF, two external members **Dr Ambreen Javed**, Chairperson, Department of Political Science, University of the Punjab, and **Dr Zakria Zakir**, Dean, Faculty of Behavioral and Social Sciences, University of the Punjab, attended the meeting. The participants gave their feedback on each program and shared suggestions for improvement. All agenda items were approved with minor changes for Academic Council and BASAR.

## SPA Hosts Board of Studies and Board of Faculty Meetings



The School of Professional Advancement (SPA) arranged Board of Studies (BoS) and Board of Faculty (BoF) meetings on May 4, 2017. **Ijlal Jaffery**, President, Ilimians Network, and External Member, **Dr Muhammad Naveed Afzal**, Director, SHS, **Rahat ul Ain**, Director, SGS, **Zafar Younas**, ORG Representative, along with **Naveed Yazdani**, Director SPA, and faculty members attended the sessions. The meetings resulted in the approval of 2 new programs which included MS in Academic Assurance and Evaluation, and Master of Islamic Banking and Takaful.

## Dr Rukhsana Kalim Chairs 8th BoF Meeting of IIB



**Dr Rukhsana Kalim**, Dean IIB, chaired the 8th Board of Faculty (BoF) meeting on April 19, 2017 at the UMT Campus. Two agenda points of the meeting were discussed which included revision of course codes of all MS and PhD programs,

and approval of BS Islamic Banking and Finance (BS-IBF) program. **Dr Muhammad Amin**, Adjunct Professor IIB, **Dr Kausar Abbas**, Assistant Professor IIB, **Abdul Rafay**, Professor SBE, **Dr Hafiz Zahid**, Assistant Professor from

COMSAT, CIIT, and **Zafar Younus**, representative from UMT-ORG, attended the meeting and shared their views related to the agenda of the meeting. Dr Rukhsana Kalim reviewed previous codes of all degree programs. After a detailed discussion by BoF members, the course codes of all programs were finalized. **Numan Arshad**, Lecturer of Economics at UMT, presented the BS-IBF program before the BoF members. After mutual consensus, a road map was decided for course codes and titles, and the main theme of the BS-IBF program structure was approved.



## IAS Team Takes Redbird Flight Simulation Training in USA

**Kalim ur Rehman** and **Mian Omer Mazhar** from the Institute of Aviation Studies (IAS) at UMT visited the Redbird Flight Simulations, Austin, Texas, USA, for assembly training of Redbird Flight Simulator, MCX. UMT has purchased this flight simulator to launch at Walton Airport in Walton Aviation Training School (WATS), Lahore, for the training of pilots. The



shipment of the flight simulator has now reached WATS and after completion of its building structure and allied facilities, it will be installed for normal operations. The Redbird MCX is ideal for any flight school, providing enhanced training from student pilot to professional crew. The dual controls of the MCX allow an instructor, instructor-in-training, or co-

pilot to perform maneuvers from the right seat. During initial pilot training, an instructor can demonstrate maneuvers from the right seat before the student tries his/her hand, just like you would do in the real airplane. For advanced training, the MCX provides a platform where crew training can be perfected.

## SCA and ACCA-UK Collaborate for Exemptions in 9 Papers



Muhammad Azeem Naz along with SCA faculty at the ceremony to mark exemptions by ACCA-UK

ACCA-UK has accredited the BCom (Hons) program of UMT School of Commerce and Accountancy (SCA).

The graduates of BCom (Hons) have now been awarded exemptions in 9 papers (F-1 to F-9) out of 14 papers

of ACCA-UK. A special ceremony in this regard was held at UMT Quaid Campus which was attended by **Muhammad Azeem Naz**, Principal SCA, **Ameer Shakeel**, Assistant Professor SCA, **Muhammad Gulzar**, Assistant Professor SCA, **Muhammad Zohair Farooq**, Assistant Professor SCA, and **Taha Faraz Haider**, Lecturer SCA, and students. It is great achievement for UMT as it is the first in Pakistan to be honored with the highest number of exemptions for BCom (Hons) program from ACCA-UK. SCA has already been granted 9 papers exemptions for MCom graduates.

## UMT Law Students to Study at University of Antwerp, Belgium, for Summer Program 2017

UMT School of Law and Policy (SLP) has collaborated with University of Antwerp (UA) for a summer program in 2017. The program will be held from August 20 to September 02, 2017 in Antwerp, Belgium. It will focus on international financial law. UA

will invite 10 SLP students and their academic supervisor to participate in this program. SLP students will be registered as UA students, and will receive library access and all other facilities offered to regular UA students. The program will be offered free of cost to SLP students and they



will be presented with certificates by UA. Previously, UA offered the first summer program to SLP students in 2016.



# Rector Limelight

**Dr Muhammad Aslam**, Rector UMT, held a series of important introductory sessions with the UMT Community including deans, directors, faculty members, students and staff of management offices. The purpose of these meetings was to discuss their working and plans for the future development. Dr Aslam shared his vision for making UMT one of the top universities in the region in terms of imparting quality education and creating an unparalleled learning environment. He also showed a keen interest in the views of everyone involved in these meetings. Here are some selected glimpses of his interaction with the UMT community.



Dr Muhammad Aslam presides over the 19th Finance and Planning Committee Meeting



Meeting with the team of School of Professional Advancement (SPA)



Dr Muhammad Aslam holds meeting with School of Food and Agricultural Sciences (SFAS) team



A view of the meeting with the team of the School of Commerce and Accountancy (SCA)



Meeting with directors of Centers under the School of Business and Economics (SBE)



Meeting with the team of the Institute of Clinical Psychology (ICPY)





Interactive session with the team of the Center for Teaching and Learning (CTL) led by Sadia Asif



Meeting with the team of Institute of Islamic Banking (IIB) led by Dr Rukhsana Kalim



Meeting with the team of Institute of Aviation Studies (IAS) led by Captain Imran Saeed



Meeting with the team of School of Governance and Society (SGS)



Meeting with the team of Department of Chemistry at the School of Science (SSC)



Meeting with the team of the Institute of Communications and Cultural Studies (ICCS)



Meeting with the team of School of Textile and Design (STD) led by Dr Mumtaz Hassan Malik



Meeting with the team of Department of English Language and Literature at School of Social Sciences and Humanities (SSS&H)



## SFAS and ORIC Organize Workshop in Collaboration with US-Pakistan Partnership for AMD

The School of Food and Agricultural Sciences (SFAS) and ORIC, in collaboration with US-Pakistan Partnership for Agricultural Market Development (AMD) which is a USAID funded project, conducted a successful workshop on 'Efficient Usage of Byproducts and Waste Resource in Feedlot' at UMT on April 21, 2017. AMD aims to improve Pakistan's commercial agriculture and livestock sectors in order to compete at international and national markets in the four target product lines; meat, high value and off season vegetables, mangoes and citrus. **Abid H K Shirwani**, DG UMT and Director ORIC, welcomed



the guests and foreign delegates.

**Dr Rao Sanaullah Khan**, Assistant Professor, SFAS, shared a comprehensive outlook of the programs and research plans of

SFAS. It was also brought to the discussion how SFAS can help in providing technical skills to increase the value addition in meat and agriculture supply chain.

## UMT and UNESCO Jointly Organize Seminar on Sustainable Development Goals

The Department of Civil Engineering at UMT and UNESCO jointly arranged a seminar titled, 'UN 2030 Agenda for Sustainable Development Goals and UNESCO's Regional Programs in Science and Engineering' on April 14, 2017 at the UMT Campus. Prof **Dr Shahbaz Khan**, Director UNESCO Regional Science Bureau for Asia and the Pacific, Jakarta, Indonesia, and Prof **Dr Salif Diop**, a water specialist, jointly addressed the event.

The speakers discussed different goals and programs of UNESCO which are undertaken at local, national, regional and global levels. All the member states adopted the 2030 agenda for sustainable development in 2015. This plan has 17 sustainable development goals (SDG) for people, planet, prosperity, peace and partnership. Dr Shahbaz introduced some

programs related to 'Man and Biosphere Reserves' focusing on natural resources, geological hazards, climate change, education, science, culture, women, sustainable development, local and indigenous knowledge and geo-conservation such as BRIDGES (biosphere reserves for environmental and socio-economic survey- a climate change and poverty program), COMPETENCY (a comprehensive program to enhance technology, engineering and science education in Asia), and FORCE (fostering

resilience communities - a natural disaster and climate education program), STAR (sustainable transformation across the region – program to promote trans-disciplinary science towards sustainable societies). The speakers also talked about the availability and sustainable management of water and sanitation for all. Finally, Dr Shahbaz narrated flood mitigation projects which UNESCO is undertaking in collaboration with other bodies in Pakistan.



Seminar participants and speakers snapped with Dr Ijaz Chaudhry, Dean SEN



## Khawaja Saad Rafique Delivers Talk on the Future of Logistics and Railways

**Khawaja Saad Rafique**, Federal Minister for Railways, delivered a talk on the 'Future of Logistics and Railways in the Light of CPEC' on the invitation of **Dr Hasan Sohaib Murad**, Chairman, ILM Trust, on May 29, 2017 at the UMT Campus. **Dr Muhammad Aslam**, Rector UMT, graciously welcomed all the participants of the event. **Ashfaq Khattak**, Team Leader CPEC-Pakistan Railways, and Former VC FATA University, also shared a presentation.

While addressing the session, Khawaja Saad Rafique said that when he took charge of Pakistan Railways (PR), the circumstances were so dire that there was no fuel to run the trains. "All railway stations were at the mercy of contractors who were looking after the system. Today, trains are on track with more passengers than ever." He also said that e-ticketing and Wi-Fi facilities were among the key additions to the service. Fares were reduced and this resulted in the generation of revenue. He added that the government had provided life insurance for every



Khawaja Saad Rafique, Federal Minister for Railways, delivers a talk on recent developments in Pakistan Railways

passenger. "Pakistan Railways is rapidly developing itself and despite the loss, we haven't received a bailout package from the government in the last four years."

He emphasized on the need to work together for national development beyond political affiliation and personal interests. He requested UMT to start research and degree programs

on railways engineering, especially locomotive machinery, so that educated individuals take up positions at PR.

Speaking on the occasion, Dr Muhammad Aslam, assured the Federal Minister that UMT would try its best to start training workshops as well as degree program on railways engineering.

## Dr Riffat Hassan Highlights the Importance of Feminism in Islam

The Department of Gender Studies arranged a talk on 'Feminism in Islam' at the UMT Campus. Professor Emerita **Dr Riffat Hassan** was the chief guest on the occasion. She has a rich background in Religious Studies and Philosophy. The speaker enlightened the audience with her research on Qura'nic interpretations regarding the age-old debates on women's rights, and the concept of emancipation of women in Islam versus Feminism. **Ambreen Salahuddin**, In-charge, Department of Gender Studies, welcomed the



Dr Riffat Hassan snapped during the interaction session

guests. The audience, comprising of faculty and students of diverse disciplines, participated enthusiastically in question and

answer session. **Dr Abdul Hameed** gave the concluding remarks and thanked Dr Riffat for sharing her enlightening views.



## UMT Office of Alumni Organizes 3rd Alumni Get Together, Faisalabad



Rana Iftikhar Ahmad and his team snapped with UMT Alumni, Faisalabad

The Office of Alumni at UMT organized the 3rd Alumni Get Together on April 22, 2017 in Serena Hotel, Faisalabad. **Mirza Zia Hussain**, Faisalabad Chapter Administrator, **Rana Iftikhar Ahmad**, Director OER, and **Sajid ur Rehman**, Senior Manager, welcomed the guests. Mirza Zia Hussain highlighted the chapter activities and talked about initiative for community development and sponsorship activities related to Alumni Dinner

2016 and IBCE 2016. Rana Iftikhar Ahmad gave an overview of current development and activities at UMT. He stressed upon the important role of alumni in helping UMT move forward in keeping with its vision. He highlighted the upcoming projects of UMT Hospital, IBCE 2017 and Annual Alumni Dinner 2017. Rana Iftikhar requested the alumni to contribute their maximum efforts in making these events successful. He also praised the

effective use of whatsapp group of Faisalabad Chapter for playing a leading role in networking and job sharing. This was the second consecutive dinner which was managed by Mirza Zia Hussain and other senior team members. Later, the Director OER distributed souvenirs among the members of Faisalabad Alumni Chapter and Alumni Office. A souvenir for 'Best Alumni Chapter Administrator' was presented to Mirza Zia Hussain.

## UMT Alumni Get Together for Sialkot Chapter

UMT Office of Alumni organized an Alumni Get Together for Sialkot Chapter on April 15, 2017 to acknowledge the contribution of Ilmians in their professional fields and enhance regional networking. **Usman Khawaja**, Sialkot Chapter Administrator, and other officials welcomed the guests. They also hosted the dinner. **Rana Iftikhar Ahmad**, Director OER, **Sajid Ur Rehman**, Senior Manager Alumni Affairs, and **Muhammad Asad Najeel**, Deputy Manager External Relations, visited Sialkot for this purpose. The participants were of the view that more such events should be organized frequently to strengthen the



Sialkot Chapter Alumni snapped during the exclusive get together

UMT community. Valuable suggestions were put forward by the participants in this regard. Rana Iftikhar Ahmad emphasized on active participation of members for *the illmian* community development through sharing jobs and business

opportunities. He shared the success story of IBCE 2016 and invited all to participate in IBCE 2017 as participants, exhibitors or sponsors. He also mentioned that whatsapp group of Sialkot is an effective app for live networking of Sialkot Chapter.



## Consultative Seminar on Inclusive Pedagogy Organized by SSS&H

The Department of Special Needs Education at UMT organized a 'Consultative Seminar on Inclusive Pedagogy' in collaboration with Punjab Department of Special Education, and Rising Sun Education and Welfare Society on April 3, 2017 at the UMT Campus. This seminar was the first in the series of seminars which will be held for the development of teachers and professionals involved in the Punjab Inclusive Education Project (PIEP), Special Education Department, under Government of the Punjab. The seminar focused on the professional development of teachers working in schools which have started inclusive education and to address the pedagogical challenges they are facing.

A total number of 50 teachers, administrators and stakeholders participated in the seminar including public school teachers and headmasters from District Muzaffargarh, teachers and administrators from Punjab Education Foundation assisted private schools, Ghazali Education Trust, Rising Sun Education and Welfare Society, Child



Participants of the seminar snapped with Dr Abdul Hameed, Dean SSS&H

Care Foundation, and administrators and professionals from the office of Punjab Inclusive Education Project. **Muhammad Fazil Cheema**, Director Special Education and Punjab Inclusive Education Project, was the chief guest on the occasion.

The seminar started with welcome speech by **Huma Mir**, Director Monitoring, PIEP, followed by keynote address from **Dr Abdul Hameed**, Dean SSS&H, UMT. He said that teachers and administrators need to design the curriculum, instruction and assessment in such an inclusive way which accommodates the learning needs of all students

regardless of ability or disability. "We need to adopt the Universal Design of Learning in order to accommodate the learning needs of students with different abilities and needs in one classroom," he added.

**Mahmood Ahmad**, SVP of Rising Sun Education and Welfare Society, highlighted the teacher development initiatives of Rising Sun Society and Institute over the past decade. The resource persons of this seminar included **Dr Hina Fazil**, **Dr Rukhsana Bashir**, **Dr Samina Ashraf**, **Dr Faisal Anis**, **Afaf Manzoor**, **Amna Arif** and **Muhammad Usman Zia**.

## M Adeel Javed Delivers Talk on Social Entrepreneurship

The Center for Entrepreneurship and Innovation (CENTIN), School of Business and Economics, UMT, hosted a talk on 'Social Entrepreneurship' at the UMT Campus on April 10, 2017.

**M Adeel Javed**, the guest speaker and Founder of Pakistan Citizens Alliance and VizRah, discussed his struggle as an entrepreneur and his vision to help the needy.

He also explained the conceptual foundation and practical implications

of social entrepreneurship for organizational culture and the society at large.

Adeel is a fine example of a self-made man who has set up a welfare society named Pakistan Citizens Alliance (PCA) through his dedication and expertise.

The PCA is a non-profit organization, which is working for the better future of society. In addition, Adeel has developed a platform to bridge the gap between academia and the



industry known as VizRah. He is a proud ambassador of Akhuwat and also a manager to Jibraan Khalid Foundation for Life (JKFL).



## UMT Press and ICCS Jointly Organize Workshop on Crafting Story for BS Students



The Institute of Communication and Cultural Studies (ICCS) at UMT and UMT Press jointly conducted a workshop on 'Crafting Story, the Creativity Behind' on May 5, 2017 at UMT. This workshop was particularly organized for the facilitation of students of American short story class of BS English Literature S' 17 session. Prominent writers **Asim Butt** and **Amna Mufti**

were the chief guests on the occasion. The aim of the workshop was to provide practical knowledge about the creative writing process to students, develop a keen sense of observation, elevate critical thinking, expand their knowledge and share their idea with the renowned writers. **Ahmed Sohail** from UMT Press and **Rida Sarfraz** from ICCS faculty moderated the session and welcomed

the honorable guests. Students gave short story presentations based on American short story material. They keenly participated in the question and answer session, and were encouraged by the guests to continue to write short stories.

**Faiza Abid, Shabana Zafar, Rahat Bashir, Asma Nijabat and Sadia Riaz** from ICCS attended the workshop and participated in the discussion.

Amna Mufti stated that characters should be objective and the writer should show responsibility in dealing with the plot. The speakers talked about prominent novels and their dramatic importance in the light of social inspirations. The workshop provided learning and creative platform to the students to explore their abilities as these workshops provide new vistas of learning for all.

## M Siddique Shiekh, CEO PABA, Shares His Inspirational Success Story

The School of Systems and Technology (SST) at UMT invited **M Siddique Shiekh**, CEO, Pakistan American Business Association (PABA), as chief guest for inspirational talk at UMT Campus on April 24, 2017. The topic of the talk was 'Road to Success: International Relations' in the light of business and academic opportunities available among developed and developing countries.

The event was organized by **Fasiha Ashraf**, Assistant Professor, SST at UMT and her students **Mehak Fatima, Rafia Maqsood, Zaid ur Rehman, Muhammad Azher** and **Muhammad Salman**. While addressing the students and faculty, M Siddique emphasized that honesty, hard work and education are keys to



success in life. Students were deeply inspired by his success story as an immigrant with just \$10 in his pocket and a dream to succeed in the US. He stated that when he stepped into business in the 1980s, many organizations were educating their communities about starting new ventures. This inspired him to do something for his country and he

started Pakistan-US student exchange program. The speaker shed some light on the role of PABA, a global member-based, not-for-profit business organization serving as an economic bridge builder between US and Pakistan. M Siddique Sheikh also addressed the issues related to immigration, education and business opportunities.



## SCA (Quaid-e-Azam) Campus Organizes Participants' Get Together 2017

The School of Commerce and Accountancy (SCA) at UMT, arranged a Participants' Get Together on May 25, 2017 at Topaz Event Complex, Johar Town. The purpose of the event was to make participants experience some joyful, thriving and learning moments to cherish for life. **Muhammad Azeem Naz**, Director SCA, welcomed the chief guests **Dr Muhammad Aslam**, Rector UMT, and **Abid H K Shirwani**, DG UMT. UMT not only offers quality academics but also organizes extra-curricular activities and events for students to relax, enjoy and create long lasting memories of friendships with the UMT community.



Dr Muhammad Aslam, Rector UMT, Muhammad Azeem Naz, Principal SCA, faculty members and students during the event

## UMT Student Ali Ayaz Launches Successful Mobile Phone Application

**Ali Ayaz**, one of the incubates of CENTIN, UMT, and a Software Engineering student, has been featured in Pakistan's leading technology blog TechJuice in the post '25 under 25,' as one of the most inspiring Pakistanis under the age of 25. Ali Ayaz, founder and CEO of TapInsta launched his startup in 2016. TapInsta app is a smartphone based advertising network

which enables brands and companies to connect with their customers by rewarding commercial offers on their daily virtual achievements. Initially, his startup was incubated at Plan9 and is now at PlanX. The app has over 400,000 monthly users and is generating revenue of Rs 0.5 million per month. Ali has 7 publishers on board as partners.



## UMT Department of Psychology Holds Research Poster Competition

UMT Department of Psychology organized research poster competition on April 26, 2017. The purpose of this event was to provide students venue for showcasing their research and creative abilities. Students from BS Psychology and MSc Psychology batches participated in this event. Experts of different departments along with the faculty of Psychology Department were requested to evaluate the work of

students. A total number of 26 research posters were displayed during this event. The best research poster was selected by external evaluators titled as 'Acculturation and Psychological Well-Being: The Role of Ethnic Identity' by **Rabia Tariq**, **Asma Anwar** and **Rabia Farooqi**. Students and



faculty of different departments visited the site and appreciated the efforts of contestants.



## Shaheen Firdous Launches her Third Motivational Book Tu Shaheen Hai

**Shaheen Firdous**, UMT Students Counselor, launched her third motivational book titled '*Tu Shaheen Hai*' which was published earlier this year. The inauguration ceremony of the book was held at the UMT Campus under the auspices of the Office of Participants Affairs (OPA).

The exclusive event was graced by the presence of Prof **Dr Hasan Sohaib Murad**, Chairman, ILM Trust, and **Abid H K Shirwani**, Director General UMT. **Syed Raza Ali Gillani**, Provincial Higher Education Minister, attended the event as chief guest.

Others who were present on the occasion included **Dr Rukhsana Kalim**, Dean IIB, **Dr Yusuf Awan**, Dean SAP, **Dr Nadia Anwar** from ICCS, **Shobbir Ahmed**, **Farhan Ahmed** and **Kamran Altaf Hassan Qureshi**.



The guest speakers acknowledged the sincere efforts of the author to pen books that make a positive impact on society. They said that the youth of today will benefit tremendously from reading the motivational and inspirational books authored by Shaheen Firdous.

**Waleed Iqbal**, Pakistani politician, lawyer and poet **Muhammad Iqbal's** grandson addressed the audience and acknowledged the passion and efforts of the author. The book launching ceremony was attended by a large number of students and faculty members.

## OCS Organizes Interactive Storytelling Session

The Office of Career Services (OCS) organized a very interesting and motivating session on story telling at the UMT Campus on April 26, 2017. **Saad Bin Tariq**, CEO of Fine Line Consultants, Learning and Development Professional, Certified Experiential Learning, Specialist and Life Coach, shared his inspirational story with all.

He conducted a very interactive session and made students aware about business principles through engaging exercises, activities and role plays. Overall, 20 final year students of MBA Program from School of Business and Economics (SBE) attended the session.

**Syed Kashif**, HR Manager at CCL Pharma, enlightened the students about the skills which are in demand



Students participate in the interactive story telling session

from the perspective of employers and the tactics to emerge as a

powerful brand in the corporate world.



## OCS Signs MoU with Pak Qatar Family Takaful Limited (PQFTL)

The Office of Career Services (OCS) and Pak-Qatar Family Takaful Limited signed an MoU at the UMT Campus on May 24, 2017. **Khalid Naqi**, Director OCS, and **Sohail Ahmad Malazai**, Senior Regional Head, Pak-Qatar Family Takaful Limited, signed the MoU on behalf of their respective organizations.

The agreement aims to educate and train participants and alumni with a clear focused mind for a specific employer, collaborate in research,

innovation, and entrepreneurship, create a strategic alliance and seamless linkage between UMT and Pak-Qatar Family Takaful Limited at the corporate level, and provide assistance and internship facilities to the UMT participants.

PQFTL also conducted a recruitment drive for the vacant position of Product Specialist at UMT. A total of 23 students were interviewed by the PQFTL's panel.



Khalid Naqi, and Sohail Ahmad Malazai snapped after signing the MoU

## OCS Organizes Recruitment Drives with Leading Employers

### Metro Cash and Carry

The Office of Career Services (OCS) in collaboration with Metro Cash and Carry conducted a recruitment activity for the position of Security and Loss Prevention in the Department of Operations at the UMT Campus on June 16, 2017. **Muhammad Zulkifal**, Department Manager HR, and **Abid**, official representative from Metro, conducted this drive. After an orientation session, they were assessed through short case study session. Interviews were held and 11 participants from various disciplines were assessed while 2 candidates were shortlisted.



### VIVO Pakistan

VIVO Electronics, a multinational smartphone company, conducted a recruitment activity for the position of Intern/MTO Marketing with the collaboration of OCS on June 06, 2017. **Sadiqa Liaqat**, HR Executive, **Leo Yu**, Terminal Director, and **Qammar Khan**, Assistant Terminal, conducted interviews on the basis of soft skills including marketing, leadership, communication and convincing. They also offered some students part-time positions after they graduate. A total of 10 participants from various disciplines were assessed.

### Packages Limited

Packages Limited, a premium packaging solutions company with an illustrious list of clients to its credit, conducted a recruitment activity for the position of Area Sales Manager at the UMT Campus in collaboration with OCS on May 26, 2017. HR Representatives from Packages Limited conducted an employment test consisting of five sections including verbal reasoning, logical reasoning, and analytical ability. A total of 65 participants took the test. It is worth mentioning that Packages is also one of the leading employers in Pakistan.





## UMT-OPA Hosts Inter-University Wall Painting Competition

Arts Club, Rovers Crew and Environmental Protection Society (EPS) of OPA in collaboration with Master Paints hosted 'Inter-University Wall Painting Competition' on April 19-20, 2017 at the UMT Campus. A total of 108 participants from UMT, NCA, Punjab University, Kinnaird College for Women, Lahore College for Women University, University of Central Punjab, PUCAD and many others participated in this event.

**Syed Muhammad Mustafa**, Head of Design, OCM, and **Dr Mumtaz Hassan Malik**, Dean STD, were the judges of the event. NCA managed to get first and second position whereas UMT scored third position. **Abid H K Shirwani**, Director General UMT, addressed the closing ceremony. He said that the creativity and artistic



Students snapped during the Inter-University Wall Painting Competition

expressions of the students are indeed laudable and deserve our appreciation. At the end, he

distributed certificates and souvenirs among the winners, participants and organizers.

## UMT-OPA Organizes Talk on the Positive Effects of Media

The Office of Participant Affairs (OPA) organized a talk titled, 'A Word of Mouth: A Talk on the Positive Effects of Media' in collaboration with the UMT Media Club on April 18, 2017. **Ahmed Kharral**, renowned journalist and media person from ARY News, and **Professor Abid Farooq**, media person from Khabarnaak, were the chief guests on the occasion.

The event started with recitation of some verses from the Holy Quran followed by *naat*. The speakers emphasized that the media has been declared the fourth pillar of society and the youth of today needs to be aware of positive contributions of media.

However, it is important to make use of the power of media in a



responsible manner. Ahmed Kharral added that media has played a major role in positive developments related to racism, gender bias, world poverty and world peace. The media has

projected these issues in order to create awareness and voice the plight of the downtrodden segments of society. A mime prepared by UMT Media Club was also presented.



# Knowledge @UMT



## Structural Determinants of Poverty in Pakistan

Noman Arshed

### Abstract

Poverty of the person is a frustrating hurdle for the household to acquire goods and services. Because of restricted access to resources, a poor person also falls short of his welfare targets. The determination of root causes of poverty must be the primary focus for the underdeveloped and developing economies. This study has used the labour force survey 2010 of Pakistan and extracted 21 indicators which are expected to affect the poverty profile of individuals. Principle factor analysis is used to find important indicators and logit model is used to analyse the effect of important indicators on \$1.25 a day poverty status of individual. The result shows that it is the education levels, household size, and job characteristics which define the person being poor.

### Introduction

The evolution of economics is based on the concept of scarcity, as our needs and wants are endless. The efforts in research and development is playing role in increasing efficiency of resources, still they cannot match needs and wants. If we divide the needs and wants into sub groups, which are necessities and luxuries, so if our income is lower than the income which is required to fulfil the necessities then it is expected to reduce the welfare of the individual. One must know how to sacrifice some non-food necessities and reduces the intake of food necessities (i.e. malnutrition). In Islamic Economics the need of goods and services are divided into three parts first is the essentials without which humans cannot survive like food, clothing and shelter; second is the necessities which are helpful in creating ease in life like transport, and quality food etc. and the last is the embellishments whose purpose is to make life beautiful which are synonym to the term luxury in conventional economics, these include bigger home, expensive vehicle, and entertainment (Al-Zuhaili, 1986; Mustafar and Borhan, 2013). So if a person is not earning income which could allow him to buy basic necessities or essentials then he is deemed to be called as poor. Economic Survey 2014 provides a concise definition of poverty.

“A state or condition in which a person or community lacks the financial resources and essentials to enjoy minimum standard of life and well-being that’s considered acceptable in society.”

When it comes to create a conceptual boundary; who is poor and who is not, it seems easy. When we have to define how much income does it take to come out of poverty, then the issue of relative poverty comes to the surface. People feel poor when they feel their attainment of needs and wants are not similar to what others are getting; even if people are getting necessities the psychological influence makes them to believe that it is not enough, economics is based on the principle, that needs and wants are never ending and some needs are important for someone and not important for others.

**Note:** This research paper was published in the *International Journal of Economics and Financial Research*. It is available online at [http://www.arpweb.com/pdf-files/ijefr3\(1\)1-7.pdf](http://www.arpweb.com/pdf-files/ijefr3(1)1-7.pdf)





## Tips to Help Graduates Succeed in their First Job

By Craig Cincotta  
Guest Writer, Senior Director of  
Marketing Communications at SAP

For thousands of recent graduates across the country, graduation holds a two-sided definition: It is both the end of something and the beginning of something. For many, it is the transition they have been waiting for -- time to step forward from a lifetime of learning and into a career. Here are 10 tips for success in career life:

- **Be Open-minded:** Try and work with as many different types of people and in as many different situations as possible. Volunteer for interesting projects, introduce yourself to someone new every day and embrace the uncomfortable nature of not knowing everything.
- **Be Measured:** Make sure you and your manager share the same point of view on success. Your daily priorities should align with the broader business goals. Do a weekly check-in to ensure what you do is material to the success of the overall business.
- **Be Collaborative:** You need to be self-focused in college. Now it is about the business. The old saying "there is no 'I' in team" is 100 percent true. If you cannot collaborate, you will have a hard time being successful, and you are not going to get a lot of fulfillment out of your day.
- **Be Patient:** Things are going to go wrong. Use hard moments in time as opportunities to accelerate the development of your own self-awareness and growth. Stay involved and be an embodiment of the change you want to see.
- **Be Flexible:** Even if you don't love your first job, do it well and find ways to empower others to do their jobs well. Proving that you can be useful and resourceful will make your leaders, co-workers and even other companies want you on their team. An entry-level job is an opportunity. If you can be good for the business, the business will be good to you. If you can persist and do a job you don't like well, imagine what you can do when you find your passion.
- **An Entry-level Job is an Opportunity:** If you can be good for the business, the business will be good to you. If you can persist and do a job you don't like well, imagine what you can do when you find your passion.
- **Be Resilient:** Sometimes in your career you will fail, and when you do, you learn hugely valuable lessons that you can take with you for the rest of your working life.
- **Be Proactive:** Get involved in the business and find ways to be proactive.
- **Be Humble:** Any great entrepreneur, artist or athlete will tell you that they did not ascend their career alone. You will need many mentors throughout your career, so be open to suggestions.
- **Be Curious:** Learning never ends. Stay on top of what is happening around you. Follow trends that will help your business, read books that interest you.

*Adapted from: <https://www.entrepreneur.com/article/246721>*





# Alumni Success Story

*Khawaja Usman Sarfraz*

Director

Pelsverk – Pakistan

Digital Marketer and Growth Hacker

Aspose – USA

Sialkot Alumni Chapter Administrator

**BSCS (H) – Batch 17**

**About Me and UMT:** I am a proud student of UMT and would like to share that UMT structured my professional leadership skills, which paved the way for my success. Otherwise, I wouldn't have discovered my leadership abilities.

**Beginning of a Professional Career:** I am the Manager Marketing of Growth Hacking and Digital for Aspose, world's leading vendor of .NET, Java, Cloud and Android APIs, SharePoint and extensions for Microsoft SQL Server Reporting Services and JasperReports. As a director I am responsible for developing and implementing integrated internal and external digital marketing strategies to support the delivery of key strategic objectives, as well as ensuring that the selected tools for promotion reach the targeted customer group. One of my major tasks is to promote product landing pages, generate organic traffic and managing the planning of all digital and social media activities. Another main responsibility is to collaborate with related teams to ensure an on-time delivery of visual and text based contents to be promoted effectively - aligned to the company's KPIs

I had my share of entrepreneurial risks and started Pelsverk – one of the business ventures in year 2012. The vision was to manufacture and export tactical apparels for hunting, fishing and shooting enthusiasts. The business took a jump start and recorded an export of \$4.25 million in its first business year.

It was a glorious moment when the University in recognition of these achievements, honored me with UMT Alumni Award in Export Sector in the year 2013. Pelsverk has site offices in Norway and Australia whereas the head office is located in Sialkot. This venture has created numerous job opportunities for more than 50 families and more growth is expected in near future.

**UMT – The Game Changer of My Life:** UMT proved to be an ultimate success factor in my life. I was an ordinary student but it made me an extraordinary student. The mentors, teachers, students and campus activities refined my talents and taught me the art of working on time and staying respectful in all circumstances. I learnt to work in collaboration with peers in a group and value their opinion.

One of the most interesting aspects of the University was the library which is modern and offers a unique combination of books, journals, research papers and magazines on almost all subjects; for which we were always guided to follow and prepare notes. The campus also offered a wide range of resources such as computer laboratory with state-of-art equipment, a speedy Wifi, a wide cafeteria for long and relax sittings.

During my second year at the University – I started taking part in different societies of campus. Firstly, my friends and I launched the UMT Dramatics Society backed by our mentor Rana Iftikhar Ahmad, who helped us in the organizational and performance matters of events. These activities empowered us with confidence and paved the way for my professional success. UMT has an exceptional combine of curricular and extra-curricular activities, which empowered me to speak the truth and deal with people in a realistic manner. UMT has given me direction in life.

**Time to Give Back to UMT:** What I have achieved – I happily want to give back to UMT as a proof of acknowledgment and affiliation with it. I offer my services to share the knowledge with UMT students, who are willing to pursue a promising career in digital marketing segment. I am looking forward to participate in alumni gatherings, workshops and meet-ups, so that this alumni circle can move in an effective manner.



## SBE Students Visit Malaysia on Study Tour

The School of Business and Economics (SBE) organizes regular study and cultural tours to international destinations for its students. This year a group of MBA (Morning) students visited Malaysia for one week study and cultural tour under the guidance of **Dr Yasir Rashid**, Director, MBA Program. The students also visited the Campus of Monash University, which has one of the top 40 business schools in the world. The UMT students got the



opportunity to interact with their peers during the visit and also met the faculty of Monash University. During the visit, gifts were also exchanged.

UMT students and faculty were warmly welcomed during the visit as good will gestures.

## UMT Students Stand out in the Educationist All Pakistan Co-Curricular Competition 2017

It is worth sharing that UMT students performed well in the Educationist All Pakistan Co-Curricular Competition 2017, which was held in University of the Punjab from April 17-21, 2017. **Shumyla Mariyam** won English essay writing competition, **Ali Jaan** stood second in qiraat competition whereas **Shahzad Ali** attained third position in the singing competition. **Dr Muhammad Aslam**, Rector UMT, appreciated the participants and



presented certificates to the winners. He also acknowledged the efforts of the Office of Participant Affairs

(OPA) for providing opportunities to the students to excel in co-curricular activities.

## UMT-SBE Students Score 1st Position in UCP Marketing Gala'17

It is a proud moment for UMT that the students of School of Business and Economics (SBE) from Marketing Club and Supply Chain Club scored 1st position in UCP Marketing Gala'17. The winners were awarded with trophy and cash prize of Rs 15,000. This event was held on May 24-25, 2017 at the University of Central Punjab. The winning team consisted of three BBA participants **Misha Jawad**, **Sana Rana** and **Shumyla Mariyam**. The team was supported by



Marketing Club members in designing posters. **Salman Zaheer**, Lecturer and In-charge of

Marketing Club, coordinated and facilitated the participants for this competition.

## UMT Electrical Engineering Students Win 5 Awards in IEEE Week

A team from UMT Electrical Engineering Department at the School of Engineering (SEN) won five awards in the IEEE Week organized by FAST-NUCES on April 22, 2017.

The team of IEEE UMT Student Branch consisted of two faculty members **Hassan Tariq**, Vice Counselor and **M Bilal Anwar**, Assistant Vice Counselor, along with three of the most competent students of EE Department: **Muhammad Dawood**, **Zain-ul-Abideen** and **Zahid Mehmood**. Muhammad Dawood and Zain-ul-Abideen won 2nd position in the Azeem Hayat Speed Soldering Competition. Muhammad Dawood, Zain-ul-Abideen and Zahid Mehmood won 1st position in Robo Race-Bluetooth Competition along with a cash prize of Rs 4000.



In Robo Race-Line Follower, Muhammad Dawood, Zain-ul-Abideen and Zahid Mehmood got 2nd position. The 1st position in the 4-PCB Design was won by Muhammad Dawood and Zain-ul-Abideen. IEEE Week is one of the most distinguished events which is

held annually in FAST-NUCES, Lahore. This year, more than 15 universities participated from all over Pakistan. The support of Prof **Dr Ijaz Ahmad Chaudhry**, Dean SEN, and **Dr Khawar S Khokhar**, Chairman EED, are greatly acknowledged in this regard.

## UMT Electrical Engineering Students Win 8 Awards in IST Youth Carnival 2017



A team of students from School of Engineering, won eight awards in IST Youth Carnival 2017. The team comprised of 10 bright students and two faculty members **Hassan Tariq**, Vice Counselor, and **M Bilal Anwar**, Assistant Vice Counselor. In 'Digital Logic Master Competition,' **Mohsin Ali**, **Sajjad Ali** and **M Nouman** won 1st position, **Zain-ul-Abideen**, **M Dawood** and **Zahid Mehmood**

**Subhani** stood 2nd whereas **Umar Qayyum**, **Awais Murtaza** and **Talha Rauf** got 3rd position. For 'Micro-controller Geek Competition,' Zain-ul-Abideen, M Dawood and Zahid Mehmood Subhani stood 1st whereas Mohsin Ali, Sajjad Ali and M Nouman got 2nd position. In 'Circuit Debugging,' Zain-ul-Abideen, M Dawood and Zahid Mehmood Subhani got 2nd position. In 'Minute

to Win it' competition, 1st position was taken by M Dawood and Hassan Ali, while Umar Qayyum and M Nouman got 3rd position. Sajjad Ali and Awais Murtaza won 1st position in 'Air Crash Inquiry' contest. Second position in the 'Dare to Conquer' contest was taken by Zain-ul-Abideen and Zahid Mehmood Subhani.

The support and guidance of Prof **Dr Ijaz Ahmad Chaudhry**, Dean SEN, and **Dr Khawar S Khokhar**, Chairman EED, went a long way in achieving this success. It is worth mentioning that IST Youth Carnival is one of the most prestigious events held annually in IST Islamabad. Around 10,000 participants, from 40+ universities, all over the country participated in 100+ events.



# UMT Clubs and Societies

## Media Club

UMT Media Club was established by OPA to promote media literacy among students. It is one of the most active, interactive, largest and happening clubs of UMT which works as a bridge for the students to connect with the real world through media communication. Here, students get an opportunity to experiment, organize and showcase their talent in the field of print, electronic, and social media including film, theater and production. Through this platform, students from diverse backgrounds have always portrayed positive image of UMT and Pakistan. They contribute in media engagement, conduct workshops and seminars, discussion sessions, participate in various forums on media, involving public figures from media and showcase their talent.

Media Club seeks to become the primary outlet for students who want to express themselves in different forms and polish their skills; thereby streamlining their creative zeal towards meaningful end products. The management welcomes all students to register for UMT Media Club and join the clan which aims to promote them on all occasions.





# UMT Office of Career Services (OCS)

The Office of Career Services (OCS) at UMT is transforming the emerging talent into valued human capital to add value to corporate sector initiatives and society at large. They endeavor to educate, train and develop the human resources for tomorrow with appropriate learning and practical dimensions. The core functions of UMT-OCS are Placement, Advocacy and Advisory, Counseling, and Corporate Liaison.

Having realized the importance of career development and placement services required for its diversified participants and alumni, UMT has established the OCS. The OCS periodically organizes a wide range of career related activities such as workshops, individual advisory services, mock interviews, job postings, on-campus recruitment facilities, career fairs, and opportunities to meet professionals of industry and corporate sector. The OCS staff also guides the participants to acquire skills necessary to get their soft skills brushed up and to formulate successful job search strategies and career progression.





# Life@UMT



Dr Hasan Sohaib Murad, Chairman, ILM Trust, presides over the 24th Meeting of Board of Governors



A view of the proceedings of the 25th Meeting of BASAR



Dr Zahid Mahmood snapped at the conclusion of the seminar on good parenting organized by OHR



Dr Naveda Kitchlew conducts workshop on 'Effective Communication Skills'



Wusat Ullah Khan and Agha Noor Muhammad Pathan share their thoughts in Adbhi Baithak



Renowned author Bushra Rehman addresses the session to commemorate 'World Book Day'





Dr Mumtaz Hassan Malik, Dean STD, views the work of students during thesis display



UMT Health and Wellness Club (OPA) arranged an awareness campaign and walk on 'World Health Day'



UMT Character Building Society organized an anti-corruption walk to highlight the duty of the youth to challenge corruption



Fahad Hussain, student of UMT-ICCS, wins 1st prize in poetry writing competition NasCon'17



Participants attend the IKL certified Training of Trainers cum Instructional Design Course



Students performing during the SSC Spring Festival 2017



Support staff attend iftar dinner hosted by Office of Human Resources at the UMT Campus



An overview of students taking Spring 2017 End Term Exam





# ILM Group of Colleges

A PROJECT OF ILM TRUST

## ILM College Jalalpur Jattan Students Visit UMT



## LET'S RESHAPE THE NATION...

### Nationwide Franchise available

We Provide:

- Pre Operational Consultancy
- Complete Feasibility
- Nation-Wide Reputed Brand
- Recruitment & Selection Support
- Marketing Support
- Training & Development of Staff
- Monitoring of Academic Support
- Inventory Management Support
- College Management Software

25+

Years of Academic Excellence

200+

The Knowledge Schools

60+

ILM Colleges

2

UMT Campuses



ILM Group of Colleges

C-II, Johar Town, Lahore UAN: +92 42 111 300 200 (ext:3759)

E: [info@ilm.edu.pk](mailto:info@ilm.edu.pk) W: [www.ilm.edu.pk](http://www.ilm.edu.pk) FB: [ILMColleges.official](https://www.facebook.com/ILMColleges.official)



# ILM Group of Colleges Continues to Expand



**MoU Signed for ILM College, Khanpur**



**MoU Signed for ILM College, DHA, Lahore**



**MoU Signed for ILM College, College Road, Lahore**







**THE KNOWLEDGE  
SCHOOL NETWORK**  
A Project of ILM Trust

INSPIRE TO RISE



## TKS Holds Special Session with Renowned Scholar Syed Bilal Qutab



The Knowledge School (TKS) arranged a special session with renowned scholar and compere **Syed Bilal Qutab** at the UMT Campus on May 9, 2017. The topic of the seminar was character building and

the guest speaker gave a lecture which was followed by a question and answer session. He stated that character building in Islam means to learn value and follow all those moral values which Islam has focused on

and to avoid all those traits which Islam determines as unpleasant. The moral system of Islam enables an individual to distinguish between right and wrong and live life accordingly. He emphasized all to lead simple lives without making things complicated for others.

**Zahid Waraich**, CEO TKS, **Muhammad Taufeeq**, Director Marketing, **Nusrat Hamdani**, (ex) Director Quality Assurance, **Abid Nathaniel**, Director Academics, Head of Departments and other members of TKS attended the occasion. The event concluded on a souvenir distribution ceremony and group photograph session.

## IKL Organizes Training Session for TKS Head Office Team

The Institute of Knowledge and Leadership (IKL) conducted a special training session for the team of TKS Head Office on June 22, 2017. **Amir Qureshi**, IKL facilitator, conducted a motivational session with TKS officials.

He shared real life examples from the corporate sector and introduced various activities for them. It was an interactive session during which participants shared their personal views related to problem solving and team leading.

IKL is a corporate education and learning power house that offers talent development solutions backed by years of delivering the highest



quality and aims at preparing and honing essential competency skills to

meet challenges of operating in a global economy.



## TKS Organizes Linguistics Competition and Prize Distribution Ceremony



The Knowledge School (TKS) hosted a linguistics competition for its schools. The competition aimed to test the language proficiency of students according to different levels and classes, and develop their

confidence and creativity. Look ‘n’ Say was a two-level pictorial competition and students of Grade 2, 3, 4 and 5 were asked to describe the picture in 180 seconds. A total number of nine schools consisting of

18 participants took part in the competition. In Level 1 competition, **Muhammad Ali** from Quaid Campus stood 1st, **Hadia Maqsood** from Ch Fazal Campus stood 2nd, and **Hafsa Shahid** from Johar Campus stood 3rd. **Wareesha** from Johar Campus stood 1st, **Asma Abdullah** from Habel Campus stood 2nd and **Hina Khan** from Qaboola Campus stood 3rd in Level II of the competition.

The winning campuses of TKS, i.e., Quaid Campus and Johar Campus, were awarded Linguistics Winning Trophy. The NWAs, principals and teachers of the participating campuses were awarded with appreciation shields and certificates.

## TKS Actively Participates in The News Educational Expo 2017



TKS participated in The News Educational Expo along with UMT and ILM Colleges’ representatives in Lahore on May 20-21, 2017 and in Multan on May 23, 2017. The events were attended by a large number of students, parents and investors who shared keen interest in becoming a part of TKS family. The attendees visited the stalls and gathered detailed information on multiple activities offered by TKS.





# UMT Sialkot Campus

## UMT Sialkot Organizes Conference on Pakistan in Regional Context

UMT Sialkot Campus organized the 1st thematic research conference on 'Pakistan in Regional Context' at Javson Hotel on April 24, 2017. The topic of the conference was 'Pakistan between Conflict and Cooperation.' **Kulsoom Belal** was the chief organizer of the conference. Other team members included **Dr Shahid Bashir**, In-charge, Office of Teaching and Learning, **Dr Ali Abdullah**, Assistant Professor, SSC, along with UMT students. The speakers viewed Pakistan from local and regional perspectives.

The keynote speaker was **Muhammad Belal**, Director, Sialkot Campus, and the guest speaker was **Dr Shoaib Pervez**, Chairperson, Department of Political Science, UMT Lahore. During their addresses, they highlighted the importance of



research and appreciated the efforts of the conference organizers. Two sessions were chaired by **Dr Rabia Akhtar**, Director, Center for Security, Strategy and Policy Research, University of Lahore, and **Dr Tughral Yamin**, Dean, Center for International Peace and Stability. The conference included around thirty speakers and representatives from different institutes and universities in

Sialkot, Lahore and Islamabad such as Sialkot Chamber of Commerce and Industries, University of Gujrat, Institute of Policy Studies (IPS) Islamabad, Government College Women University Sialkot (GCWUS) and others. The conference was sponsored by Awan Sports, Grays of Cambridge, and Surgikare, the leading industries of Sialkot.

## UMT Sialkot Career Fair Attracts Massive Job Seekers

The Office of Career Services (OCS) at UMT Sialkot organized career fair at Sialkot Campus. A large number of fresh graduates and students attended the job fair to avail numerous career opportunities.

**Syed Muhammad Belal**, Director, Sialkot Campus, inaugurated the Career Fair 2017. The team members from UMT-OCS (Lahore Campus) were also present on the occasion. While addressing the Career Fair, Syed Muhammad Belal said that students should carefully select their



discipline before taking admission in any course, as their choice paves the way for the future. He appreciated OCS for hosting such an event and encouraged students to participate

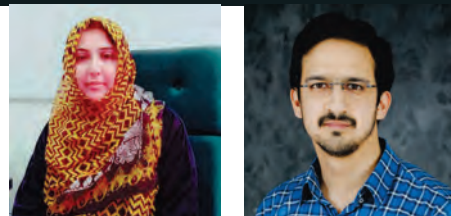
and interact with the right employer. He further mentioned that UMT is imparting quality education and is taking special measures for the professional grooming of students.



## Ifra Noureen and Faran Awais Butt Receive Research Productivity Award 2016 by PCST

**Ifra Noureen**, Assistant Professor, School of Science (SSC), and **Faran Awais Butt**, Assistant Professor, School of Engineering (SEN), received Research Productivity Award 2016 at Pakistan Council for Science and Technology (PCST) on June 13, 2017 at Islamabad. The awardees deserve our commendation for their achievement in a highly

competitive process. Pakistan Council for Science and Technology conducts regular research evaluation for Research Productivity Award (RPA), which provides information about the productive scientists of Pakistan based on research related parameters including authorship of books, PhD research supervision, cumulative impact factor and



citations for the papers published in impact factor journal patents granted, awards won and winning of competitive grants.

## Dr Nauman Khalid Listed as Highly Productive Scientist of Pakistan by PCST



**Dr Nauman Khalid**, Associate Professor and Director, School of Food and Agricultural Sciences (SFAS) at UMT has been included in the list of highly productive scientists of Pakistan by Pakistan Council of Science and Technology (PCST). PCST has placed him at 25th position in Agricultural Sciences list (under 40 years of age) and at 95th position among 517 researchers in the field of

Agriculture Sciences. Dr Khalid manages the SFAS, which is one of the leading private schools that provide state-of-the-art education in field of Food and Agriculture Sciences. **Dr Muhammad Aslam**, Rector UMT, and **Abid H K Shirwani**, Director, Office of Research Innovation and Commercialization (ORIC), have congratulated Dr Nauman for securing this position.



## Director QEC Conducts Training Session at LGU

UMT Quality Enhancement Cell (QEC) is being recognized throughout Pakistan on account of its exceptional standards of performance. **Muhammad Yousaf Jamil**, Director QEC, was invited by Lahore Garrison University to conduct a training workshop at LGU on 'Enhancing Quality of Education through Self Assessment Practices.' The Vice Chancellor **Maj. General Obaid Bin Zakariya** gave a warm reception to Director QEC at Lahore Garrison University. The training covered areas of improving and maintaining academic standards,



enhancing students' learning, verifying that the existing programs meet their objectives and institutional

goals, and providing feedback for quality assurance of academic programs.



## Anne Boysen, Renowned American Futurist, Joins Editorial Board of Knowledge Futures

**Anne Boysen**, renowned futurist, public speaker and author of internationally acclaimed books, has joined the International Editorial Advisory Board of Knowledge Futures, a journal of the Center for Knowledge Futures at UMT.

**Dr Munawar A Anees**, Founding Editor-in-Chief Knowledge Futures confirmed the news. Anne Boysen has contributed a research article to the premiere issue of the journal, with Dr Elizabeth Alexander as the second author. Dr Elizabeth is also a highly acclaimed author with some 20 books

published to her credit.

It is worth mentioning that Anne Boysen has a Master of Science degree in Strategic Foresight from the University of Houston and has 15 years of experience in forecasting trends and emerging issues and extensive training in statistical analysis for understanding large datasets which can help us better understand social change. Particularly focusing on generational change, her work has been cited in leading news media of the United States, Europe and South America. She has been



listed among the Top 100 World Female Futurists.

## Dr Ammar A Raja Creates Application of Emotions Analysis on Videos Using Machine Learning

**Dr Ammar A Raja**, Director CETA, recently created an application 'Machine Learning', a sub-discipline of Data Science, that received a tremendous response from digital media.

It is about an application of Machine Learning to recognize emotions in the video frame by frame. It was featured at Data Science Central, one of the biggest communities of big data practitioners, ProPakistani, Quora, LinkedIn and Facebook. The demand

for these kind of skills is very much there because of their impact; CETA is at the forefront of these technologies, and aspires to train people in these technologies to create the most compelling applications of these technologies for the industry.

It is worth sharing that the Center for Enterprise Technology Advancement (CETA) is offering Nanodegrees for the first time in Pakistan and certificates in the most vibrant new technologies like Predictive



Analytics, Business Analytics, IBM Watson Analytics, Project Management and ERP.

## MS Scholars Present Research Papers at LUMS International Conference

MS Management Scholars **Freeha Hussain** and **Heejab Abid** presented their research papers at the 'International Conference on Gender, Work and Society: Challenges, Opportunities and Prospects for Women's Economic Empowerment' organized by the Social Enterprise Development Centre, Lahore University of Management Sciences (LUMS) on April 22-23, 2017.

Freeha Hussain presented her paper on 'Lifting the Lid: Sexual Harassment Experiences at Higher Education Institutes of Pakistan and Academic Satisfaction of the Female students.'

Heejab Abid presented her paper on 'Abusive Supervision and Turnover Intention among Female Healthcare Professionals in Pakistani Hospitals.'



Freeha Hussain receives participation certificate at LUMS International Conference



# Research and Publications

## Dr Ameer A Basit Presents his Research at the 32nd Annual Conference of SIOP, USA

**Dr Ameer A Basit**, Assistant Professor, SBE, presented his latest research on employee engagement at the 32nd Annual Conference of the Society for Industrial and Organizational Psychology (SIOP) in

Orlando, Florida, USA, held on April 27-29, 2017. With more than 4,000 attendees, this is the largest conference of researchers and practitioners in Industrial and Organizational Psychology of the world.



## Muhammad Yousaf Jamil Represents UMT at University of South Asia in National Conference

**Muhammad Yousaf Jamil**, Director, UMT-QEC, represented UMT in the 1st National Conference on Business Management titled 'Cutting-edge Research and Practice in Business,' organized by the University of South Asia at Garrison Country and Golf Club on April 24-25, 2017. He spoke on 'Linkage between Academia & Industry' as this is one of the most

crucial issues affecting socioeconomic development in society. The modern university is now being seen not only as an academic unit but also as spearheading ideas that impact development. His presentation was highly appreciated by the academicians, researchers and panelists attending the conference.



## Muhammad Yousaf Jamil and Dr Sammia Shahid Present Research Papers at Istanbul Congress Center

**Muhammad Yousaf Jamil**, Director, Quality Enhancement Cell (QEC), has been honored to present his research papers at Istanbul Congress Center in Istanbul University Turkey. He presented the 'Role of Knowledge Management in Achieving Organizational Performance: Proposed Framework through Literature Survey' and 'Deploying Knowledge Management in Dmaic Methodology of Six Sigma Projects.' **Dr Sammia Shahid**, Chairperson, Department of Chemistry, also presented a paper on Nano Particles in the same Conference.





## Research Paper Authored by Iram Rasheed Wins Best Paper Award at International Conference in LUMS

**Iram Rasheed**, Lecturer, Department of Gender Studies, UMT, won the 'Best Paper Award,' consisting of a shield and cash award of one hundred thousand rupees at the 'International Conference on Gender, Work and Society: Challenges, Opportunities and Prospects for Women's Economic Empowerment' organized by LUMS Social Enterprise Development Centre (SEDC) at the

Suleman Dawood School of Business (SDSB), LUMS, held on April 22-23, 2017. The title of her paper was 'Women's Right of Inheritance: Manufactured Consent of Women in South Punjab.' The conference was attended by several international academicians, development sector practitioners and industrialists. More than sixty research papers were presented on twelve themes.



## Research Paper Authored by Dr Nauman Khalid and Dr Rao Sanaullah Khan Published in Trends in Food Science and Technology

A research paper authored by **Dr Nauman Khalid**, Director, School of Food and Agricultural Sciences (SFAS), and **Dr Rao Sanaullah Khan**, Assistant Professor, SFAS, titled 'A Review on Chemistry and Pharmacology of Ajwa Date Fruit and Pit' has been published in Trends in Food Science & Technology which is one of the leading journals in Food Sciences with an impact factor 6.695.



Trends in Food Science & Technology, is an official journal of the European Federation of Food Science and Technology (EFFoST), and the International Union of Food Science and Technology (IUFoST). It is one of the premier international peer-reviewed journals publishing

critical reviews and commentaries of current technology, food science and human nutrition. Its role is to fill the gap between the specialized primary journals and general trade magazines by focusing on new research developments and their current and potential food industry applications.



The details of the article are: Title: Khalid, S., Khalid, N., Khan, R. S., Ahmed, H., & Ahmed, A. (2017). A review on chemistry and pharmacology of Ajwa date fruit and pit. Trends in Food Science and Technology, 63, pp.60-69.

## Naeem Saleem Presents Research Paper at ICRAPAM 2017

**Naeem Saleem**, Assistant Professor, Department of Mathematics, School of Science (SSC), presented his research paper titled 'Optimal Coincidence Best Proximity Point Results in Fuzzy Metric Spaces' at the International Conference on Recent Advances in Pure and Applied Mathematics (ICRAPAM 2017) in

Palm Wings Ephesus Resort Hotel, Turkey from May 11-15, 2017. His trip was sponsored by the Turkish Government and Istanbul Commerce University.

Naeem also chaired a session where well known researchers presented their latest work.







# Maria B

## Shares the Story of Success and Innovation

*Maria B is one of the most talented and internationally recognized designers of Pakistan. She is CEO of MARIA.B, Pakistan's leading designer fashion brand. She graduated from the prestigious Pakistan Institute of Fashion Design (PIFD) in 1998 and started MARIA.B company in 1999 with one retail outlet and a small stitching unit where her sole focus was providing ready to wear fashion that reflected an elegant fusion of east and west. Today, MARIA.B is Pakistan's most diverse designer fashion brand while boasting an extensive retail network with 25 standalone outlets in 12 different cities across the country, while also exporting to 6 international destinations including India, UK, USA, Bangladesh, UAE and Qatar.*

*In an exclusive talk with the editorial team of UMT Moments and Momentum, Maria B talked about her entrepreneurial journey and her philosophy of leadership, success and diversity.*

**Q: Maria B is synonymous with entrepreneurship and creativity. How does it feel to be both a trend setter and role model?**

**A:** *Masha'Allah!* It feels wonderful as it took me 18 years to make Maria B a market leader in trend setting, innovation of products, fabric developments, and product lines. For a designer, it is the most wonderful thing that people appreciate what we do. It takes 98 percent of hard work and 2 percent of fun, especially when you love what you do.

**Q: The fashion and apparel industry in Pakistan is fiercely competitive with many high-end fashion brands generating sales worth billions of rupees. How have**

**you managed to retain your competitive edge?**

**A:** I have seen many brands come and go, and some consistently growing stronger. *Alhamdulillah*, Maria B is one of them and the reason is that we are constantly challenging ourselves to give better value addition to our clients through innovation, creativity and quality.

**Q: The fashion industry is sometimes blamed for creating a consumer culture that runs contrary to traditional norms and brainwashing the youth into blindly following brands. What's your take on this viewpoint?**

**A:** I agree to a certain extent because

there are some brands which make women part of their rat race. They offer sales on limited supply and make women fight for it and make everyone think that 'everything is a sold out item.' However, in reality they offer products in limited range and cause chaos everywhere. This concept has been taken from the Black Friday (West) which personally I hate and we have never done this. However, we offer customers something new to wear every time. Pakistan fashion industry is one of our biggest exporting industries. We offer livelihood to millions of families. We should try to change the culture of flash sales, where women try to lose their heads over down priced products.



**Q: Maria B has penetrated the traditional and urban female fashion demands. How did you reconcile these two seemingly opposing trends?**

**A:** The traditional and urban female fashion is not something very far apart in Pakistan, in a sense that everyone wears kurta shalwar and kurta trousers. The key is to make traditional stuff with western modern influences, and as long as they are religiously correct, it works well.

**When you are an entrepreneur, you challenge yourself to be more creative**

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

**A:** When we started 18 years ago, there was no retail development of fashion which was associated with bridal wears only. There was no ready to wear brand. The concept was new, got noticed and then there was no looking back. There was no women's brand in Pakistan at that time. It was a shop for generations having one size and one shop policy. We are proud pioneers of real fashion in Pakistan.

**Q: How do you maintain the right mix of business savvy and artistic freedom?**

**A:** I always tell people that I am not just a designer, I am also an entrepreneur. When you are an entrepreneur, you challenge yourself to be more creative, so that whatever you make is wearable and acceptable for the women of Pakistan and that is where the balance lies. The mix is all about entrepreneurship, business acumen and designing ability.

**Q: What is your design philosophy?**

**A:** My design philosophy has always

been to offer affordable fashion for modern women. I believe that fashion should not be out of reach of middle class Pakistani women.

**Q: What are the dynamics of the international clientele and how is it different from the domestic market?**

**A:** The international clientele for Maria B is mostly Pakistanis, Indian and Bangladeshi women living abroad. We make Pakistani clothes (three-piece suits) for clientele living abroad and who have a very Western taste. We understand their needs and Maria B is one of the biggest brands internationally. We are acceptable in terms of eastern and western fusion in America, Europe, Australia, etc., because we have managed to rope in Western influences, which they love.

**Q: To what extent has your company promoted employment and entrepreneurship in Pakistan?**

**A:** Maria B is a success story because it was started by an entrepreneur (me) with one brand, one small shop in Lahore, and now we have over 25 stores in Pakistan. We export all over the world. We have 10 labels under the brand, so Maria B as a company is a case study of entrepreneurship, how we had a vision to create ready to wear and introduced fashion market for women.

**Q: How would you describe the organizational culture in your company?**

**A:** I am the CEO and Creative Head of Maria B, so the environment is very relaxed here. There are 70 people in my office, mostly women. I have a nursery for kids of young working mothers. We offer lenient working hours for women from 9:30 am to 3:30 pm. We are like a family as I believe that creative process is not something that you regiment; if you regiment creativity, it goes down the drain.

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

**successful start-ups?**

**A:** The mentorship program has always been a good idea. I believe that all universities have the edge to help students to work on their vision and guide them for a better future.

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

**A:** Universities focus more on making managers instead of creating entrepreneurs. Universities should start promoting entrepreneurship programs and SME education; if this happens, things will change in Pakistan for good. I feel that universities need to encourage students to have faith in their ideas and start running their own successful businesses.

**Q: What is the future of the fashion industry in Pakistan?**

**A:** There is a lot of potential but I do feel there is a mushroom growth of fashion designers. We need to diversify and think about working on related avenues. For established brands, the future looks very good but it is a highly competitive field, so unless you stay ahead of the game, you are not going to survive very long.

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

**A:** Work hard, success doesn't come easy and it takes time. Have patience, work hard, nothing in life is easy. It

**Universities should start promoting entrepreneurship programs and SME education**

has taken me 18 years to be where I am and I still have a long way to go. Have faith in your ideas, follow it through hard work and don't be in a hurry.



TWO THINGS DEFINE YOU  
YOUR PATIENCE  
WHEN YOU HAVE  
NOTHING  
AND YOUR ATTITUDE  
WHEN YOU HAVE EVERYTHING

– **EDITORIAL**

Zubda Mahmood  
Arjmand Zahra  
Madiha Salman  
Mareena Ghazanfar  
Zafar Siddique

– **PHOTOGRAPHY**

Mehr Yaqoob  
Social Media Team

– **DESIGNED BY**

Bisma Nawab

– **PRODUCED BY**



OFFICE OF COMMUNICATION & MEDIA

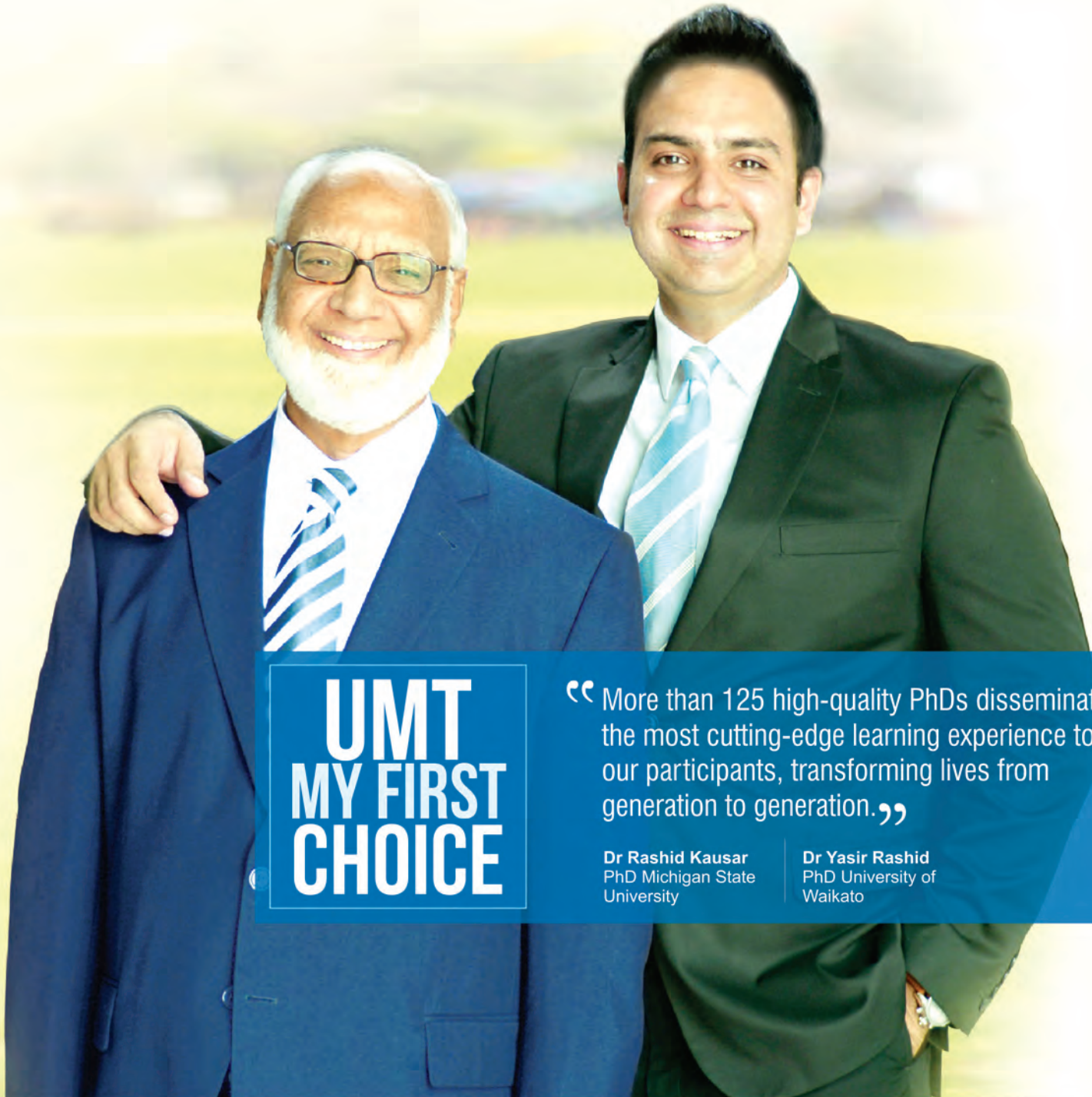
University of Management  
and Technology  
Lahore, Pakistan

For placing an advertisement in this  
newsletter, please contact  
[newsletter@umt.edu.pk](mailto:newsletter@umt.edu.pk)





Great Place. Great Learning. Great Future



**UMT  
MY FIRST  
CHOICE**

“More than 125 high-quality PhDs disseminate the most cutting-edge learning experience to our participants, transforming lives from generation to generation.”

**Dr Rashid Kausar**  
PhD Michigan State  
University

**Dr Yasir Rashid**  
PhD University of  
Waikato