



## Content Highlights

The Rector with  
the President of  
Pakistan

**01**



Dr Ahmed Murad  
delivers Khurram  
Murad Memorial  
Lecture at UMT

**02**



Dr Hasan Sohaib  
Murad delivers  
keynote address at  
4th ICoBM 2014

**03**



**Mohammad Shahid Hussain,  
CEO and MD, GTR,  
remains optimistic  
about the  
economic outlook of  
the country**

Interview:  
Mohammad Shahid  
Hussain, CEO and  
MD, GTR

**27**



## From the Editorial Desk

**T**he future of higher education is dependent to a large extent on the degree of innovation in the educational culture across the globe. As students demand higher quality and flexibility, the challenge is to provide the same to them at considerably reduced costs. Add to this the enormous impact of globalization and what some analysts call the 'transformation of education into an Internet business', and you have a rapidly changing landscape. This is a time when most countries of the world are working towards an expansion of their education systems. Nowhere is this required more than in Pakistan where the sheer demographic reality demands renewed efforts at setting up an infrastructure and cultivation of intellectual capital.

UMT is doing its part by providing forums for discussion that serve as points of convergence for exchange of ideas and strategies. The Deans and Directors Conference held in Islamabad and the 4th ICoBM 2014 held at IBA Sukkur were steps in the same direction. The impact of globalization is being felt here also and the UMT business school has taken the lead by signing MoUs with universities in Italy and China.

There is much that will interest the reader in this issue of UMT Moments and Momentum. Apart from the usual spate of activities, we have also arranged an exclusive interview of Mohammad Shahid Hussain, CEO and Managing Director of General Tyre and Rubber Company. His insight into the corporate culture and optimism for the economic outlook of Pakistan is worth reading.

“*Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.*”

—**Harriet Tubman**





President Mamnoon Hussain receives a shield during the conference



Dr Hasan Sohaib Murad, Rector UMT, and President Mamnoon Hussain, snapped at the Deans and Directors Conference

## President Mamnoon Hussain appreciates Dr Hasan Sohaib Murad for promoting business education in Pakistan

In his inaugural address at the Deans and Directors Conference on Emerging Challenges of Business Schools in Pakistan, President of Islamic Republic of Pakistan, **Mamnoon Hussain** said that education and skilled human resources are the real asset of a nation. The President urged necessary changes in business education in the country to meet international standards and to make it more relevant to the demands of modern industries and enterprises.

The President said the theme of this conference was a fine example of

entrepreneurial thrust and a significant step towards transformation of business and management education. He appreciated **Dr Hasan Sohaib Murad**, Chairman NBEAC, his team, the HEC and sponsors for arranging the conference to facilitate this dialogue by bringing together a unique mixture of deans, academics, entrepreneurs and policy makers.

The conference was organized jointly by the Higher Education Commission (HEC) and National Business Education Accreditation Council (NBEAC) on

January 27-28, 2014 at Serena Hotel, Islamabad. This was the first of the series of four strategic level conferences being organized by NBEAC.

The conference was attended by Deans and Directors of Business Schools in Pakistan, Chairman HEC **Engr. Syed Imtiaz Hussain Gilani**, Executive Director HEC Prof **Dr Mukhtar Ahmed**, and Chairman NBEAC Dr Hasan Sohaib Murad. Earlier, a shield was also presented to the President of Pakistan.

# Khurram Murad Memorial Lecture 2014

## Dr Ahmed Murad speaks on the transformative message of the Quran



**Dr Ahmed Murad** delivered a thought provoking lecture on “The Transformative Message of the Quran” before a huge gathering of intellectuals, educationists, dignitaries, teachers, students and enlightened members of the general public. Dr Murad, a distinguished academic based in the USA, was the keynote speaker for this year's Khurram Murad Memorial Lecture which was organized by UMT on March 4, 2014 to commemorate the services rendered by the late Khurram Murad - an avid thinker, prolific writer and one of the architects of the current Islamic resurgence in Asia, Europe and Africa.

Dr Murad said that the revolutionary and transformative message of the

Quran is that of equity and fairness. This is the most difficult standard to uphold because at times it can go against your own kind. He said that the modern world has deviated from these values. Societies think that they can deal with problems from a position of strength. The Quran tells us to live not for yourself but for something greater. Dr Ahmad Murad said that the mistake that many of us make when we try to explain the true message of Islam to the outside world is that we claim that it is not different from the modern world but the Quran made no such claim.

Earlier, Rector UMT **Dr Hasan Sohaib Murad** gave the opening remarks. He said that Khurram Murad found his

freedom in surrendering to Allah. He was willing to make sacrifices to achieve more. He was a hard worker, totally loyal and faithful to the cause of Islam. On a personal note, Dr Hasan added that Khurram Murad was an exemplary father who took special interest in the upbringing of his children.

The lecture concluded on question and answer session. **Rahat ul Ain**, Director, School of Governance and Society (SGS) at UMT, distributed certificates to the participants of the course on “Perspectives on Islamic Law: Evolution and Contemporary Discourse”. It is worth noting that the course was taught by **Dr Ahmed Murad**.



# 4th International Conference on Business Management Development, Competitiveness and Innovation February 26-27, 2014



## Dr Hasan Sohaib Murad emphasizes need for sustainable competitive advantage

Addressing the opening session of 4th International Conference on Business Management (ICoBM) 2014, held at Sukkur IBA, **Dr Hasan Sohaib Murad** highlighted strategies and implications for sustainable competitive advantages in the constantly evolving business world. The thrust of his views was in keeping with the theme of the conference - development, competitiveness and innovation.

Dr Hasan said that development raises tough challenges for all stakeholders in view of the global financial crisis coupled with both food and energy

crises. It demands a tailored / holistic approach for each specific economic setup. Innovative solutions can be effectively deployed to cope with the challenge of development as they supplement the required critical ingredients of development and competitiveness, including generating ideas, engaging new actors and foreseeing solutions to emerging problems.

Delegates from eleven countries including the United States, United Kingdom, United Arab Emirates, China, India, Finland, Germany, Saudi Arabia,

Malaysia, Nepal and Greece participated in the conference. The 4th ICoBM 2014 was organized by the Sukkur Institute of Business Administration in collaboration with University of Management and Technology (UMT), Lahore, and Shah Abdul Latif University (SALU), Khairpur, at Sukkur IBA on February 26-27, 2014. Conference partners included UMT, Sukkur IBA, Shah Abdul Latif University, South Asian Network for Development and Environmental Economics (SANDEE) and Dawn Media Group.



Abid H K Shirwani and Dino Fortunato exchange MoU after the signing ceremony

## UMT inks MoU with Italian universities

An agreement was signed between UMT and two Italian universities on March 19, 2014 on the initiative of Center for Supply Chain Research (CSCR) in strategic partnership with CNW Business Global Trade and Transport which is working effectively to build academic collaboration in all disciplines of education.

The prestigious Italian universities included UNIMORE-Modena and UNIVPM – ANCONA. **Abid H K Shirwani**, Director, Office of Research, Innovation and Commercialization

(ORIC), chaired the ceremony on behalf of Rector UMT.

**Dino Fortunato**, an Investment Promotion Expert from United Nations Industrial Development Organization (UNIDO) was the chief guest on this occasion. Other guests included **Imran Choudhry**, Manager, Italian Promotion Unit (UNIDO), and **Touqir Khan Lodhi**, Executive Director, Asia-Europe CNW Business Global Trade and Transport, and CEO, Aries Logistics Pvt. Ltd. Dino Fortunato highlighted the key points of collaboration with Italian universities and emphasized the need of student,

teacher and staff exchange in different research programs from e-certification courses to PhDs via various grants. Abid Shirwani presented UMT's vision of expanding education on a wider scale in future. He appreciated the efforts done by CSCR and CNW Global Trade and Transport for this academic collaboration and staying internationally competitive.

The ceremony was attended by **Dr Rukhsana Kalim**, Dean SBE, **Ijaz Yusuf**, Director CSCR, and senior faculty members.

## UMT inks MoU with School of Business Administration, SWUFE, China



The Office of Internationalization at SBE has signed Memorandum of Understanding (MoU) between SBE-UMT and School of Business Administration, Southwestern University of Finance and Economics

(SWUFE), China. The MoU provides an opportunity for our faculty and students to explore international horizons and enrich their experience through networking with School of Business Administration, SWUFE.

Initiatives are planned to ensure that doctoral students learn from leading faculty around the globe to get an early start developing their own research programs and networks.



The 3rd Invention to Innovation Summit 2014 was organized by UMT in strategic partnership with Pakistan Science Foundation, Institute of Research Promotion, and College of Pharmacy, Punjab University. The two-day Summit (March 19-20, 2014) included display of innovative ideas, technologies and products. Case studies of successfully commercialized technologies were also presented.

**Dr Hasan Sohaib Murad**, Rector UMT, and **Abid H K Shirwani**, Director General, UMT, attended the opening session of the Summit which was also graced by the presence of industry speakers, academicians, and high ranking government officials. **Ahsan Iqbal**, Federal Minister for Planning and Development, was also present on this occasion. A special souvenir was presented to Dr Hasan Sohaib Murad by **Dr Mujahid Kamran**, VC, Punjab University.

## UMT partners with leading organizations to organize 3rd Invention to Innovation Summit 2014



Dr Mujahid Kamran, VC, Punjab University, presents souvenir to Dr Hasan Sohaib Murad on the 3rd Invention to Innovation Summit 2014



Dr A R Kausar, Director IAS, addresses opening session of Retail Conference 2014

## UMT and LumenSoft Technologies Pvt. Ltd. organize Retail Conference 2014

University of Management and Technology, Lahore, and LumenSoft Technologies Pvt. Ltd. organized a retail conference on February 19, 2014 at the Pearl Continental, Lahore. **Dr A R Kausar**, world renowned professor of knowledge management and Director, Institute of Applied Science (IAS) at UMT, welcomed the delegates and

distinguished guests on behalf of Dr Hasan Sohaib Murad, Rector UMT. He discussed the academia and business linkages for retail industry. He stated that UMT is providing the latest and emerging marketing models that will enhance the co-creative knowledge and skills which will be fruitful in the near future. Earlier, **Abdul Aziz**, CEO,

LumenSoft Pvt. Ltd., gave the welcome address. **Manqoosh ur Rehman** and **Syed Rashid Hussain Shah**, Assistant Professors at UMT, **Haroon Ahmed**, CEO Access Retail, and **Monis Rehman**, CEO Rozee pk, also shared their thoughts and views. *The Nation* was the media partner of this conference.

# Dr Hasan Sohaib Murad presides over 11th meeting of NBEAC; accreditation awarded to six business schools

Prof **Dr Hasan Sohaib Murad**, Chairman NBEAC, presided over the eleventh council meeting of the National Business Education Accreditation Council (NBEAC) held on March 13, 2014 at Higher Education Commission, Islamabad. The Council applauded Dr Hasan and his team for conducting the First Deans and Directors Conference. It is worth noting that the Chairman has also announced the second Deans and Directors Conference that would be arranged by the business schools of Karachi. **Prof Aman** briefed council members about the agenda items. It was reported that

seven business schools have been visited by NBEAC in last six months. Accreditation was awarded to six business schools. The Council appreciated the Peer Review Panels and Accreditation Guidance Committees for their commitment to make the visits successful and for sparing their precious time for the visits. It was decided to provide mentoring through zero visit to

business schools to expedite the accreditation process. **Dr Rafiq Baloch**, Director General, QAA, offered full support from the Quality Assurance Agency for evaluator's trainings and awareness seminars.



## Rector UMT Dr Hasan Sohaib Murad chairs high level faculty and staff meeting

**Dr Hasan Sohaib Murad**, Rector UMT, chaired a special meeting of deans, directors, chairpersons of academic departments, and heads of management offices on February 6, 2014. The focus of the meeting was to share his vision of taking UMT to the next level of academic excellence.

Dr Hasan stressed upon the faculty to work towards standardization of courses and ensure that merit based student evaluation is adhered to. He said that UMT is a well respected name among private sector



universities and the time has come to plan strategically so that all growth parameters of a modern and futuristic university are met. He advised all stakeholders to work in coordination to carry UMT forward.



He especially focused on the UMT web and said that it should reflect the latest changes so that all visitors browsing the UMT website get the required information.



## SPA launches new MPS programs

For the first time, School of Professional Advancement (SPA) is launching Master of Professional Studies (MPS) from Fall 2014. MPS is a type of 18-year master's degree program concentrated in an applied field of study. While other master degrees programs tend to focus on research and theory, Master of Professional Studies emphasize practical skills, and often require some amount of fieldwork or an internship to complement classroom learning.

The MPS programs are specifically designed to enable the mature learner to create a customized plan of graduate study tailored to their personal and professional goals. This degree offers students the opportunity to gain the advanced knowledge and skills necessary to respond successfully to new and emerging career opportunities.

There are many benefits of studying this postgraduate program being offered in different fields as top-up of SPA master degree programs. These

MPS programs are for professionals who are looking to specialize in the subjects of their interest to fast track their career. The faculty brings the latest research and industry practice to incorporate in studies. With this 18-year qualification, people can benefit in a spectacular way. They have the ability and the opportunity to:

- Make a difference
- Improve their employability
- Get their feet on the career ladder
- Gain skills for success
- Study while they work

These programs are aimed mainly at:

- Working professionals with graduate degree
- New graduates with a bachelor's degree and relevant work experience

The recent trends of the business world suggest that professionals will continuously need to learn new

knowledge and skills in order to retain their jobs in a highly competitive business environment. SPA not only understands these trends but also makes periodic estimates for future developments which provide professionals a dynamic platform to equip themselves for the mounting competition. Any professional who wishes to excel in his field and be internationally recognized for his/her work needs to advance in these degrees.

### MPS Programs

- MPS Organization Development and Consultancy
- MPS Advertising and Brand Management
- MPS Public Health
- MPS Information and Communication Technology
- MPS Agribusiness



### Muhammad Ishaq and Farhan Daud Qazi win 17th Hajj Draw

We extend our heartiest congratulations and best wishes to **Muhammad Ishaq**, Security Guard, UMT Hostels (Emp Code 6129) and **Farhan Daud Qazi**, Assistant Professor, SEN (Emp Code 2708), on winning the **17<sup>th</sup> Hajj Draw**. **Dr Hasan Sohaib Murad**, Honorable Rector, UMT and **Abid H K Shirwani**, Director External Affairs, conducted the Hajj Draw and announced the name of winners.

## UMT becomes first university in the Punjab to enter into alliance with SAP ERP

UMT has entered into an alliance with SAP ERP, world leading business software company. UMT is the first University in Punjab (in public and private sectors) which has successfully got an alliance with SAP. This will yield enormous benefits for faculty and participants of UMT. Students will

benefit through hands-on experience with the world's leading business software, better understanding of how businesses are run, and greater employability potential with higher pay and a more rewarding career. The alliance will lead to professional development of faculty members and

better opportunities for industry collaboration.

As a result of this premium academic alliance, UMT has received a status of **"SAP Associate Membership"**.

## SBE: the only business school in Pakistan in alliance with top 3 ERP solution providers

It is worth mentioning that SBE has already achieved an academic alliance with Microsoft Dynamics ERP in Microsoft Dynamics. Microsoft created a dedicated portal for UMT and gave licenses and servers to UMT. UMT is the first university in Pakistan to have successfully established an Alliance with Microsoft Dynamics. This Alliance allows UMT to offer Microsoft Certification for different modules. Currently, a fully dedicated ERP Lab

comprising of 48 computers is operative in the campus.

This has further leveraged the brand equity of SBE-UMT as a world class business school, which has successfully sealed three top ERP solution providers (SAP, ORACLE, and Microsoft Dynamics) as its main academic partners. SBE is now the only business school in Pakistan which has all three ERP solution providers on board at one point of time.

**Dr Rukhsana Kalim**, SBE Dean, faculty members, departmental coordinators and the whole staff deserve commendation for their efforts to make this alliance possible. Special commendation is also in order for **Syed Hussnain Abbas Shah**, Chairman, Department of Information System at SBE, for his untiring efforts to achieve the same.

**SAP** University Alliances

**ORACLE®**



The Top 3 ERP Solution Providers **Worldwide**



# Director SLP Syed Imad-ud-Din Asad speaks at Heidelberg University, Germany

**Syed Imad-ud-Din Asad** [LL.M. (Harvard); Founder and Director, Center for Law and Policy; Founding Director and Associate Professor, UMT School of Law and Policy] gave a talk, titled "Islamic Law in Pakistan," to graduate students at Faculty of Law, Heidelberg University, Germany on February 3, 2014.

He began by describing the concept of revelation, the primary source of Islamic law. He defined its two forms, i.e., the Quran and the *Sunnah*, and explained their inter se status. He then moved to *ijtihad* and discussed its significance as a method for the development of Islamic law.

Professor Asad also elaborated on the history of Muslims in the Indian

Muslim political movement that emerged in the form of All India

Muslim League in 1906. Professor Asad was clear that both Iqbal and Jinnah envisaged a modern Islamic state. He moved on to describe how Islam has influenced the legal system in Pakistan.

Throughout the talk, the participants raised different questions pertaining to rights of non-Muslims, lack of political equality between Muslims

and non-Muslims, justice system, death penalty, foreign relations, terrorism, and other problems confronting the country.



subcontinent. He analyzed the various reasons for the decline of Muslim rule in India and its eventual takeover by the British. He then focused on the

## Talk on registering patents in the US

The Center for Law and Policy hosted a talk, titled "Registering Patents in the U.S.A.," by **Rana Sajjad Ahmad** [LL.M. (Columbia); Member of the New York Bar; Partner, Rana Ijaz and Partners] and **Saad Enam** [J.D. (Santa Clara); Member of the Washington Bar] on January 3, 2014. The audience mainly comprised of law professors and students.

Sajjad Ahmad began the talk by explaining patents and the procedure

for securing patents in Pakistan. **Saad Enam** explained US law regarding these matters.

The speakers then focused on why and how Pakistanis should register their patents in the United States.

The talk was followed by a question



and answer session. In the end, **Syed Imad-ud-Din Asad**, Director, School of Law and Policy, thanked both speakers for taking the time out to share their views and expertise on the matter.

## Seminar on developing entrepreneurial attitudes in Pakistan



Naeem Zafar, entrepreneur, teacher and author, shares the recipe for success

The Center for Entrepreneurship and Innovation (CENTIN) and Institutional Linkages (Foreign), UMT, Lahore, held a seminar on 'Developing Entrepreneurial Attitudes in Pakistan' at the University Campus on January 6,

2014. **Naeem Zafar**, a serial entrepreneur, author of five books on entrepreneurship, and a faculty member at the University of California Berkeley, Center of Entrepreneurship and Technology, was the guest speaker.

Naeem stated his personal experiences of becoming a

successful entrepreneur. He said, "An individual should be focused, sincere, highly ambitious and a good communicator". He emphasized that students should do market research,

identify the best opportunities, understand size of the market and build the right team at the right time in order to gain success in emerging entrepreneurial environment.

**Dr Rukhsana Kaleem**, Dean SBE, thanked the esteemed speaker for sharing his views with the audience. She also encouraged the students to take the lead in coming up with thought provoking innovative ideas and make them successful by picking the critical points shared by the speaker.

The event was attended by MS and MBA students, faculty members of SBE, CENTIN and Foreign Linkages team. It was moderated by **Sundas Nazir**.

## UMT holds book launching ceremony of Dr Shahid Siddiqui



Dr Shahid Siddiqui explains the basic ideas behind the book "Language, Gender, and Power"



The Department of English Language and Literature, UMT, organized a book opening ceremony of Professor **Dr Shahid Siddiqui**, Dean of Social Sciences, Lahore School of Economics, on March 19, 2014. The title of the book was "Language, Gender, and Power: The Politics of Representation and Hegemony in South Asia".

**Dr Hasan Sohaib Murad** shared his views on the topic. Professor **Shahzaib Khan**, **Dr Abdul Hameed** and **Dr Asim Kareem** also shared their thoughts and views. The book focuses on the role of language as a powerful tool in representing and structuring the world. It explores how language can help construct stereotypes, identities,

and human relationships. The book highlights the politics of representation and hegemony with regard to women with special reference to language. The readers are encouraged to realize that on the one hand language is a tool of control and hegemony while on the other hand it can be used to mount resistance against hegemony.



# SGS organizes Round Table Conference on Local Government—Past, Present, and Future

## Ahmad Yar Hiraj explains working of the local government system



**Ahmad Yar Hiraj**, Former Nazim Khanewal, provided an overview of the structure, functions, responsibilities, and several other aspects of the local government system that was implemented under restructuring by the National Reconstruction Bureau in

2001. He explained each related issue by using a comprehensive PowerPoint presentation. He also presented a critical analysis of the inherent weaknesses in the system and made some suggestions to remove those weaknesses. All students and faculty of

the School of Governance and Society (SGS) participated. A question and answer session followed the presentation by the Nazim. Some participants expressed their reservations on the worth and merit of the system. The Round Table provided new learnings to all participants.

## Shaigan Sharif Malik presents critical analysis of local government system



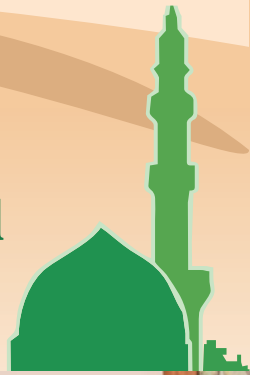
**Shaigan Sharif Malik**, Former Federal Secretary and Former Member NRB, provided a public servants' perspective on the local government system implemented under the National Reconstruction Bureau in 2001. He was speaking in the second roundtable conference on local government held on March 31, 2014. He pointed out some

critical flaws in the system, including the non-devolution of financial autonomy, and the non-devolution of legislative powers to the local tier of government. He also discussed at length the principle of subsidiarity which signifies that "if a public service function has to be performed by the government, it can best be performed

at the lowest level of governance."

All students and faculty of the SGS and some other UMT students and officials participated. A question and answer session followed the presentation by the resource person. The students obtained clarity and in-depth analytical insight into the local government system.

## Prof Molana Yusuf Khan throws light on responsibility of youth based on *Seerat-un-Nabi (SAW)*



The Department of Islamic Thought and Civilization invited **Prof Molana Yusuf Khan** as guest speaker in a seminar on contemporary world and responsibility of youth in the light of *seerat-un-nabi (SAW)* at the University Campus on January 1, 2014. Molana Yusuf Khan is an eminent scholar of hadith and has hosted many religious programs for radio and television channels which include PTV, Geo, Dunya and Express.

Prof Khan stated that the life of Holy Prophet Hazrat Muhammad (PBUH) is the perfect role model for the youth of today. The aim of the seminar was to make youth and the general public aware of the foundational element of holding on to the *Sunnah* (practices) of the Holy Prophet Muhammad (PBUH) as the way to improve our lives, society and world at large and to make students realize their individual responsibilities.



Dr Mumtaz Ahmad Salik, Head, DITC, presents a souvenir to Molana Yusuf Khan

### CSCR arranges talk on success and values



Chief Operating Officer (COO), Treet Group of Companies, delivered a talk on "Success and

values" on March 16, 2014.

They were invited by **Ijaz Yusuf**, Director CSCR.

The speakers said that a person is identified by individual value, and people perceive each other by their values. People lose values, possibly for success. However, life lived in concurrence to core moral values

builds your identity. They emphasized that Divine-set values lead to tranquility, success and eternal peace with multiple examples of living legends in different fields. They advised everyone to take pride in their values, be distinct and unique, learn English as a tool, and build Pakistan without corrupting the values and your identity.

The session generated a lively debate followed by a question and answer session. At the end, **Ijaz Yusuf** presented UMT souvenirs to the distinguished speakers.

Prof **Dr Andrea Fleschenberg Dos Ramos Pinéu** from Germany, visiting professor at National Institution of Pakistan Studies, Quaid-i-Azam University Islamabad, and **Imran Aziz**,



# Knowledge@UMT



## Preparation, Characterization and Antibacterial Sensitivity of ZnO Nanoparticles on Broad Spectrum of Microorganisms

Sammia Shahid, Sumera Siddique, Zaheer Hussain Shah

Department of Chemistry, School of Science & Technology, University of Management & Technology, Lahore-54770, Pakistan, Department of Physics, School of Science & Technology, University of Management and Technology, Lahore-54770, Pakistan

In recent years, the unique and fascinating properties of nano structured materials have triggered tremendous motivation among scientists to explore the possibilities of using them in industrial and biotechnological applications. Inorganic materials such as metal and metal oxides have attracted lots of attention over the past decade due to their ability to withstand harsh process conditions [Fu L et al., 2005]. Of the inorganic materials, metal oxides such as TiO<sub>2</sub>, ZnO, MgO and CaO are of particular interest as they are not only stable under harsh process conditions but also generally regarded as safe materials to human beings and animals [Stoimenov et al., 2002]. Zinc Oxide (ZnO), a wide band gap (3.36 eV) II-VI compound semiconductor, has attracted intensive research effort for its unique properties and versatile applications in transparent electronics, ultraviolet (UV) light emitters, piezoelectric devices, chemical sensors and spin electronics [Lee et al., 2005]. Zinc oxide is an interesting semiconductor material due to its application on solar cells, gas sensors, ceramics, catalysts, cosmetics and

varistors. Invisible thin film transistors (TFTs) using ZnO as an active channel have achieved much higher field effect mobility than amorphous silicon TFTs [Hossain et al., 2004].

Nano particles have received increased attention regarding their potential utility in biomedicine. In this study, we have investigated the antibacterial activity of ZnO nano particles with various particle sizes. ZnO nano particles were synthesized by conventional precipitation method using zinc sulphate and sodium hydroxide as precursors followed by the calcinations of precipitates at 350°C for 6 h (sample A) and 550°C for 2 h (sample B). The products were characterized by X-ray diffraction (XRD) analysis and morphology of the particles was evaluated by Scanning Electron Microscopy (SEM). The detailed structural characterizations using XRD of both samples demonstrated that products were crystalline in structure and sample A had smaller particle size as compared to sample B. Moreover, SEM result showed that particles in sample A were aggregated mainly due to the large

specific surface area and high surface energy. This aggregation occurred probably during the process of calcination. Antibacterial activities against four different microorganisms were evaluated by determining the minimum inhibitory concentration (MIC), minimum bactericidal concentration (MBC) and zones of inhibitions using different concentrations of ZnO nanoparticles. The antibacterial activity was directly proportional to the concentration and inversely proportional to the particle size in all the microorganisms; moreover Gram positive bacteria were generally more affected than Gram negative bacteria.

The stability of ZnO nanoparticles combined with potent antibacterial properties favors their application as antibacterials against broad spectrum of microorganisms.

*Note: This paper was presented in a conference on Frontiers of Nanoscience and Nanotechnology at PINSTECH, Islamabad from June 03-05, 2014.*

Full paper can be accessed at <http://acta.chem-soc.si/60/60-3-660.pdf>



## A Heaven not too far; **Leepa Valley**



### The Summer Was At Full

Swing and every new morning dawns with an increase in the mercury. I found myself surrounded in a series of commitments consuming all energies to make life just a routine. And I decided to deviate from this routine and move to the mountains again. So eventually I, along with old friend Sagheer, decided to visit Leepa Valley located on the Line of Control (LoC) in Azad Kashmir at an altitude of 1677 meters. This valley is famous for its enchanting and unspoiled beauty.

It was a hot and humid night of late May in Lahore when we left for Abbotabad to reach Muzaffarabad via Ghari Habib Ullah. In Muzaffarabad, we were surprised to see the volume of traffic that has increased sharply over the years. The single road was not wide enough to accommodate all four wheelers but we managed to get access

to the AJK Tourism Department to get reservation slips for Daokhan, our first destination about 76 kms from here. We had taken prior booking so facilitation became relatively easy.

The weather was hot and it was painful to sit in the bus. The rays of the sun Sunrays were finding their way through the body already exhausted after the overnight travel. We were the only tourists in this bus. Rest of the passengers were all locals who seemed quite acclimatized with everything.

The romance of travelling was slowly diminishing and reality had taken charge from fantasy. This state of mind was replaced with satisfaction when we finally entered a small typical mountain bazaar located on the edge of a road known as Main Boulevard of Reshian Gali. The bus covered this distance of 71kms in five hours.

The first impression about this place was not very exciting; the track had changed into a slushy road because of frequent rainfall. This place lacked adequate boarding facilities for a comfortable stay. It was lunch time so we entered a small inn to find something to eat before leaving for Daokhan by jeep.

We hired a jeep to cover the next 5 kms ascending track up to Daokhan. This place was a beauty, located majestically at an altitude of 2490 meters overlooking the whole valley. All signs of fatigue and tiredness were replaced with satisfaction and happiness. In just 5 kms, everything transforms and a beautiful landscape welcomes you. The people were courteous and hospitable to the tourists. We were the only guest of this four-room rest house for the next two



days. Electricity was available only from 7 pm to 10 pm. The light was not enough to read documents with small fonts but enough for us to recognize each other. The night was chilly and this made it difficult for us to sit in the open for long to enjoy the calmness of the place. We had to step inside and every added quilt was telling how far the mercury had gone down.

The morning was dedicated to Leepa. The rain was falling and chilly air forced me to close the window of the jeep. The excitement reached its peak when we crossed the small bazaar of Reshain Gali and entered into a new wonderland. The rain added new colors to the landscape, transforming it into a dream like scene straight out of a picture post card.

The valley was widening up and we reached to the top of a ridge in about 40 minutes to see a breathtaking view of snow clad peaks located in Indian Held Kashmir. The spell of the place mesmerized us and we were feeling delighted in getting close towards a place unique in setting and beauty. The journey started again and the jeep entered the last stretch of this journey to end up in the main bazaar. The bazaar was having different shops selling items of everyday use and it was a busy time for them. So, eventually we were in Leepa Valley with relaxed and happy frame of mind.

Leepa is a must see place for every tourist, a landscape that has something to offer every taste and has a fascinating view for every eye. Its lush green rice fields and typical wooden houses give a wonderful view. It was not a small town, the population was sizeable and all sorts of basic facilities were available. People were caring and helping. Hotels with adequate facilities were not available here but that is quite understandable as this valley remained under direct shelling from across the border but I hope that once peace returns to this place, then this area will be developed.

While taking tea, we decided to implement the proposed plan of visiting

Chananain, a small town located 2 kms away from the Leepa Valley right on the LoC. We were more than eager to get this thrilling experience. We tried to get

breathtaking view. We wished to have more time for this area. It was a wonderful experience to see this place, an absolute beauty and a complete



jeep for Chananain but in vain. We decided to trust our legs and walk. We were in the bazaar that was about 1 km away from the road leading to Chananain.

So we were in Chananain. This was another beauty, a small village with all the basic facilities. Chananain is situated on the Line of Control at an altitude of 2226 meters. This village was surrounded by high hills offering

fascination. This concludes our journey for this wonderland, which has a landscape that takes you in its spell and leaves you mesmerized for the rest of your life. The journey was a beauty from start to end. Nature was at its best in these parts of the world. So plan to be there for a peaceful and memorable stay away from the hustle and bustle of the cities.



*Carmine Gallo is the communications coach for the world's most admired brands. He is a popular keynote speaker and author of several books, including international bestsellers. His new book, *The Apple Experience*, is the first book to reveal the secrets behind the stunning success of the Apple Retail Store. Speaking to students of Stanford Business School about the art and science of persuasion, pitching, communication, and presentation skills, Carmine shared three specific techniques.*

Successful presentations accomplish their intended effect—they move people to action, close a sale, receive project funding, etc. Some very specific techniques can be used to pitch ideas to colleagues, instructors, and professional investors.

**Successful presentations are understandable, memorable, and emotional.**

### **Understandable**

Successful presentations are free of jargon, buzzwords, complexity, and confusion. Although there are many ways to make a presentation clear and understandable, the “Twitter-friendly headline”, used extensively by Steve Jobs, is the most effective. In 2001 the iPod was “1,000 songs in your pocket.” In 2008 the MacBook Air was “The world's thinnest notebook.” Steve Jobs always described his products in one sentence. Even before Twitter existed, Jobs' product descriptions never exceeded 140 characters.

Bestselling author and skilled public speaker Daniel Pinkabout says that when he prepares for a presentation he asks himself, “What's the one big idea I want people to take away from my presentation?” If you're pitching a product, what's the one thing you want your customers or investors to know about it? If you can express it in 140 characters or less, you'll help your audience make sense of your product and how it will benefit their lives.

### **Memorable**

If your audience cannot remember what you said in your presentation or recall your idea, it doesn't matter how great it is! Here the rule of three works best. Neuroscientists generally agree that the human mind can only consume anywhere from three to seven points in short term, or “working memory” (This is why the phone number is only seven digits. Long ago scientists discovered if you ask people to remember eight digits, they forget just about the entire sequence of numbers). The magic number—not too many and not too few—seems to be three.

Try to incorporate the rule of three in your presentations. You can divide your presentation into three parts, discuss “three benefits” of a product, or give your audience “three action steps” they can take. Packaging the content into groups of three makes it far easier to remember.

### **Emotional**

There's a large body of research that shows the emotional component of a message trumps the analytical. Yes, you need to show data and evidence to reinforce your position, but it's the emotional part of a presentation that often moves people to action. Storytelling is the easiest and most effective way to make your presentation emotional. A prominent attorney won the largest punitive judgment against a pharmaceutical company at the time by telling the story of the person who lost his life in his opening statement. The drug company used data and scientific evidence. In the end, the jurors were moved by the simple story that opened the trial.

*Adapted from <http://www.forbes.com/sites/carminegallo/2013/02/22/the-three-basic-secrets-of-all-successful-presentations/>*



# Life@UMT



Rector UMT presents souvenir to Gary Armstrong, Director, International Development, Coventry University



Cemal Usak, Vice President JWF, gives talk on Pak-Turk relations



Prof Hartmut Wellerdt from The University of Applied Sciences, Bremen, Germany, conducts Executive MBA students training



School of Textile and Design students of BTFD final year present their work in exhibition



A match during HEC All Pakistan University Zone D Championship 2013-14



Chess match in progress during Punjab Youth Festival, 2014

# SBE Students of UMT secure 1st position in NBSC evaluated and rated by Harvard Business School, USA

UMT students studying in MBA Program at School of Business and Economics (SBE) won the most sought after national level business schools competition named Synergies 2014 - Supply Chain and Marketing Excellence through simulations conducted annually by Lahore University of Management Sciences (LUMS) and Global Management Club (GMC) at Suleman Dawood School of Business based on a simulated model designed and authorized by Harvard Business School.

Synergies include world renowned business simulations and case studies used by the best universities related to different disciplines. It comprises of two simulations related to marketing and supply chain and a case based competition. Synergies

2014 was held at LUMS on February 6-8. This year, Harvard simulation application was designed for teams who were put in charge of the product introduction of two models of mobile phones. Team members were responsible for designing the product, forecasting its demand, determining its production schedule, and keeping the shareholders happy.

The winning team comprised of **Mohammad Jawad Raza Khalid** (team leader), **Usman Hanif Khan**, **Zain-ul-Abdin**, and **Maria Jamil Hafiza** (coordinator and internee at CENTIN). **Sundus Nazir**, CENTIN coordinator, was the supervisor. The entire project owed its success to **Rashid Hussain**, Project Director.

There were altogether 105 students

in 34 teams who participated from different business schools nationally. Among many other universities, the top business schools of LUMS, LSE, UMT, IBA, BZU participated in the competition.



## SEN Graduate secures 89 percent marks in Security System Engineer Course/Training from Dubai

**Muhammad Usman Bashir**, electrical engineering graduate of the School of Engineering (SEN) at UMT has successfully completed Security System Engineer Course/Training from DUBAI- Police Academy (DPA) offered by TAVCOM, United Kingdom. He

secured 89% marks and stood 3rd out of 25 participants. Sharing his achievement with his teachers and mentor back at UMT, Usman has attributed his success to the knowledge gained at UMT.

Usman is currently working as Security System Engineer in Security System Installation company in Dubai, UAE. We wish him all the success in the future and hope that he will maintain relationship with his alma mater.



## SPA student Zahid Malik passes Chartered Postgraduate Diploma in Marketing - Part 1

**Zahid Malik**, student of SPA, passed Chartered Postgraduate Diploma in Marketing - Part 1. The qualifications passed include Emerging Themes (ET), and Managing Corporate Reputation (MCR). He is the first SPA

student to pass the diploma. Rector UMT **Dr Hasan Sohaib Murad** has congratulated Farah Naz, Assistant Prof SPA, and whole CIM team for this success, adding that 'this is a dream come true'.

In a mail sent from UK, Zahid thanked his teacher Farah Naz for the outstanding guidance and teaching provided by her that helped him to pass the examination.

## UMT IEEE students win speed wiring and math geek competition

Students of UMT IEEE have won two competitions at IEEE Week 2014 in FAST-NUCES. The teams were accompanied by **Muhammad Haris**, Electrical Engineering Department faculty member. The two competitions included Speed Wiring and Math Geek.

**Team 1: Waseem Amjad Sheikh** and **Shayan-ul-Haque** won speed

wiring competition along with cash prize worth Rs 10,000

**Team 2: Usama Masood** won Math Geek along with cash prize worth Rs 10,000

There were several teams who participated from well known universities which included UET Lahore, UET Taxila, FAST, NUST, LCWU and Hamdard University.



## UMT students win 1st prize in Brain Teaser – IEEE 2014 competition at MAJU, Islamabad

UMT students enthusiastically participated in 2014 IEEE competition held in MAJU Islamabad and won 1st prize in Brain Teaser by defeating IST Islamabad in the final

round. They secured runner-up prize in Speed Wiring. The winning team comprises of the following students.

**Brain Teaser (1st Prize):** Usama Masood, Syed M Abdullah, Sheroze Zahid Yazdani

**Speed Wiring (Runners up):** Abdul Rehman, Ghulam Muhayuddin

## IEEE UMT team wins leading positions in INNOFEST'14 at COMSATS

IEEE UMT team participated in INNOFEST'14 held at COMSATS. Students from UMT participated in Speed Wiring. The teams were finalized by Muhammad Haris, Electrical Engineering Department faculty member, and were

accompanied by Waseem Amjad Sheikh, Chair IEEE UMT. The teams that were sent were able to achieve all the three positions in Speed Wiring.

**Team 1 (First Position Holders):** Waseem Amjad Sheikh (Chair IEEE

UMT Student Chapter), Usama Masood

**Team 2 (Second Position Holders):** M Bilal Arif, Ch Azzad ud Din

**Team 3 (Third Position Holders):** Abdur Rehman, Ghulam Mahyuddin

# UMT Employees Spring Sports Gala 2013-14

## Over 300 employees participate; Taufeeq Umar and Abid H K Shirwani grace prize distribution ceremony



Over 300 UMT employees participated in Spring Sports Gala 2013-14 over a period of five days in March 2014. Games included cricket, tug-o-war, table tennis, badminton, soccer and chess. Exciting competitions were seen in a congenial and pleasant environment. UMT team members showed great enthusiasm in

all sports. This year different sports events for female staff were also held. Female employees participated in table tennis, badminton, spoon race and darts.

**Taufeeq Umar**, Test cricketer, Pakistan Cricket Team, and **Abid H K Shirwani** were the chief guests for

the prize distribution ceremony. Speaking on the occasion, **Abid H K Shirwani** appreciated the sports activity and commended the organizing committee for managing the event so well. He emphasized to include more sports in the gala next year and also to make the event more colorful and attractive.





# Excellent Result by the The Knowledge School (TKS) students



TKS management emphasizes not only on academics but also ensures holistic development of its students along with special focus on morals and extra-curricular activities. Our hard work has proved fruitful in the form of extraordinary results of 9th and 10th classes. TKS students secured good position in their respective districts and overall result of TKS is 100% with majority of students achieving A and A+ grades. These bright students have established The Knowledge School as one of the top schools for academics and overall development of students. Congratulations to all students, network associates, principals and teachers on these wonderful results. We wish best of luck to all these students in future.

## The Knowledge School Result 2014

Roses Campus, Haveli Lakha					
Name	Class	Marks	Name	Class	Marks
Muqdas Iqbal	9 <sup>th</sup>	529	Tausif Raja	9 <sup>th</sup>	512
M Abdul Hadi	9 <sup>th</sup>	525	M. Irfan	9 <sup>th</sup>	509
M.Shakeel	9 <sup>th</sup>	524	Nauman Ahmed	9 <sup>th</sup>	509
Usama Musdaq	9 <sup>th</sup>	516	Muniza Mukhtar	9 <sup>th</sup>	509
Saima Iqbal	9 <sup>th</sup>	515	M Mubashir Ayub	9 <sup>th</sup>	508
Isha Fatima	9 <sup>th</sup>	515	Rizwana Allah Ditta	9 <sup>th</sup>	502
Bahawalpur Campus, Bahawalpur			Raja Aslam Campus, Chakwal		
Sumera Ramay	10 <sup>th</sup>	988	Kainat Raza	9 <sup>th</sup>	457
Yusra M. Hayat	10 <sup>th</sup>	966	Azka Zainab	10 <sup>th</sup>	1003
Urwa Batool	10 <sup>th</sup>	965	Madiha Shahid	10 <sup>th</sup>	996
Laiba Rasheed	10 <sup>th</sup>	956	Aqsa Ayub	10 <sup>th</sup>	972
Rahim Yar Khan Campus			Pasroor Campus, Pasroor		
Amna Shabir	9 <sup>th</sup>	516	Ehtisham Khalid	9 <sup>th</sup>	504
Ayesha Qureshi	9 <sup>th</sup>	504	Javeria Khalid	9 <sup>th</sup>	501
Quaid Campus, Lahore			Hussain Campus, Head Marala		
Ammara Masood	9 <sup>th</sup>	479	Urooj Fatima	9 <sup>th</sup>	488
Ahmed Arham Niaz	10 <sup>th</sup>	985			
Usman Siddiqui	10 <sup>th</sup>	967			



## UMT Sialkot to commence Fall 2014 semester in new campus

UMT Sialkot Campus is pleased to announce that it will start its Fall-2014 semester in their new state-of-the-art building located at 10 km Daska Road. The stunning architectural beauty of the new campus and its conduciveness to provision of a healthy educational environment are beyond adequate description.

Suffice it to say that the campus is an exponent of modern architect and can well stand in a position to get itself celebrated as a world-standard educational institute. Although UMT is the 1st ever HEC-approved University

in Sialkot, its magnificent premises has added to its credentials. The purpose-built campus consists of 51,597 square meters (102 kanals) adjacent to the potentially most posh private housing scheme in Sialkot. It includes an enormous 56-kanal sports complex, modern auditorium and seminar halls with video conferencing facility, latest computers, engineering and fashion designing labs, and well-stocked library with international books, e-books, journals, newspapers and HEC-approved magazines. The clean and spacious cafeteria, lush-green grounds for cricket, football, hockey and

volleyball, and transport facility on pre-determined routes are other salient features that make the campus stand out. Highly qualified and trained faculty, personal attention to every student through counseling, and societies and clubs for extra-curricular activities all go together to ensure complete education of students.

The massively wide and large campus equipped with latest modern technology and other educational facilities befittingly demonstrates the futuristic goals of UMT in Sialkot.



# SPRING FESTIVAL

## Spring Boom Festival at UMT Sialkot Campus



In March 2014, UMT Sialkot Campus organized a festival to celebrate the arrival of the Spring season. The two-day Spring Boom Festival, held in new campus of the university, featured numerous colorful activities and was attended by well over 2000 visitors each day.

Anwar Hussain Bajwa, Chairman Press Club Sialkot, Umar Darand, a prominent politician, Asif Saeed Haider, Director UMT SKT, inaugurated the festivity. Students from various

local educational institutes, teachers, parents, businessmen and media persons enjoyed the festival.

Students and small local businesses displayed stalls with different items of garments, footwear, cosmetics, artificial jewelry, local cultural and Chinese foods, beverages, stationery and a lot more. Students presented comedy shows, played tragicomedy dramas, sang songs, made face paintings and took part in various indoor games. Swings, folk music and

flying lanterns were also arranged. In short, the whole festival was fun-packed. It offered a lot for students to learn, for businesses to promote their brands and for participants, in general, to enjoy. A massive marketing campaign was launched by SKT UMTIANS to give awareness to students of other institutions about the Spring Boom.



# ILM Group of Colleges

## ILM College Bhalwal inaugurated by Ibrahim Hasan Murad

**Ibrahim Hasan Murad**, Director UMT, along with Regional Director ILM Colleges **Zahid Warraich**, inaugurated the newly launched campus of ILM Group of Colleges at Bhalwal, District Sargodha. The inauguration ceremony was attended by faculty members, local dignitaries and educationists. The attendees expressed their high hopes for the future of the college, adding that the youth of the city would benefit tremendously by this addition to the academic landscape.

Congratulating ILM, Ibrahim Hasan Murad said, "I salute the sponsor of ILM College Bhalwal for construction of such a beautiful purpose-built campus in Bhalwal. We at the Head Office, *Inshallah*, will provide support at all levels for the quality education for the people of Bhalwal."



## Workshop arranged for marketing and admission staff of ILM Group of Colleges

A workshop was arranged by **Muhammad Zahid Warraich**, Regional Director, ILM Group of Colleges, at Head Office of ILM Colleges at UMT Campus, Lahore. The workshop focused on devising the most effective strategies for the upcoming marketing and admission Campaign 2014-15.

The attendees were briefed about the various techniques of convincing potential students and turning them into actual students of ILM Group of Colleges. They were asked to portray the advantages of studying in the ILM Colleges and academic excellence maintained by them over the past years. The training session was very interactive and the participants asked many questions.



## Muhammad Zahid Warraich presented constant patronage and meritorious services award

Vice Chairman ILM Colleges Sargodha **Liaquat Ali Warraich** presented an award to **Muhammad Zahid Warraich**, Regional Director, ILM Group of Colleges, acknowledging his constant patronage and meritorious services for the Group. The award was presented in a special ceremony organized for the purpose. Senior officials of the ILM Group of Colleges, members of the Head Office team and other dignitaries graced the occasion with their presence.





# Research and Publications

## ► Dr Haroon Rasheed selected as HEC approved supervisor

**Dr Haroon Rasheed**, Assistant Professor and Director MBA (P) Program, SBE, has been selected as HEC approved supervisor for a period of three years, for PhD level students funded under various HEC in-country scholarship programs.

Dr Haroon has a cumulative experience of more than 12 years in public and private educational institutes as well as corporate sector. He is also working with State Administration of Foreign Expert Affairs, Govt. of China as Foreign Expert on Airline Industry. Prior to joining UMT, he served at Wuhan University of Technology, China, B. Z. University Multan, TEVTA and Indus Institute D.G. Khan. He has published seven research papers in international journals and conference proceedings. His research areas include service marketing, customer satisfaction, service failure and recovery particularly in airline industry of China and Pakistan.



## ► Dr Dawood Mamoon ranked no 21 among top 25 per cent economists of Pakistan by IDEAS International

**Dr Dawood Mamoon**, Associate Professor and Chairperson, Department of Economics, has been ranked no 21 among top 25 percent economists of Pakistan by IDEAS International, IDEAS is an international repository of economists worldwide that registers their research work. It also ranks the authors of these works based on impact factor of their research.

Dr Dawood Mamoon obtained his PhD from Institute of Social Studies, the Netherlands. His PhD research has been published in the world's leading economics and political economy journals. His papers are currently being taught at University of Ontario and University of Alaska. He is also an affiliate of Harvard Business School's Micro Economics of Competitiveness (MOC) Network. Previously, he worked with Pakistan Institute of Trade and Development as Joint Director Research



## ► Milestones achieved by Dr Mohammad Showkat Rahim

### - Appointment as editorial board member of Journal of Basic and Applied Sciences

Dr Mohammad Showkat Rahim Chowdhury, Professor of Mathematics, School of Science and Technology at UMT, has been appointed as one of the Editorial Board Members of the Journal of Basic & Applied Sciences which is being published from Canada by LifeScience Global.

### - Research paper presentation at SEOUL ICM 2014

Dr Mohammad Showkat Rahim Chowdhury has received travel grants from the Organizing Committee of "Seoul International Congress of Mathematician, 2014" (SEOUL ICM 2014) which will be held in Seoul during August 13-21, 2014. Dr Chowdhury has already registered for SEOUL ICM 2014 and for one of the satellite conferences in Dongguk University in Korea near Seoul (August 8-11, 2014) to present his research papers.



## ► Muhammad Usman Ali completes professional training courses in CCNA and CCNP

**Muhammad Usman Ali**, Lecturer, School of Engineering (SEN), has completed professional training courses in CCNA and CCNP from Corvit Systems Lahore, and passed CCNA CISCO certification exam on March 18, 2014 with 100% result (1000 out of 1000). It is an American Certification and has worldwide recognition. After obtaining this certification, Usman has been recognized by the CISCO organization as "Cisco Certified Network Associate Routing and Switching" with ID CSC0 12573672.



# Research Papers

- A research paper titled "Towards an Ethical Theory of Organizing" authored by **Dr Naveed Yazdani**, Director SPA, and **Dr Hasan Sohaib Murad**, Rector UMT, has been accepted for publication in the Journal of Business Ethics.
- A research paper titled "On metric dimension of flower graphs and convex polytopes" authored by **Dr Ayesha Riasat**, Assistant Professor, SST, has been published in *Utilitas Mathematica* 92(2013) pp. 289-409.
- A research paper titled "On the Betti numbers of some classes of binomial edge ideals" authored by **Dr Sohail Zafar**, Assistant professor, SST, has been published in *Electronic Journal of Combinatorics*. The current impact factor of the journal is 0.53.
- A research paper titled "Tensile Properties of Cotton Yarn as Affected by Different Yarn Spinning Machine Variables" authored by **Dr Nabeel Amin**, Director STD, has been accepted for publication in the *Pakistan Journal of Scientific and Industrial Research*. It is expected to be published in Ser. A: Phys. Sci. Volume 57, 2014.
- A research paper titled "The Post 9/11 Demand to Reform Madrasa Education & its Response in Pakistan" has been presented by **Fatima Sajjad**, Lecturer, SSS&H on Jan 6, 2014 in the 3rd International Conference on Education in Pakistan: Practices and Challenges held at University of Education, Lahore.
- A research paper titled "Social Construct of Scarcity: A Challenge for the Sustainability of Ground Water in Lahore" authored by **Wasif Ali Waseer**, Lecturer, SSS&H, has been presented in the 12th International Asian Urbanization Conference at Banaras Hindu University (BHU), India, Dec 28-30, 2013.
- A research paper titled "Symbolic Interactionism: The Role of Non-Verbal Communication in Teaching Practices" has been presented by **Muhammad Haneef**, Research Assistant, SSS&H, in the 3rd International Conference on "Education in Pakistan: Practices and Challenges" held on Jan 6, 2014 at University of Education, Lahore.
- Research paper authored by **Dr Abdul Hameed**, Dean SSS&H, has been published in international conference proceedings. The bibliographical details are as under:  
Hameed, A. & Manzoor, A. (2014). Making children visible as right bearers for education. Husain, A., Masih, A., Husain, I. and Bhatia, H.K. (Edts.). *Proceedings of International Education Conference on the Theme "Education as a Right Across the Levels: Challenges, Opportunities and Strategies"*. Held on March 10-11, 2014 New Delhi.
- A research paper titled "Biologically Inspired Self-Reconfigurable Hexapod with Adaptive Locomotion" authored by **Ammar Akhlaq**, **Ayesha Umber** and **Jameel Ahmad** has been accepted for poster presentation in PEMC 2014, 16th International Power Electronics and Motion Control Conference and Exposition, September 21-24, 2014, Antalya, Turkey.
- Research paper authored by **Dr Sadia Saleem**, co-authored by **Dr Zahid Mahmood** has been published in *Pakistan Journal of Psychological Research* which is an HEC recognized journal with X category. The complete reference of the paper is given below:  
Saleem, S., & Mahmood, Z. (2013). Risk and protective factors of emotional and behavioral problems in school children: A prevalence study. *Pakistan Journal of Psychological Research*, 28(2), 239-260.

## Research papers authored by UMT graduate students accepted in ICEET 2014

- The following five papers authored by the graduate students of UMT under the supervision of **Mashood Nasir**, Assistant professor, SST, have been accepted in International Conference on Engineering and Emerging Technologies (ICEET 2014).
- Modeling and Control of a Doubly Fed Induction Generator for Grid Integrated Wind Turbine, authored by **Kiran Siraj**, **Haris Siraj** and **Mashood Nasir**
  - Analysis of Multiple Maximum Power Points (Mpps) Under Partial Shading Conditions authored by **M Umar Zahid**, **M Imran** and **Mashood Nasir**
  - Comparative Analysis of Photovoltaic and Fossil Fuel Based Electric Power and Energy Generation in Developing Countries authored by **Hamid Suhail**, **Ali Imran Rashid** and **Mashood Nasir**
  - Analysis of Calculation Methods to Evaluate Losses and Efficiency of Wind Generators authored by **Majid Ali** and **Mashood Nasir**
  - Design of a Grid Connected Photovoltaic Power Module for Pakistan authored by **Bilawal Rehman** and **Mashood Nasir**



# Mohammad Shahid Hussain, CEO and MD, GTR, remains optimistic about the economic outlook of the country

Mohammad Shahid Hussain, CEO and Managing Director, General Tyre and Rubber Company, has a diverse corporate portfolio while working with some of the top companies during the course of his professional career. He was declared winner of the CEO of the year award (2013), and was selected as one of the 100 performing CEO's & Leaders of Pakistan (2014). During his stint in the top position at General Tyre and Rubber Company, he has streamlined the company's diverse range of operations while also contributing in tripling the gross profit of the Company in five years time. A marketing and management guru, Shahid Hussain is well known for his expertise in business development and competitive analysis. With a business diploma from IMD Business School, Switzerland, he is also a graduate with a bachelor in economics from the University of Karachi.

Today, he is one of the most respected corporate leaders of Pakistan. UMT Moments and Momentum team conducted this interview via email, asking him about his plans for the future and the economic prospects of the country.



## Q: What is your futuristic vision for the General Tyre and Rubber Company of Pakistan?

A: General Tyre or GTR as we call it now, God willing, is on its path to taking a quantum leap in the near future. Our ten-year plan envisages major investments driven by growth strategies and improved profitability while maintaining our leadership position as a tyre manufacturer.

## Q: What have been the important highlights of your career so far?

A: I started off at the very basic level of being a salesman more than 30 years ago but extremely determined, focused and confident from the very beginning to reach heights at some point in time in my life.

Over the years, trying to build the above characteristics in my personality made me grow to a level where I was considered worth taking positions such as Country Manager Marketing & sales for Tetra Pak Pakistan, Country

Manager Bangladesh for Tetra Pak, Country Manager Sri Lanka for Tetra Pak, Director Business Development for Makro Cash & Carry, General Manager Sales for Fed globe/Kolson, Chief Executive for Next Pak and now CEO and MD of General Tyre.

## Q: What have been the economic achievements of General Tyre and Rubber Company under your tenure?

A: The Company was unfortunately making losses for two years in a row when I joined. This situation however changed and it went into profits from the very first year of my joining and there has been no looking back since then. The gross profits shot up by three times during the last five years while the profit before tax more than doubled during the same period.

## Q: Why should customers choose General Tyre and Rubber Company?

A: General Tyre & Rubber Company is the only company in Pakistan having

affiliation with world renowned tyre manufacturer Continental of Germany which happens to be the fourth largest tyre company in the world. By virtue of this affiliation, we are under obligation to follow all safety and quality parameters laid down by Continental.

**My career would be a combination of working mostly with multinationals, hard work, dedication, integrity, ability to learn from gurus, and speed to action and decision making**

Furthermore, our local experience which now stands at more than 50 years provides us a major edge against all competition. We best understand Pakistani roads and over a period of time have been able to develop tyres that are best suitable for these roads.

## Q: How can we compete globally with our competitors?

A: Be fair with your customer, deliver exactly what you claim while taking the orders, benchmark yourself against major competitor's prices, reduce costs and of course focus on quality and always keep up your promise on lead time.

**Q: What are the services and products being offered by the company and how do you maintain customer satisfaction?**

A: We offer a full range of tyres for almost all categories, i.e., passenger car

**Be fair with your customer, deliver exactly what you claim while taking the orders, benchmark yourself against major competitor's prices**

tyres, light trucks, buses/trucks, farm tyres, rickshaw and motor cycles. We also carry a team of experts that run our after sales service all over the country providing free services to all our dealers and customers while attending to their complains and claims. Our 5-year warrantee is one of the major trust builders that brings our customers back to us repeatedly.

**Q: What is the impact of ISO certification on your products and services?**

A: It disciplines you as a team and the processes that are recorded are followed religiously to bring out consistent product quality. It of course goes without saying that carrying ISO certification does also bring more confidence and trust of consumers related to GTR being a quality and reputed company.

**Q: Tell us about the 'Euro' based technology engaged in your new products and how is it different from typical tyres?**

A: These tyres have been tested abroad by Toyota and Honda's impartial test drivers who are experts in determining

the quality of tyres from every aspect and feature of the product. These stringent tests were carried out thoroughly by these two companies benchmarking our tyres against top brands of the world. To our pride, these tyres were approved by the Japanese qualifying either at par or proving better than the top brand names in tyres.

**Q: What are the challenges faced by the tyre industry of Pakistan and how do you view the role of current government in combating those problems?**

A: Tyre industry is confronted with various challenges. While energy crisis remains to be a common challenge, we in tyre industry also have to deal with massive under invoicing and smuggling being carried out by unscrupulous importers and smugglers. This has been going on for years and not much has been done by the Government to curb these unlawful practices. We are now in a situation where either we accept the inevitable or fight for our cause. So we of course have decided to fight. We are using all available forums to raise our voice against this menace and hope that the Government will become more pro-active in controlling these activities which not only injure the industry but also bring a big dent to the ex-chequer.

**Q: Are you satisfied with the current taxation policy of the government?**

A: We believe in paying all our taxes religiously. It's only fair that the Government should be able to collect taxes on the income being generated by individuals as well as the corporate world. However, what makes one disturbed is the un-level playing field being created where numerous evaders of tax are going scot-free which not only makes it counterproductive for those who pay all taxes but also adds to more people joining the bandwagon on evasion of taxes since it is so easy to do that. Government should also try and bring

more entities and individuals in the tax net. Only by trying to collect tax from the employed community and from a few handful of industry won't take us anywhere.

**Q: What has been the role of General Tyre and Rubber Company in promoting entrepreneurship facilities and employment opportunities in Pakistan?**

A: We employ collectively around 2000 employees including outsourced. We are also constantly on a lookout to hire new young engineers and business graduates as management trainees and these trainees subsequently become part of our core trained force.

**Q: How do you see Pakistan developing over the next five years?**

A: I am a diehard Pakistani and always remain optimistic about its future. All we need is sincerity with ourselves, our work environment and our country. Given the potential this country carries, our future will Inshaallah be very bright.

**We have to deal with massive under invoicing and smuggling being carried out by unscrupulous importers and smugglers**

**Q: Throughout its history, Pakistan has proven resilient in the face of challenges; what growth and investment prospects do you see in Pakistan at the current times of security and political crises?**

A: Resilient we sure are. In spite of all the challenges being faced today by our country, most of our corporate world is still making money. As said earlier, I am hopeful that things will settle down and be more stable soon. Once that being the case, no one can stop Pakistan from being one of the fastest growing economies in the emerging world.



– **EDITORIAL**

Muhammad Taufeeq  
Arjmand Zahra  
Zafar Siddique  
Madiha Salman

– **PHOTOGRAPHY**

Mehr Yaqoob

– **Designed By**

Ozma Nawaz

– **PRODUCED BY**

Office of Communications  
and Media  
University of Management  
and Technology  
Lahore, Pakistan

Top 10 in South Asia and Best Accredited in Pakistan



**University of Management  
and Technology**

Be the  
**Next**  
Futuristic Inspiration



Unparalleled  
accreditations,  
unmatched faculty,  
most advanced  
labs, well stocked  
library,  
unprecedented  
learning facilities,  
excellent  
academic and  
research  
environment

**Innovation**  
begins with  
**OPEN MINDS**

Approved by



Accreditations



Memberships



C - II, Johar Town, Lahore - 54770, Pakistan, UAN: +92 42 111 300 200 Fax: +92 42 35212819

[www.umt.edu.pk](http://www.umt.edu.pk)