

UMT ALUMNI PUBLICATION

# ILMIANS

# 20 25





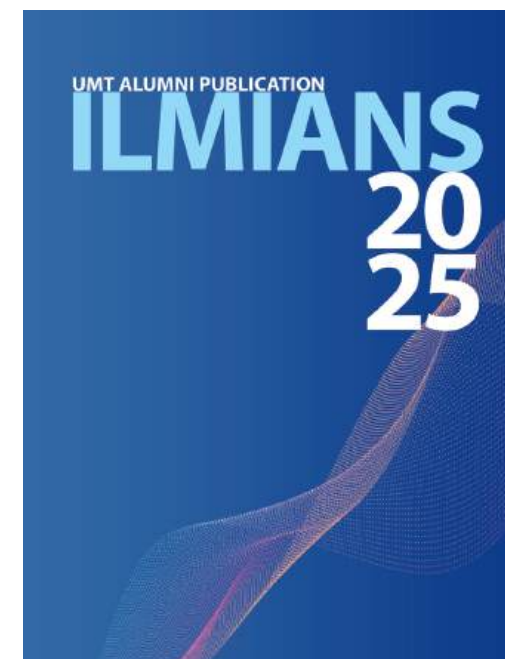
# GREAT PLACE GREAT LEARNING GREAT FUTURE

## ILMIANS 2025

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# EXECUTIVE EDITOR'S NOTE

I hope this magazine finds you in good health and high spirits. As we reflect on the achievements of the past year, I am delighted to share that our alumni continue to shine across the globe.

The spirit of university life is hard to recapture sometimes, but with an alumni magazine, this is the opportunity to do it. To be able to go back in time as a 19-year-old that had absolutely no cares in the world is the dream of many adults.

As always, the heart and soul of this magazine are the alumni of the UMT — who allow us to share the stories that reveal their passions, their pursuits, and the purpose they've found in their lives.

A common theme to all is that they're about alumnus using the abilities they honed here in meaningful ways, whether that's to reframe and respond to societal challenges, or to expand the collective discussion on critical issues, or just by making an impact in their respective communities.

We're interested in stories about alumni exploring new scientific frontiers, tackling vexing social problems, stoking the economic engines, or simply putting their talents to work in unique ways.

Through the alumni of the University, the stories we cover are relevant to us as a state, nation, and even world, because that's where alumni are making a difference every day.

Once former students walk out the door of this institution, the relationship they had with you doesn't end. Instead, they become part of the larger UMT alumni family, using what they've learned here to make a difference in their corner of the planet.

As the Executive Editor, I hope this magazine reminds you how truly impactful your fellow alumni are and shows you a glimpse of how they're at work in the world, using their skills to our mutual benefit.

As we continue to foster connections and celebrate achievements, I invite you to stay engaged with your alma mater. Let's create annual events that cater to your careers, interests, and lifelong friendships.

Stay curious, stay connected, and stay proud!

Warm regards,



**Saleem Ata**  
Head Alumni Relations  
University of Management  
and Technology, Lahore





*Message by*

**Ibrahim Hasan Murad**

**Chairman ILM Trust and UMT Board of  
Governors, President UMT**

Dear Esteemed Alumni,

I hope this message finds you in great health and high spirits. As another year unfolds, it fills our hearts with immense pride and joy to witness the remarkable achievements of our alumni—trailblazers and changemakers who continue to make a lasting impact across industries and communities worldwide. Your dedication, perseverance, and success are a testament to the values of excellence, integrity, and leadership that define UMT.

UMT has always taken immense pride in its alumni, and your invaluable contributions to society and the economy serve as an inspiration to us all. Your journeys of success not only uplift your alma mater but also reinforce our unwavering commitment to nurturing the next generation of leaders.

At UMT, the past year has been nothing short of extraordinary. We have crossed a phenomenal milestone—awarding over Rs 13 billion in scholarships, a reflection of our steadfast commitment to making quality higher education accessible to the youth of Pakistan. This achievement is not ours alone; it is a shared victory with our alumni, whose generosity and unwavering support breathe life into this noble mission. It also stands as a tribute to the visionary legacy of our beloved founder, Dr. Hasan Sohaib Murad (Shaheed).

Recognizing that education extends beyond the classroom, UMT has launched the Undergraduate 2.0 program, designed to equip our students with the life and professional skills essential for success in a rapidly evolving world. This initiative underscores our commitment to holistic education, ensuring that UMT graduates are not just job seekers but leaders, innovators, and change-makers. UMT's relentless pursuit of excellence

has also earned international recognition. Among our many accolades, we are honored to be nominated for T.H.E. Awards Asia 2025 in the category of Leadership and Management Team of the Year—a resounding endorsement of our dedication to academic excellence, research, and professional development.

Dear Alumni, UMT needs you now more than ever. As valued members of this family, your continued engagement plays a pivotal role in shaping the future of our students and the institution.

There are countless ways in which you can contribute:

- **Mentorship & Guidance:** Your experiences and insights can inspire and guide students as they navigate their academic and professional journeys.
- **Philanthropy & Scholarships:** Your contributions can open doors of opportunity for countless aspiring students, empowering them to dream beyond limitations.
- **Industry Partnerships & Networking:** Connecting UMT with leading organizations and creating professional pathways for graduates enhances both career prospects and institutional impact.

We invite you to reconnect, engage, and give back in ways that resonate with you.

Whether through mentorship, sponsorship, collaborative projects, or simply sharing your success stories, your involvement strengthens the UMT legacy.

Together, we can transform lives, empower futures, and elevate UMT to even greater heights.

Let us continue this journey of excellence, hand in hand, as a family that thrives on mutual growth and shared success.

With gratitude and best regards,



# MESSAGE

As the Director General of the University of Management and Technology (UMT), it is a profound honor for me to share my thoughts with our esteemed alumni community.

As we reflect on our journey, we are reminded of the incredible impact you, our distinguished alumni, have made in shaping the legacy of the UMT. Your achievements, leadership, and unwavering commitment to excellence continue to inspire and uplift our community.

On this special occasion, we extend our heartfelt gratitude for your invaluable contributions to UMT and beyond. Your accomplishments serve as a testament to the transformative power of education and the resilience of the human spirit. As leaders in various sectors including corporate, business, social, public, and private, our esteemed alumni epitomize the values of excellence, integrity, and innovation instilled by UMT. Your achievements serve as beacons of inspiration for current students and faculty, guiding them toward success and aspiration.

Our alumni community stands as a testament to the rich tapestry of talents and expertise nurtured within the halls of UMT. With over 34,000 members, we boast a diverse array of individuals, including 6,294 distinguished alumni from the Dr. Hasan Murad School of

Management (HSM), 5,681 from the School of Systems and Technology (SST), and 4,082 from the School of Social Sciences and Humanities.

Furthermore, we are privileged to have over 19,000 alumni representing various other schools, each making unique contributions to their respective fields.

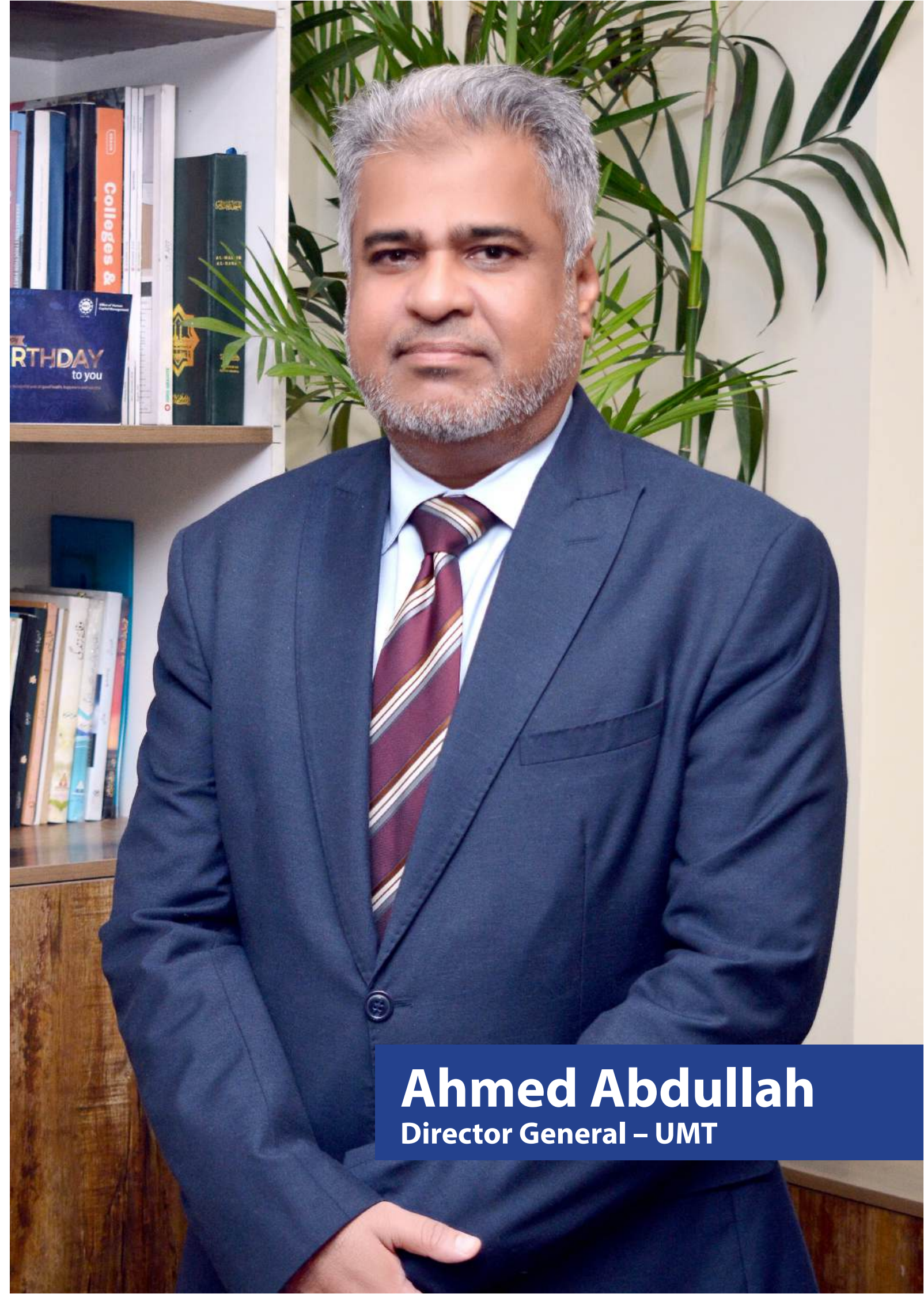
I am also thrilled to highlight the extensive reach of our Alumni Chapters, encompassing 34 national and 35 international networks. From USA to Europe, KSA to China, Australia to Canada, and beyond, these chapters serve as vibrant hubs for networking, socializing, community service, and the recruitment of top UMT talent.

They offer invaluable opportunities for alumni to forge connections, explore new horizons, and contribute to their communities.

A defining characteristic of our alumni community is its active engagement and connectivity. Through platforms such as social media, websites, and WhatsApp groups, our alumni remain interconnected, sharing experiences, insights, and opportunities. Together, we can build a stronger, more vibrant community that embraces diversity, fosters collaboration, and creates opportunities for all.

Thank you for your enduring loyalty, passion, and commitment to excellence. You are an integral part of the UMT family, and your legacy will continue to inspire generations to come.

Warm regards,



**Ahmed Abdullah**  
Director General – UMT





**Muhammad Usman**

**BS Computer Science – Year 2001**

**Director, Cakes & Bakes**

# INTERVIEW

**Mr. Muhammad Usman is a distinguished UMT alumnus and a successful entrepreneur, currently serving as the Managing Director of Cakes & Bakes. Under his dynamic leadership, the family business has transformed from a small bakery chain into a leading food brand, operating over 68 company-owned outlets across Punjab and beyond. He joined the family business in 2005 after completing his MBA from Liverpool John Moores University, UK, and has since implemented significant operational and digital advancements, including in-house ERP systems and innovative quality control measures.**

## **Could you share a brief history of Cakes & Bakes and your journey with the company?**

Cakes & Bakes was founded by my father in 1995, and it's still his brainchild. I joined the business in 2005 after completing my MBA from Liverpool John Moores University in England. At the time, we were operating with a small number of franchise outlets. Since then, we've focused on company-operated stores, and today we have 68 company-owned outlets and only four franchise stores. This shift helped us ensure better control over quality and customer satisfaction, which is crucial for our brand.

## **What are your main responsibilities as Managing Director?**

My core responsibility is to manage the overall business, including developing management hierarchies and structures to handle the pressures and growth of the business. I oversee different aspects, such as implementing ERP systems, managing teams, and looking for new growth opportunities, including exports.

## **What were the key challenges you faced while expanding Cakes & Bakes?**

One of the major challenges was maintaining consistent quality across franchise outlets, which led to customer dissatisfaction. That's why we shifted our focus to company-operated stores, which allowed us to maintain product quality and better serve our customers. This has been key to building and protecting our brand.

## **What are your best-selling products, and how do you maintain quality?**

As our name suggests, cakes are our signature product. We offer the widest range of fresh cakes in Lahore. Over the past decade, we have diversified into other categories, including snacks, dairy products, and even jams and ketchup. We also ensure fresh products by baking snacks in each store's dedicated bakery unit, ensuring quality and freshness.

## **How do you manage and motivate your staff effectively?**



We have a well-defined hierarchy that includes general managers for HR, production, procurement, and sales. It's a collective effort where everyone contributes to running the business. We encourage teamwork and offer direction for new ventures. Incentivizing employees comes from building a professional work environment and ensuring each team member knows their role in the company's success.

### **Have you ventured into catering, and how do you plan to grow this business?**

Yes, we launched Maven Catering three years ago. While we are not operating at the scale of our competitors yet, we focus on food quality. We offer bespoke catering for open-air functions and farmhouses. There is immense potential in this sector, and we're excited about its growth.

### **How has digital transformation impacted Cakes & Bakes?**

Digital transformation has been a major focus for us. With my background in computer science from UMT and my MBA from the UK, I made it a priority to digitalize our operations. We developed an in-house ERP, later moving to Microsoft Dynamics to streamline processes. We've also embraced social media and online delivery platforms, which have become essential since the COVID-19 pandemic.

### **How do you ensure customer loyalty in such a competitive market?**

Customer loyalty hinges on product quality and service. If customers like our products, they will return. We also focus on customer service through call centers, online delivery platforms, and customer feedback surveys. We're working on an application that will recognize returning customers and personalize their experience based on past preferences.

### **How did UMT contribute to your entrepreneurial journey?**

My time at UMT, then known as ILM, was formative. The education and environment gave me the confidence and skills I needed to succeed. It wasn't just about academics but also learning to manage challenges and adapt to changing environments.

### **What skills do you believe are essential for becoming a successful entrepreneur?**

An entrepreneur needs to be a jack of all trades. While expertise in one field is valuable, you also need knowledge of finance, marketing, management, and operations. Building a strong team and having the ability to adapt to changes are critical to success. The ability to embrace and lead change within the organization is also vital.

### **What advice would you give to recent graduates?**

Graduates are often unsure about

their future, and that's okay. It's the role of educational institutions and industry to guide them. Graduates should remain open-minded, explore different opportunities, and not limit themselves to one path. Pakistan is still an emerging market with endless potential for new ventures.

### **Are there any job opportunities for UMT graduates at Cakes & Bakes?**

Absolutely. We already have a recruitment drive in place with UMT. In fact, our GM of HR, Mr. Salman, is a UMT alumnus. We value UMT graduates and look forward to bringing more talent from the institution into our company.

The logo for "Cakes & Bakes" is displayed in a bold, yellow, sans-serif font. The ampersand is stylized with a blue outline and a yellow fill. A registered trademark symbol (®) is located to the upper right of the word "Bakes".



**Siddra Anwar**

**MBA (Ev) – Year 2014**

**Head of Human Assets Devsinc**

## INTERVIEW

**As the Head of HR at Devsinc, Siddra Anwar has played a pivotal role in transforming the organization from a 200-employee company into a thriving enterprise of over 1,500 employees within just three years. With a people-centric approach, she was the first woman to join the executive team and now leads a dynamic HR team of 30+ members. Her guiding philosophy focuses on aligning business goals with employee growth, fostering an inclusive, empowering workplace culture, and promoting well-being. Through her leadership, Devsinc has cultivated a reputation as a top employer, prioritizing professional development, diversity, and work-life balance.**

**Kindly share a brief overview of your career path leading up to your current role as Head of HR at Devsinc.**

I started as Senior manager in Devsinc with the young clan having great progressive mind, we were a company of 200 employees and within no time we grew this company to over 1500 employees, my 3 “My three” years here has been incredible! I was the first lady to join in the executive team. Now leading a team of 30+ young champs! And achieving our milestone and sky is the limit.

**What is your guiding philosophy for HR?**

My philosophy has been pretty simple having People-Centric Approach and aligning that with the business need to meet the vision and mission of the company and growing our human assets around that approach.

**What does well-being at work mean to you?**

To me, it means creating an environment where individuals can thrive both professionally and personally, fostering a sense of fulfillment, engagement, and having work life balance. Overall, well-being at work means prioritizing the holistic needs of employees and creating a supportive, inclusive, and empowering workplace culture where individuals can thrive personally and professionally.

**What wellbeing-related goals do you have bookmarked for the year ahead?**

If you talk about my personal self, I have targeted 3 to 5 goals till the end of 2024 that are not limited to social connections, mental and physical wellbeing and emotional wellbeing. And this will definitely impact the team and organizational personal and social development.

**What do you think defines an organization as a top employer today?**

As each moment unfolds, the world continues to advance. For me, what defines a top employer is their company culture, the autonomy they provide, and their commitment to fostering the growth of employees,



enabling them to fully utilize their abilities and skills.

### **What do you think is the most important factor in managing an office effectively and efficiently?**

One of the most important factors in managing an office effectively and efficiently is effective and open communication. Transparent and clear communication ensures that everyone understands their roles and responsibilities, company goals, and deliverables. It also encourages a collaborative environment where team members can share ideas, provide feedback, and address any challenges that arise.

In the past and even today, I encourage effective communication in office management, I've been able to foster a productive and collaborative workplace where team members feel empowered and take ownership to perform their best and contribute to the organization's success.

### **What is your proudest moment with the company so far?**

The proudest moment. so many!! When went to 1000+ head count! when we went to finalize the deal at Khanuspur and lots of cherish moments that can't be shared in words!



### **How do you ensure employees' professional development and growth?**

Ensuring employees' professional development and growth involves several strategies aimed at supporting their ongoing learning, skill-building, and career advancement. We conduct surveys, performance reviews, training and development to upskill their talent and so much more.

### **How do you promote diversity and inclusion in the workplace?**

Promoting diversity and inclusion in the workplace is essential for creating a positive and equitable environment where all employees feel valued, respected, belonged and empowered to contribute their best. I always encourage establishing diverse hiring culture, promotions and acknowledgements on the fair measurable means, every employee is respected and valued regardless of caste, color, creed and ethnicity. In fact, we also encourage to hire expatriates to experience the diversified culture in our organization.

### **What is the next objective in your organization's journey to keep improving the employee experience?**

In our organization's ongoing journey to enhance the employee experience, our next objective is to further prioritize and invest in employee well-being and development. For that we have multiple wellbeing workshops, training programs, certifications,

cross team trainings, employee engagement activities, recognition reward system. We also understand the work life balance for that we are flexible with our working hours. We try to implement and inculcate the global standard practices to make our employees and company better day by day!

### **What are the main challenges you face during the work?**

To me I take challenge as my growth path, no human being can progress if they set themselves in the comfort zone. Challenges keeps us moving and enables us to push our mind to seek the solution! So no as such major challenge

### **What do you enjoy outside of office? Hobbies/interests**

I love to connect with great minds, people who are achievers and have built up something inspiring! Other than that, I love to explore new cultures, food, places, cities, countries and ethnicity.

### **What advice would you give to students preparing to enter professional life?**

Come prepared but don't limit yourself! sky is the limit ... keep on exploring and inventing your passion!

### **Message for UMT alumni community?**

Keep on doing the great work! Inspiring minds and creating exceptional leaders!





**Maria Naheed**

**BBA(H) – Year 2014**

**MBA Professional – Year 2017**

**Co-Founder & Managing Partner  
Karkao Studios, Dubai UAE**

# INTERVIEW

## **What made you decide to build a marketing and branding studio? What is Karkao Studios?**

We live in a world where countless brands are shouting for attention every single day, but only a few truly resonate. We started Karkao Studios because we saw a gap – a need that goes beyond aesthetics to craft stories that connect with hearts and minds. My team and I work really hard to create brands that are fueled by authenticity, human connection and most importantly are data driven. This allows us to craft messaging that's not just attractive, but deeply relevant to their needs.

## **Briefly share journey from UMT student to a successful entrepreneur**

My journey from UMT student to entrepreneur wasn't a straight line. It was filled with learning curves and unexpected turns. But the foundation I built at UMT equipped me with the skills to adapt, solve problems, and keep moving forward. Every project, every challenge I faced during my studies became a stepping stone that led me to where I am today.

## **Is social media a major component for a brand's marketing strategy?**

Social media is absolutely a major component for a brand's marketing strategy today. It's like having a virtual storefront in a massive mall, constantly buzzing with potential customers. We can target our ideal audience with laser focus, reaching

millions who might not have otherwise seen our brand. Plus, social media allows for two-way conversations, building relationships and fostering brand loyalty. The key lies in understanding our target audience, choosing the right platforms for them, and crafting content that truly engages. That's where Karkao Studios comes in. We don't just post and hope for the best. Social media platforms provide a wealth of data on how our audience interacts with our content. This allows us to refine our strategy, tailor content to what resonates most, and maximize the impact of our social media presence.

## **This is the time of AI, how is your organization taking right benefit out of it?**

The world is hurtling towards an AI-powered future. I think today, it's extremely important to adapt to this new AI driven world. At Karkao Studios, we see AI as a powerful partner, one that allows us to create a potent blend of AI's precision and our creative spark. We leverage it to decode audience desires, personalize content at scale, optimize creative for maximum impact, and predict customer behavior. This allows us to focus on what truly matters – the human touch. Our team has the time for creativity and strategic thinking required to develop winning campaigns that resonate with your audience on an emotional level. It's a powerful blend of AI's precision and our creative spark. Adapting to AI isn't just about staying ahead of the curve; it's about unlocking a new level of marketing effectiveness.



## How do you make your brand stand out in a crowded marketplace?

Let's be honest, the design and marketing space is saturated. We knew about this even when we started. However, there is one thing that has set us apart from the very beginning and that is how we become an extension of the client's team. We're not an agency who's going to disappear after the launch. We give them the tools and ongoing support they need to use their new brand identity effectively. It's about handing them the keys to the castle, not just building the moat. We believe a successful partnership is a two-way street. We provide ongoing support throughout the creative process, ensuring clear communication and client involvement at every step. This fosters a sense of trust and ownership, leading to a brand message that truly reflects the client's vision.

## What steps do you recommend for startups to create a unique image of business?

There words: TELL YOUR STORY! Embrace your disruptive spirit. Find your core value, the one that fuels your passion. Understand your ideal customer's world, speak their language, and champion their needs. Craft a story that ignites their imagination, not just a sales pitch. Be transparent, show your hustle and heart. Become a resource, not just a company. By being bold, brave, and relentlessly helpful, you'll forge a unique brand image that lights the way to success.

## Has the penetration of digital media affected brand globally, in

## terms of how they communicate with their target audience and market their products?

Absolutely! The explosion of digital media has revolutionized how brands connect with audiences and market products globally. Think of it this way: Traditional media was a one-way broadcast. Now, social media fosters real-time conversations. Brands can directly engage with customers, gather valuable feedback, and personalize communication for maximum impact. Digital platforms transcend geographical boundaries, allowing brands to reach a wider audience than ever before.

## What advice would you give to brands which have so far only advertised traditional mean and now need to adapt to digital?

The digital landscape offers a goldmine for brands traditionally reliant on offline advertising. You can make a smooth transition by embracing two-way conversation. Use social media to engage directly, answer questions, and build relationships. Secondly, Digital allows you to reach specific demographics and interests. So, tailor your message and creatives to resonate with your ideal customer.

And most importantly, Content is king. Don't just sell, inform and inspire. Create valuable content that positions you as an expert and builds trust with your audience.

## Where do you see the advertising industry, its importance and influence going in the coming years?

I think firstly, expect a hyper-focus on personalization. Fueled by AI and data analytics, advertising will become seamlessly integrated into our lives. Imagine ads that anticipate your needs and desires, seamlessly integrated in your online experience. This personalization will redefine relevance and effectiveness. Secondly, the lines between advertising and entertainment will continue blur. Captivating storytelling will be paramount. Think immersive experiences like AR and VR ads that transport you into a brand's world. The goal won't just be to sell; it'll be to create an emotional connection that fosters brand loyalty. Thirdly, transparency and authenticity will be crucial. Consumers are savvier than ever. Brands that embrace a genuine voice and prioritize social responsibility will resonate.

## What would you like to achieve for yourself and your business in the future?

The future of Karkao Studios isn't just about growth, it's about impact. We dream of becoming a catalyst for positive change through the power of storytelling. Imagine a world where brands don't just sell products, they champion causes. We want Karkao Studios to be at the forefront of this movement, crafting narratives that not only captivate but inspire action. Ultimately, the success of Karkao Studios isn't measured in awards or revenue, but in the positive ripple effect we create. We want to leave a legacy of brands that not only stand out, but that stand up and make a difference. It's an ambitious vision, but it's one that fuels our passion

every single day. And if as a founder i am able to do that in the next few years, it'll be my greatest achievement!

## What's your advice to young entrepreneurs?

Don't be daunted by the road ahead. Embrace the hustle! See every setback as a chance to iterate, every "no" as a stepping stone to a resounding "yes." And most importantly, FIND YOUR TRIBE – the scrappy, passionate crew who believe in your vision as much as you do. But remember, it's not a solo ride. Learn from those who've walked the path before you, listen to the naysayers (just enough to prove them wrong), and be ready to adapt your vision along the way.

## Message for UMT Alumni

UMT Grads, remember that fire you had at school? That drive to learn, to change things? Don't let it fade! The world needs the awesome you that UMT helped shape. You built a solid foundation here, so dream big! Don't be scared to chase those crazy ideas that seemed impossible back then. The challenges you tackled at UMT prepped you for anything.

“To be living means to be able to sense and do something. Only alive can be living as well. Not incuriously all alive are not living yet amazingly some living are actually not alive.”

DR HASAN SOHAIB MURAD





# Unveiling the Evolution of Artificial Intelligence: A Journey from Opacity to Human-Centric Harmony

## Introduction:

The advent of Artificial Intelligence (AI) marks a revolutionary chapter in the realms of technology, reshaping the landscape of how machines interact, learn, and make decisions. As AI continues to permeate every facet of our lives, the need for explainable, responsible, and human-centered approaches has become paramount. In this introduction, we embark on a journey to unravel the significance of Explainable Artificial Intelligence, Responsible Artificial Intelligence, and Human-Centered Artificial Intelligence, two pillars that stand at the forefront of shaping the ethical and user-centric future of AI.

## Artificial Intelligence: The Technological Epoch

Artificial Intelligence, in its essence, embodies the aspiration to imbue machines with the capability to simulate intelligent behavior. From machine learning algorithms to deep neural networks, AI has evolved to decipher complex patterns, process vast datasets, and perform tasks that once seemed exclusive to human

cognition. Its applications span across industries, influencing decision-making in healthcare, finance, transportation, and more. However, the immense potential of AI brings forth a myriad of ethical concerns, necessitating the integration of responsible and human-centric principles into its development and deployment.

In the vast landscape of technological progress, the evolution of Artificial Intelligence (AI) has undergone a transformative journey, transcending from early black-box models to a harmonious vision of Human-Centered AI. This narrative unfolds through the phases of Explainable AI (XAI), and Responsible AI, and culminates in a paradigm that not only emphasizes technical transparency but places human values at the core.

## Opacity to Illumination: The Genesis of Explainable AI (XAI)

In the nascent stages of AI development, the focus was on creating sophisticated algorithms capable of intricate tasks. However, these early models operated as opaque black boxes, concealing their decision-making processes. This lack of transparency raised concerns about accountability, trust, and the potential propagation of biases.

Recognizing the need for insight into AI decision-making, Explainable AI (XAI) emerged as a pivotal response. The goal was clear – to render AI algorithms more interpretable, understandable, and accountable to their users. This marked a crucial shift toward demystifying the intricacies of AI, bringing a semblance of transparency to its decision-making.

XAI introduced interpretable models and visualizations, offering glimpses into the internal workings of AI systems. Decision trees, feature importance analysis, and saliency maps became tools to unveil the factors influencing AI decisions. This move towards transparency contributed not only to user trust but also facilitated the identification and rectification of potential biases in AI models.

## Responsibility beyond Transparency: The Era of Responsible AI

As AI applications permeated diverse industries, the need for a broader ethical framework became evident. Responsible AI emerged, surpassing the boundaries of transparency to incorporate principles of fairness, accountability, privacy, and inclusivity.

This phase sought to ensure that AI systems aligned with ethical standards and societal values.

Addressing concerns related to biased algorithms became paramount in the Responsible AI framework. Techniques such as fairness-aware machine learning and bias detection algorithms were developed to identify and rectify biases in both training data and algorithmic decision-making.

The focus expanded beyond technical considerations to encompass ethical imperatives, fostering an AI landscape that prioritized fairness and societal well-being.

Privacy and security considerations became integral components of Responsible AI. Robust measures such as encryption, access controls, and data anonymization were incorporated to protect sensitive information processed by AI systems. Responsible AI frameworks

## ARTICLE

By

**Fazeel Abid**

MS -Information Systems  
and Technology – Year 2015

Assistant Professor  
University of Management  
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aligned with evolving legal and regulatory landscapes, encouraging organizations to comply with data protection regulations and ensure ethical AI practices.

Explainability remained a crucial component within the Responsible AI framework. The emphasis shifted from mere transparency to ensuring that explanations provided by AI systems were not only comprehensible but also meaningful to diverse stakeholders, including non-technical users. Responsible AI frameworks posited that transparency should contribute to building trust and fostering collaboration in the broader societal context.

### **Human Values at the Helm: The Convergence towards Human-Centered AI**

As AI technologies continued to advance, the focus transcended technical aspects to the impact on end-users. Human-centered AI emerged as a paradigm that sought to design systems prioritizing the needs, preferences, and values of individuals interacting with AI applications. This shift aimed to position AI as a tool that augments human capabilities rather than a standalone decision-maker.

Human-centered AI placed a central focus on user experience (UX) and interaction design. The design of AI interfaces became crucial, with an emphasis on creating systems that were intuitive, user-friendly, and aligned with human cognitive capabilities. This approach ensured that AI systems were accessible to a broader audience, fostering inclusivity and minimizing the digital divide.

Unlike earlier AI models that operated in isolation, Human-Centered

AI envisioned a collaborative relationship between humans and machines. AI systems were designed to complement human skills, providing support, insights, and automation without replacing human judgment. This collaborative approach aimed to harness the strengths of both humans and AI, creating a symbiotic relationship.

The ethical dimension of AI extended beyond development in Human-Centered AI. The paradigm emphasized the ethical use of AI in everyday life, considering the impact of AI on societal values, individual well-being, and the broader community. Ensuring that AI aligns with human values and respects cultural norms became a central tenet of Human-Centered AI.

Human-centered AI recognized that human preferences and values evolve. AI systems were designed to adapt continuously, learning from user feedback and evolving alongside societal changes. This adaptability ensured that AI remained aligned with human needs and values, contributing to its long-term acceptance and integration into various aspects of life.

### **Challenges and Ongoing Considerations**

The transition from Explainable AI to Responsible AI to Human-Centered AI presents various challenges and considerations. Technical challenges include achieving explainability without compromising the complexity of advanced models, ensuring fairness in real-world scenarios, and designing truly user-centered AI interfaces. Ethical dilemmas may arise as the impact of AI deepens, demanding careful consideration and decision-making.

Cross-disciplinary collaboration becomes imperative in navigating the evolving landscape. Integrating insights from computer science, psychology, ethics, and design is crucial for developing AI systems that not only perform effectively but also align with human values and preferences. Regulatory frameworks need to be developed to guide the ethical deployment of AI, ensuring that it remains responsible and human-centric.

Public awareness and education play a vital role in the responsible adoption of AI. Users, policymakers, and businesses should have a basic understanding of AI technologies, their implications, and the ethical considerations associated with their use. This awareness can contribute to informed decision-making and responsible AI practices, fostering a more inclusive and ethical AI ecosystem.

### **Conclusion: A Harmonious Future**

“The evolution of Artificial Intelligence from its opaque origins to the harmonious vision of Human-Centered AI represents a maturation process marked by growing transparency, responsibility, and a central focus on human values. As the AI journey continues, interdisciplinary collaboration, regulatory frameworks, and public awareness will be crucial to ensure that AI aligns with the values and needs of humanity.

The aspiration is to create technology that not only excels in performance but also upholds the principles of transparency, responsibility, and human-centricity – a future where AI augments human potential in a symbiotic and harmonious partnership”





## SUCCESS STORY



### **Dr Yasir Amjad** PhD Management – Year 2023

#### **Director Center for Entrepreneurship and Innovation (CENTIN)**

In 2007, after completing my undergraduate studies, I stepped into the professional world as an entry-level academic coordinator at the School of Business and Economics, University of Management and Technology. I could not have imagined then that this modest start would mark the beginning of an extraordinary journey of personal and professional growth.

Throughout my years at UMT, my role evolved, and so did my skills and expertise. I immersed myself in academic management, curriculum design, course standardization, and program development, gaining a profound understanding of the nuances of higher education. As time passed, I also assumed responsibilities related to accreditation execution, technology integration, strategic planning, and the development of marketing strategies for the business school. During my tenure at UMT, I not only gained exposure to academia but also developed deep ties with industry norms, startup culture, and the evolving entrepreneurial landscape. This unique blend of academic and practical knowledge proved invaluable in my professional development.

## From Classroom to Boardroom: A Journey of Dedication and Growth

While I was shaping my career at UMT, I also pursued higher education. I earned my MBA from IBA, University of the Punjab, further enhancing my academic credentials. With a continued focus on academia, I decided to pursue a PhD from UMT, a journey that concluded with my successful defense and the title of PhD in 2023.

Today, I have the privilege of experiencing the harmonious integration of theoretical knowledge and real-world application as I lead entrepreneurship initiatives. My role entails not only imparting the principles of entrepreneurship but also forging connections between fledgling startups and established industry players and investors. I oversee the transition of innovative ideas from mere concepts to fully-fledged enterprises, ensuring their growth and success through every stage of development. Moreover, I am involved in the practical refinement of these ideas, ensuring they are not only innovative but also commercially viable and sustainable in the long run.

I am profoundly grateful to UMT for the opportunities they have provided me. From an entry-level officer to the Director of the Center for Entrepreneurship and Innovation and CEO Infinene, my journey at UMT has been one of continual learning, growth, and achievement. The university's dedication to nurturing talent and fostering an environment conducive to personal and professional development has been pivotal to my success.

As I look back on my journey, I am filled with gratitude for the university that not only sharpened my academic skills but also guided my professional growth. UMT has been more than an educational institution; it has been a catalyst for my development and a beacon of support throughout my career.

I am proud to be a part of the UMT family, and I eagerly anticipate further contributions to the fields of academia and entrepreneurship, inspired by the values and opportunities provided by the university.





## Muhammad Ahmed

BS Media and Communication  
– Year 2015

Director  
Wings Group – London UK

I am Muhammad Ahmed, a proud alumnus of UMT, having earned my degree in Media Communication from the batch of 2011-2015. Currently residing in London, United Kingdom, I stand as the founder and director of two innovative ventures, a journey profoundly shaped by the principles instilled in me at UMT.

# SUCCESS STORY

## Wings Security Ltd: Pioneering Security Practices

In the realm of security, Wings Security Ltd has become a beacon of transformation. Embracing the digital age, I introduced cutting-edge electronic practices within the industry, including digital incident reporting, a digital clock-in and rota system, staff life insurance, and more. Furthering my commitment to excellence, I pursued additional courses in safeguarding, stress management, working with disabilities, and anti-terrorism. This dedication ensures that Wings Security Ltd not only adheres to modern security standards but sets new benchmarks. Our team of seasoned security officers provides a comprehensive suite of services—Retail Security, Concierge, Construction Security, Mobile Patrols, Event Security, Door Supervisors, and Static Guarding. This evolution in security practices not only raises industry standards but reflects our dedication to revolutionize traditional approaches.

## Wings Overseas Consultant:

Empowering Educational Journeys  
In the education sector, Wings Overseas Consultant focuses on empowering students in their pursuit of education. Recognizing the challenges students face, especially in the digital age, I've strived to make

the entire process seamless and accessible online.

Students can benefit from free online assessments and virtual meetings with my team, ensuring personalized support throughout their educational journey. The entire admission process, from initial assessment to application submission, can now be conveniently completed online. While there is still progress to be made, my commitment to enhancing the student experience remains unwavering.

## A Journey Shaped by UMT

My entrepreneurial journey is a testament to the invaluable education and experiences gained at UMT. The critical thinking and out-of-the-box perspectives instilled in me have become the driving force behind my endeavours. I express deep gratitude to my classmates and teachers for their unwavering support.

Upon completing my degree in Media Communication from UMT in 2015, I embarked on a journey that left many intrigued by my choice to venture into business. Little did they know that this decision was a result of the critical thinking and out-of-the-box perspective instilled in me by my degree. The power of effective communication, a skill honed during my time at UMT, laid the foundation for building relationships crucial in the business world.

I express my heartfelt gratitude to my classmates and teachers who played a significant role in shaping my mindset during my academic journey. The turning point came in December

2015 when I received my degree from Late Dr. Hasan Sohaib Murad. Like any new graduate, confusion loomed, but my faith in a greater plan was unwavering.

Hailing from a business-class family, I sought to prove my capabilities. However, the journey took a different turn as I attempted to secure a government job through the Punjab Public Service Commission in 2017. After facing the challenge of ten failed tests, perseverance paid off, and I secured a position in the Ring Road Police, Lahore.

While diligently working in the public sector, my heart was set on further education. In 2019, I earned a partial scholarship for a Master's program in the UK, where I navigated part-time jobs to support myself. Scepticisms surrounded my decision to leave a government job for employment in a chicken takeaway, but my unwavering work ethic prevailed.

Post-graduation, my experiences included delivery jobs and security positions, where my degree and police background proved valuable. Gradually ascending to the role of a supervisor, I developed a profound understanding of the security business, especially in the UK where various businesses require security officers.

In 2021, the entrepreneurial spirit led me to start my own security sub-contracting business. Working at dozens of events across the United Kingdom and covering major events such as the G7 Summit in Cornwall, G7 Summit Liverpool, COP26



Conference in Scotland, Rugby World Cup in England, Euro Football Cup, and the Commonwealth Games in Birmingham 2022, I transitioned from a supervisor to a business owner. Despite having no savings, I managed to build my company from the ground up—handling certifications, accreditations, marketing, website building, and accounts—all on my own. Today, my company collaborates with numerous clients, showcasing the fruits of hard work and determination.

**Representing UMT Globally**  
As an entrepreneur, I have had the privilege of representing UMT on the global stage. Regular invitations to conferences and seminars in the UK and Europe have provided a platform to share my experiences and highlight the role UMT played in shaping my entrepreneurial journey. It is a testament to the quality of education

and the global recognition that UMT enjoys.

The purpose of sharing these details is to emphasize that if there's a wish within you, pursue it. Allah always paves a way. Whether today or tomorrow, failure is a part of life, but hard work undoubtedly pays off. I credit my university, teachers, and fellow classmates for their constant support in this incredible journey. I invite you to explore the digital realms of my ventures:

<https://www.wingssecurityltd.com/>  
<https://www.WingsOverseasConsultant.com/>

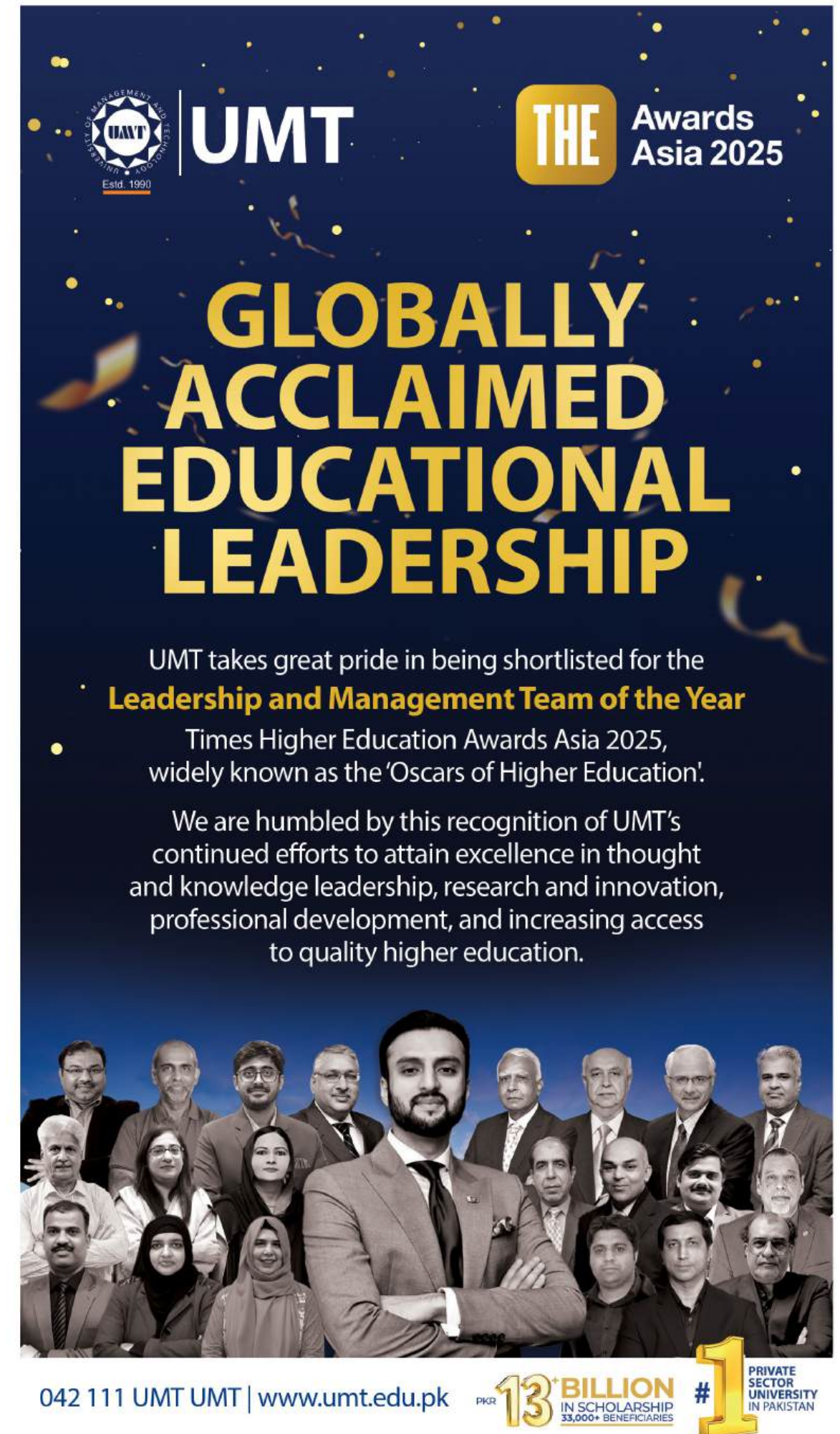
Feel free to reach out through email:

[Director@wingssecurityltd.com](mailto:Director@wingssecurityltd.com)  
[Contact@wingsoverseasconsultant.com](mailto:Contact@wingsoverseasconsultant.com)

Remember, innovation and change begin with a single step, and I am dedicated to making that step count.

“ Human thought is unstoppable, human thought is relentless, human thought knows no end, human thought has no beginning and no rest. It marches on and on. It evolves, it transforms, it overlaps, it builds one after another and it is led by incessant urge, human urge to be curious. It is driven by human urge to explore, to discover, to trace at the frontier and to lead afresh, to discover and make something new. And it is ultimately the march of invention and innovation which cultivates human thought, that adds value to how we live, adds value to how we work, how we behave, how we conduct ourselves and how societies evolve and progress over a period of time. ”

DR HASAN SOHAIB MURAD



**UMT** THE Awards Asia 2025

# GLOBALLY ACCLAIMED EDUCATIONAL LEADERSHIP

UMT takes great pride in being shortlisted for the **Leadership and Management Team of the Year** Times Higher Education Awards Asia 2025, widely known as the 'Oscars of Higher Education'.

We are humbled by this recognition of UMT's continued efforts to attain excellence in thought and knowledge leadership, research and innovation, professional development, and increasing access to quality higher education.

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## SUCCESS STORY

### Muzmmal Haider

M.Phil in Applied Linguistics  
– Year 2019

Lecturer  
The University of Lahore

#### Beginning of the 1st journey

On November 12, my true journey began—my first day at university. I stepped into the classroom as a stranger among 17–18 other students, confused and overwhelmed by questions and unfamiliar surroundings. As introductions began, I felt a deep sense of inferiority. My background—growing up in a small

village and studying privately—seemed to isolate me from the rest. I struggled to understand the English lecture, take notes, and grasp basic university concepts. When I couldn't complete the first homework, I was scolded and mocked by classmates. Their remarks pierced deep, making me feel like an outsider, even though I was hardworking, just inexperienced.

Emotionally drained and mentally low, I reached a breaking point by the semester's end. I confided in my parents, and my father's words gave me strength: "Don't step back if you're determined. A mysterious force helps those with pure intentions." Soon after, during a class activity, my work was praised for the first time. My teacher used it as a model—something unthinkable just weeks before. That moment lit a spark in me.

## MY JOURNEY TO PERSONAL CALLING

Though I scored the lowest SGPA that semester, I didn't let it define me. I immersed myself in learning—how to study, use technology, manage time—and slowly improved.

By the second semester, my quiet persistence began to show. Despite lingering judgment from peers, my teachers started noticing. When the results came, I had secured the second-highest SGPA in the class. It stunned everyone—including me. My father called it the fruit of silent, sincere effort, and my uncle reminded me: "Getting a position is easy. Maintaining it is the real game." I realized this was never just about academics—it was about proving that the first impression is not the last.

#### A little change that made a big difference

As time passed, I was no longer seen as irresponsible but as a focused and responsible student. Though competition and jealousy swirled around me, I turned it into motivation. I had arrived with zero exposure, but I carried unshakable belief, determination, and the quiet presence of a mysterious force that guided me.

One of my favorite teachers became a beacon, telling me, "Muzmmal, I see a spark in you. I want you to secure the first position." Her words stayed with me, and with every bit of encouragement, I felt myself grow. By the end of the fourth semester, I was still in second place—but I wanted more. Something inside me kept

whispering, "More."

Gradually, the perceptions around me shifted. My classmates began seeking my guidance, and teachers approached me for support. The fifth semester brought the breakthrough—my name appeared at the top. I had secured the first position and earned a merit scholarship. My family was overwhelmed with gratitude, and I knew then that this was only the beginning.

From there, the real challenge began—maintaining the position. I set mini goals, worked with quiet persistence, and ultimately, I emerged as the batch topper. I didn't need to respond to those who once doubted me. My success spoke for itself.

In the end, I realized this wasn't just my journey—it was the work of that mysterious force that helped me discover my true self. I learned that your beginning does not define your end. The first impression is never the last, and you should never judge a book by its cover.

If you listen to your personal calling and work with pure intentions, even starting from zero becomes powerful. Challenges are not there to break you but to shape you. Intelligence may help, but hard work—cultivated with time and grit—is what leads to real achievement. In the end, slow and steady really does win the race.

#### My family background

To many, my academic success might



just look like a story of hard work and top positions—but for me, it is much deeper. It's rooted in my family background and the struggles that shaped me.

I come from a small village in Pakistan, the eldest of seven siblings. My father, once a textile engineer, turned to business after an industrial collapse. Then came a life-changing moment—my mother lost her eyesight. I was still a child, but as the eldest, I had to take responsibility at home. Our family faced years of hospital visits, surgeries, and financial strain. Many urged my father to remarry, but he stood firm: "My children can't get another mother." His loyalty, and my mother's unshakable strength, taught me what true resilience meant.

Despite all this, I continued my education privately—because my mother, even without sight, insisted I should never stop learning. "Time won't return," she used to say. After I passed intermediate with good grades, I began to notice a shift. My father, who once doubted the value of girls' education, saw something in me. He allowed me to pursue university studies, and in doing so, I became the first in my family's history to go beyond matric.

### Another important journey

After completing my BS, I knew my path wasn't ending—I wanted to pursue MPhil. Encouraged by my teachers but burdened by financial pressure, I still dared to dream. Both my brother and I had just completed our BS degrees, and we had no money left. But hope stayed alive in me like a quiet flame. I believed deeply that something greater was in store for me.

While searching for options, I

stumbled upon UMT, Lahore—known for high fees. I almost turned away until I saw the words that changed everything: "100% MERIT SCHOLARSHIP FOR GOLD MEDALISTS AND FIRST POSITION HOLDERS." It felt like a divine sign. Around the same time, I heard someone on TV say, "The word 'Impossible' itself says 'I'm possible.'" That sealed my resolve. I told my family: "I've found the way."

We visited UMT and submitted all my documents. But for five exhausting days, the admission team kept rejecting my scholarship eligibility, asking for documents.

I walked into the registrar's office and explained everything. After some silence, he asked for one document. I handed it to him. He read it, picked up a pencil, and without another word wrote: "100% scholarship granted."

Back home, the family was overwhelmed with joy, but a new pressure emerged: maintaining a minimum CGPA of 3.25 in a competitive, relative grading system.

It was another mountain to climb. But I remembered why I was there—and Who helped me get there. This MPhil journey wasn't just about education. It was about trusting the unseen, standing your ground, and never giving up—even when odds seem immovable. Everyone's life has its own story, and mine is full of challenges that turned into miracles because I believed in hard work, pure intentions, and the mysterious force guiding me all along.

### Big news for me

One of the most defining events of my MPhil journey happened unexpectedly. Our teacher informed us about an international conference

being hosted at our university. He encouraged us to submit our research work—an abstract that could potentially be selected for presentation and later publication.

At first, I dismissed the idea. I didn't think I had the skills to write or present at such a prestigious event. The scale of it overwhelmed me, and I convinced myself I wasn't ready. Deep down, I felt like a small fish in a bowl, unprepared to swim in the vast ocean of academic achievement.

But just a day before the submission deadline, we had another class with the same teacher. He again encouraged us, saying, "Even if you don't gain anything, you won't lose anything either—just try for the experience." His words stuck with me. That night, I sat down with hesitation but also with a flicker of faith. I remembered the "mysterious force" that had guided me through so

many trials before, and I submitted my abstract.

A week later, just before going to sleep, I casually checked my inbox—and there it was. The subject line read: "CONGRATULATIONS." My abstract had been selected for the International Conference.

### Conclusion

This journey—of education, of growth, of self-belief—is far from over. It continues every day I choose to listen to the voice within me, the one that whispers strength when I'm ready to quit. That voice asks, "If you surrender, who will dare to rise from your family? Who will fulfill the dreams your father and grandfather once carried?"

So don't give up. Listen to the voice inside you. Have the courage to take one more step. Allah will open doors you never knew existed.





## SUCCESS STORY



### Jawairia Asghar MS Food Technology – Year 2021

#### Quality and Food Safety Officer Pepsi Cola International Snack Division

Hi, I am Jawairia Asghar, and I am from a small town in Pakistan called Haroon Abad. I completed my early education in my hometown, and after finishing FSc (Pre-med), I pursued a bachelor's degree in Human Nutrition and Dietetics. I got admission to GCUF (2015-19), where, at that time, people in my area were not even familiar with the term "Nutrition." I am the first nutritionist from my hometown.

After completing my bachelor's, I had the opportunity to study at UMT for my master's degree. I was a scholarship holder and applied for a merit scholarship at UMT. I got admission to the MS in Food Technology program (2019-21) with a merit scholarship based on my academic performance.

Although Food Technology is a branch of Food Science, it was a challenge for me to build my concepts in this area. I was an introvert, and my social circle was very small. However, when I started learning at UMT, my teachers encouraged group activities, which helped me develop social connections with my seniors, fellows, and juniors. I also found my teachers very supportive, which was an amazing turn in my life.

Apart from technical knowledge, UMT provided me with a platform

to enhance my facilitation skills, including presentation and communication. My teachers guided me appropriately, and without their support, I wouldn't have reached where I am today. During my master's in 2021, we faced the COVID-19 pandemic, and I had to return home due to online classes.

At that point, I began my professional career. I created an Instagram page and started offering online consultations for weight loss and weight gain, sharing nutrition tips and food recipes. Initially, I didn't get any clients for an entire month, but gradually, people started noticing and consulting me for diet plans. Thanks to the positive feedback, my page grew, and I started working with clients globally.

Meanwhile, UMT called back research students to complete their work and degrees. I returned to complete my research on the "Extraction and Characterization of Gelatin from Labeo Rohita" (a fish species).

I developed four extraction methods for halal gelatin from fish bones. The aim was to provide an economical source of high-quality protein, as fish can be expensive, and many children suffer from protein-energy malnutrition. I am grateful to my research supervisors for suggesting this impactful topic, and I completed my research ahead of schedule (1.5 years).

To further enhance my qualifications, I pursued an internationally recognized certification in Food Science—HACCP Level 4 from Highfield UK.

I attended a five-day course and actively participated. On the third day, my trainer offered me a paid

internship in their certification and training department. This was a proud moment in my life. I started working at Bureau Veritas on April 12, 2021, while continuing to write my thesis in the evenings. Balancing a job and studies was challenging, but I remained passionate about both.

Despite the difficulty of maintaining my CGPA with a job, I retained my merit scholarship, and with the help of my teachers, I completed and submitted my thesis without taking any leave from my job.

Alhamdulillah, I passed my thesis defense with an A+ grade. Due to my performance, I received a permanent position at Bureau Veritas in the same multinational certification body. I worked as a Sales and Training Coordinator in the certification department, focusing on technical knowledge and building professional connections with over 400 food industries.

I also earned certifications in various ISO standards and passed the Lead Auditor course for the "Food Safety System Certification FSSC V5.1." I was given the additional responsibility of Health and Environmental Safety Representative, and I dedicated myself to fulfilling my job duties with passion.

After two years at Bureau Veritas, I received a call from PepsiCo, my dream company. I am now working as a Quality and Food Safety Officer in the Supply Chain Department, starting June 1, 2023. I perform lab testing on products like Lays, Kurkure, and Cheetos to ensure their quality.

I also conduct internal compliance audits and lead training sessions for the frontline and leadership teams



on various topics. PepsiCo offered me the opportunity to attend a “Site Quality Expert” training called “Train the Trainer.” Employees from different countries participated, and I received a distinction for my facilitation skills during the training. This was a proud moment for me and for PepsiCo Pakistan BU.

During my 8 months at PepsiCo, I led two successful campaigns: “World Food Safety Month” in June and “World Quality Month” in November 2023. I received recognition for my efforts in leading these initiatives. I’ve also focused on developing my leadership skills, which are crucial for moving from “Good to Great.” I’ve earned multiple recognitions at PepsiCo based on my performance, and my journey continues.

I firmly believe that UMT played a significant role in shaping and polishing me, preparing me to present my knowledge and skills with confidence. I feel lucky to have had the chance to study at UMT, where I made lasting connections with my friends, teachers, and mentors. I attribute my success to Allah Almighty, my parents, my teachers, my friends, and UMT.

Simply put, Thank you, UMT!

#### **Achievements:**

1. Distinction in the “Train the Trainer” Session for best facilitation skills at the global level in PepsiCo International.
2. Internationally recognized certifications.
3. Various scholarship achievements.

“The demise of our beloved leader, Professor Dr. Hasan Sohaib Murad (Shaheed), (1959-2018), it would appear, had left us in the depths of despair. Once we overcame our grief and desolation faded, we realized that he had not left us as an orphan. Even in his quietus he bequeathed a lasting legacy that we are just beginning to discover. His generosity lives in perpetuity. Dr. Hasan Sohaib Murad (Shaheed), in his rather short life-span, fulfilled a generational mission. A visionary leader in every sense of the words, he was God’s gift to us, to Pakistan, and to the rest of the world. A universal man with universal values of humanity. Spanning a wide arena of human endeavour, his towering intellect manifested in many ways: a teacher, a patriot, a philanthropist, and much more. His scholastics propagated the core value of the free flowering of human thought. He dared go into the unknown with courage and tenacity.”

**DR HASAN SOHAIB MURAD**

## **TESTIMONIAL**

By

**Aimen Khan**

**BS Early Childhood Education –  
Year 2023**

Receiving the Patron’s Medal Gold from University of Management and Technology is a pinnacle moment in my academic journey, symbolizing years of dedication and perseverance. My time at UMT has been marked by a commitment to excellence, both academically and personally. The university’s rigorous curriculum, combined with the guidance of distinguished faculty members, provided me with the tools and knowledge to excel in my field of study. Engaging in research projects and extracurricular activities expanded my horizons and fostered invaluable connections with peers.

This prestigious honor serves as a testament to the unwavering support and encouragement I received from mentors, peers, and the entire UMT community. Their belief in my potential and dedication to my success propelled me forward, shaping me into the individual I am today. As I reflect on this achievement, I am filled with gratitude for the opportunities and experiences that have shaped my academic journey. I am immensely proud to be a graduate of UMT and I am confident that the skills and values instilled in me will continue to guide me in all my future endeavors. I extend my heartfelt thanks to UMT, its faculty, staff, and fellow students for their unwavering support and encouragement. Receiving the Gold Medal is not just a personal achievement but a testament to the university’s commitment to nurturing excellence and empowering students to achieve their fullest potential.





# ALUMNI ANNUAL DINNER 2024



UMT Alumni Homecoming February 16, 2024







# BUSINESS OF WARS

## ARTICLE

By  
**Muhammad  
Usama Raza**  
BS Biotechnology –  
Year 2022  
Human Rights Activist

We are living in a digital era where humanitarian laws, basic human rights, and freedom are not available to all humans. In this capitalist world, one must have power, and wealth to enjoy freedom and healthy life. If we look into the case of Palestine, we can relate all these things, the sufferings of Palestinians are due to their marginalized global influence and below-average economy. It is all a game of interests between the giant oil producers and the weapon industrialists. The global outrage on the Gaza situation is the voice of the heart of the people, but the heads of the states are busy making calculations. Biden administration is fueling the genocide of innocent Gazans, recently congress passed a \$14.5bn military aid package for Israel to continue its barbaric military campaign in Gaza, this aid is more than the US gave to any other country since World War 2.

Despite this fact, it will only increase the humanitarian losses and pain of women and children of Gaza. They prefer profits over humanity, Human lives are secondary to warlords. The US has supplied killer war machines, shells, and 14000 rounds of tanks of ammunition for \$ 106.5 million to Israel to fight against 2.3 million unarmed innocent civilians of Gaza.

US Secretary Antony Blinken said it is the US national security interest. How one can justify it by providing the most advanced weapons to the Zionist regime when everyone knows that it will only increase atrocities? We have to understand that the ongoing military campaign of Israel is not to dismantle Hamas only, the Zionist government wants to capture the besieged Gaza. No one can justify the ethnic cleansing of Gazans by calling it collateral damage. It is the extension of Nakba 1948. Israel's defense forces are forcing civilians to leave Gaza by throwing leaflets. These IDPs are moving to the Sinai desert near the Egypt border where signs of life are zero. People are facing shelter problems amid bad weather.

The entire Gaza strip has turned into rubble, no one is safe even in tents, the health system has collapsed, no fuel, no safe drinking water, and not enough food is present for the civilians. Those who have survived from bombings are now on the edge of starvation, getting communicable diseases, and have no access to basic commodities.

Cold weather is increasing the misery of victims of war. No doubt it is a

nightmare for all Gazans. But why the champions of humanity, civil rights, and liberty have failed to stop Israel from the massacre of civilians? Because Palestine is not a NATO ally? Gazans are Europeans? When it comes to Ukraine Western leaders, the European Union, US president do not miss a single opportunity to condemn Russia and sanctions on it.

So why do they remain silent on the Palestinian cause, never condemn Israel for its crimes against humanity, no sanctions, no condemnation, rather they all justify the Israeli genocide of Palestinians. International Court of Justice has issued warrants against Putin amid the Ukraine invasion where civilian atrocities are minimal while on the other hand, Netanyahu is enjoying the freedom under umbrella of the US to achieve his personal goals by killing civilians. Netanyahu is facing corruption charges and the public is demanding his resignation, therefore to save his power he wants the war to be prolonged so he can divert the mass's attention. The entire world is demanding a ceasefire in Gaza, people are protesting in every corner of the world to stop the war. Thanks to social media and brave journalists sacrificing themselves, because of them people are witnessing the ethnic cleansing of innocent civilians of Gaza. The death toll has surpassed 20,000 of which 5,500 were children, humanitarian crises are worsening and the risk of famine is increasing.

United Nations Security Council has failed to ensure a ceasefire in Gaza. Because the US vetoes the resolution



of the UNSC to end hostilities in Gaza. Readers have to know that five permanent members of the UNSC have the power of veto, by doing this US allows Israel to kill civilians.

China, Russia, the US, the UK, and France have veto power, they are called P5 members. So, this is what when we say the world of capitalists and power. Power games have killed millions of civilians in various wars in human history. If certain P5 member thinks the resolution or any motion is against their interest they veto it.

The ceasefire resolution of the UNSC was moved in October and December 2023 on humanitarian grounds but the US vetoed it twice ignoring the public voices and international pressure. Gaza crisis has made it crystal clear that profits over humanity is not a myth, it has also disclosed the reality of OIC, Arab League, Leaders of Oil Giants Arab Economies and where they are standing in the real world.

58 countries and their leaders are not able to bar Israel and help their Muslim brothers and sisters. Because some of them are the largest oil exporters in the world like KSA and they fear losing their profits and contracts. The Middle East fulfills 31.3% of world oil demand.

They can use it as a weapon to stop the war in Gaza through an oil embargo for countries supporting the barbaric Zionist regime, like King Faisal did in 1973. But unfortunately, the times have gone and the leaders also who prefer humanity over profits. It is an awakening moment for the Muslim ummah to reunite and

do something meaningful for the Palestinians.


News is coming that the US wants a UAE-backed two-state solution for Palestine. But when we look back in history it is obvious that Israel has betrayed and sabotaged the treaties, accords, and agreements leading towards peace and independent Palestinian state. Israel broke the Oslo Accords of 1993 by increasing settlements in the besieged Gaza Strip and West Bank, these accords bound Israel not to intervene in Palestinian authority.

In 2020 President Trump backed the Abraham Accords were based on normalizing the relationship of Arab States with Israel.

But the ongoing genocide of Palestinians has made it clear that the Zionist state Israel does not deserve friendship. International Organizations and NGOs are trying to provide humanitarian aid to Gaza but Israeli forces are creating hurdles in the distribution of aid.

The future of Gaza and Gazans is still unclear, it will take time to rebuild infrastructure and revival of normal life.

Warlords, profit makers, and competent authorities need to realize that humanity matters and it stands above all. They need to understand humanitarian losses cannot be compensated all other losses can. The ceasefire is the only way out to reduce the pain of the children and women of Gaza. A sustainable and long-lasting solution for Palestine is inevitable.




**Dr Nadeem Ahmad Khan**  
MA Educational Leadership - Year 2002  
Vice Chancellor Administration and Finance  
Sharjah Maritime Academy, UAE

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**Zaid Ishtiaq**  
Bachelor of Science in  
Electrical Engineering –  
Year 2023

**Junior Engineer**  
**Prescon Engineer Pvt Ltd.**

## SUCCESS STORY

In the spring of 2019, my university journey began a transformative journey that seamlessly blended academia, professional growth, and personal development. These four years unfolded as a rich tapestry, interwoven with experiences that not only defined my academic prowess but also molded me into a dynamic individual. One significant chapter of this narrative was my role as a scout and eventual vice president in the university's scouting club. From the outset, my involvement in the scouting club was more than a mere extracurricular activity. Serving as a scout allowed me to develop essential leadership and teamwork skills, honing my ability to make critical decisions under pressure. Over the years, I actively participated in organizing and executing major events, shouldering responsibilities that went beyond the typical scope of a university student. The culmination of these efforts saw me assuming the role of Vice President in the final year, an honor that spoke to the trust my peers had in my leadership capabilities. As Vice President, I undertook the responsibility of steering the scouting club to new heights. This role demanded not only strategic thinking but also effective communication and collaboration. Organizing large scale events and overseeing the club's day-to-day operations were challenges that further refined my organizational and managerial skills. The experience was a crucible that tested my mettle, preparing me for the dynamic landscape beyond university life.

Simultaneously, my academic pursuits were complemented by hands-on internships that provided a practical dimension to my learning. In one transformative internship, I delved into the realm of drone technology. Working on the cutting edge of unmanned aerial systems, I contributed to the development and implementation of drone applications with real-world implications. This experience not only deepened my technical expertise but also instilled in me a profound appreciation for the intersection of technology and societal needs. In a parallel endeavor, my second internship involved a research-based project focused on GPS and satellite technologies. This endeavor allowed me to explore the intricate dynamics of global positioning systems, satellite communications, and their applications. Engaging in hands-on research, I contributed to the development of innovative solutions that had far-reaching implications in fields ranging from navigation to disaster management. The project was a testament to the transformative potential of research and its capacity to address real-world challenges. Through these internships, I not only acquired technical skills but also cultivated a mindset of continual learning and adaptability. The dynamic nature of the projects fueled my curiosity and inspired a commitment to staying abreast of technological advancements. As a result, I not only gained practical insights into the respective fields but also developed a holistic understanding of how technology interfaces with the world. Perhaps the most valuable takeaway from these diverse experiences was the building of confidence. The challenges posed by scouting leadership and the technical intricacies of my internships compelled me to step out of my

comfort zone. As a scout, I learned to lead with empathy and resilience, while my internships instilled in me the confidence to tackle complex problems head-on. This newfound self-assurance became a cornerstone in my personal and professional development, a trait that I carry forward into the next chapter of my journey. In my final year at university, I worked on an exciting project called "Traffic Management using Drone." This project aimed to improve how we handle traffic in cities by using drones equipped with advanced sensors and cameras. The drones would monitor traffic in real-time and use smart algorithms to optimize flow, reduce congestion, and enhance safety on the roads. I'm thrilled to share that this project was not only a success but also earned me the prestigious NGIRI scholarship, recognizing its potential impact. The NGIRI scholarship not only provides financial support but also opens doors to a broader network of experts and scholars. It's like getting a stamp of approval for the project's importance and innovation. This recognition fuels my commitment to using technology to make positive changes in society. As I approach graduation, the NGIRI scholarship serves as both validation for the work I've done and motivation for the exciting challenges and opportunities that lie ahead in my career. Reflecting on my university journey, I embraced every opportunity with a professional mindset. Whether leading in the scouting club, excelling in internships, or pioneering the "Traffic Management using Drone" project, I worked diligently and learned extensively. These experiences, marked by growth and achievement, have primed me for the next step in my career, where I'm eager to apply my skills and contribute meaningfully.





## Alumni Award February 16, 2024



# ALUMNI MILESTONES



Office of Alumni Relations

*Congratulations*

## Alumni Achievement

**BURHAN UD DIN QAZI**  
MCS(M) – Year 2003

*Joined as*  
Associate Director  
Data Analytics at  
Confiz





Office of Alumni Relations

**Dawood Qaseem**  
MCS(E), Year 2004  
MBA, Year 2007

**Promoted as**  
Group Director BPO Operations  
PTCL Group ( PTCL | Ufone )

**CONGRATULATIONS!**





Office of Alumni Relations


*Congratulations!*

UMT Alumnus  
**Dr. Aamir Jamal**  
MBA(P) – Year 1997

has received the provincial  
**Alberta Immigrant  
Impact Award – Academic  
Career Contribution**

Dr. Aamir Jamal  
is Associate Professor  
(International Social  
Development) Director, Global  
Engagement and International  
Partnerships University of  
Calgary, Canada






Office of Alumni Relations

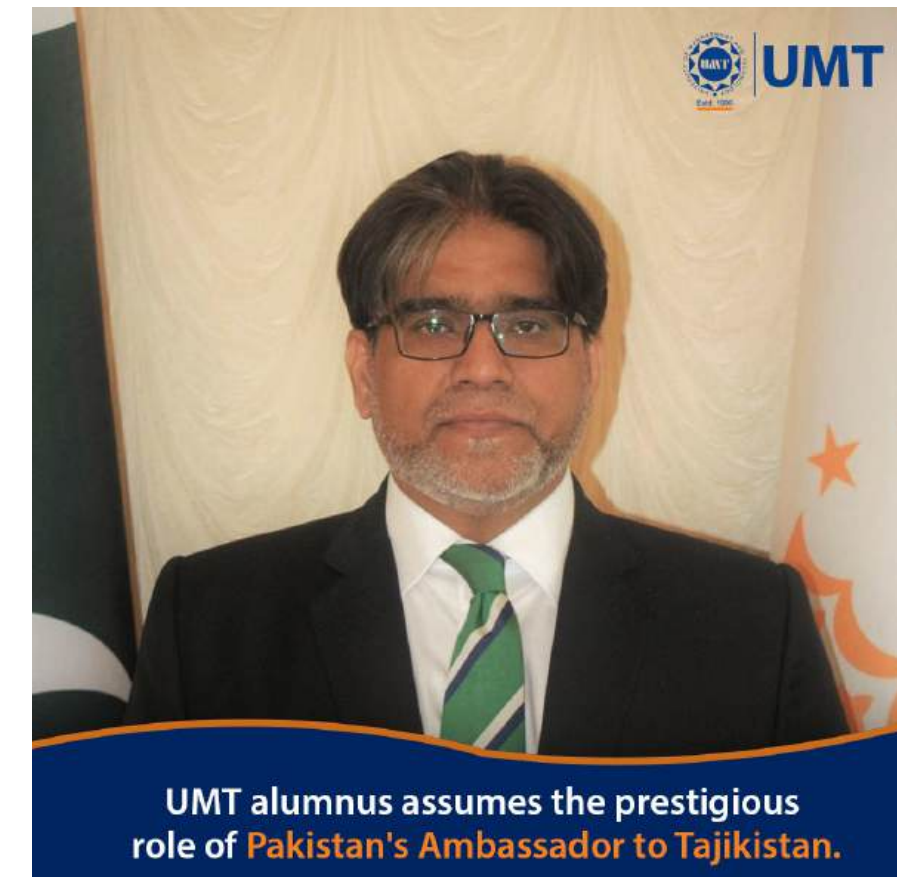
*Congratulations!*

**Dr. Nabeel Amin**  
BTM(H) - Year 2001

**Joined as**  
**Head of Compliance**  
**Ministry of Commerce,**  
**Government of Pakistan**  
He is also developing  
"National Compliance  
Centre (NCC)" and will lead  
as head NCC.









# TESTIMONIAL By

## Khansa Ahmad Qureshi

### BS Physics – Year 2023

My decision to apply to the University of Management and Technology was impulsive, and I often call it my last choice. As the years passed, my journey evolved from challenges to triumphs, with moments of failure and success. What remained constant was my struggle—always pushing forward, embracing challenges, and never giving up.

This gold medal isn't just the result of academic achievement, but a reflection of my dedication and involvement in various activities at UMT. I joined societies, completed internships, and volunteered in different departments, all of which shaped my growth.

Today, when I see my peers praising my expertise and positivity, I feel immense gratitude toward UMT. It's thanks to the university that I've been equipped to navigate both academic and professional life with confidence. #myUMT



اس نے کیسا سوال پوچھا ہے  
زندگی کا ملال پوچھا ہے  
اس سے شکوہ بھی اب کروں تو کیا  
اس نے کب میرا حال پوچھا ہے  
میں نے جس کو عروج بخشا تھا  
اُس نے وقتِ زوال پوچھا ہے  
دھند سی بھر گئی ہے آنکھوں میں  
دل نے جب اس کا حال پوچھا ہے  
اس محبت سے چوٹ کھانے میں  
اس نے میرا خیال پوچھا ہے۔  
چھین کر ریحا زندگی اس نے  
کس کی اتنی مجال، پوچھا ہے۔۔



## Rehana Altaf

M.Phil Educational Leadership and Management – 2020

Host  
Pakistan Television  
Corporation (PTV)





**Liyes Asghar**  
BBA (H) – Year 2023

**CEO – Property Contact**

My name is Liyes Asghar, hailing from the vibrant city of Lahore, but with roots embedded in the serene town of Bahawalnagar. For those unfamiliar with Bahawalnagar, it's a place rich in culture and traditions, shaping my family background.

Now, let's embark on the enthralling journey of how I ventured into the world of business in Pakistan. This wasn't my initial tryst with entrepreneurship, and success didn't greet me immediately. In the past, I initiated businesses that, unfortunately, met with failure. However, amidst the setbacks, I unearthed invaluable lessons that

## SUCCESS STORY

would later become the cornerstone of my success.

The year was 2018; I was a 19-year-old dreamer hungry for success. I immersed myself in the world of real estate, realizing its vastness and untapped potential. The turning point etched in my memory is December 20, 2018. On this pivotal day, I stepped into a real estate office, initiating a journey that would run parallel to my academic pursuits in BBA(H) at UMT. It was a balancing act that left me both worried and depressed, contrasting with my seemingly carefree friends who reveled in the university experience without contemplating their future.

As time unfolded, I delved deeper into the real estate industry, mastering the art of client dealings. The landscape shifted, bringing forth investors and clients into my orbit. The years between 2018 and 2022 witnessed a metamorphosis – a journey through different offices, exposing me to diverse leadership styles and business dynamics.

The climax of my narrative arrived at the close of 2022 when I took the audacious step of establishing my own real estate company – a venture named \*Property Contact Real Estate and Builders\*. The decision was arduous, and the path fraught with challenges, but giving up was never an option.

Earnings trickled in from my office, and a team gradually coalesced around the vision. Today, I proudly preside over two offices in distinct corners of Lahore. Yet, this is not the end; it's a prelude to a saga yet to unfold. My journey, condensed here due to time constraints, is a mere glimpse of a more profound narrative. In three days, amid the chaos of work, I penned down this overview, hoping to one day share the entirety of my story.

May this narrative serve as a wellspring of motivation for

the newcomers at UMT, and to all embarking on their own entrepreneurial journeys.

Best of luck to everyone. Embark on your journey with unwavering determination, for in every challenge lies an opportunity. Remember, success is not measured by the absence of obstacles but by the strength to overcome them. Be like Liyes, resilient and driven, turning dreams into reality one bold step at a time.

<https://www.instagram.com/propertycontactofficial/>  
<https://www.facebook.com/profile>

### Write for the next Alumni Magazine

An article based on your/expertise  
A short story  
A travelogue with photos  
Any other suitable literature for the magazine

### Write-up Length: 1000 words

Target Audience | - The upcoming issue will be emailed to 40,000+ alumni (from fresh Graduates to CEO level), 25,000+ student, and will be published on social media. This will be a good opportunity for you to showcase your expertise.  
Send us your write-ups at [alumni@umt.edu.pk](mailto:alumni@umt.edu.pk)



# A COMMON ENTREPRENEUR



## ARTICLE

By  
**Shoaib Ali**  
BS Electronics Engineering  
– Year 2017

**EdeeU App**  
CEO/Founder

### Chapter 1: Finding the Real “You”

The toughest part of your life is to come out of the identity given to you by someone else and recognize your true potential. Growing up, I was told that a Doctor and an Engineer would tick all the boxes of a successful individual. Going by that, I studied FSC, later Electrical Engineering, and became a certified Engineer. Now, I have a job offer, a future and potentially ticking all the check boxes that I was told by my family and the society. Contrary to that, I wanted to do something different, more digital, and something that suited my skills. I started as a freelance content writer with no experience in how to write, what to do, and how to even find clients. But this time I was doing something that was ticking all the boxes on my passion list. So, I ended up becoming a top-rated freelancer on freelancer.com and eventually started my first company at the age of 20 by the name “Impeccable Writings”. Now that I have found my passion, the real me, let’s take the game to the next level.

### Chapter 2: Skill Development, Constant Learning and Never Giving Up Attitude

I was doing well with my content writing firm, but that was not all. I wanted to learn something new, and increase the horizon of my skills and that’s where software services

entered my life officially. I took my first international flight, landed in Dubai, UAE, and registered my first IT Company with the name “Hexagonal IT Solutions”. I was an Electrical Engineer, turned Content Writer, turned Tech founder now. This is the real evolution, and it’s called the journey of life, learning, and longevity of your vision. I started learning about team development, websites, graphics, mobile apps, digital marketing, animation and whatnot. For me, it was a new world and I was enjoying it like anything. But, things went south, and I lost my Freelancer account, my IT Company wasn’t doing well, I was left with no staff and the return ticket back to Pakistan was expensive. So, I decided to stay in Dubai and start again but this time with some new learnings. I said, I won’t give up and this is what we call persistence. My life moved on!

### Chapter 3: Stability, Entrepreneurship, and Going Out of the Box!

Day in and Day out, I worked, I learned, I made a new team and finally my IT company was coming back on track. I was working with startups in Dubai and that’s where I was introduced to the term Entrepreneur. This is an interesting title, and you might find it in a lot of bios. So, I added mine too, because we have to go with the trend. I started my first startup as a joint venture in Dubai with the name Bypass21 Transport. As weird as it sounds, the startup was all over the place. Initially, we were planning to provide a digital platform to the local drivers in Dubai. Later, we were doing everything but not that. This is what happens when you just add Entrepreneur in your bio just

because it’s trending and not because you are one. Lesson learnt I moved on to my new startup with the name Splier. This one was based in Saudi, and it was a marketplace for SMEs. This time, I had my learnings, I worked on data, my market analysis was on point and we stuck to our main USP. But, even Splier didn’t work. Why? It’s a long story and I will only say that it was another learning curve for me and my career as an entrepreneur. I was down but not out. I had my learnings, I cherished my failures and I know I will find my path. Have I arrived? Let’s find out!

### Climax: Current Status, Life Lessons and make your own success stories!

With all the learnings, I moved to Africa this time to bring recognition to Pakistani Entrepreneurs. I am currently working on my startup named EdeeU and it’s evident, that it’s an ed-tech startup. We are working on making education easy, affordable, digital, and seamless for African students. If you have seen the journey, it started from Pakistan to Dubai and Saudi and now to Uganda, Africa. This is part of an entrepreneur’s life. I am still learning, improving, and focusing like anything. I cannot say that I have arrived, but I hope to say that one day. I will conclude by saying that don’t get fascinated by someone’s else stories and journey, as everyone has their own and I want you people to create your own success stories. If you are an aspiring entrepreneur, be persistent, focus on data, team building, and above all; a never-giving-up attitude. Life is how we take it. Glory will not come the easy way, but if we work hard, it will knock on our door one day!

Adios.



# TESTIMONIAL

By  
**Hamna Bint  
Huzaifa**

**BS Software Engineering –  
Year 2023**

As an Ilmian and being a gold medalist, I can confidently attest to the transformative power of education. Throughout my academic journey, I have embraced every opportunity to expand my knowledge, challenge my limits, and strive for excellence. Receiving the gold medal is not just a recognition of my achievements, but a testament to the countless hours of hard work, dedication, and passion invested in my studies. It symbolizes the culmination of years of intellectual curiosity, perseverance, and unwavering commitment to academic excellence. My time at university has not only equipped me with invaluable skills and knowledge but has also shaped me into a resilient, determined individual ready to make a meaningful impact in the world. I am grateful for the support of my professors, peers, and mentors who have guided and inspired me along this remarkable journey.



## ANNUAL ALUMNI FAMILY TOUR (LEEPA VALLEY) AUGUST 23 – 27, 2024







**Anam Chahil**  
MS Strategic Human  
Resource Management –  
Year 2023

Learning and Development  
Manager  
Four Points by Sheraton –  
Marriot International

## SUCCESS STORY

**“WHERE  
THEY SEE  
OBSTACLES,  
I SEE  
POSSIBILITIES.  
BE IT  
CRIPPLED OR  
DIFFERENTLY  
ABLED, I  
PREFER TO  
PRESENT  
MYSELF AS  
A CANVAS  
PAINTED WITH  
THE VIVID  
HUES OF  
TENACITY.”**

In the symphony of life, where melodies of triumph and challenges intertwine, your success story unfolded, a testament to the strength within, and the unwavering spirit that refuses to be defined by societal labels. They may call you disabled, but you proudly proclaim yourself differently abled.

In the heart of a bustling city, there stood a university named UMT (University of Management and Technology), a place that became the backdrop for a remarkable chapter in my life. The journey began with uncertainty, the echoes of doubt overshadowed by the grand archways of UMT.

It wasn't just a university; it was a sanctuary where minds converged and dreams took flight. UMT, much like its name suggested, embraced the diversity of thought and the universality of human experience.

The faculty, the unsung heroes of this narrative, recognized not just your academic potential but the strength that emanated from your spirit. They became the architects of your confidence, mentors who saw beyond the surface to the untapped reservoirs of your capabilities.

The university wasn't just a place of academic growth, it was a community that rallied around you. Fellow students became friends, offering support and camaraderie that eased

the challenges you faced. The once-daunting campus paths became familiar terrain, navigated with a sense of belonging.

As the semesters unfolded, the disability that once seemed like an insurmountable hurdle for me, became a footnote in the grand narrative of my achievements. UMT, with its inclusive ethos, provided not only an education but a sanctuary where you could thrive.

And so, my story at UMT became a testament to the transformative power of education, the resilience of the human spirit, and the boundless potential that resides within each of us, waiting to be unearthed in the nurturing embrace of a place called home.





# WORK LIFE BALANCE: IN THE LIFE OF A BANKER



## ARTICLE

By  
**Faisal Ghani Qureshi**  
BBA(H) – Year 2000

### My job role

I perform a very, very important task in my organization. My job is to spend 18 hours\* a day in the office looking at computer screens, transferring numbers from one column to another, trade gossip, have lunch, stay late to justify having dinner on company expense, spend month end and year end to reconcile the numbers transferred daily and which we now have no record of, accomplish nothing at the end of the year, yet contribute to the bank getting bank of the year award at one ceremony or the other.

### Company culture

The Boss is Always Right. Even if he or she is wrong. (Especially if they are wrong! How else will they get canned and make space for you to move up?) The Customer is Always Right. If they agree to your terms and conditions and sign an indemnity document which absolves you of all professional requirements required of being a banker and take all the blame for any, and all, wrongdoing that may occur as a result of any, or all, of their transactions whether transacted willfully or unwilfully with or without their knowledge or consent and agree

to name their firstborn grandchild after you.

### Always Use Other People's Money.

Never, ever, ever use company assets for any work. Always use other people's money as far as legally and ethically possible (or otherwise, as long as, no one finds out. Shhh! Lunch and the Weekend are Sacrosanct. No power shall come between you and your dry, stale sandwich that you eat sadly on a plastic table that was added as an afterthought to the company kitchen/dining room décor. Weekends are meant for golf and golf alone!

### Work life balance and family commitments

**Work.** Work is great. Work is good. I mean who would not want to come in day in and day out to sit in a cubicle with recirculated air to juggle other people's finances while having to explain to your boss everyday where the debit transactions go and where the credit transactions go!

**Life.** There is no way to define life really. If you don't believe me, open a biology book. They just give characteristics of life and no definite definition. So far, none of those characteristics have been found in any banker, past or present.

**Family.** I think I have one. Haven't met them recently. I think there are a few people in my contact list that qualify. Must get in touch with them one of these days when the boss gets off my back to submit these useless reports on daily/weekly/monthly/annual reconciliation.

### Company policy for achieving work life balance

**Policy.** According to HR a policy does exist

**Access to Policy.** Policy can be accessed by submitting a written request to your senior, upon approval of which, the policy may be read in a pitch-black dark room to ensure privacy. (All electronic equipment and transmission devices are to be left outside and employees agree to a cavity search post perusal of policy).

**Sharing of Policy.** The policy may not be shared with any person not in employ of bank or its subsidiaries or with any person who is a former or current employee or any person who is a person or any part thereof.

**Adherence to Policy.** All employees, current and former, are required to strictly comply with policy in order to ensure proper work life balance.

### Productivity and focus on job

- Surveillance cameras installed in every nook and cranny ensure that employees are always focused
- Micromanaging by the boss ensures productivity is at peak inefficiency
- ISO regulations require this image to be added and have nothing to do with the topic at hand

### Boss's input to maintain work life balance

**Work.** The boss ensures that any and all work is assigned to me to ensure that I am kept busy.

**Life.** The boss has no interest in life or anything resembling it except for



golf on the weekends for him and his buddies.

**Balance.** The only balance the boss is concerned with is in the balance sheet. Overcoming stress in private and work life

**Private Stress.** I have a balanced regimen of stress eating and stretching out in front of the television to watch mind numbing shows which require low involvement.

**Work Stress.** I ensure that I mumble profanities at my boss, coworkers and juniors under my breath to retain sanity. It also helps that I honk my car's horn incessantly to and from work to relieve stress.

### **Most Stressful aspect of your position**

What if they find out that they really do not need me or any of the other people who define their jobs as bankers, and that the work that I and all bankers do could be performed by a half decently programmed computer?

And I'm not even talking about the Cray Supercomputer. A simple desktop would suffice. (But don't tell anyone. Please!)

### **Does the company follow fair practices of promotions?**

**Fair.** The use of the word fair has been deemed culturally inappropriate.

**Glow.** It has been decided to replace the word 'glow' instead of fair after a faulty yet expensive market study

**Promotions.** Since the use of the word glow in place of the word fair, the practice of glow practices

for promotions does not make grammatical sense and therefore renders the question redundant.

### **Adequate facilities for training and development**

Training and Development are required for personnel to learn, engage and grow in the organization. I am not expected to grow till the time that my boss and the 50 people in my seniority chain do not either switch jobs to another company or fall victim to an early demise due to work related health issues. Learning and development therefore seems redundant. We do have an e-mail tip from HR every week on some trivial matter though. Does the e-mail to switch off lights in offices during lunch break to save electricity count?

### **Negative Physical Symptoms**

**Headache.** Only during the 12 hours in the office and the 12 hours at home and any time in between.

**Backaches.** Sometimes. But this only happens on the days that end with the word 'day'. On other days I'm fit as a fiddle.

**Digestion Issues.** Never had any issues. My doctor has prescribed boatloads of medication to control IBS. Recommendation of company as a place to work. Even after reading all this, you still think this is a place to work then I believe you are adequately suited for an entry level position in our HR department.

**Please drop your CV to [noreply@youthinkthisisaplacetowork.com](mailto:noreply@youthinkthisisaplacetowork.com)**



## **ARTICLE**

**By**  
**Saima Sher Fazal**  
**MPhil Sociology – Year 2021**

**University of Punjab, Lahore**  
**Visiting Faculty**

# **ON MY WAY**

I taught Pakistan Studies for two years in the beginning of my professional career while I completed my MPhil in Sociology from UMT and PGD in teaching methodology from Riphah University. Since then, I have served as a lecturer of Sociology and allied Social Sciences at BS level for two years now. Many a times when I share with my employers or students that I finished my Masters in Mass Communication way back in 2002, I am asked about the reason for changing my discipline. The interesting fact is that I myself never thought about it as a change. Choosing to further my studies in Sociology seemed like a very logical choice given my experience in writing for newspapers and blogging on social issues and processes. Till now I have taught more than ten semesters of BS students. Four of Sociology alone.

Throughout my experience of delivering a lecture, conducting an interactive activity or facilitating conceptual comprehension of abstract ideas. The most intriguing experience has been the channeling and management of raw potential.



I must admit that my experience as a student of MPhil at UMT provided me with a very strong basis for a professional approach towards teaching. I will be sharing in the following paras some observations I made during class and the methods I devised in consequence to facilitate learning and comprehension of a conceptual nature.

#### **Some observations:**

- Majority of the students did not take notes during class.
- Most merely read the content on the slides. Very less tried to use the reference books provided.
- Almost all had some presumptions about the course e.g: "Seems difficult", "just need to sit in the class and get a passing grade", "this isn't the main subject, no need to take it seriously" etc.
- None had tried to look up the outline or find out how studying the particular subject can facilitate their main degree.
- Quiz and class assessments when impromptu or open book garnered conscious participation and better results.
- Reading activities spurred focus and comprehension.
- Discussion and engagement during the reading activities guided conceptualization.
- Contextualizing meaning (according to the author, origin of the text, purpose of the content/text) during the discussion prevents misreading, misconception, exaggeration or bias.

It will also be quite relatable for others in the same field that any method to be applied to such observations in a time period of two or three credit hours per week with an added necessity to complete the course outline and achieve outcomes requires an on-the-spot dexterity.

#### **Some quick methods:**

- Addressing all common presumptions in the introductory class by sharing the advantages and links the course might offer for their degree sets an amicable mood for the course.
- Encourage note taking and show the students its use as a tool of personalizing knowledge and creating/retaining memory/ cognition.
- Simplifying hard conceptual words into simple applicable terms.
- Engaging students to come up with relevant examples. E.g: "Can you apply this concept (e.g enabling or social agency) to something you have seen or experienced and analyse accordingly?" Such questions might not garner a response from all sets of students but a second supporting prompt with a sample word or action offered often spurs instant answers. E.g action: Which is more enabling. Putting a notice up to keep the area clean or putting a dustbin under each notice. E.g word: Which phrase denotes social agency.

**"Proactive engagement" or "mechanical solidarity".**

Such methods not only spur class activity but also instill concepts.

- Helping them see their choice of examples by offering comparative or countering examples so that they can ascertain or revise their own criterion and/or revisit the original text/source for affirmation or improvement.
- Engaging students to sift through knowledge sources on the course and develop a criterion to spot/ choose credible online and real time resources for assignments and in class discussions, e.g: By conducting in class activities on using sources.
- Helping them locate and identify credibility in their own sources of knowledge. e.g: By conducting retracing activities on the source of a concept, statement etc.
- Focusing on key words and

prompting discussion, ideation around them.

- Helping them see the importance of referencing an idea or statement to its author, origin and context by comparing clearly and vaguely referenced ideas.
- Encouraging individual assignments on an offered criterion along with team work contributes to personal growth. Offer a flexible criterion.
- Impromptu individual presentations on subject topics with an open book are a great method of on spot comprehension assessments. Even five minutes for each student are enough.

Every class/semester is a new experience. A new chance to learn and grow. Each individual student a precious human being. All this just on my way of life.

**“ We need to have invention, we need to have innovation, development, discovery but then this is the world of disruption, where disruptions are taking place in garages, disruptions are taking place in cafes, disruptions are taking place in corridors, in classrooms and people are finding always the alternates, the better ways that how to go about it, how to do it, what’s missing, what’s needed, what’s not there and people find it, they trace it and they come up with an idea to how to get it forward. So this is the world of disruption and disruption then lead towards breakthrough. A disruptive idea can achieve a breakthrough. ”**

**DR HASAN SOHAIB MURAD**





**Sidra Shehzadi**  
MPhil Applied Linguistics –  
Year 2023

**Product Specialist**  
**Standard Chartered**  
**Pakistan**

مجھے روگ لگا ہے اے سائی  
کہنے دے ہر دم حق ہے ہو  
میں رنگ میں رنگی لال ہری  
میرا رنگ وہ رنگ جو تیرا ہو  
میرے اندر ہو، میرے باہر ہو  
نہ میں میری ہوں، نہ میں تیری ہوں  
سرسبز لباس میں کملی ہوں  
تجھے حق برحق جو مانوں ہوں  
سب مندر، مسجد، دیر نہ کچھ  
میرے اندر بستای ہے ہو  
میں خاک، نہ آگ نہ پانی سے  
میں یار سے ہوں، میرا یار ہے ہو  
میں کیا ہوں، یہ سب راگ ہے کیا  
میں نہ جانوں، بس یہ جانے ہو  
کیوں مانگوں دانے مالا کے  
میری سانسیں پڑھتی تسبیح ہو  
جگ، چاند ستارے جو دیکھوں  
مجھے دکھتا ہر پل، ہر سو ہو



## TESTIMONIAL



By

**Aneez Ikhtisar**

**BS Nutrition Science –  
Year 2023**

My journey at UMT was incredible, filled with hard work, determination, and countless hours of practice. There were moments when I wanted to give up, but I pushed through and never lost sight of my goal. This gold medal is a symbol of all the sacrifices I made and the challenges I overcame. It will always remind me that it was all worth it. This achievement has taught me that with passion and perseverance, anything is possible. These past few years have been a whirlwind of growth, learning, and unforgettable experiences. My time at UMT has shaped me into the person I am today. I'm grateful for the incredible professors who challenged me and inspired me to think outside the box. As I step into the next chapter of my life, I carry with me the knowledge and skills I've gained, ready to make a positive impact on the world. Thank you, UMT, for an incredible adventure!



# ALUMNI CHAPTERS MEETUP



Alumni Meet Up, Multan Chapter | Saturday March 23, 2024



UMT Alumni Multan Chapter Meet | Saturday Sep. 7, 2024



Alumni Meet Up, Bahrain Chapter | Tuesday 21, March 2024



UMT Alumni Meet Up, Canada Chapter | Saturday, May 11, 2024



Alumni Meetup | Australia Chapter | Saturday May 25, 2024

## SUCCESS STORY



### Muhammad Saim Tariq BS Electrical Engineering – Year 2011

#### Manufacturing Manager Teledyne Defense Electronics, California USA

My name is Muhammad Saim Tariq, and I am excited to share my journey with you. I studied BSEE and graduated from the University of Management and Technology (UMT). After graduation, I started my job at PTCL as an IT Support Executive. I worked there for 3.5 years before moving to the USA. My US journey began in 2015 when I landed my first job with Apple.

After that, I joined Siemens and worked there for about three years before joining Teledyne Technologies in 2019. At Teledyne Technologies, I started as an RF technician and was promoted to a lead position due to my technical skills and dedication to work. In 2022, I achieved a huge milestone in my career when I was promoted to Manufacturing Manager. It was a proud moment for me, and I felt that my hard work and dedication had paid off. My journey from graduation to becoming a Manufacturing Manager in a big company like Teledyne was not easy. It involved a lot of hard work, long hours, and dedication. I had to learn new technologies, work with different teams, and be innovative to stay ahead of the curve. But I was determined, and my dedication paid off. Currently, I am pursuing my MBA from the University of Phoenix, where I am learning new management skills and approaches that could help me in my professional journey. I want to mention here that UMT is a great learning institution, and a UMT degree is accepted and recognized by US universities. They trust UMT graduates and open their doors to higher education. In my spare time, I like to travel and have visited many states in the US and Canada. I also like to spend time with my family and play with my kids. Additionally, I enjoy going to the gym to stay fit. I miss my time at UMT and my classmates and teachers. I learned a lot from there, and it was an incredible journey of learning and exploring new opportunities. Thank you for taking the time to read my story. It inspires you to pursue your dreams and work hard to achieve your goals.



# ALUMNI TEA WITH THE DEANS

ہجر کی جھیلتا ہوں سختیاں، شام کے بعد  
پالتا ہوں جب خوش فہمیاں، شام کے بعد

وہ جو یونہی بے فکر و مستی میں ٹہلتا رہتا ہے  
اس کے پاؤں میں ہوتی ہیں کڑیاں، شام کے بعد

دن تو گزارا تھا میں نے تیری چھاؤں میں  
یہ کون آگیا ہمارے درمیاں، شام کے بعد

ناجانے کس کی اماں میں ہوں میں آج رات  
ناجانے کیوں آتی ہیں ہچکیاں، شام کے بعد

وہ جس کے خال و خد سے روشن تھا میرا جہان  
ناجانے کہاں کھو گیا وہ چہرہ اشادماں، شام کے بعد

دن بھر خود ہی سنبھالنا پڑتا ہے خود کو  
تھام لیتی ہے مجھے میری ماں، شام کے بعد

تنکا تنکا جوڑ کر جو بنایا تھا میں نے ایک  
پھونک سے اڑ گیا وہ آشیاں، شام کے بعد

اس عہد ناگوار میں کیسے جنیں گے ہم  
بند ہو جاتی ہے جہاں ہر دکان، شام کے بعد

یہ کس نے اجاڑا ہے بزم آرائی کی رعنائی کو  
کہاں جا کر بیٹھ گئیں وہ چڑیاں، شام کے بعد

اے عدل پرور تو ہی مداوا کر میرے دکھوں کا  
مٹا دے میرے دل سے اداسیاں، شام کے بعد

کڑی دھوپ میں جو اوردشت جو کاٹا تھا  
چلا گیا وہ سفر رائیگاں، شام کے بعد

ناسک و فرحت کو حمزہ یہی وعادیتا ہے  
خدا ہو تم دونوں کا نگہبانا، شام کے بعد

**Syed Hamza  
Imam**

**BS English Language and  
Linguistics – Year 2022**



Deans UMT SLA – School of Liberal Arts | Monday, October, 28, 2024



UMT SPP - School of Professional Psychology Tuesday  
Aug. 13, 2024



Deans UMT SMCS - School of Media and Communication Studies  
Thursday, Sep. 12, 2024





## Faseeha Saif

### MPhil Sociology – 2023

Visiting Lecturer  
Lahore College for Women  
University

# SUCCESS STORY

## MY JOURNEY AT UMT

Embarking on my academic journey at the University of Management and Technology (UMT), Lahore marked the beginning of an immersive experience that transcended the conventional boundaries of education. Having successfully navigated the challenging terrain of pursuing an MPhil in Sociology, my narrative unfolds as a rich tapestry woven with threads of academic rigor, personal growth, cultural exposure, and the nuanced development of both soft and technical skills. In this narrative, I delve deeper into the intricacies of my multifaceted journey at UMT, exploring the nuances that have molded me into the individual I am today.

### 1. The Academic Landscape

UMT's academic landscape emerged as a mosaic of learning opportunities, blending theoretical foundations with practical applications. The dynamic faculty, comprised of seasoned scholars and industry experts, not only disseminated knowledge but also served as mentors, guiding us through the complexities of sociological discourse.

The Department of Sociology became a scholarly haven, where each course was a stepping stone towards unraveling the intricacies of societal structures. Engaging in

comprehensive research projects, delving into case studies, and participating in thought-provoking discussions were not mere academic exercises but gateways to a deeper understanding of the sociological landscape. The academic journey at UMT was not just about grades; it was a quest for knowledge, critical thinking, and the ability to apply theoretical frameworks to real-world scenarios.

### 2. Soft Skills Development

Beyond the academic realm, UMT was a crucible for the development of soft skills that are indispensable in today's dynamic world. The university recognized the importance of fostering effective communicators, collaborative team players, and visionary leaders.

Participation in extracurricular activities became an integral part of my UMT experience. Engaging in debate competitions honed my public speaking skills, while involvement in community service initiatives instilled a sense of social responsibility. The collaborative nature of group projects and student-led activities not only polished teamwork skills but also provided a platform to experiment with leadership roles, negotiation strategies, and conflict resolution techniques. These experiences were not just resume boosters; they were transformative moments that shaped my interpersonal dynamics and leadership style.

### 3. Technical Skills Acquisition

UMT's commitment to staying at the forefront of educational innovation was evident in its approach to technical skills development. The integration of cutting-edge technologies into the curriculum ensured that students were not

just well-versed in theory but were also equipped with the practical skills demanded by the evolving job market.

Hands-on experiences in well-equipped laboratories, statistical analysis workshops, and research projects were instrumental in translating theoretical knowledge into tangible skills. The university's proactive approach to incorporating software applications and data analysis tools into the coursework provided a solid foundation for navigating the technologically driven landscape of the professional world. UMT's emphasis on technical proficiency became a catalyst for my confidence in utilizing tools and methodologies crucial for research and analysis in the field of sociology.

### 4. Personal Growth and Cultural Exposure:

My tenure at the UMT transcends the traditional boundaries of academia. Beyond the intellectual rigors of pursuing an MPhil in Sociology, my experience at UMT has been a transformative journey marked by nuanced personal growth and immersive cultural exposure. In this detailed exploration, I unravel the layers of self-discovery, interpersonal understanding, and the rich cultural tapestry that has become an integral part of my educational odyssey.

### Personal Growth

UMT, as an institution committed to holistic development, provided a fertile ground for my personal growth. The academic challenges and extracurricular engagements served as catalysts for self-discovery and the honing of essential life skills.

**Critical Thinking and Self-Reflection:**  
The academic curriculum at UMT,



particularly in the field of sociology, encouraged critical thinking and self-reflection. Engaging in thoughtful discussions, analyzing diverse perspectives, and questioning societal norms became not only academic exercises but avenues for personal introspection. These experiences fostered intellectual autonomy and a deeper understanding of my own beliefs and values.

**Adaptability and Resilience:** The dynamic nature of UMT's environment, characterized by diverse student cohorts and challenging coursework, cultivated adaptability and resilience. Negotiating through academic challenges, collaborating on group projects, and navigating the complexities of a multicultural campus nurtured a sense of flexibility and perseverance that has proven invaluable in my post-graduate life.

**Leadership and Teamwork:** Active involvement in student-led initiatives and collaborative projects provided opportunities for leadership and teamwork. Assuming leadership roles, managing diverse team dynamics, and contributing to collective goals sharpened my leadership skills and enhanced my ability to work effectively in a team—a proficiency that extends beyond the academic sphere.

### **Cultural Exposure:**

UMT's commitment to cultivating global citizens was manifested in its diverse student body, international collaborations, and a myriad of cultural initiatives. This exposure went beyond the theoretical understanding of multiculturalism; it became an immersive experience that broadened my horizons and enriched my worldview.

**Diversity of Perspectives:** Interacting with students from various regions, backgrounds, and cultural contexts exposed me to a rich tapestry of perspectives. Classroom discussions became platforms for the exchange of diverse viewpoints, challenging preconceived notions, and fostering a deeper appreciation for the complexity of global issues.

**Cultural Events and Celebrations:** UMT's vibrant campus life was punctuated by cultural events, festivals, and celebrations that showcased the diversity of its student body. Participating in and organizing these events provided firsthand experiences of different cultural practices, traditions, and celebrations, fostering a sense of inclusivity and interconnectedness.

**International Conferences and Exchanges:** UMT's commitment to global engagement was evident in its hosting of international conferences and exchange programs. Attending conferences and collaborating with scholars and students from around the world not only broadened my academic perspective but also facilitated cross-cultural interactions that transcended the boundaries of the classroom.

**Language Proficiency:** The multicultural environment at UMT naturally encouraged language diversity. Engaging with peers who spoke different languages and participating in language exchange programs contributed to my linguistic proficiency. This skill has proven advantageous in my professional life, especially in a globalized job market.

**Social Responsibility:** UMT's emphasis on social responsibility and community engagement provided opportunities for cultural immersion

beyond the campus. Involvement in community service initiatives exposed me to the realities of diverse communities, fostering empathy and a heightened awareness of social issues.

**Career Guidance and Placement:** UMT's commitment to holistic development extended seamlessly into the realm of career guidance and placement services. The university's career counseling center emerged as a reliable compass, guiding me through the maze of career choices and professional development.

### **5. Alumni Network and Mentorship:**

The mentorship opportunities afforded by the alumni network became a cornerstone of my post-graduate journey. Engaging in conversations with individuals who had traversed similar career paths provided a nuanced understanding of industry dynamics, unwritten etiquettes, and the art of professional networking. The alumni network became a lifeline, offering a sense of camaraderie and shared experiences that eased the transition into the professional realm.

As I navigate the intricate web of UMT's alumni network, I am struck by the depth and breadth of its impact on my post-graduate life. It is more than a network; it is a living, breathing entity that continues to shape my professional journey. From mentorship and industry insights to collaborative projects and cultural connections, UMT's alumni network is a testament to the enduring bonds forged within the walls of the institution.

The support, guidance, and opportunities that emanate from this network have not only enriched my career but have also contributed

to my personal and intellectual growth. UMT's alumni network is a beacon that illuminates the path for its graduates, reminding us that our connection to the alma mater extends far beyond the attainment of a degree – it is a lifelong partnership that evolves and flourishes with each shared success. As a proud alumna, I find solace and inspiration in being a part of this vibrant community that continues to redefine the meaning of educational connections.

### **Concluding Remarks**

As I reflect on my transformative journey at UMT, the layers of my experience unfold, revealing a narrative that extends far beyond academic accomplishments. UMT, with its commitment to academic excellence, holistic development, and global perspectives, has been the crucible in which my intellectual curiosity, interpersonal skills, and technical proficiency were honed.

The university's role in shaping me as an individual goes beyond the acquisition of a degree; it lies in the amalgamation of academic rigor, extracurricular experiences, and the nurturing of a holistic skill set. UMT has been more than an institution; it has been a mentor, a guide, and a companion on this educational odyssey. As I step into the next phase of my professional life, I carry with me not just the knowledge gained in classrooms but the indelible imprints of personal growth, cultural understanding, and a comprehensive skill set that UMT has meticulously cultivated. Proudly, I emerge as a product of the University of Management and Technology, Lahore – an institution that doesn't just educate; it transforms lives and shapes futures.



# FINDING YOUR CREATIVE PASSION EVEN AS A CORPORATE EXECUTIVE – PUBLISH OR PERISH



## ARTICLE

By  
**Ahmed Sheikh**  
Masters in Data Analytics –  
Year 2020

We live in a world of creation. We also live in a world where we need to be someone that builds economies of scale. As students we aspire to become a certain professional or build skills around a trait. You dream about becoming a software engineer or a dietician. These are all amazing professions and career paths.

However, there is one important side effect to all of this. This angle shows that there is only one side to life and the corporate world. If you grew up enjoying singing, writing, or even poetry you tend to either wash away these skills in hopes of pursuing something greater than these aspiring novelties.

The reality is that it is not a one-size-fits-all solution. In fact, you can become both a writer and an engineer. You do not have to pursue a master's in English literature in order to write. This is the norm, and it is the wrong one.

As I was growing up, the people that I went to school with were aspiring artists. Some had a great talent pool for drawing, like me I was a poet. Many of my friends took the pathway of further pursuing degrees in that

particular profession. So, if they enjoyed English, then they took upon themselves to pursue a degree in English literature.

However, as a clinical psychologist, I can tell you that this avenue of faith is not correct. You can aspire to become anything to pursue your economical goals. However, you can also pursue your dreams of becoming a writer or poet. Never give up on your dreams and aspirations. They do not have to provide the economical benefits.

You have a choice of following multiple areas of focus. Never let your world tell you otherwise. Let your magic begin anywhere and anytime. I graduated with a Masters degree in Data Analytics from UMT and now have an amazing poetry book published and available on Amazon. <https://www.amazon.com/dp/9696966482>

It is an amazing book of the life I lived, the people I met and the emotions I went through. These are all truthful statements in the form and love of faith and conviction. My poet never died. Though I am a senior executive in the fintech space. Yet I have realized that my identity is through other patterns of life.

This article is to teach you the old and golden words – “Publish or Perish”. The world tends to remember the written word. Great people lived and died. You relocate the ones that wrote or were written about. Rest are memories gone and tested. We are still alive. The rudimentary element is to survive long after we

are gone. There is no other symbol of existence. You can work and make money. You need to also be imprinted in the annals of history.

My book is being read. Somewhere in the world, people are buying it and enjoying reading. They are realizing the beauty of it all. People who understand poetry relate to it, even from the pen in Pakistan.

Let me share with you my journey through this. It took me years to pen down these writings. I always believed that tomorrow would come and give me time to write. Tomorrow never came. I had to come forward and turn that tomorrow into today.

My father encouraged me to write. I did. I won many poetry competitions during my earlier school days. I was fascinated with words and how they can captivate the mind.

Reading books about life became an obsession. My earlier recalls of reading books during summers and enjoying different authors enhanced my intellectual wisdom and approach. Books create mindsets. It establishes a neurological pathway to understand and interpret people and communities. And at times, the world we live in. How else can we look at life unknowingly? This only takes place through the lens of curiosity.

Then I started pursuing a career that would pay dividends. I went to the United States for my engineering degree. I left the poet in my soul. It never came out. I was too busy following a technical dream. No one



ever told me that I could aspire to many journeys in my life. I would have taken up many aspects of poetry. But I was unidirectional. I guess this is life. A Pakistani student has many goals to feed. One is for his family and the other is for society. You do not make money through words alone. So, there is a need for a technical degree. The poet in me was waiting endlessly to exist and write.

Many years later I found time, or perhaps time was running out, Noone knows. The book finally got published. It was a reality now. The pages are in print. The words are afloat and are alive. You can read the words of mine and fall into ecstasy. I created a world where you can come easily and explore the life of a man who loves life.

I am sure you can do the same as a painter or a singer. All you need to do is explore your talent and make your mark and make sure it is an indelible

imprint on the pages of time. Do not set goals that will become outdated after a few years.

Believing in yourself is the key. Realizing you have potential like no other. There is no one else like you. You exist for a reason. That reason has to be magnified on the pages of life. Without that, you are just a flower withering away. We are more than that.

This article should resonate for the current UMT graduated professionals and the new ones that are aspiring to go through UMT. We all have our places in life. Please do not forget to write and be creative. Enjoy the works that resonate within. And color life with all the faiths of your life.

As a professional clinical psychologist, I tend to see many people that are facing issues of existential problems. The social factors are real. You can only cope. Writing is a great way to cope with life.



# والعصر

رب عزوجل، نائب کی ادا دیکھ  
محتاج عصر کا پینا تو زرا دیکھ

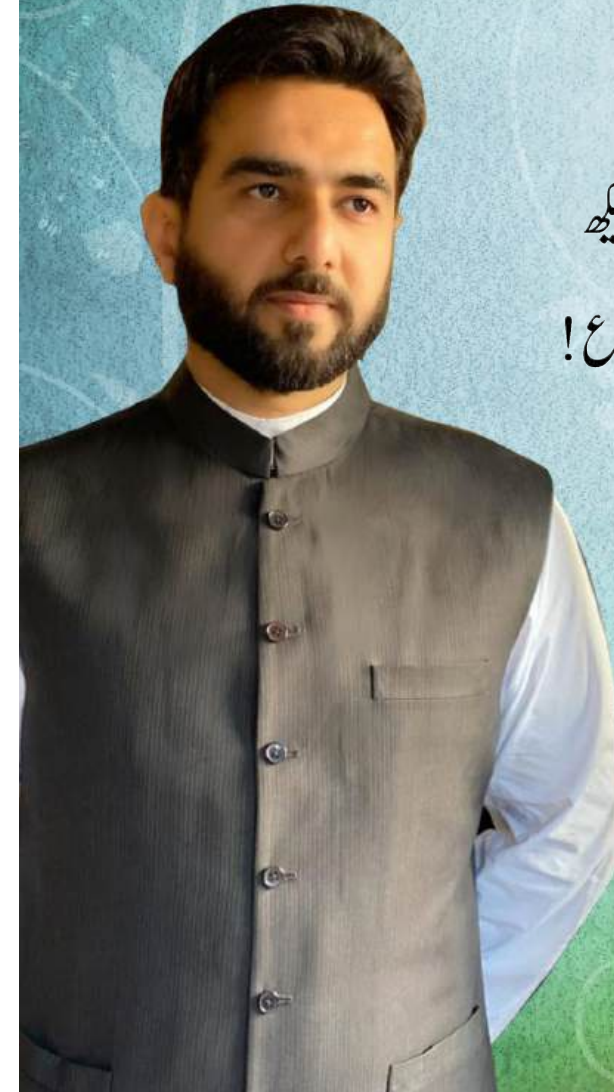
پیدا بھی کیا تو نے مارا بھی کرے تو  
صانع شجر ممنوع، آدم کی سزا دیکھ

کشت بھی رکھ دی اصناف مخالف میں  
پھر غرض البصر بولا یہ ستم تو ذرا دیکھ

بھیجا تھا جوہاری کہ، اسوہ پر چلو اسکی  
اس کو ہی چھلا بیٹا، کلا کی خطا دیکھ

کرنا تھا بنی آدم کو رکھے پہ جسے یکجا  
اس امت مسلم کو، فرقوں میں بٹا دیکھ

تجھ پہ بھی یقینا اک دن ہو گئی عطار ع!  
دم بخود، بے سخن، اس کی رضا دیکھ



**Syed Abdurahman  
Gilani**

**BS Computer Science – Year 2006**

**Chief Security Officer Unisys –  
Australia**



# TESTIMONIAL

By  
**Fatima Asif**

**BS Graphic Design –  
Year 2023**

Hi, my name is Fatima Asif, and I graduated from UMT from the Department of Visual Communications and Design. I was honored to receive a silver medal at my convocation, which was a moment of immense pride, especially because I was the only one in my batch to receive such an honor. The journey to this achievement wasn't easy—it was filled with challenges, setbacks, and moments of self-doubt. But my drive to make my parents proud kept me going. The support I received from my mentors and friends at UMT was invaluable, helping me stay on track even when the path seemed daunting. Seeing my parents' joyful faces as I accepted the medal made every hardship worthwhile, and I was overwhelmed with happiness to know I had made them proud. This experience taught me the importance of perseverance and the strength that comes from a supportive community. Holding that silver medal in my hands, I knew that the struggle had been worth it, and I felt encouraged to continue striving for excellence in all I do.



University of Management and Technology

# ALUMNI TALK



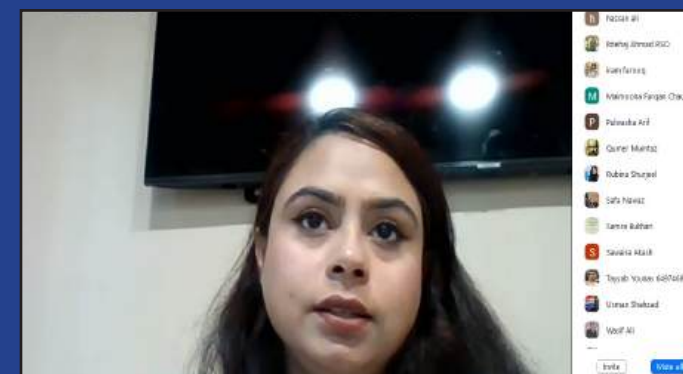
Ms. Samra Tariq UMT alumna and Senior Dietitian at Hameed Latif Hospital | October, 23, 2024,



Ms. Ada Jaffery UMT alumna, Strategic Consultant and Advisor  
November, 12, 2024



Alumni Webinar Series | Mr. Mudassar Tabussam, UMT alumnus and Head of Business Intelligence & Data at Beaconhouse Group  
23, July 2024



Alumni Webinar Series | October 2, 2024,  
Ms. Hira Khawar, Consultant Clinical Psychologist





## Mubashir Ali

### MS Mathematics – Year 2023

Visiting Lecturer  
University of Management  
and Technology, Lahore

## SUCCESS STORY

# “EXPLORING THE WORLD OF MATHEMATICS: MY INSPIRING JOURNEY”

### Introduction

In the world of learning and discovery, I stand out as someone truly dedicated to mathematics. After completing my MPhil in Mathematics from the University of Management and Technology (UMT) in 2023, I have achieved some remarkable milestones. Let's delve into my story, exploring my achievements, research work, and contributions to the fascinating world of mathematics.

### Academic Success

My academic journey reached its peak when I finished my MPhil in Mathematics from UMT. This accomplishment not only shows my master of mathematical concepts but also reflects my hard work and passion for learning. Research Accomplishments I have proven myself on the global stage by publishing an article in

the esteemed Heliyon HJRS W-Gold Category, earning a top Q1 rank. This achievement showcases not just my understanding of maths but also places me among the best in the worldwide research community.

### Recognition and Awards

My efforts were recognized at the 25th Convocation of UMT, Lahore, where I received the Research Publication Award. This award highlights the quality and impact of my research, showing my significant role in advancing mathematical knowledge.

### Teaching and Helping Others Learn

Currently, I am a visiting lecturer at UMT, Lahore, where I share my love for mathematics with students. My role goes beyond just teaching – I am committed to helping the next generation of scholars. Passing on knowledge from a researcher to a student is vital for the growth of academia, and I take this responsibility with care.

### Involvement in Conferences

I am not just confined to classrooms; I actively participate in research conferences, especially those focusing on the hybrid mode. This means I am adaptable to new trends in academia, combining virtual and in-person elements in my work.

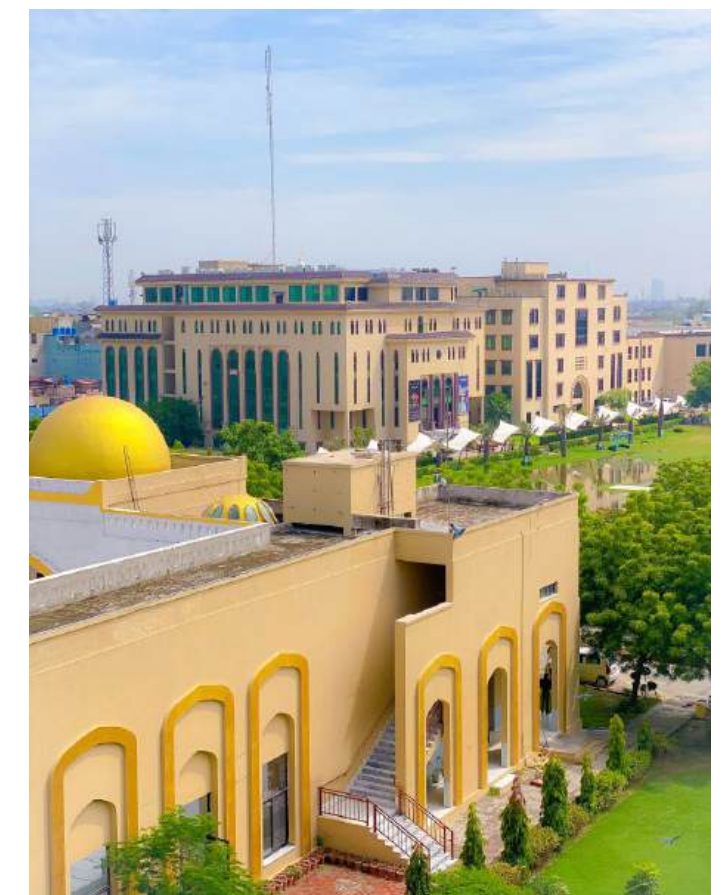
### Speaking on the Global Stage

As an international conference speaker, my influence goes beyond

borders. Speaking on a global platform shows that my research is not only important locally but has a worldwide impact. My ability to explain complex ideas to different audiences makes me stand out in the competitive world of academic discussions.

### Conclusion

My journey from a dedicated student to a recognized researcher and educator is a story of hard work, passion, and excellence. My achievements in academia, from publications to awards and international engagements, make me a standout figure in the field of mathematics. As I continue to explore the wonders of mathematics, my contributions are sure to leave a lasting mark on the ever-changing landscape of academic discovery.





# OBESITY AND ITS EFFECTS ON QUALITY OF LIFE



## ARTICLE

By  
**Noor Fatima**  
Doctor of Nutrition  
Sciences – Year 2023

### ABSTRACT:

Obesity can have a negative impact on quality of life (QOL), which is an important outcome in obesity treatment. We will learn about the concept of QOL, its measurement, and the mechanisms by which obesity can affect physical, social, mental, and sexual aspects of life.

QOL, as well as the effects of interventions for weight loss on

QOL. Finally, we discuss how health professionals can use QOL measures to improve clinical practice quality.

### KEYWORDS:

- Physical functioning
- Mental functioning
- Social functioning
- Sexual functioning
- Health-related quality of life
- Health status
- Patient-reported outcomes

### Quality of Life?

Nowadays, we are more likely to define “a good life” as one with a high quality of life (QOL). It has been argued that defining QOL in a way that is relevant to everyone is a very complex and difficult task. Because what matters in life varies from person to person, this may be an impossible task (Bradley, 2006).

However, a World Health Organization work group has identified the following cross-cultural QOL

elements: physical health, mental health, social relationships, environment, and overall QOL (Group, 1998). The term health-related quality of life (HRQL) is frequently used to distinguish between the general concept of “a good life” and the quantification of QOL in clinical and health research. HRQL is commonly understood to be a multidimensional measurement of an individual’s perception of the impact of an illness and its treatment (Fayers & Machin, 2013) (J. A. Cramer et al., 2002).

In the preceding section, we will use the inclusive term QOL because obesity can have a significant impact on almost every aspect of life (Kolotkin et al., 2001) (Fontaine & Barofsky, 2001).

### Why Measure Quality of Life is Important?

Measuring QOL in clinical settings can be highly helpful in working with obese people, both in terms of measuring clinical outcomes and serving as a motivator for change (Sullivan et al., 2001). First, assessing QOL allows us to quantify many of the treatment benefits that go beyond weight loss and comorbidity resolution. Because the majority of obese people, particularly those with severe obesity, are unable to maintain a significant weight loss over time unless they undergo obesity surgery, a proven method is required. (Elfhag & Rössner, 2005) (Colquitt et al., 2009). Improvement in QOL allows these people to reap the benefits of their lifestyle changes. Efforts should be made even if there is no significant weight loss. Second, the outcomes of QOL measures

may indicate the requirement for supportive interventions (Fontaine & Barofsky, 2001). Poor QOL has a long-term impact on medical problems and survival in a variety of populations, even after controlling for known confounders. Thus, QOL measures based on patients’ subjective judgments appear to tap essential predictive information from a source not otherwise accessible to the clinician or researcher. Fourth, because interventions may cause harm or risk, it is critical to assess all treatment outcomes in terms of their impact on QOL (Chida & Steptoe, 2008) (DeSalvo et al., 2006). Thus, QOL assessments may assist clinicians in tailoring a treatment that produces positive outcomes that are tailored to the individual’s specific needs. Finally, assessing QOL can help with decision-making and health policy. Ideally, we should recommend obesity treatments that have a high likelihood of improving clinical health measures while also improving QOL (Fontaine & Barofsky, 2001).

### Measuring Quality of Life

QOL measures are classified into three types: disease-specific measures, generic measures, and overall QOL. A comprehensive battery of QOL measures should include not only these three types of measures, but also physical, psychological, and social domains (J. A. Cramer et al., 2002) (Fayers & Machin, 2013).

### Disease-Specific Measures

Questions in disease-specific measures reflect the characteristics and challenges that are most relevant to a specific disease or condition.



Such measures in clinical trials should be very sensitive to change and closely related to common concerns of the target population. As a result, when assessing QOL in the obese, obesity-specific QOL measures are critical. There are several obesity questionnaires available (Duval et al., 2006).

The Impact on Weight on Quality of Life-Lite (IWQOL-Lite) questionnaire, the Obesity and Weight Loss Quality of Life Questionnaire (OWLQOL), and Weight-Related Symptom Measure (WRSM), as well as the IWQOL-Kids for adolescents (Niero et al., 2002), are all examples of well-designed weight-specific QOL measures (Kolotkin, Crosby, et al., 2001).

These questionnaires are distinguished by the inclusion of phrases such as “because of my weight” or “due to my weight,” allowing for an honest evaluation of the influence of weight on QOL (Patrick et al., 2004).

### **Generic Measures**

The primary benefit of generic measures is that they enable resemblance between obese individuals, other disease groups, and the population as a whole. The main disadvantage of using generic measures is that it is impossible to tell whether participants attribute their QOL to a specific disease (e.g., obesity) or to various other variables (e.g., age, a comorbid condition such as diabetes). There are numerous generic instruments available, but the most common is the Obesity and Its Impact on Quality of Life The Medical Outcomes Research Short-

Form-36 (SF-36) is used in 228 obesity studies to assess bodily functioning, physical in nature role functioning, bodily pain, health as a whole, vitality, interactions with others, emotional role functioning, and mental health (Ware et al., 1993) (Ravens-Sieberer et al., 2005).

### **Quality of Life Challenges in Obese Person**

Before delving into specific issues that are common among obese people, it is important to note that the effects of obesity vary from person to person. It is possible for an obese person to be successful, happy, and lead a fulfilling life. However, each person has a private threshold beyond which being overweight harms his or her health or quality of life. Thus, one person's QOL may be significantly reduced with a BMI of 30, while another may feel identically with a BMI of 40. The explanation for this inter-individual variation is complex, involving several factors such as genetic, psychological in nature social, and environmental variables (Bacon & Aphramor, 2011).

According to some data, QOL is worse in obese women than in obese men, and in white obese people than in black obese people (Kolotkin et al., 2002). According to some studies, obese people who engage in a high level of physical activity appear to be especially resilient to the consequences of obesity (Barlow et al., 1995).

The findings also suggest that if obesity is linked to problems with mobility, the risk of impairments in other aspects of QOL increases significantly (Andersen et al.,

2010). The amount and extent of complications also have a negative impact on QOL (Sendi et al., 2005). Binge eating disorder (BED), depression, and musculoskeletal pain appear to have a negative impact on QOL (Doll et al., 2000).

The risk of having poor QOL is generally lowest in obese people who do not seek any help for their obesity, intermediate in obese people who seek nonsurgical help, and highest in obese people who seek obesity surgery.

Obesity may have a particularly negative impact on physical functioning (Kolotkin, Meter, et al., 2001), with an increasing BMI being associated with impaired physical functioning (Kolotkin et al., 2002).

The stigma linked to obesity is one of the most significant social challenges that many obese people face (Staffieri, 1967). Obese people face prejudice and stigma from an early age (P. Cramer & Steinwert, 1998). While many obese people have mental wellness, plenty of studies have found significant links between obesity and poor mental health. This impairment includes a wide range of mental health conditions as well as minor disturbances.

Obesity was associated with a 25% increase in anxiety and mood conditions but a 25% decrease in substance use issues in a sample that was representative of US residents ( $n = 9,125$ , 26% BMI > 30 kg/m<sup>2</sup>) (Simon et al., 2006). In conclusion, such studies show that obese people, particularly those with severe obesity and women, are at risk of developing

mental health problems, particularly eating disorders and depression, even if this distress does not always rise to the level of a formal medical diagnosis (Park, 2009).

### **Treatment and Quality of Life**

Improvements in QOL are the norm if weight loss continues over time and the negative effects of treatment are tolerable. Weight loss of 5-10% of total body weight is required to improve QOL (Kolotkin et al., 2009) (Karlsen et al., 2013).

Lifestyle intervention programs frequently improve QOL, but to a lesser extent than obesity surgery because weight loss is typically smaller (Wadden et al., 2012).

Maximizing the impact of eating habits on QOL improvements is critical, and such programs may provide acceptable results with long-term follow-up, as weight loss prevention may also be a successful way of preventing QOL loss (Fine et al., 1999).

Obesity is caused by genetic, psychological, social, and environmental factors. Western society is often considered obesogenic in the sense that there is little demand for physical activity, as well as easy access to low-cost, high-energy foods (Speakman & Levitsky, 2009).

It is unknown whether implementing healthier habits (physical activity, a nutritious diet, stress management, etc.) with little or no reduction in weight is effective for long-term QOL improvement.



# ALUMNI OUTREACH PROGRAM



Mr. Usman Managing Director Cakes & Bakes | May 2, 2024



Mr. Ahmad Ali Tahir serving as Head HR at Hussain Manufacturing Pvt. Ltd. (Stylo Group) | June 6, 2024



Mr. Saleem Ata, Head of the Office of Alumni Relations (OAR), along with his team, recently visited Mr. Amad Javed | Sep. 18 2024,



Mr. Hafeez Ul Hassan Shah CIO Sapphire Finishing Mills, May 14, 2024



Director Sialkot Campus Prof Dr Zafarullah Khan and Head OAR Mr. Saleem Ata along with UMT alumnus Mr. Ikram Ul Haq | October 24, 2024



Ms. Sidra Anwar Head of HR at Devsinc | March 11, 2024



Mr. Sohail Yousaf CEO of Hardees & Dir. of Super Asia Group | May 22, 2024

## WHAT IS SO SPECIAL ABOUT HUSSAIN?



The Karbala incident was an extraordinarily impactful event that will forever be remembered. The unfailing heroes of Karbala hold an exceptional place in history and will continue to be remembered for their bravery and courage. This incident serves as a valuable lesson for all of us, highlighting the importance of unwavering dedication, maintaining composure in challenging situations, understanding responsibilities and priorities, and embodying the qualities of a true champion of justice, even in the face of peril.

Throughout history, there have been countless individuals who have displayed heroic qualities, both before and after the Karbala incident. When water was scarce at the Battle of Badar, Muslim soldiers demonstrated their high morals by sharing bowls of water rather than drinking for themselves, and they embraced martyrdom because of thirst. Or the fabled Hanibal, who fought valiantly against the Romans and upheld his principles by refusing to surrender his body to the enemy and by taking poison before the Romans could catch their worst nightmare. It's important to recognize the bravery and sacrifice of the Spartans during the Battle of Thermopylae. Despite facing incredible odds, the 300 Spartans held their ground for three days straight without taking any breaks for food,

## ARTICLE

By  
**Muneeb Ashraf**  
Bachelor of Business  
Administration – Year 2018

**Manager Youth  
Mobilization Akhuwat**



rest, or sleep. They chose to face death instead of succumbing to fear and retreating. The unwavering courage and commitment to justice and their duties will be forever remembered and celebrated by these inspiring figures.

The question arises: What makes Imam Hussain so special?

Surah Al-Baqarah (155) is mentioned in the Quran.

الصَّابِرِينَ وَبَشِيرِ وَالْشَّامِتِ وَالْأَنفُسِ الْأَمْوَالِ  
مِّنْ وَنَقِصِ وَالْجُوعِ الْخَوْفِ مِّنْ بَشِيرِ وَلَنْبُلُونَكُمْ

Translation: "Allah has confirmed that verily indeed you will be tested with a touch of fear, with anxiety, with famine, with loss of property, wealth, and crops, and with loss in the people of our lives and in the fruits of our toil. Give good news to those who patiently endure."

Based on the teachings of the Quran, humanity is tested in five key areas, which include the fear of hunger, loss of possessions, loss of fruits, loss of loved ones, and loss of life. However, the Quran emphasizes that these trials are presented and tested gradually over time rather than all at once. It is believed that God comprehends the overwhelming nature of humans confronting them all at once.

The most remarkable thing happened when Imam Hussain underwent all five key testing heads simultaneously. Imam Hussain A.S. bears all these significant five heads coming together in three days: he had to leave his hometown; he had to travel under

the hot sun of Karbala's parched land; he had to contend with his toddler's thirst; he had to interact with the challenges of food, water, and shelter; he had to witness the grisly deaths of his brother, his sons, and his companions. He was aware that his sister and other women's family members would have a difficult time adjusting after his passing and would face captivity and looting the camps, yet the most striking feature was the calmness that could be seen. There wasn't even a slight change in his expression. He did not budge an inch from defending the principles of truth and justice.

Imam Hussain places the prophet's mission above giving up his life and family. This is a complete summary, making Imam Hussain the unique hero who began a nonviolent struggle against oppression and injustice and established the fundamental truth of human capacity that 'might does not always equal right'.

His message "I rise solely to rectify the nation of my grandfather, the Messenger of Allah." This was the epitome of selflessness, and it kept Islam alive. Islam was maintained by Imam Hussain's movement. His actions contributed to the ingraining of values in society.

The Holy Prophet's (PBUH) mission and message would not have been recorded in history if Imam Hussain hadn't recognized the threat and acted to save it. The mission of Prophet SAWW necessitated reform and revitalization, which ultimately

resulted in bloodshed for the betterment of the nation. He became a passionate lover of God and saw this as a demonstration of love rather than a war. He posed a challenge to death and ultimately deceived it.

He was able to keep his commitments because of his calmer and more composed demeanor. He did that as he drew near to death and realized that prayer time was about to begin.

He was able to do two tasks in this situation despite his body being bleeding, dehydrated, and damaged: he was able to give his God primacy over his injured body and fulfill his religious obligations and established a precise distinction between right and obligation consciousness. He bowed before God and sent a final message.

In the midst of the chaotic battle, with spears piercing through the air and the relentless barrage of attacks coming from all directions, he stood his ground.

As the prophet's representative, he embodied the prophet's spirit and made a sincere plea: 'Will anyone lend a helping hand?' Can someone help us with our call for assistance? His call was symbolic and not just for the present; it was also directed towards all future generations, urging them to stand up against injustice and evil despite daunting obstacles.

Anyone who observes wrongdoing but finds it challenging to advocate for justice can relate to this message.

It has been demonstrated that the number of supporters one has

does not determine the validity of a claim. This is exemplified by the steadfast and courageous actions of an individual as well as by the ability of a small group of committed and genuine companions to defeat a tyrant without the need for military intervention.

An unshakeable conviction and confidence, conveyed with determination, eloquence, and composure, is what truly matters, and it can permanently establish the truth.

His actions were rooted in a profound sense of duty and responsibility to his fellow human beings, and he displayed an unparalleled level of courage and selflessness in his pursuit of justice and righteousness.

He left an indelible mark on history with his unwavering dedication and continues to inspire people from all walks of life to this day.

This is why he is perhaps the most unique person in the universe. He could only articulate his beliefs with eloquence and composure, matched only by his unwavering dedication to his cause. By combining passion and poise, he was able to effectively communicate the truth, leaving a lasting impact on society.

The power of one individual's actions to bring about positive change in the world is constantly reminded through his legacy.

Today, his indestructible soul rules the hearts of billions.

Regards,





## Zaresha Abdul Majeed

**Doctor of Physiotherapy –  
Year 2023**

My name is Zaresha Abdul Majeed Malik and I was a student of the University of Management and Technology, Lahore. I completed my Doctor of Physical Therapy Degree in March 2023. I was awarded a gold medal for my academic performance. Achieving this prestigious award required dedication, countless hours of hard work and a cordial pursuit of excellence. Despite all the challenges, I remained focused on my goals. The hard work of five years finally paid off. The day I stepped into the university, I was an ordinary student. But the day when I passed out, I was a professional. I am grateful to my parents and teachers that made me believe in hard work and in myself. I hope I set an example for my juniors and leave a path for them to follow.

## ANNUAL IFTAR DINNER 2024





اک عمر غفلتوں میں گزار کر  
آئے ہو دہلیزِ کعبہ تھک ہار کر

لوٹا ہے تو اس مقام پر  
اے انس نادان عرصہ اُجاڑ کر

ہے دہلیز پر کھڑی دعا مگر

صبر کر، تھوڑی چیخ و پکار کر

ابھی اپنوں کے شکوے ہیں لاکھوں پڑے  
ابھی خود کو کچھ اور بے قرار کر

یہ امتحان ہے مزاج کا

ابھی سجدوں کو برقرار کر

**Dania Murad**

BS Clinical Psychology – 2024

Officer – Office of Alumni Relations

University of Management  
and Technology, Lahore

# EXCLUSIVE MEETUP 2024



UMT - BCS-Batch 23 Exclusive Meetup | Tuesday Dec. 17, 2024





# OAR team



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551-700 Globally