### **VIVO Electrics Pakistan**

The Office of Career Services (OCS) and VIVO Electrics Pakistan conducted interview sessions for the position of MTO Sales and Marketing on July 20, 2017. Alex Zhan, Director Marketing, and Madiha Riaz, Director HR, conducted the interviews. Overall 9 candidates appeared for the interviews and 7 made it to the final interview.

Interviews for the position of MTO Marketing for the Lahore Head Office were conducted on August 26, 2017. The VIVO team was looking for potential employees with marketing and communication skills. **Marvin Zhan**, Chief Channel



Officer, gave an overview of VIVO to the candidates. **Sanwal Kaleem**, a UMT graduate now working at VIVO, shared his views and experiences of working at VIVO

which motivated the candidates. **Shah Mohammad**, Director HR, VIVO also attended the session. A total of 29 candidates appeared for the induction session and interviews.

### **Emirates Supply Chain Services**

Representatives from Emirates Supply Chain Services visited UMT to conduct a recruitment activity through the efforts of OCS on July 27, 2017. The team was looking for the positions of summer interns for various management departments. Sohaib Baig, AM HR, Faraz Ahmad Sheikh, Senior HR Executive, Yasar Arfat, Inventory Manager and Haseeb Farakh, Admin Officer, briefed candidates about the organization and its Summer Internship Program. After the presentation, a test activity was conducted to assess candidates' academic as well as aptitude knowledge. The qualified candidates were called for the



interview. A total of 34 candidates were assessed for this position and 7

candidates were shortlisted for the final interview.



### Amigo Software Pvt. Ltd.

OCS and Amigo Software conducted interviews for the position of Senior and Junior Software Engineers at the UMT Campus on August 22, 2017. Amigo was looking for candidates who wished to pursue their careers in software technology in order to bring transformation in the industry. A total of 17 candidates appeared for the interviews.

## Renowned Poets Attend Mushaira to Mark Pakistan's 70th Independence Celebrations

UMT held a poetic symposium mushaira to observe Pakistan's 70th Independence Day at the UMT Campus on August 8, 2017.
Renowned poet and literary icon Amjad Islam Amjad presided over the mushaira whilst key poets Saima Kamran, Saud Usmani, Abbas Tabish, Hameeda Shaheen, Ambreen Salahuddin, Sajjad Baloch, Shaheen Firdous and others presented their poetry.

While addressing the event, **Dr Muhammad Aslam**, Rector UMT, said that Pakistan came into being after paying a heavy price and sacrificing many lives. He thanked all the poets who spared their precious time and presented their selective verses dealing with Pakistan and its history, national unity, Independence Day, and the current scenario. He added that the role of poets and



literary figures in the struggle for Pakistan was critical. Allama Muhammad Iqbal, one of the founders of Pakistan, was a poet whose poetry ignited the sentiment for freedom among Muslims and awakened them from slumber. On this occasion, UMT students presented a tableau which reflected Pakistan's culture and national values. The event concluded with giving away of souvenirs to the guests.

### UMT Alumni Tour from Neelum Valley to Rati Gali Lake

UMT organized Annual Alumni tour for university fellows, batch mates and friends from Neelum Valley to Rati Gali Lake on August 18, 2017. Neelum Valley is one of the most beautiful places in Pakistan.

The first stay of the group was at Keran, known as a night stay spot in transit to reach Ratti Gali Lake. The alumni group then left for Ratti Gali Lake and after two hours of jeep track and 45 mins of trekking, they reached Ratti Gali. The team also visited Sharda, Kel and Arang Kel. A transit stay was made at Murree on the way back to Lahore.

The alumni enjoyed BBQ, grilled fish dinner and bonfire at Neelum View Start Hotel, Sharda. The tour provided real opportunity of networking and sharing of old memories. Senior UMT



alumni shared their professional experiences while other alumni

participated actively in question and answer sessions.



## Bilingualism and Identity Construction in the Digital Discourse

### Muhammad Shaban Rafi

This study explores: (a) how Urdu/English bilinguals flag-up social identities and power relations in the digital discourse, and (b) whether or not bilingualism favours mixing and/or diffusing local identity in the global discourse. The data were sampled from 200 Bachelor of Science students (who had Urdu as their primary language of communication and English as one of the academic languages or the most prestigious second language) of 5 universities situated in Lahore, Pakistan. The data were delimited to their Facebook conversations 'on the wall'. The analysis procedure was based on the Sociocultural Communication Approach to unpack selective discursive practices responsible for linguistic choices by Urdu/English bilinguals in the digital discourse. In addition to English–Urdu code-switching as an identity marker, they use a range of linguistic features covering linguistic reduction, neologism and paralinguistic features to reflect solidarity, power and gender within their speech community. The study further anticipates that prevalence of certain linguistic forms among the participants depends on their position in the social systems. It is hoped that the patterns found in this study regarding how Urdu/English bilinguals identify themselves in the digital discourse will continue to be relevant in the future.

### Introduction

Pakistan is a country of over 193 million people, and the majority is below the age of 30 with almost equal sex ratio within this group. The country is divided into four provinces: Punjab, Sindh, Khyber Pakhtunkhwa and Balochistan together with Islamabad, the Capital territory, the north-western Federally Administered Tribal Area, the northern semi-autonomous Gilgit-Baltistan, and Kashmir. Each one of these regions has a unique ethno-linguistic landscape. The Punjabi region has the majority of the population followed by Pashto, Sindhi, Saraiki, Urdu and Balochi. Mansoor (2009, 32) asserts that the numerical strength does not determine dominant languages in Pakistan. Though Urdu is spoken by around 7% of the total population, being the national language, it is widely understood and spoken as primary language for communication especially in the social institutions, that is, Army, Judiciary, Media, Education and Family. People, mainly due to socio-political and economic reasons, learn/acquire English as one of the academic languages or the most prestigious second language (see e.g. Rahman 1999). Relatively speaking, they communicate through the mother language (mostly a regional language), the national language (Urdu) and the third language (English) depending on the context.

Urdu is regarded as the language of Muhajirs, mostly if not altogether, located in Sindh. Moreover, seemingly due to historical and psychological reasons, a fair number of educated Punjabi families especially those who are from urban areas encourage their children to speak Urdu and English instead of Punjabi (c.f. Mansoor 1993); Nazir, Aftab and Saeed; Gillani and Mahmood 2014). Rahman (1999 Rahman, 230–231) associates this attitude with politics and power. They acquire Punjabi, however, mostly through informal contact with lower or lower-middle working class who speak it to mark solidarity and group cohesion. Thus, the speakers who link up their identity either with Urdu or English or both are part of this study.

*Note:* This article was published in the Journal of Multicultural Discourses, Volume 12, 2017 – Issue 3. It is available online at: https://goo.gl/QUazxL



### Write it Down

If we can think it up, we can achieve it. For this reason, whatever we write down must be backed by some reality that what we want to achieve exists in the realm of all possibility. The value of writing our aspirations down is unfathomable in terms of the power it has to motivate us in the direction of the thoughts we think. When we take an idea from the inside of us and we put that idea onto paper, we have just given that idea physical form.

### Research

There is nothing more important to our motivation than doing the necessary research on our idea to provide us direction. When we research, we educate ourselves on the various ways to mitigate possible challenges and turn them into workable strategies. In taking action to research, we set ourselves up for a much greater chance at finding success.

### Growth

The more we research the more we gain knowledge and sense of direction. As we gain knowledge, we develop the intelligence, strategies and most importantly the belief in ourselves to stretch beyond any preconceived limits we may be harboring. The more we stretch ourselves, the more depth we add to our knowledge.

### Keep Going

Success takes time. Be patient. To stay in the channel of success we must learn to tolerate our more impatient impulses. Remember, any path to success is always under construction. If we're waiting for a certain result we must give it some space to manifest.

#### Speak Success

Our self-talk must be infused with nothing but the hopeful and the positive. We each have the choice to focus on what we have, or we can focus on all the things we don't. When it comes to fear we have a choice; we can run from it or learn from it.

### Leader of One

Never focus on what others are doing or not doing. We must lead ourselves by managing what goes on between our two ears so we can ensure we approach life and business with a clear sense of emotional intelligence. To stay grounded we must remain focused on what's directly ahead of us and not entertain the useless distractions outside of us.

#### Be Creative

We must be creative and think outside the box. We must think in ways and in directions we've never have before. This is how we eliminate limits. We may have to be creative for years to reach certain dreams. In reality, the greatest joy in achieving any dream is being in the active pursuit of it.

### Focus on Solutions

If we want to achieve forecasted outcomes we must focus on solutions, rather than problems. Focusing on solutions keeps our mindset positive and is the best means to keep moving forward.

Adapted from: https://www.entrepreneur.com/article/300267



# **Alumni Success Story**

## **Ansif Aroo**j

Lecturer, University of Education, Division of Science and Technology

MS in Information Technology, UMT (2014)

### Beginning of my Professional Life

Prior to joining the University of Education, I also taught at UMT and University of the Punjab. I am very passionate about teaching as I know that excellent teachers have the capacity to transform lives. During the course of my teaching career, I also focused on research. As such, research papers authored by me and related to 'Data Mining' and 'Big Data Modeling and Analysis' have been published in IEEE. I have also attended many national and international conferences related to IT in order to stay updated about the latest developments in my field so that my students also benefit from the new trends in IT through my own exposure.

### **UMT-the Game Changer of my Life**

Life at UMT has been a memorable one as it helped me achieve success in the field of Information Technology. I reached new horizons of learning and critical thinking. The mentors, teachers, students and diverse campus activities refined my talent and taught me the art of conceptualizing ideas of unknown realities, and converting them into executable projects. UMT helped me to become a dedicated teaching and research professional.

I would like to thank UMT for paving the way for my success; otherwise I wouldn't have discovered my talent and leadership skills. I want to thank my parents, husband and the highly qualified faculty of UMT who have always encouraged and supported me to conduct research in the IT sector. UMT has played a significant role in providing me the balanced knowledge about all aspects of Information Technology.

### **Selection in the 5th Heidelberg Laureate Forum**

It was a great honor for me when I was selected to participate in the 5th Heidelberg Laureate Forum (HLF) which took place from September 23 to 29, 2017 in Heidelberg, Germany. More than 600 young researchers applied for the Forum. I was honored among the 200 most qualified young researchers in the fields of Mathematics and Computer Science who were chosen to attend the HLF.

So this kind of recognition meant a lot to me and was a culmination of my hard work and dedication. The Heidelberg Laureate Forum Foundation (HLFF) annually organizes the HLF, which is a networking event for mathematicians and computer scientists from all over the world. The HLF was initiated by the German Foundation Klaus Tschira Stiftung (KTS), which promotes Natural Sciences, Mathematics and Computer Science, and the Heidelberg Institute for Theoretical Studies (HITS).

### Time to Give Back to UMT

I would like to share with UMT whatever I have achieved in my life as a token of acknowledgement. I am proud of my affiliation with UMT and I am at the service of my alma mater to share knowledge with UMT students, who are willing to pursue a promising career in the IT sector. I am looking forward to participate in alumni gatherings, workshops, meet-ups, and seminars so that this alumni circle can progress and expand accordingly.

### My Advice to UMT Students

Follow your dreams; never give up no matter how tough circumstances are. Whether as an individual or collectively as a nation, we learn from life's experiences and continue to grow to become better persons. Always work hard, stay enthusiastic and respect your teachers. This is the most important lesson that I have learnt in life. Those who value their mentors achieve real success and respect. So, learn to give credit where it is due and stay true to your values and ambitions.

# Life@UMT

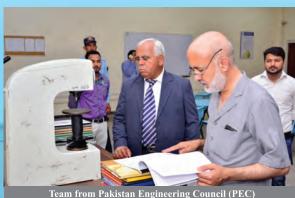




Dr Hasan Sohaib Murad, Chairman, ILM Trust, meets scholars of Turkiye Genelik Vakfi who completed Urdu course at UMT



Dr Muhammad Aslam, Rector UMT, presents souvenir to Justice (R) Nasira Iqbal



Team from Pakistan Engineering Council (PEC) takes a tour of the laboratory facilities at UMT



UMT-SAP faculty snapped at the conclusion of meeting of the Curriculum of B. Architecture



Muhammad Yousaf Jamil, Director QEC, meets SSS&H faculty to discuss HEC requirements for new programs

















# **UMT Clubs and Societies**

### Galz Zone



The Galz Zone of UMT-OPA is a platform for female students of the university that enables them to organize on-campus female related activities. It helps female students to explore their hidden talents as well as discuss, through workshops and seminars, issues primarily relevant to females. The society also organizes workshops that help improve confidence and communication skills of female students.

The goals of Galz Zone are to function as an academic and informative system for UMT female students and refine them into better leaders of tomorrow. OPA welcomes all students to come and register for UMT Galz Zone and join the community which aims to serve them at all times.

So far, Galz Zone has organized many events and activities including breast cancer awareness campaign, seminar on honor killing and a workshop on feminism. Renowned speakers have graced these events with their presence and sharing of their knowledge.













# Office of Participant Affairs

The Office of Participant Affairs (OPA) is one of the key organs of the University that caters for the needs of participants at UMT since their participation in curricular and co-curricular activities is aimed to achieve excellence in academics and is regarded critical for physical as well as intellectual growth. OPA encourages students to actively engage in on-campus clubs and sports activities.

OPA sponsors more than 65 student clubs and societies, and goes to considerable lengths to involve students of different ages, ethnicities, and socioeconomic backgrounds in these and other out-of-class activities. It aims to create opportunities for important connections which directly support the University's retention efforts and enriches students' experiences at the same time. OPA has enjoyed many successes in the past year, and hopes that the coming years will be better than before.















# **ILM Group of Colleges**

A PROJECT OF ILM TRUST

### Talent Hunt Show at ILM College, Sambrial













# **Head Office Team Visits ILM College Gujranwala for Feedback**













# Welcome Party ILM College (Canal Campus) at PC, Lahore

















## INSPIRE TO RISE



## TKS Signs MoU for Fort Abbas Campus



The sales team of the Knowledge School (TKS) Network led by

**Shoaib Tariq**, Manager Sales and Marketing, met with **Tahir Saleem**,

an investor and UMT alumnus, to set up a new campus at Fort Abbas on July 31, 2017. Muhammad Zahid Warriach, CEO TKS, signed the MoU during the ceremony which was attended by team members of TKS including all heads of departments. Muhammad Zahid Warriach welcomed Tahir Saleem to the TKS family and assured him of his continuous professional support on all occasions. He further stated that the TKS team has always facilitated investors by providing service and support. At the conclusion of the ceremony, CEO TKS presented souvenir and gifts to Tahir Saleem.

# TKS Conducts Effective Lesson Planning Workshop for Subject Specialists

TKS held a training session on 'Effective Lesson Planning for Academic Departments' at its Head Office from August 1-15, 2017. Asma Aamer, Preschool Head, conducted the session. The aim of this session was to help subject specialists design Daily Lesson Plans (DLPs) with diversified teaching strategies and methodologies. During the session, Howard Gardner's theory of multiple intelligence was discussed which provided participants better understanding of different learning styles and teaching strategies for students' learning outcomes.

Participants who attended the workshop included **Zareen Khalid**, Deputy Director Academics, and Subject Specialist (Urdu and



Islamiyat), Nafeesa Habib, Assistant Director Academics and Subject Specialist (English and Math), Parisa Naveed, Subject Specialist (Computer Studies), Sadia Jabeen, Subject Specialist (Science), and **Abdul Wahab**, Subject Specialist (Mathematics). **Abid Nathanial**, Director Academics, also attended the workshop which concluded on a positive note with a promise to host more training sessions for teachers.

# **Defense Day Activities at the TKS Campuses**

















# UMT Sialkot Campus



## Dr Muhammad Aslam Visits Sialkot Campus

Dr Muhammad Aslam, Rector UMT, visited the Sialkot Campus along with Asif Saeed Haider, Principal Secretary, on July 21, 2017. He was warmly welcomed by Syed Muhammad Belal, Director Campus. The Rector also visited the various classrooms and laboratory facilities. He met senior faculty members and discussed academic initiatives. During the visit, Syed Muhammad Belal briefed him about the progress of UMT Sialkot Campus. They discussed future plans,



current programs and campus enhancement plan. The Rector appreciated the efforts made by the faculty and management under Syed Muhammad Belal and expressed best wishes for the future.

## UMT Sialkot Campus Holds Grand BizPlan Challenge for Entrepreneurs

UMT Sialkot hosted a grand start-up idea titled Biz Plan Challenge competition at the Iqbal Campus on August 26-27, 2017. A total of 38 teams participated from different universities including LUMS, UCP, UET, Superior University, GIFT University, University of Gujrat, NUST, and Air University from Lahore, Islamabad, Sialkot, Gujrat and Gujranwala.

The event was attended by people from all strata of society and many stalls were also displayed on the occasion. **Syed Muhammad Belal**, Director Campus, **Dr Shahid Javed Butt**, Director Academics, faculty and staff attended the function. The team of Biz Plan Challenge (BPC) welcomed the guests. Exciting team building activities and sessions were



attended by students. Usman Khalid, Director Surgikare, Dr Mariam Noman, President, SCCI Women Wing, Capital Sports, and Khuram Khawaja of Anwar Khawaja Industries were chief guests on the occasion.

The winners on the occasion included YOFIT which is a startup of CENTIN affiliate **Abdus Samad**; it secured 2nd position and prize money

of Rs 50,000 whereas the winning team was awarded the price money of Rs 100,000.

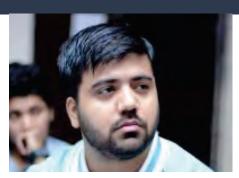
The winners expressed gratitude for the support of **Dr Muhammad Aslam**, Rector UMT, and **Bob Wheeler**, Dean SBE, for creating an entrepreneurial environment at UMT where students are encouraged to follow their dreams and establish businesses.

# Research and Publications



# Dr Rukhsana Kalim and Noman Arshed Present Paper at the International Academic Conference on Business (IACB), USA

Dr Rukhsana Kalim, Dean IIB and Professor of Economics, presented research paper co-authored by Noman Arshed, Lecturer SBE, at the 2017 International Academic Conference on Business (IACB) organized by the Clute Institute at Sheraton Hotel, USA, on July 30-August 3, 2017. The paper's title was 'Does Investment Decision of Islamic Banks Maximize Deposit Returns?' With the introduction of participatory and trade based modes, Islamic banks are experiencing rapid growth in Islamic countries as well as non-Islamic



countries. The profit sharing approach adopted by the Islamic banks created ex-ante expectation that there will be higher returns for the bank and depositors. Since in most countries, Islamic banks are



operating vis-à-vis conventional banks, this substitutability between the deposit account of Islamic and conventional banks creates a challenge for Islamic banks to attract more depositors.

# Sana Daud and Zobia Amin Present Research Paper in World Conference on Science, Technology and Medicine in Dubai

It is a proud moment for the UMT Community that **Sana Daud**, Assistant Manager Academics, and **Zobia Amin**, Clinical Counselor, Institute of Clinical Psychology (ICP) at UMT, presented their research papers in the World Conference on Science, Technology and Medicine held at Dubai Carlton Palace Hotel, Deira, Dubai, on August 12-14, 2017.

The topic of Sana Daud's research paper was 'Burnout Tendencies and Mental Health Issues of Administrative Staff of the University' whereas Zobia Amin presented a research paper on 'Cognitive Behavior Therapy for Shyness: a Cultural Perspective.'



The World Conference on Science, Technology and Medicine provided a venue for interaction among leading academic scientists, active researchers and industry leaders to communicate and exchange their viewpoints on developments and contemporary research across all



geographical regions. This important international conference was based on plenary and guest lecturers. It also provided hands-on training in several important areas for young researchers and scientists to present their research work in the form of oral or poster presentations.

# Research Papers Authored by Muhammad Yousaf Jamil Published in ISI Indexed International Journals

UMT gives great importance towards cultivating learning and research culture. Faculty and students are encouraged to contribute to the body of knowledge through original research. Research papers authored by **Muhammad Yousaf Jamil**, Director QEC, UMT, have been published in ISI indexed international

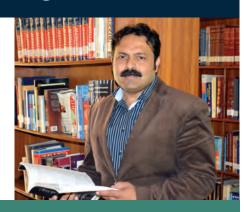
journals. These include 'Role of Knowledge Management in Achieving Organizational Performance: Proposed Framework through Literature Survey' (Journal of Business, Economics and Finance) and 'Deploying Knowledge Management in DMAIC Methodology of Six Sigma Projects' (Press Academia Procedia).



# Research Paper Authored by Dr Arshad Ali Khan Accepted for Publication in Elsevier Journal Lingua

A research paper authored by **Dr Arshad Ali Khan**, Director, Institute of Communication and Culture
Studies (ICCS) at UMT, titled
'Pashto-English Code Switching:
Testing the Morphosyntactic
Constraints of the MLF Model' has been accepted for publication in
Elsevier Research Journal Lingua. It is worth noting that Elsevier

Research Journal Lingua represents review of all linguistic disciplines, not only general linguistics (i.e. phonology, morphology, syntax and semantics) but also philosophy of language, rhetoric, historical linguistics, pragmatics, sociolinguistics, linguistic anthropology, cognitive linguistics, psycholinguistics, and neurolinguistics.



# Dr Sajjad H Shami Appointed as External Examiner for PhD Viva

**Dr Sajjad H Shami**, Department of Electrical Engineering, School of Engineering (SEN) at UMT has been appointed by COMSATS, Islamabad, as External Examiner for PhD Viva for an Electrical Engineering doctoral scholar at COMSATS, Lahore. He conducted the viva in COMSATS along with the Dean, HoD,

Supervisor and a fellow External Examiner. The PhD student has already published several articles during his doctoral research and faced the panel questions properly. It is a great honor for UMT that one of its faculty members had the privilege to represent the University at another institution.



## Elsevier Journal Publishes Research Paper Authored by Dr Mohsin Javed

A research paper titled 'Designing of a Spatially Separated Hetero-Junction Pseudobrookite (Fe2TiO5-TiO2) Yolk-Shell Hollow Spheres as Efficient Photocatalyst for Water Oxidation Reaction' authored by **Dr Mohsin Javed**, Assistant Professor,

School of Science (SSC), UMT, has been published in the Elsevier Journal 'Applied Catalysis B: Environmental' 219 (2017) 30–35. The journal has an impact factor of 9.466 which requires the highest standards of academic scholarship.



## Dr Ammar A Raja, Director CETA, Wins Microsoft Azure Research Award

Dr Ammar A Raja, Director, Center for Enterprise Technology
Advancement (CETA), has won
Microsoft Azure Research Award
worth 20,000 USD. Microsoft Azure
is used by researchers around the
world to accelerate their research. It
is due to the achievement of Dr
Ammar that UMT now stands in line
with some of the best universities in
the US, UK and many other
prestigious institutions all over the
world. Microsoft will be sharing a

video of Dr Raja's work in Deep Learning on this page in the coming days. Apart from teaching, research and industry liaison in Data Science, Dr Ammar has been phenomenal in transforming CETA which now offers six Nanodegrees on disciplines as diverse as a Predictive Analytics to Technology Entrepreneurship and with people from Huawei, Microsoft, First Microfinance Bank of Pakistan (An Agha Khan Foundation Initiative) and other estimable



backgrounds getting trained.

# Research Paper Authored by Dr Sammia Shahid and Shakeel Ahmed Khan Published in the Journal Dyes and Pigments

A research paper authored by **Dr Sammia Shahid**, Chairperson,
Department of Chemistry, and **Shakeel Ahmed Khan**, MS
Chemistry Graduate from UMT,
titled 'Synthesis Characterization and
Antibacterial Activity of Cr (III), Co
(III), Fe (II), Cu (II), Ni (III)
Complexes of 4-(2-(((2-Hydroxy-5-Nitrophenyl) Diazenyl) (Phenyl)
Methylene) Hydrazinyl) Benzene
Sulfonic Acid based Formazan Dyes



and their Applications on Leather' has been published in the journal



'Dyes and Pigments.' JCR Impact factor of the Journal is 3.473.

# Alvina Fatima Represents UMT at International Exhibition and Festival on New Urban Technologies in Iran

Alvina Fatima, Assistant Professor, School of Architecture and Planning (SAP), represented Smart Cities Forum at the 1st International Exhibition and Festival on New Urban Technologies (ICS 2017) held on August 4, 2017. The Office of Research Innovation and Commercialization (ORIC) at UMT provided the opportunity to Alvina Fatima and organized her trip to Iran. The exhibition was attended by over 22 foreign countries at the Isfahan International Exhibition in

Shahrestan Bridge. Mohammad Reza Nilforoushan, Chairman, Isfahan Municipal New Technologies Center, said that this international event is being held for the first time in Isfahan. Under the supervision of Dr Muhammad Yusuf Awan, Dean SAP, Alvina prepared a project supported by video message of Dean SAP and Dr Saima Gulzar, Chairperson, Department of Architecture. Her theme was based on 'Human Healthy Environment.' She designed roof gardens consisting



of proper drainage system using construction techniques and different layers of chemical, waterproof, protection, filter, vegetation, grass drainage, etc. above the roof.

# Research Papers Authored by Dr Nouman Rasool Published in Reputed Journals

Research papers authored by **Dr Nouman Rasool**, Chairperson,
Department of Life Sciences, have been published in the following journals:

- 'Prediction of N-linked glycosylation sites using position relative features and statistical moments' published in 'PLOS One' and available online from 10 August, 2017. JCR Impact factor of the Journal is 2,806.
- 'Evaluation of different methods for DNA extraction from human burnt bones and the generation of genetic profiles for identification' has been published in 'Medicine, Science and



# Medicine, Science and the Law



the Law' and is available online from August 18, 2017. Medicine, Science and the Law is the official journal of the British Academy for Forensic



Sciences (BAFS) and dedicated to advancing the knowledge of forensic science and medicine. JCR Impact factor of the Journal is 0.689.

# Research Paper Authored by Hafiz Muhammad Umer Aslam Published in the Pakistan Entomologist

A research paper authored by **Hafiz Muhammad Umer Aslam**, Lecturer, Department of Chemistry, titled 'Larvicidal potenial of different plant

extracts against the larvae of mosquito (aedes aegypti (l.) (culicidae: diptera)' has been published in Pakistan Entomologist

2017, 39(1), 37-40. The paper is available online from September 2017. This is an HEC recognized 'Y' Category Journal.

## Elsevier Journal Publishes Research Paper Authored by Shakeel Ahmad Khan

A research paper titled 'Green Synthesis of ZnO and Cu-doped ZnO Nanoparticles from Leaf Extracts of Abutilon Indicum, Clerodendrum Infortunatum, Clerodendrum Infortunatum, Clerodendrum Inerme and Investigation of their Biological and Photocatalytic Activities' authored by **Shakeel Ahmad Khan**, Graduate, MS Chemistry (UMT), Department of Chemistry, at the

School of Science (SSC), UMT, has been published in the prestigious Elsevier Journal 'Materials Science and Engineering: C, Volume 82, 1 January 2018, Pages 46–59.'

Shakeel Ahmad Khan 'Materials Science and Engineering: C, Volume 82, 1 January 2018, Pages 46–59' with Impact factor: 4.164





# **Exclusive Interview with Leading Business** Icon and Entrepreneur **Syed Nabeel Hashmi**

Chairman of Thermosole Inds Pvt. Ltd., BBN Energy Pvt. Ltd., and SASA Pvt. Ltd. Syed Nabeel Hashmi is a respected industrialist and business icon with decades of outstanding entrepreneurship and a distinguished record of liaison with the government and the corporate sector. He designed and headed the International Business Development department of the Engineering Development Board of Pakistan. He played an active role in the Engineering vision 2002 formulation. He was nominated as a founding Director of the PIEDMC in 2004 - (Punjab Industrial Estates Development & Management Company) by the Government of Punjab. Nabeel Hashmi has over the years been elected on a number of trade associations and forums.

Mr Hashmi is a Certified Auditor for ISO 9001, 18000, 14000, OHSAS, FSSC 22000 and has represented Pakistan on various international forums on subjects relating to Pakistan entrepreneurs development in the SME sector, die & mold development in Pakistan, corporate social responsibility strategy and corporate management structure development for Pakistan.

In an exclusive interview with UMT Moments and Momentum, Syed Nabeel Hashmi shared his experiences of the plastic and auto industry in Pakistan, and offered incisive insight into the future of the economy of the country. Excerpts follow.

### Q: What are the guiding principles and rules that led you to become one of the most successful corporate icons of the country?

A: Any business development requires technical and entrepreneur skills. These are essential characteristics for one to move ahead. However, it is even more important to build up your credibility through sincere effort and hard work. What you produce and sell must gain the confidence and comfort of your customer.

Q: You are in a highly technical manufacturing business. How did you manage to create a niche in the market for exports to the UK, USA and the EU?

A: It was a long journey to break into these highly competitive markets. Pakistan is not recognized internationally as an engineering product sourcing country. However, once we placed ourselves in international exhibitions we were pleasantly surprised to receive a positive response from international buyers. Of course, our companies' quality, on time supply and competitive pricing is what enables us to sustain our export thrust.

Q: What are the major factors that helped Thermosole Industries to build and sustain credibility as a high quality Original Equipment Manufacturer (OEM) over the past 33 years?

A: Trust and consistent reliance on our development and supply capabilities by Pak Suzuki Motor Company, Indus Motor Pvt. Ltd. (TOYOTA) and Honda Atlas Cars Pvt. Ltd. were major factors. We had a secure business line from these blue chip organizations.

Q: Thermosole Industries is the first plastic company (mediumscale) in Pakistan to attain ISO certification – 1997 and continued the trend in different years. How do you maintain quality standards?

A: It is very important to build a team that understands the companies philosophy of 5S and Kaizen. Retention of qualified human resource and proper top supervision

to keep systems on track ensures maintenance of quality standards. Every month we religiously have a monthly management review meeting where we analyze our system readiness.

> What you produce and sell must gain the confidence and comfort of your customer

### Q: What has been the role of Thermosole Industries in promoting entrepreneurship and employment opportunities in Pakistan?

A: We are very open to educational institutions visits. Internally we impart incoming orientation and technical trainings whilst externally we are partnering with various organizations to impart plastic blow molding and injection molding training programs. We offer guaranteed employment to those students who pass through our training programs.

### Q: As Chairman of Pakistan Association of Automotive Parts and Accessories Manufacturers (PAAPAM) from 2011-2012, what would you consider your major achievements?

A: My role as Chairman PAAPAM in 2011 and 2014 enabled me to place PAAPAM as one of the top representative bodies in Pakistan. We introduced and started Pakistan Auto show that today is the largest engineering Exhibition in Pakistan.

PAAPAM now also boosts an internal skills development center where entrepreneurship programs and staff skills are imparted. The association is recognized internationally. Hundreds of our members were exposed to international exhibitions and brought into the export pipeline.

# Q: The auto policy 2016-21 raised hopes for new entrants in the market due to various incentives

### that were offered. However, few have actually entered the market. Why is that so?

**A:** Pakistan is a difficult market to understand. Whilst the GOP introduced the new auto policy yet on the other side it chose to leave used car imports open. It also chose to differentiate between existing players and new ones.

Setting up a car manufacturing plant requires huge investments and regulatory consistency. It is essential to ensure that new sponsors have the confidence to invest. I do however, see new startups coming up soon. For instance, Nishat Group – Hyundai Korea, Lucky Group – Kia Korea, Haier Group – Foton China, United - Cherry China, Habib Rafiq - Zoeyte China, and some others in queue.

### Q: Cars are much cheaper in India as compared to Pakistan. Why is that so and is the Pakistani buyer likely to get a relief in terms of pricing in the coming years?

A: India's market is very much more competitive than Pakistan. However this perception of cars being cheap is not correct. Probably the NANO car by TATA is the cheapest variant available in India. But it is a basic four wheeler driven by small engine. Comparative studies of car prices in India and Pakistan have proven that Pakistani prices are cheap.

# Q: You have hosted a variety of trade fairs which includes the famous Pakistan Auto Show 2017. How did that come about?

**A:** Trade fairs are an essential source of business development. When we did a SWOT on how to promote automotive business in the international markets then Expo management and participation were the important tools.

Q: Keeping in view your wide experience involving industrial estates, what would be your advice to policy-making quarters when it comes to development of industrial zones especially in the light of CPEC?

A: We are already late on this issue. When we signed on to CPEC we should have commenced development of at least 30000 to 40000 acres of industrial parks all over Pakistan. This would have helped easy transition of business startups from China.

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

**A:** Yes, sure this can help. However, choosing and picking up the right person is critical to make this program successful.

# Q: How can our universities like UMT prepare graduates for leadership roles in the manufacturing business?

A: I think universities must deploy 'degree end programs' that prepare fresh graduates to make the transition to real life. These programs may include essential ingredients to move ahead in life with their own thoughts of an entrepreneurship road map or job road map.

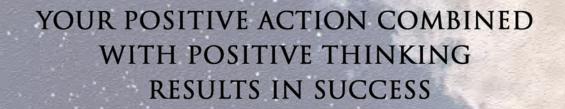
Universities must deploy 'degree end programs' that prepare fresh graduates to make the transition to real life

# Q: Your advice to aspiring entrepreneurs?

**A:** Slow and easy wins the race

### Q: Ten years from now, where do you see the Pakistani economy in terms of growth, stability, and most importantly, improving the quality of life of the people?

A: I see positive growth in all sectors. Pakistan's burgeoning population pressure will keep consumer demand growing in housing, consumer electronics, food, pharma, automotive, textiles, etc.



# **EDITORIAL** Zubda Mahmood Arjmand Zahra Madiha Salman Mareena Ghazanfar Zafar Siddiqui **PHOTOGRAPHY** Mehr Yaqoob Social Media Team **DESIGNED BY** Bisma Nawab PRODUCED BY University of Management and Technology Lahore, Pakistan For placing an advertisement in this newsletter, please contact newsletter@umt.edu.pk

